

Brierley Hill Area Action Plan



Preferred Options

February 2008



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General Information

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

Planning Policy Team, Directorate of the Urban Environment, 3 St James's Road, Dudley, DY1 1HZ

Arabic

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Bengali

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Chinese

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Gujarati

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

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Punjabi

અનુરોધ કરન તે, ઇઘ ડાક્યુમેન્ટ (લિખત જાનકારી દસતાવેજ), અતે સથાનક વિકાસ યોજના (ફરેમવર્ક) સંબંધી હેર ડાક્યુમેન્ટસ વૅંડે પરિંટ, આઢીઈ કસૅંટ તે રીકારડ કીતે હેંદે, થેલ ડ્રામૅન્ટ, અતે અંગ્રેજી ભાષા દે નાલ નાલ હેર ભાષાવાં વૅંચ વી મિલ સકદે હન જાં મિલ સકઠગે. જેકર તુસીં કોઈ ડાક્યુમેન્ટ ઇનું વૅંચેં કિસે ડ્રામૅન્ટ (થટર) વૅંચ લૅટા ચાહુંદે હે, તાં ક્રીપા કરકે હેઠ લિખે પતે તે સંપરક કરે: પલૅનિંગ પૅલસી ટીમ, ડાઈરૅક્ટરૅટ અૅંડ દિ અરથન ઇન્વાઈરનમેન્ટ, ડડલી મૅટરૅપૅલિટન થરૅ કાઉન્સલ, 3 સૅન્ટ જૅમસ રૅડ ડડલી Planning Policy Team, Directorate of the urban environment, Dudley Metropolitan Borough Council, 3 St. James's Road, Dudley DY1 1HZ - ટૅલિફોન નંબર: 01384-816967 - ઈ-મેલ પત્ર: udp.plan@dudley.gov.uk

Urdu

یہ اور کل ڈیولپمنٹ فریم ورک (مقامی بہتری سے متعلق اقدامات کا ڈھانچہ) سے متعلق دوسری دستاویزات بڑے حروف کی طباعت، آڈیو کیسیٹ، بریل یا انگریزی زبان کے علاوہ زبانوں میں ترجمے کی صورت میں دستیاب ہیں یا درخواست پرفراہم کی جائے گی۔ اگر آپ کو دستاویز ان میں سے کسی بھی شکل میں درکار ہے تو براہ مہربانی پلاننگ پالیسی ٹیم، ڈائریکٹوریٹ آف اربن اینوائرنمنٹ، ڈڈلی میٹروپولیٹن بروکولس، 3 سینٹ جیمز روڈ، ڈڈلی ڈی 1 1HZ کے ساتھ رابطہ قائم کریں۔ ٹیلیفون نمبر: 01384 816967، ای میل: udp.plan@dudley.gov.uk

1 About This Consultation Document

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

How to Use this Document

- 1.3 This document presents a 'Preferred Option' for the future regeneration of Brierley Hill Town Centre. This has been prepared using information gathered through the '[Issues and Options](#)' consultation undertaken in July and August 2007. The Issues and Options document set out all the identified planning issues within Brierley Hill and a number of spatial options for the strategy. It sought views on how Brierley Hill should be developed and what approach should be taken for different areas within the Town Centre.
- 1.4 This document is the second consultation document and your views are being sought during the consultation period of 29th February 2008 to 11th April 2008. There are specific questions within the document which you are invited to respond to but you can also comment on anything within this document, any of the alternative options suggested at the Issues and Options stage or suggest alternative options.
- 1.5 We would encourage you to submit electronic representations to this document wherever possible. You can respond to this consultation using the online interactive version of this Area Action Plan which is available on the Council's website on the following link:

<http://www.dudley.gov.uk/environment--planning/planning/local-development-framework/bhill-aap>
- 1.6 You can also provide us with your views on this document using the following contact details:

Nicki Thomas or Tim Brown

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Dudley Metropolitan Borough Council

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Email: Nicki.Thomas@dudley.gov.uk
Tim.Brown@dudley.gov.uk

- 1.7** Hard copies are available for viewing at the main libraries in the Borough and at the reception of the Council offices at the address above. The document can be made available in large print, in languages other than English and in a format suitable for the partially-sighted and blind upon request.
- 1.8** For more detailed information, this report can be read in conjunction with the [Baseline Report](#) and the [Sustainability Appraisal](#). The Baseline Report contains more information about the history of Brierley Hill, the evidence that has been collected about the area, and the other relevant plans and strategies that are informing the preparation of this Area Action Plan. The Baseline Report will remain purposely in draft format until this Area Action Plan is submitted so that more information can be added and removed as legislation and circumstances change. The Baseline Report provides all the evidence from which the issues are drawn and a summary of these issues are given in chapter three of this document.
- 1.9** The Sustainability Appraisal assesses both the options from this document and the options previously considered to see what the likely significant effects would be of those options and whether any of the options would be more sustainable than others. Your views would also be welcomed on the Baseline Report and Sustainability Appraisal. Both of these documents are available to view at www.dudley.gov.uk.
- 1.10** There are a number of new and recent studies being undertaken by the Council which provide valuable evidence to the Preferred Option report. These include '*The Brierley Hill Urban Historic Characterisation*' and '*The Strategic Place-making Study*'. A list of the evidence being used to inform the preparation of this plan is available on the Council's website.

How This Area Action Plan Will Be Prepared

- 1.11** This Brierley Hill Area Action Plan is being prepared in the following main stages;
- i. Evidence gathering (commenced in August 2006)
 - ii. Prepare issues and alternative options in consultation (consultation undertaken throughout 2007 with consultation on an 'Issues and Options' report in July and August 2007)

- iii. Public participation on preferred options (29th February to 11th April 2008)
- iv. Representations on Preferred Options
- v. Preparation of submission Area Action Plan
- vi. Submission of Area Action Plan (scheduled for October 2008)
- vii. Examination of the Area Action Plan (anticipated in April 2009)
- viii. Adoption (scheduled for October 2009)

1.12 This document is item (iii) from the list above. Most of the information gathered during the first phase of this process is contained within the Baseline Report and the responses and results from the previous consultation are set out in a consultation report available on the Council's website at www.dudley.gov.uk.

1.13 The results from this consultation will be made available on the Council's website over the summer and used to inform the preparation of the final draft Area Action Plan which will be submitted to the Secretary for State in October 2008 for independent examination. At that stage there will be a final six week consultation period. However, at that stage many of the key decisions will have been made already and it would be more difficult to take full account of your views. You are therefore encouraged to respond as fully as possible to this stage of the consultation where you can really help to shape this strategy.

2 Introduction

- 2.1** The designation of a new town centre at Brierley Hill by the Secretary of State in January 2008 is a remarkable opportunity for town building. 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 wholly new challenges and opportunities. This Area Action Plan will set out the framework for that transformation and guide an estimated £1.5bn worth of investment in the area over the coming years. It will set a vision for the future of the Town Centre that the local community, businesses, service providers and our delivery partners can all sign up to. It will also set 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. Our ambition is to set the framework for the delivery of an integrated and accessible Brierley Hill Town Centre that we can all be proud of.
- 2.2** Once adopted this Area Action Plan will form part of Dudley MBC's [Local Development Framework](#) which is gradually replacing the existing [Dudley Unitary Development Plan](#). Area Action Plans are a type of Development Plan Document which are deemed appropriate for town centres or specific areas where significant change or redevelopment is anticipated. The future for Brierley Hill is exciting and challenging and there is a clear need to develop this Area Action Plan to enable growth and development to proceed. Further details about how this Area Action Plan fits into the planning framework for Dudley can be found in the [Baseline Report](#).

The History and Planning Context

- 2.3** 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 finished in 1989.
- 2.4** Simultaneous to the development 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 500,000 square feet of B1 office space, 60,000 square feet of A3 uses (see glossary), 175,000 square feet of B1 light industry and a 146 bed, five star hotel.

- 2.5** 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 accompanying Baseline Report which covers all local, regional and national planning policy issues, and also the Black Country Study and RSS Phase 1 and 2 reviews.
- 2.6** Brierley Hill High Street has operated as a district shopping centre catering for the needs of local residents and employees in the area.
- 2.7** There lies huge regeneration potential in the Brierley Hill area. The planning framework with its focus on sustainable, holistic approaches, is the perfect vehicle to drive through the changes required in this area and to counteract the problems which have risen from the industrial era and the national planning laissez-faire approach of the 1980's resulting in Enterprise Zones.
- 2.8** Brierley Hill is a major part of one of the largest conurbations in Europe and an area with huge potential for 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 as a catalyst to help retain and attract back to the Black Country higher skilled and higher income households. The Brierley Hill Area Action Plan is the vehicle to delivering this regeneration. The willingness, enthusiasm and funding is available to carry these ambitions through to fruition and 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 provide the impetus for wider investment and regeneration of the whole Black Country sub-region.
- 2.9** The planning aspirations for the wider area are based upon the potential for new build development to support a more diverse and intense pattern of land use and to provide new and improved connections across the area to facilitate access, movement and integration, new public spaces, intensification of car parking and environmental improvements.
- 2.10** The development of the centre as a whole is dependant on retail growth. This is required to fund the significant environmental and public transport infrastructure improvements. There exists within the context of Brierley Hill, a realistic implementation package capable of delivering planned improvements to manage the centre alongside private commitment to ensure delivery. Focusing retail development (and other town centre uses which can have commercial benefit and thus become a driver for economic and regenerative benefits) within the Brierley Hill area underpins a planned and managed approach to development in the centre. This ensures that this takes place in an equitable manner, not at the expense of the Borough's other towns or towns elsewhere in the Black Country. The Borough's strategy for promoting strategic and planned

growth of all centres of a scale appropriate to themselves and in a balanced manner, will ensure a compatible centre strategy. It will also ensure that the centre can deliver the strategy at a local level appropriate to meet each town's needs so to reduce unnecessary transport impacts. This also allows a balanced approach to regeneration and renewal and provides opportunities to attract funding.

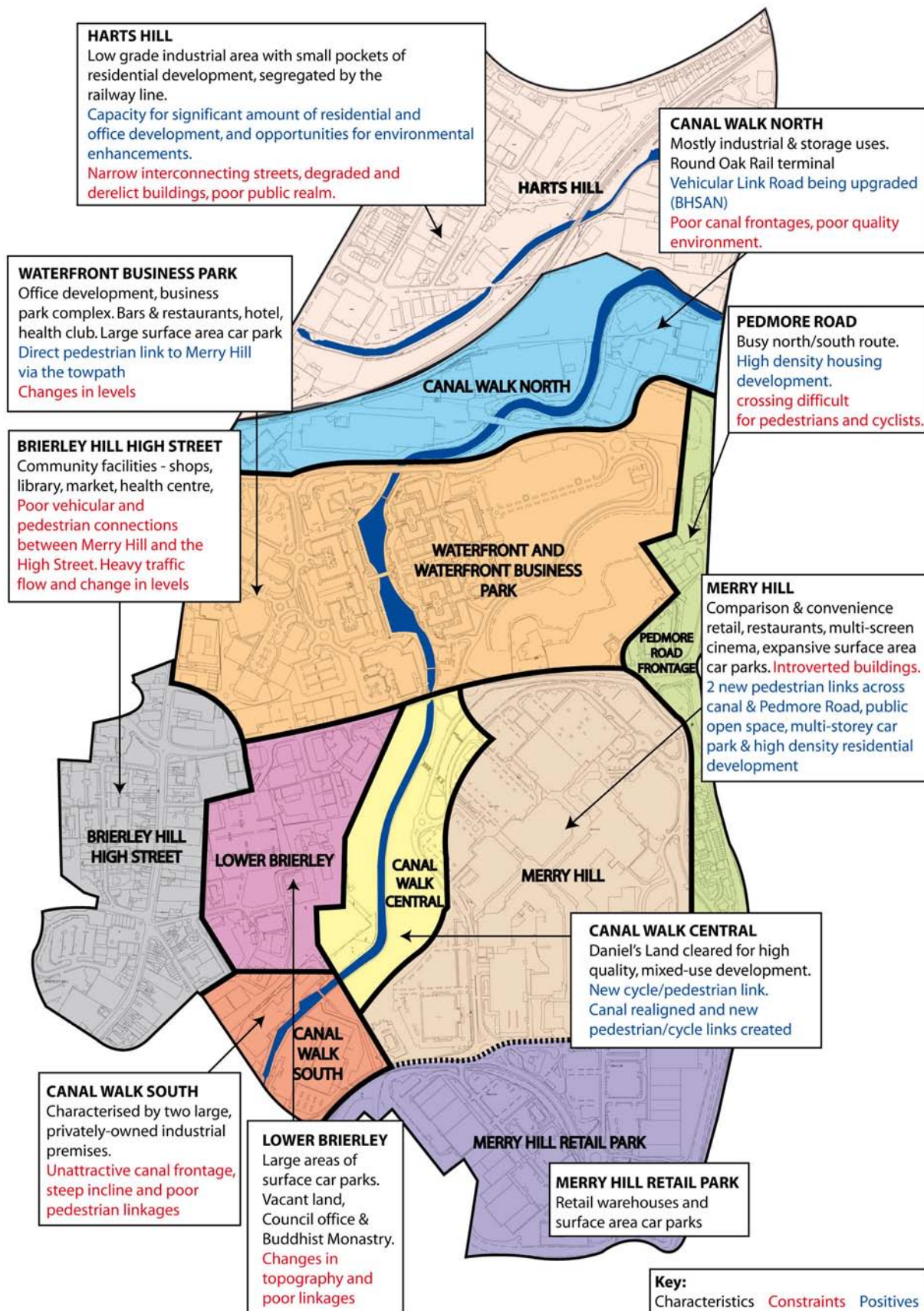
The West Midlands Regional Spatial Strategy and Joint Core Strategy for the Black Country

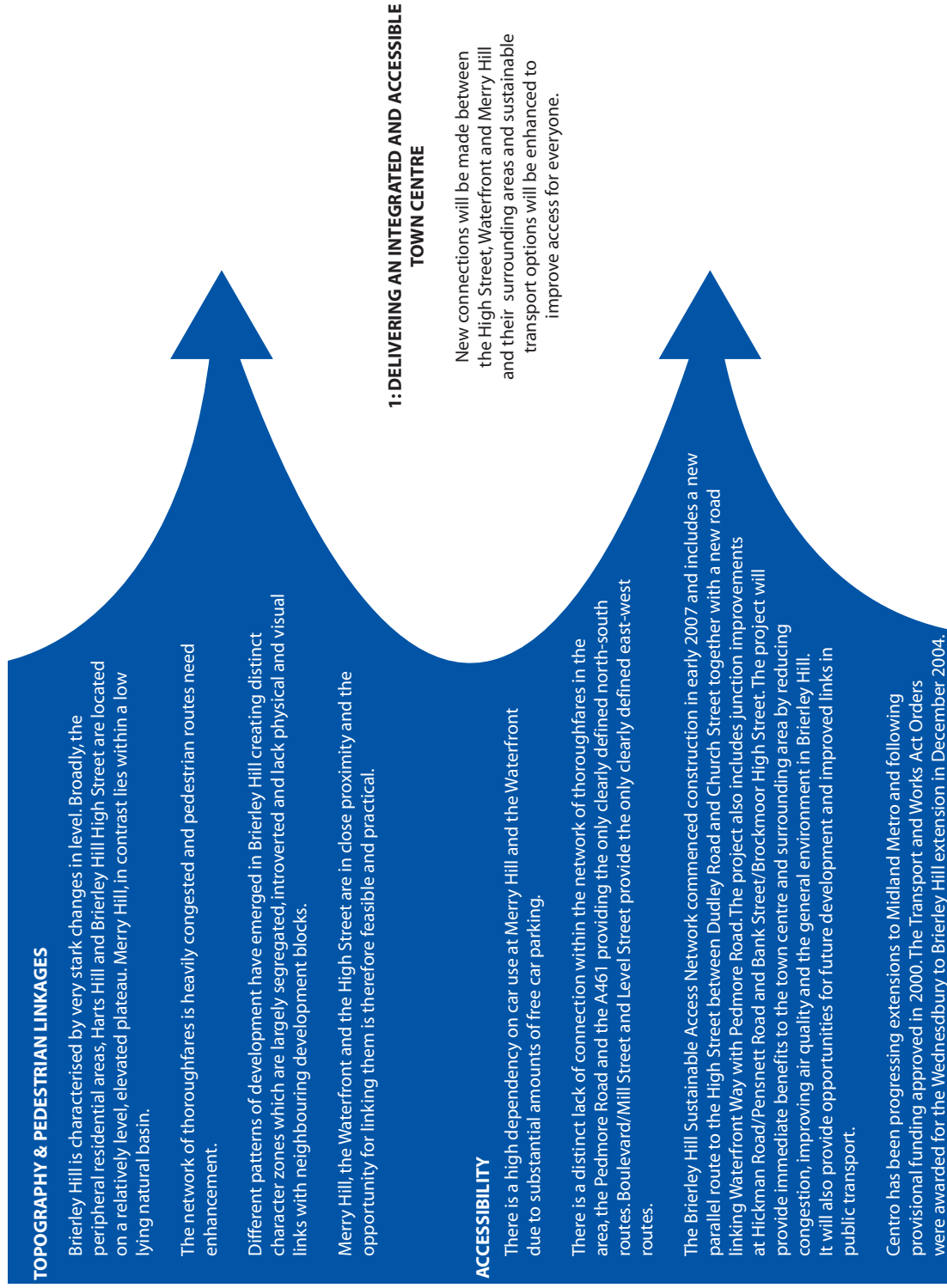
- 2.11** This Area Action Plan is certainly not being prepared in isolation. It will be in conformity with higher level strategic plans including the [Regional Spatial Strategy](#) (RSS) and its various [revisions](#), and the [Joint Core Strategy for the Black Country](#).
- 2.12** The RSS Phase 1 revision, approved by the Secretary of State in January 2008, has looked at the inter-related issues in the Black Country and is particularly important to this Area Action Plan as it designates Brierley Hill as a strategic town centre and sets conditions for the operation of the new comparison retail provision.
- 2.13** The Joint Core Strategy for the Black Country to 2026 is being prepared by the four Black Country Local Authorities (Dudley, Sandwell, Walsall and Wolverhampton). It will progress the work already undertaken by the four Black Country Local Authorities and their partners, through the Black Country Study, which has been looking at how to transform the Black Country. Although the Core Strategy will not mention specific sites, it will cover issues including:
- the broad location and type of future housing developments
 - where jobs should be located
 - how people can move around the Black Country
 - the broad location and size of new shopping, leisure and cultural facilities
 - protection and improvement of the natural and built environment
 - how to address the needs of the Black Country's diverse communities
- 2.14** In particular, the Core Strategy will set out the role and strategy for the strategic centres in the Black Country including Brierley Hill.

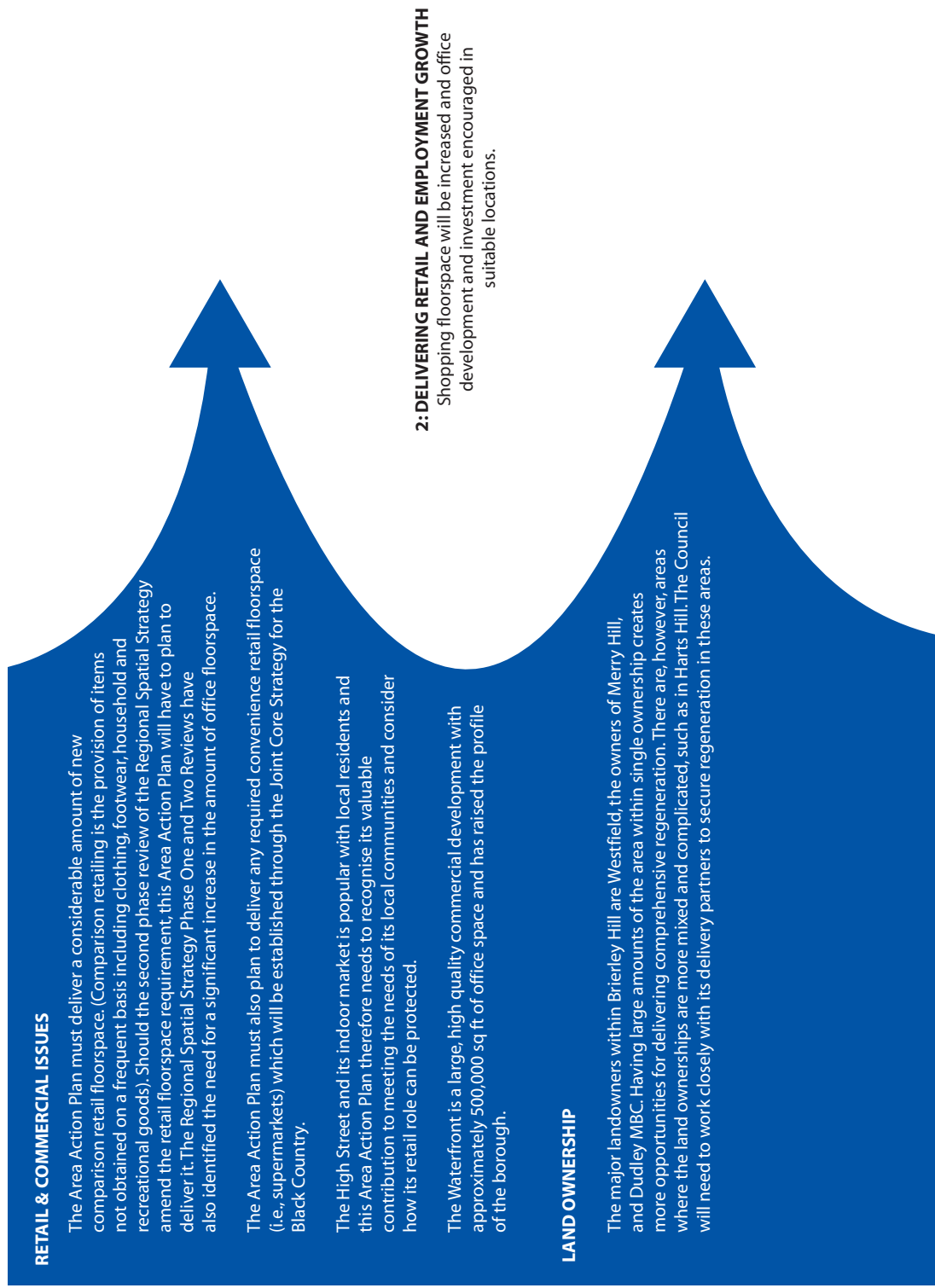
3 Issues and opportunities

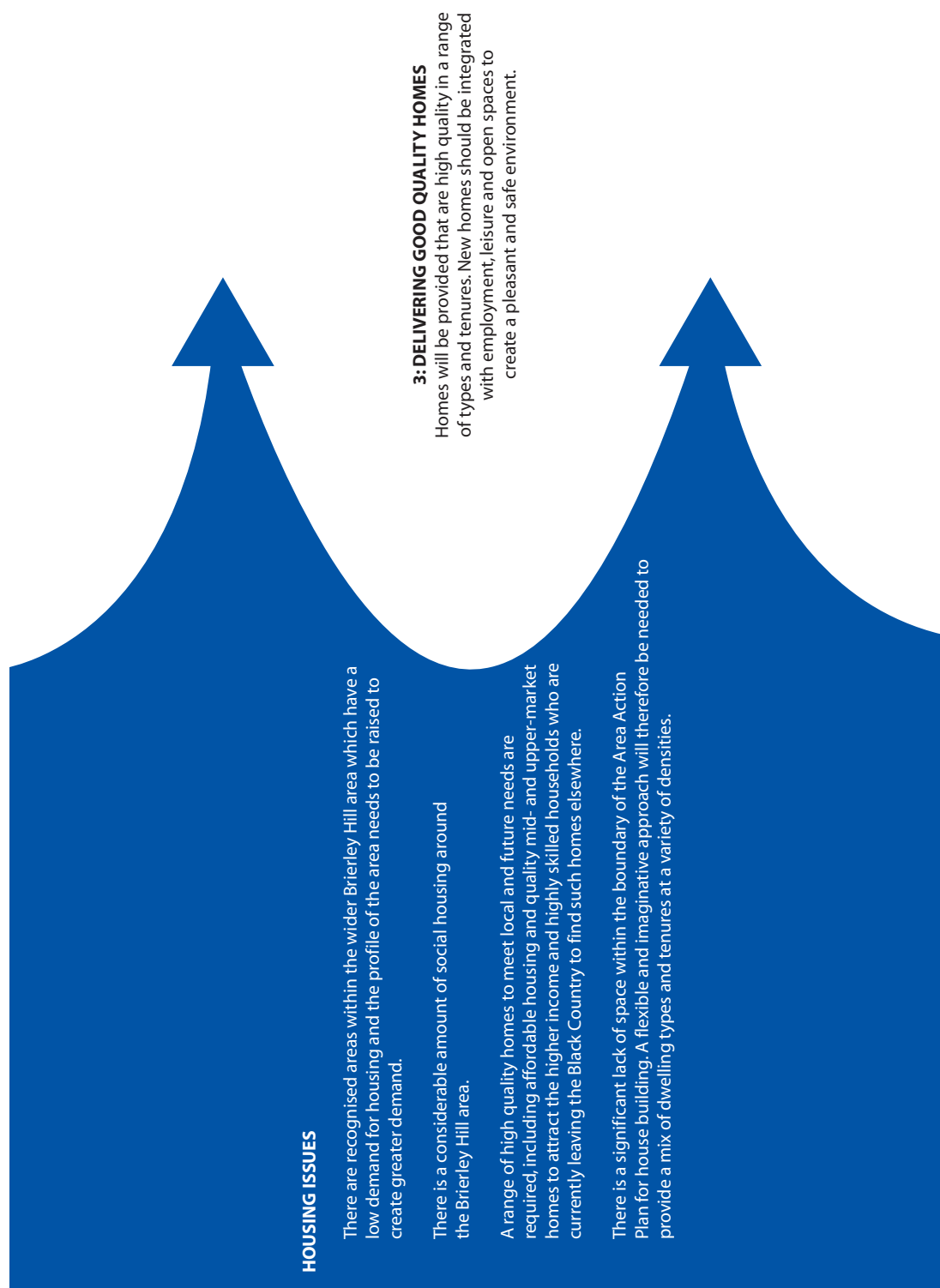
- 3.1** This section highlights the key issues, opportunities and challenges facing Brierley Hill which have been drawn out of the evidence from the Baseline Report and the consultation undertaken so far. Before starting to plan for the future of Brierley Hill it is necessary to understand what the area is like now in social and economic terms and the physical characteristics.
- 3.2** Map 1 overleaf highlights some of the current spatial characteristics of the area and the following pages summarise the constraints and opportunities within Brierley Hill which relate to the specific challenges to be addressed in the Area Action Plan. As an overview, the need for regeneration in this area can be seen from comparing the wider Brierley Hill area to Dudley Borough and national trends, as Brierley Hill has:
- More economically inactive people due to permanent sickness or disability
 - Less self-employed people and more unemployed people
 - More people with no qualifications
 - Less owner occupied homes and a significant number of Council homes
 - More lone parent households with dependent children
 - Between 2001 and 2004 crime levels have generally fallen within Brierley Hill
- 3.3** Census, and Borough-held statistics show that Brierley Hill and some of the surrounding area suffers from a number of socio-economic problems such as: a need for better access; options and support for people to become better educated and skilled; general health and access to health care; unemployment rates; high rates of people claiming benefits; a degree of poor housing conditions and; areas of poor quality environment and infrastructure which requires enhancement.
- 3.4** Certain issues exist which are neither opportunities or constraints, however these issues will play an important part in the delivery of regeneration in Brierley Hill. In particular, the current planning policy at national, regional and local levels significantly affects what can and cannot be undertaken. In addition, much of the previous work undertaken for the Brierley Hill area such as the Area Development Framework (1998) and the Implementation Strategy (2006) helps set the scene and forms a basis of knowledge from which the issues can be drawn. More information about the policy context and studies undertaken in Brierley Hill can be found in the Baseline Report.

Map 1 Spatial Characteristics of Brierley Hill









HISTORIC ENVIRONMENT

The different sub-areas within Brierley Hill have different characteristics, containing a range of historic assets. It is clear that there are historic areas that could be enhanced. There are a number of listed and locally listed buildings within Brierley Hill and it is considered that Brierley Hill High Street is worthy of Conservation Area status.

There is a hidden landscape of the past in the form of archaeological remains and the potential for survival and degree of significance of such remains requires assessment to ensure that redevelopment does not unnecessarily damage this resource.

MEETING COMMUNITY NEEDS

The leisure offer at Merry Hill currently includes bars, restaurants, a 4-star hotel and a 10 screen multiplex cinema. The leisure facilities have been enhanced by the Waterfront development, which is the focus of the eating and drinking offer. However, with the exception of the cinema, Brierley Hill has a limited nighttime economy at present, and its sub-regional leisure role is far less significant than its retail role.

The Area Action Plan should consider the need for educational facilities, healthcare facilities, and other community facilities to achieve a level of facilities necessary for a strategic town centre.

Many regeneration projects are currently underway including the High Street Shop Frontage Improvement Scheme and construction of a new Health and Social Care Centre in Lower Brierley.

DESIGN AND TOWNSCAPE

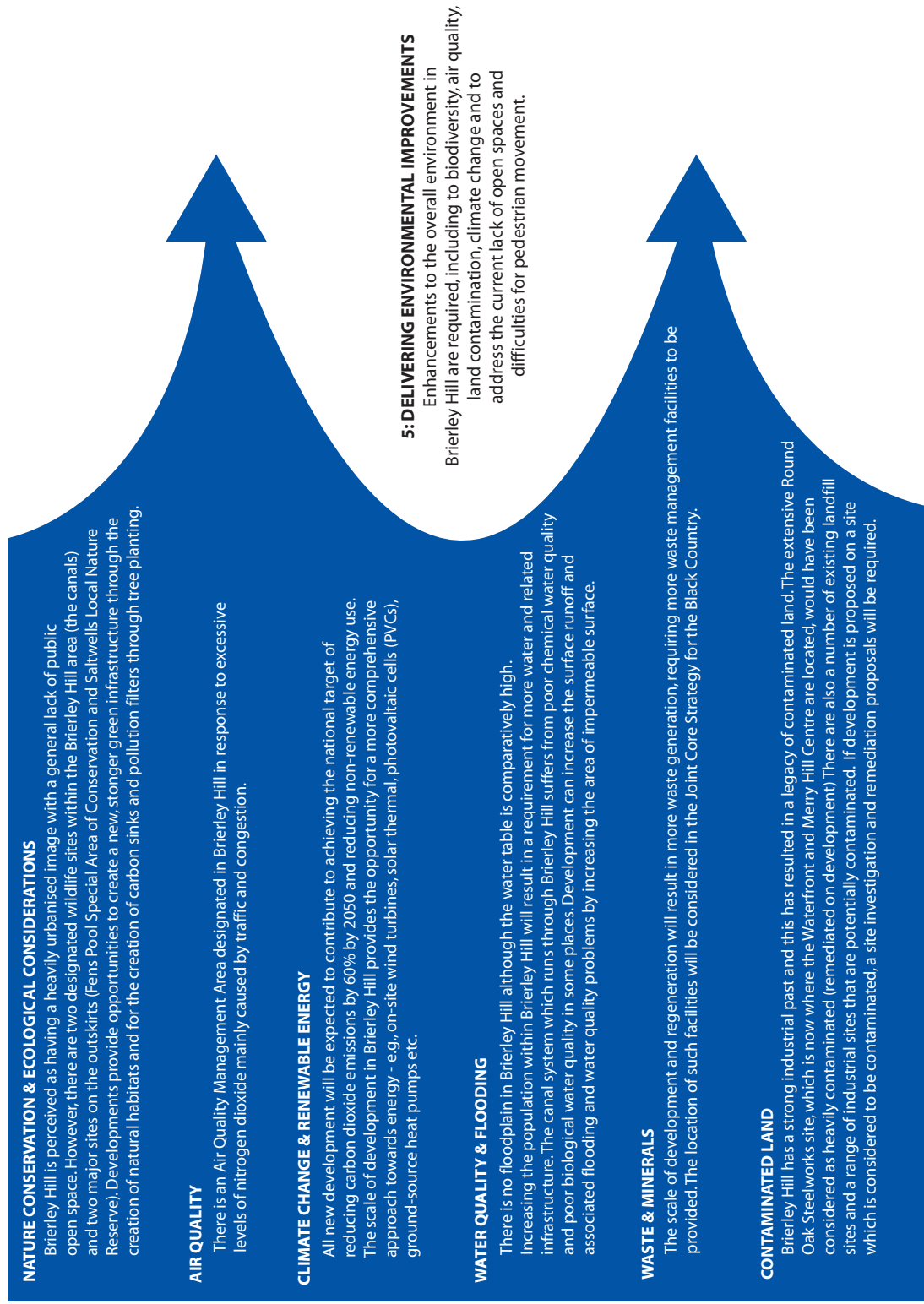
Creating a truly successful town centre will be dependent upon achieving good quality urban design and respecting the locally distinctive character of Brierley Hill.

Elements which should be incorporated to create good town centres include connectivity, developing blocks to define public space, maximisation of the extent and quality of the public domain, creating legible and flexible spaces and buildings, incorporating active frontages into development and encouraging mixed-use development.

Design which aids crime reduction and reduces the fear of crime will be essential.

4: DELIVERING A BALANCED TOWN CENTRE AND CREATING A 'PLACE FOR PEOPLE'

A range of leisure and community facilities must be provided to support the growing community in the context of a town centre designed to respect the past and reach into the future with high quality, distinctive and truly diverse design solutions that focus upon 'people' and 'place'.



4 Spatial Vision

- 4.1 The vision for Brierley Hill is a statement of where we want to get to and what this Area Action Plan should deliver. The vision looks forward to 2026 although the Area Action Plan itself seeks to set a strategy and allocate sites for the period up to 2021 and indicate how the Town Centre could develop further up to 2026.
- 4.2 The vision has been informed by The Black Country Study 30 Year Vision, the Joint Core Strategy for the Black Country, 'The Dudley Borough Challenge' Community Strategy 2005 -2020, the views of communities within Brierley Hill and the work of the Brierley Hill Regeneration Partnership. The vision also incorporates the views received from the Issues and Options consultation.
- 4.3 Dudley MBC will continue to work with the community and delivery agents to develop this shared vision which delivers retail led regeneration of a scale appropriate to improve quality of life in Brierley Hill, secures accessibility improvements to deliver this regeneration, creating sustainable neighbourhoods and strengthening and diversifying a sustainable economy and improve the environmental attractiveness of the strategic town centre. By delivering the vision, it is expected that Brierley Hill Town Centre will be a catalyst for regeneration for the wider area.

Vision for Brierley Hill

By 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, with high quality public spaces, 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 centres growth will maintain and enhance its function as a sub-regional shopping and employment centre and contribute to regeneration by complementing other centres in the West Midlands network of town and city centres.

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

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

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

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.

Unemployment will be addressed, and valuable skills training will be promoted through the regeneration of the area and enhanced enterprise.

Picture 1 The Brier Rose



5 Spatial Objectives

5.1 To deliver the vision for Brierley Hill, clearly defined and measurable spatial objectives are required. These objectives will guide the preparation and implementation of the strategy and enable the monitoring of its achievements. The objectives set out in the Issues and Options Report were drawn from relevant policies and strategies at the national, regional and local levels. These have now been updated to include reference to some of the key considerations received from the consultation on Issues and Options and reordered to demonstrate how the strategy for Brierley Hill Town Centre will contribute towards achieving the vision of the Joint Core Strategy for the Black Country for sustainable communities, environmental transformation and economic prosperity.

5.2 The objectives for Brierley Hill Town Centre are:

To achieve sustainable communities:

- 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
- Protect and enhance the special role of Brierley Hill High Street in serving its local community
- Deliver a range of types and tenures of new homes to meet the needs of the local community

To achieve environmental transformation:

- Ensure sustainable and high quality design in all development that has full regard to community safety and crime reduction
- 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
- To safeguard and remediate land from contamination through development

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

To achieve economic prosperity:

- Enhance the role of Merry Hill as a primary shopping centre, including by making provision for a major anchor store to help facilitate retail-led regeneration
- Increase the level of economic activity and vibrancy within Brierley Hill by accommodating appropriate office, retail, housing, cultural, educational and leisure facilities
- Create a fully integrated town centre by connecting the Merry Hill Shopping Centre, Brierley Hill High Street and the Waterfront triangle, making it easier for people to travel between these areas on foot, by cycling and by public transport

6 Preferred Spatial Strategy

- 6.1** Over the summer of 2007 consultation was undertaken on a range of options for the future of Brierley Hill. The results of that consultation, the findings of the Sustainability Appraisal (see glossary) and technical evidence have been used to select a preferred spatial strategy and identify further options. A report of the options considered and the reasons for selection of preferred options can be found at www.dudley.gov.uk. In responding to this consultation, you can comment on any of the previous options or suggest any other alternatives.
- 6.2** The most significant options asked about the location of new shopping and the size and density of the town centre. Subsequent to the publication of the Brierley Hill Area Action Plan Issues and Options document, the preferred option for the Phase 2 review of the Regional Spatial Strategy (RSS) was published. This document sets out how much shopping and office development is to be provided in Brierley Hill. The quantities of development are greater than previously envisaged and given that the majority of respondents to the consultation preferred the options which provided more opportunities for community and leisure uses, the preferred strategy is to grow the town centre outwards into Harts Hill, an area recognised as being in need of regeneration. This option will ensure that there is sufficient capacity in the Town Centre to accommodate anticipated growth to 2021 and beyond to 2026. Information about development capacity can be found in the David Lock Associates report 'Brierley Hill Development Framework and Land Use' (January 2008).
- 6.3** In terms of retail provision, the first priority is to deliver a large anchor store at Merry Hill in order to secure retail led regeneration. 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 including a pedestrian link between the High Street and Merry Hill and a stronger connection between the Waterfront and Merry Hill. The second priority is to secure new retail provision on Brierley Hill High Street. The Moor Centre has been identified as the preferred location. More detail about the retail allocations can be found at 7 'Key Areas of Change' and Policy 'Phasing of Comparison Retail Allocations'.
- 6.4** This strategy allows for a significant number of new homes to be provided within the core of the Town Centre and the flexibility to provide them at a variety of densities. It is expected that some 3,620 new homes with a range of dwelling types, sizes and tenures could be provided within the Town Centre boundary. Office provision would then be concentrated at the Waterfront in the short term with further provision mixed throughout the core of the Town Centre. Over the longer term there is potential for further significant new office development at the Waterfront West Business Park, Harts Hill and Boulevard South.

- 6.5** The preferred spatial strategy also allows for significant opportunities for new community and leisure uses within the heart of the new Town Centre in Lower Brierley and Canal Walk Central and further provision within the High Street area and Canal Walk South.
- 6.6** The implications of the preferred strategy for each area of the Town Centre are set out in Section 7 'Key Areas of Change'.

Question 1

Do you agree with the preferred spatial strategy? If not, why not and what alternative strategy would be preferable?

Map 2 Proposed Town Centre Boundary

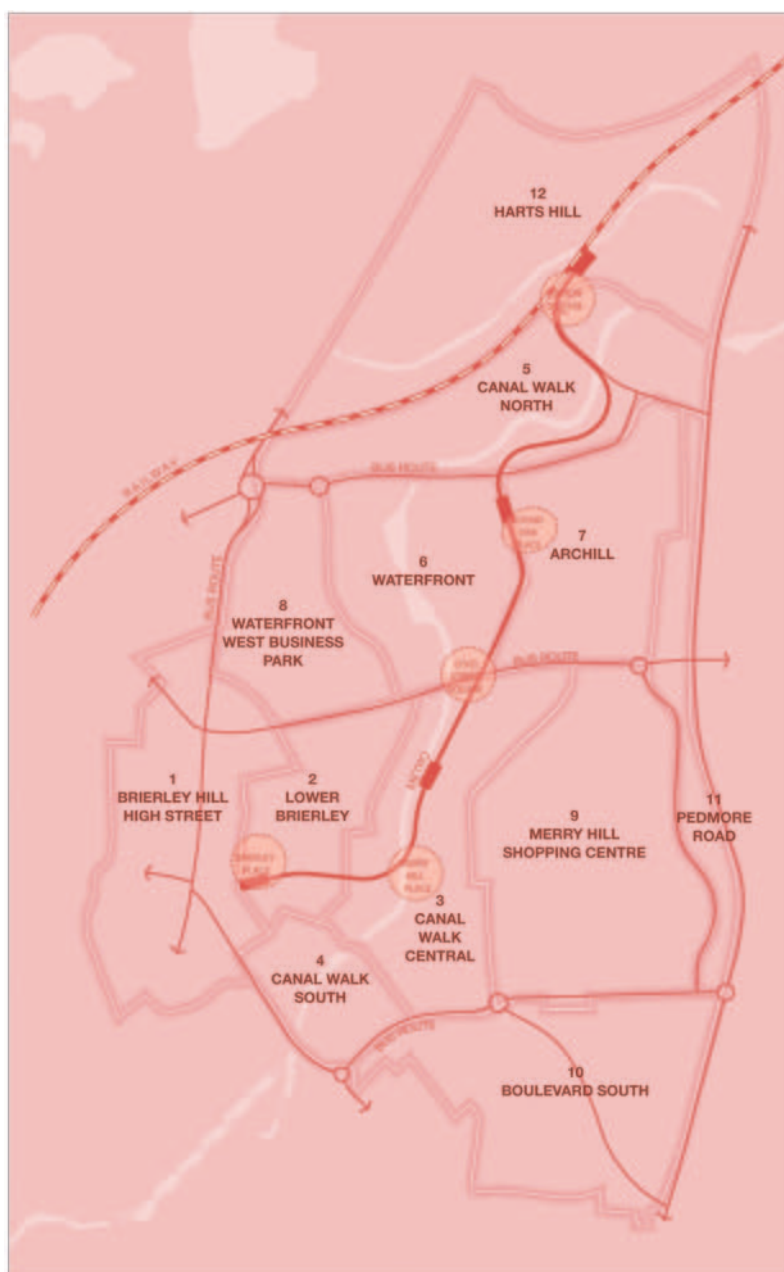


7 Key Areas of Change

Introduction

- 7.1** Twelve separate urban quarters are proposed, including the new quarter of Harts Hill. Within these urban quarters there are both established development blocks where there is limited scope for redevelopment and also key areas of change with potential to reinforce and create areas of distinctive character.

Figure 1 The Urban Quarters



Brierley Hill High Street

- 7.2** The High Street is significant as the line of a historic route from Dudley to Stourbridge and beyond into Worcestershire. Now, it presents the legacy of a 19th and early 20th century commercial town centre interspersed with mid- and late 20th century redevelopment. The High Street is currently the community focus of the Town Centre. The supermarket, markets and independent shops in the central section of the High Street underpin its function as a local convenience centre and secondary trading location within the overall Town Centre and the area contains numerous community facilities including the library, civic hall, police station, fire station and religious facilities. Landmarks include the Market Hall, the steelworks building on the corner of Albion Street, the Civic Hall and Police Station.
- 7.3** The priority for this area is to retain and strengthen its local shopping and community function and improve its accessibility with the wider Brierley Hill Town Centre. It is therefore proposed to identify the High Street as a Local Shopping Area and identify 'secondary frontages' within it to protect the retail uses. This policy would protect the retail offer on the High Street whilst allowing appropriate diversification to complement the retail activity and in particular to introduce residential uses into the High Street and its hinterland.

Policy

Brierley Hill High Street Local Shopping Area

This proposed policy will seek to maintain or enhance the role of the shopping area. In the secondary frontage it is proposed that the Council will resist proposals that would lead to either:

- Bunching of non-retail uses i.e. no more than two non-retail uses adjacent to each other
- The secondary frontage being taken by less than a certain percentage of A1 retail uses.

Question 2

For the second criteria above, Dudley MBC is currently using a policy from the 2005 Unitary Development Plan of not allowing more than 50% of non-retail uses in a secondary frontage. This percentage could be rolled forward into this proposed

policy. Alternatively, it could be a greater or lesser percentage to allow more or less flexibility for loss of retail and increased diversity in uses in this area. What option do you think would work best for the health and vitality of the High Street?

- 7.4** The existing indoor market on the High Street is well used by local residents and makes a valuable contribution to local choice and diversity in shopping. National policy seeks to retain and enhance markets where appropriate.
- 7.5** Bus priority measures are suggested for the High Street at major junctions with the parallel route, at Level Street and Cottage Street. Bus interchange opportunities are proposed on the High Street, within walking distance of the proposed Metro terminus. The major bus route would therefore run along the High Street whilst vehicular traffic would be concentrated on the parallel route, thus minimising the impact of through traffic on the High Street.
- 7.6** Connections from the High Street west 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 connection and the marked change in levels. Two new primary thoroughfares are proposed to overcome these barriers. Central Avenue (PT7) aims to connect the High Street to Merry Hill along the line of the Metro and taking in the terminal stop and pedestrianising Cottage Street. PT12 is proposed to follow the existing Pearson Street and link into Lower Brierley and beyond to Merry Hill.
- 7.7** Much of the High Street has a well established urban form. There is sufficient surviving historic interest in the High Street to form a conservation area, particularly with the strong anchors of the Civic Hall and St Michael's Church at either end. The Brierley Hill Urban Historic Landscape Characterisation Study identifies spaces and buildings that contribute to the character of this area. Consultation is being undertaken on the designation of a Conservation Area on the High Street and proposed management proposals parallel to the consultation on these preferred options. The challenge in this area is to develop an urban design approach that can knit the historic fabric back together into a coherent whole blending the best of the old with a high quality of sensitive new buildings. There are a number of listed and locally listed buildings in this area and details of these can be found at www.dudley.gov.uk.

Policy

Brierley Hill Town Centre Conservation Area

Subject to the confirmation of the designation of the Conservation Area, a policy is proposed which safeguards and seeks to enhance the special architectural and historic interest of Brierley Hill Town Centre as it is defined in the Brierley Hill Town Centre Conservation Area Character Appraisal. This policy will also seek to encourage appropriate new development in this area where it will reinforce the historic townscape and encourage the retention and restoration of the traditional character and appearance of shopfronts.

- 7.8** Consultation responses have favoured increasing the number of people who live in and around the High Street. The preferred option is to maximise residential development by encouraging living over shops. Vacant premises above commercial development, which are unoccupied, should be promoted for residential use. This will enhance the viability of local services and result in a bustling town centre throughout the daytime and evening. Further specific opportunities for development are detailed below.

Site

Development Opportunity Block BR1: The Moor Centre

Earlier consultation responses have identified an opportunity for the refurbishment of the Moor Centre and redevelopment of surrounding land. This is proposed to involve an expanded retail offer with an additional 6,500m² of new comparison shopping, housing and leisure uses and multi-level car parking. There is also potential for 10,000m² of new convenience shopping at this location should a need for it be identified through the Joint Core Strategy for the Black Country.

An Archeological Priority Area has been identified in this block as the site of the Bell Street Glasshouse. 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 any development proposals in this block will need to take these interests into account.

Site

Development Opportunity Block BR2a and BR2b

The relocation of the health care facilities on Parkes Street present an opportunity for new development. This could be coupled with neighbouring local authority owned land and other under-utilised land to form a comprehensive development block. New residential and community uses are considered to be most appropriate in this location.

Site

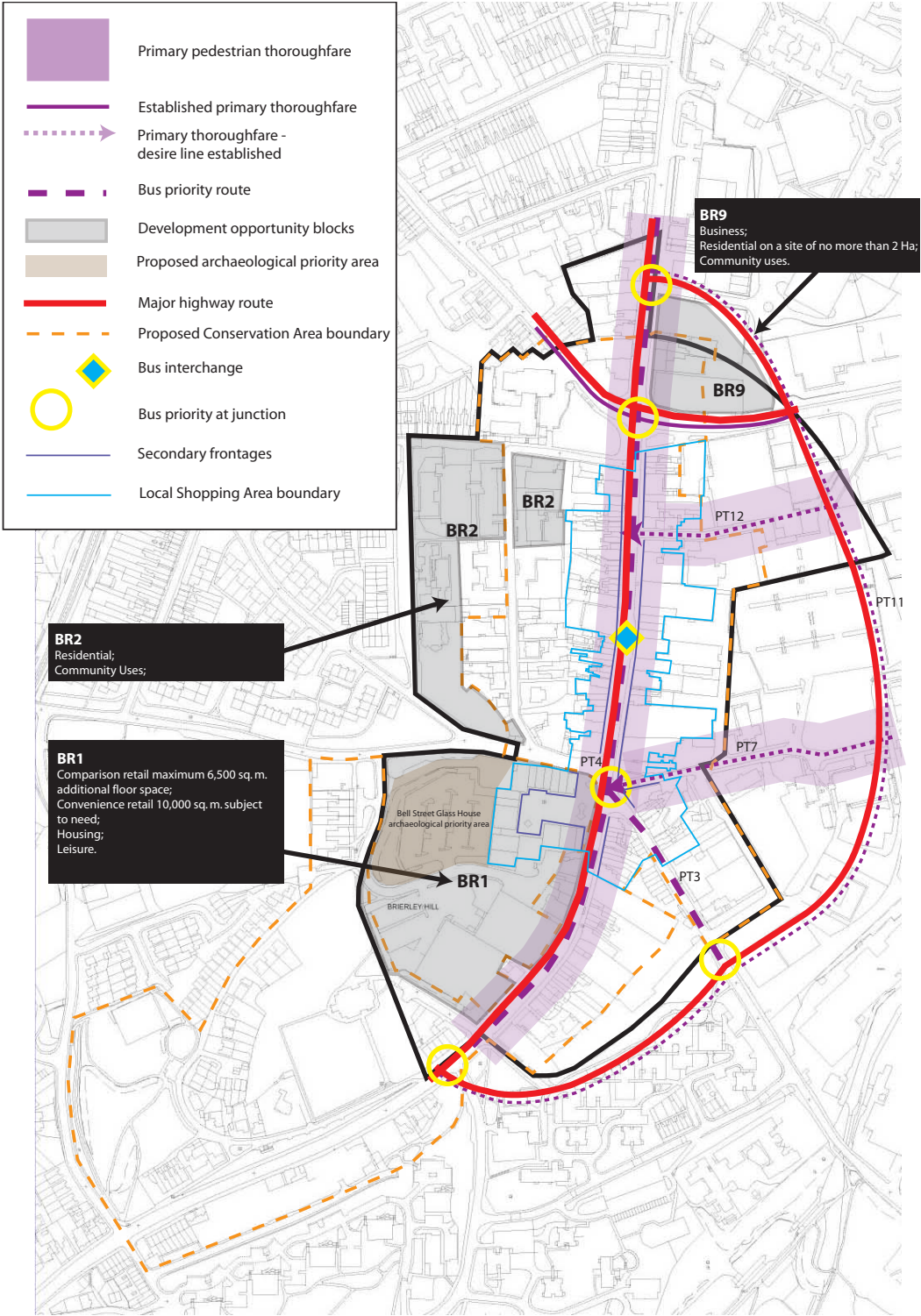
Development Opportunity Block BR9

The existing surface car park at the junction of Level Street and High Street has potential for new housing, business and/or community facilities. Framed by important road links (the parallel route, 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.

In order to retain adequate provision of parking to service the High Street and Lower Brierley areas it will be important that this block is not developed until the existing parking provision is replaced elsewhere in these areas, possibly through the provision of multi-deck car parking in block BR12.

- 7.9** In total, some 240 dwellings with a range of dwelling types, sizes and tenures could be provided in this Urban Quarter and 2,700m² of offices.

Map 3 Proposals in Brierley Hill High Street



Lower Brierley

- 7.10** 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, Council offices and a Buddhist Monastery. There are marked changes in topography to be overcome but this area is key to delivering the essential points of connection between Brierley Hill, Merry Hill and the Waterfront.
- 7.11** Change is already happening here. A new road (the 'parallel route' PT11) is currently being constructed through the area to relieve congestion from traffic on the High Street and consequently improve air quality. This will open up development opportunities. Construction has also started on a Health and Social Care Centre on the former Brier School site. This will comprise 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. The facility is expected to open in 2010.

Site

Development Opportunity Block BR15B

This site is to be used for the Health and Social Care Centre (use class D1).

Picture 2 Artists Impression of the Health and Social Care Centre



- 7.12** The proposed vision for this area is to secure a mix of new uses with a strong emphasis on civic and community uses and a diverse range of new homes benefiting from a new public realm, excellent connections to other areas in the

Town Centre and improved public transport access. The proposed Midland Metro is planned to terminate next to Cottage Street. A public square is proposed here to the east of the High Street.

Policy

Brierley Place

This public space should:

- Incorporate the proposed terminus of the Midland Metro
- Incorporate soft landscaping and function as a pocket park
- Relate and draw people towards a new entrance into the covered market hall
- Be designed to accommodate market stalls on an occasional basis

- 7.13** Metro passengers may then interchange with bus services on the High Street. Central Avenue (PT7) will enable pedestrian flow into and out of this quarter and provide a focus for new civic uses and public activity and movement.
- 7.14** PT12 will extend the existing Pearson Street within the High Street 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.
- 7.15** It has previously been proposed that the car park to the rear of Asda be redeveloped as a multi deck car park to serve the High Street and Lower Brierley area. This will compensate for the loss of under-utilised surface car parking elsewhere in the Lower Brierley and High Street areas.

Site

Development Opportunity Block BR12

The preferred option is for this site to be used for a multi deck car park, contained within single aspect perimeter buildings of B1 business development and/or residential development.

- 7.16** There is potential for Brierley Hill to be the preferred location for a new purpose built higher education facility. If a further education establishment is developed, dual use facilities should be encouraged to enable community use outside standard hours. A further education facility within the strategic town centre 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 would also increase the employability and prospects of local people, and people who reside in the wider Black Country. The land use budget makes a significant allocation for non residential institutional uses in the Lower Brierley and Canal Walk Central quarters (approximately 30,800 m²). A higher education facility would take up a significant proportion of this allocation (possibly up to half of the floorspace indicated). The preferred sites have been identified at blocks BR13C in Lower Brierley and BR14 in Canal Walk Central. Over the longer term, it is thought that this facility or associated facilities such as leisure uses could extend into blocks BR10 and BR13B.

Site

Development Opportunity Block BR13C

The preferred option is for this site to be used for education (use class D1). In the event that proposals for a new higher education facility are not progressed at Brierley Hill, it is suggested that proposals for an alternative non residential institutional use, B1 business development and/or residential development will be encouraged.

Site

Development Opportunity Block BR10

The preferred option is for this site to be used for education (use class D1) or leisure (use class D2).

- 7.17** The remaining development blocks are suggested for use as a mixture of community (use class D1), business (use class B1) and residential development.

Site

Development Opportunity Blocks BR11 and BR15A

These are suggested for community uses, B1 business development and residential development on the upper floors only.

Site

Development Opportunity Blocks BR15C, BR15E and BR15F

These are suggested as being most suitable for residential development.

Site

Development Opportunity Blocks BR16A, BR16B and BR16C

These are suggested as being most suitable for B1 business development and residential development.

- 7.18** Some 590 new homes could be provided within this quarter and 4,000m² of offices. 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.

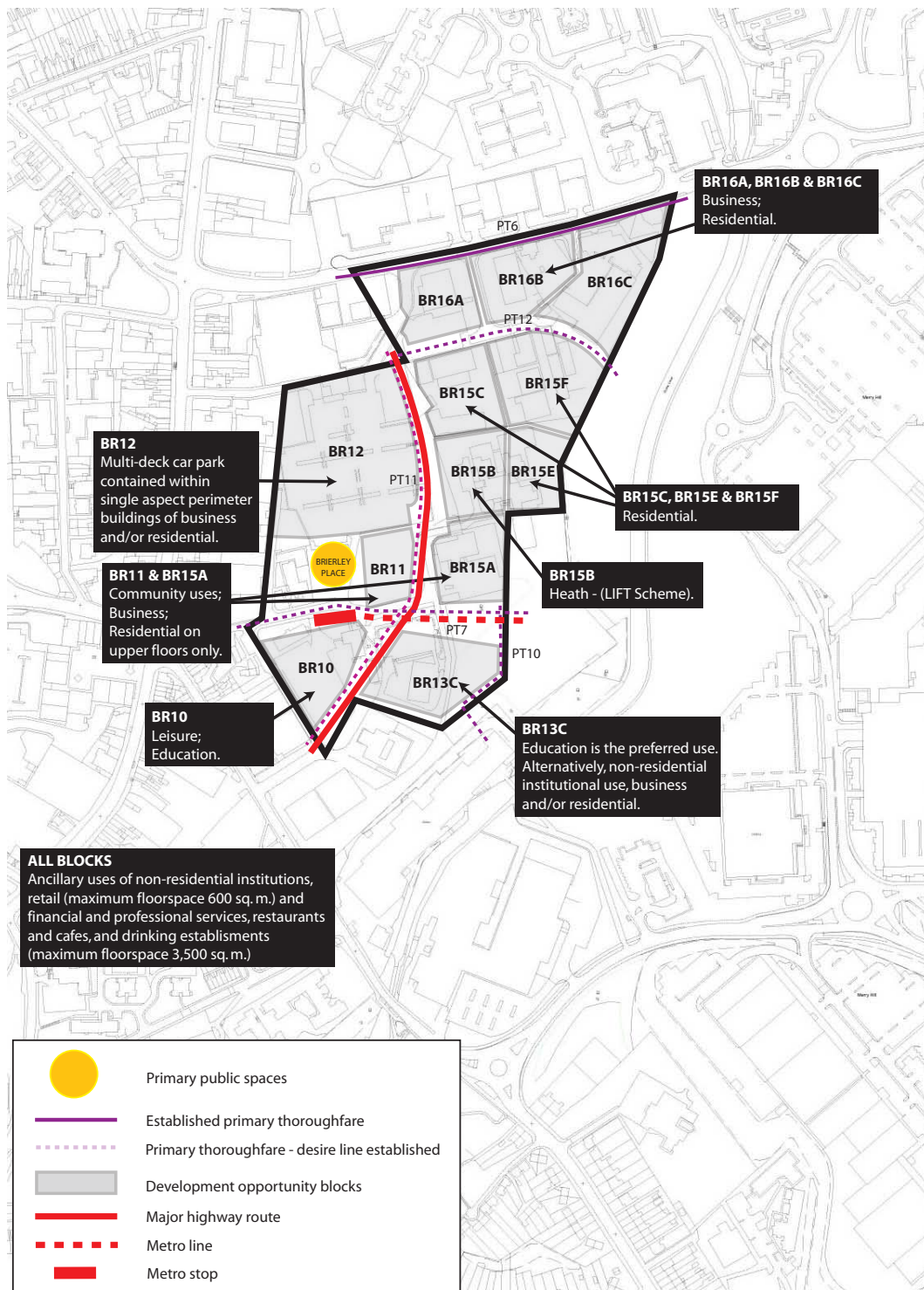
Policy

Ancillary Uses in Lower Brierley

Across the quarter:

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

Map 4 Proposals in Lower Brierley



Canal Walk Central

- 7.19** Consisting of undeveloped land on either side of the canal, this area at the heart of the Town Centre has the potential to provide a high quality environment which makes the most of its canal-side setting to be a focal point for public activity and movement between the High Street, Merry Hill and Waterfront. The canal forms part of the Strategic Wildlife Corridor network. Further guidance on this can be found in Chapter Policy 'The Wildlife Network' and the [Baseline Report](#).
- 7.20** 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 the Embankment Road to connect Merry Hill and the Waterfront. 'Daniels Land' has planning permission for high density, mixed-use development and makes provision for a new bridge link across the Canal. Land to the east of the canal will accommodate the proposed Metro line and a Metro stop.
- 7.21** It is particularly important that maximum linkages are made through this Quarter to connect the core area. Five primary thoroughfares connect through Canal Walk Central to neighbouring quarters. The canal bridge section of PT7 connects between Lower Brierley and Merry Hill. It is proposed to be integrated into Merry Hill Place and feature a landmark bridge across the canal. The section of PT12 within this Quarter will provide a second new pedestrian link across the Canal via a footbridge in close proximity to the proposed Metro 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 Metro alignment and Metro Stop. PT10 will link from the Lower Brierley Quarter into Canal Walk Central incorporating a new pedestrian canal crossing.
- 7.22** 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 is proposed to mark the route between the High Street and Merry Hill at the junction with the canal and the route north to the Waterfront.

Policy

Merry Hill Place

This public space should:

- 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

7.23 Another public space is proposed 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 it is thought that Level Street Square could function as a point to access bus services for those people entering and exiting Merry Hill from the north. Bus priority measures are also proposed at this junction.

7.24 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.

Policy

Level Street Square

If needed, 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 Waterfront and Merry Hill
- Provide a setting for a main access into Merry Hill

Site

Development Opportunity Block BR14

Responses to earlier consultations have shown that there is a proposal for a higher education facility on this site. The preferred option is therefore to support that higher education use whilst recognising that alternative non residential institutional uses, B1 business development and/or residential development would be acceptable should the preferred option not be progressed.

Site

Development Opportunity Blocks BR15d, BR15g and BR16d

Existing planning permissions on 'Daniels Land' 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 take best advantage of the canal-side setting.

Picture 3 Artists Vision of Daniels Wharf



Site

Development Opportunity Blocks C2, C3, C4 and C5

There is an opportunity in these blocks to extend Merry Hill towards the core of the Town Centre. The preferred option is for these blocks to accommodate a maximum of 56,500m² comparison retailing with a maximum of 33,000m² being provided within Phase 1 in blocks C4 and C5. The retail growth will be subject to policy on phasing in the Joint Core Strategy for the Black Country and this Area Action Plan. The quantity of the retail allocation will also be subject to the Regional Spatial Strategy Phase 2 Revision.

Leisure development (normally use class D2) will be a key use in this block up to a maximum of 25,000m². 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.

An Archaeological Priority Area is proposed on the site of the Old Level Iron Works which once stood in this area. As one of the oldest industrial sites recorded in Brierley Hill its special interest should be recognised. However, the potential for the survival of buried archaeological remains is acknowledged as being very low

as a result of the extensive earthmoving involved in the redevelopment for the shopping centre.

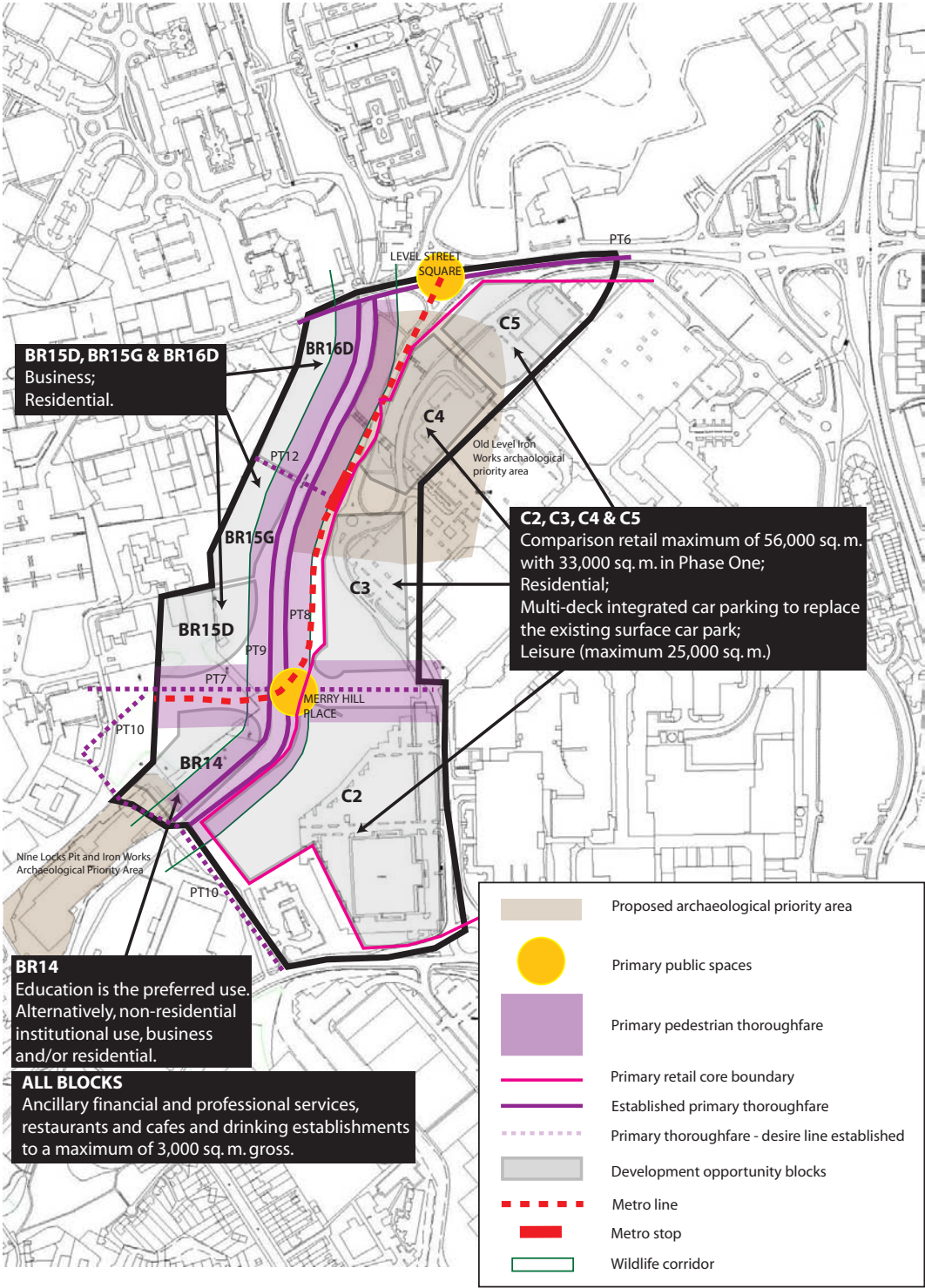
- 7.25** These development blocks could provide some 1,350 new homes with a range of dwelling types, sizes and tenure and 6,500m² of offices. Maintenance and enhancement of the Strategic Wildlife Corridor will be required in all blocks. To support this development and provide a mix of uses that add interest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

Policy

Ancillary Uses in Canal Walk Central

It is proposed that ancillary uses in class A2, A3 and A4 will be permitted to a maximum of 3,000m² gross across the quarter. These uses will be encouraged to present an active frontage onto the canal wherever possible.

Map 5 Proposals in Canal Walk Central



Merry Hill

- 7.26** This 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.
- 7.27** A series of primary thoroughfares are proposed to connect the Merry Hill Quarter with neighbouring 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 and Metro terminus 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 metro 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, PT15 and PT16 will connect from the Pedmore Road quarter and the proposed new bus priority route PT20 into Merry Hill. PT19 connects Boulevard South and PT17 into Merry Hill.
- 7.28** 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.

Site

Development Opportunity Blocks R5 and R6

Blocks R5 and R6 are proposed for 21,200m² of comparison retail floorspace in Phase 1.

Site

Development Opportunity Block R4

A further 5,500m² of comparison retail could be accommodated in this block in Phase 2.

Site

Development Opportunity Block R3

This block is suggested for 2,900m² of comparison retail beyond 2016 in accordance with RSS Phase 2 if needed.

Site

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 comparison floorspace within Phase 3 and 40,000m² convenience floorspace through the expansion and reconfiguration of the existing food store.

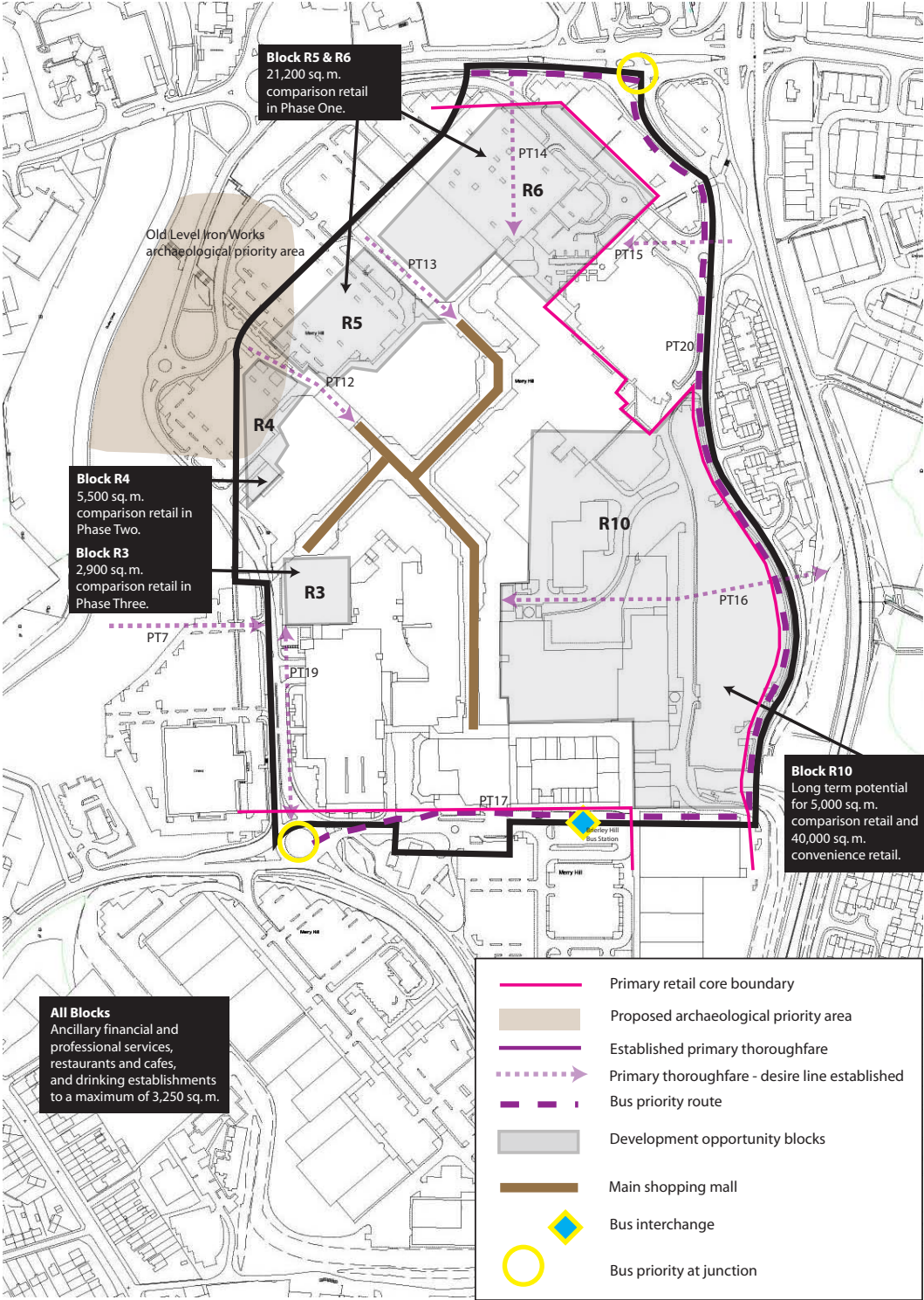
Policy

Ancillary Uses in Merry Hill

Across the quarter:

- Ancillary uses in use classes A2, A3 or A4 will be permitted, to a total maximum floorspace of 3,250m² gross.

Map 6 Proposals in Merry Hill



Pedmore Road

- 7.29** 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 bus access on Central Way (PT20) via PT17. PT15 and 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.
- 7.30** The redevelopment of land fronting Pedmore Road at the Level Street junction for high density residential development has demonstrated the quality that can be achieved on these sites. It is proposed to extend this successful scheme southwards with further residential development in block P1. Block P4 is proposed for a hotel and residential use. These developments will present a high quality image of the Town Centre to visitors arriving via the Pedmore Road and could provide some 225 new homes in a range of dwelling types, sizes and tenures. The Pedmore Road is a Strategic Wildlife Corridor which will need significant enhancement and creation in the development blocks and through maximising opportunities outside of those development blocks.

Site

Development Opportunity Block P1

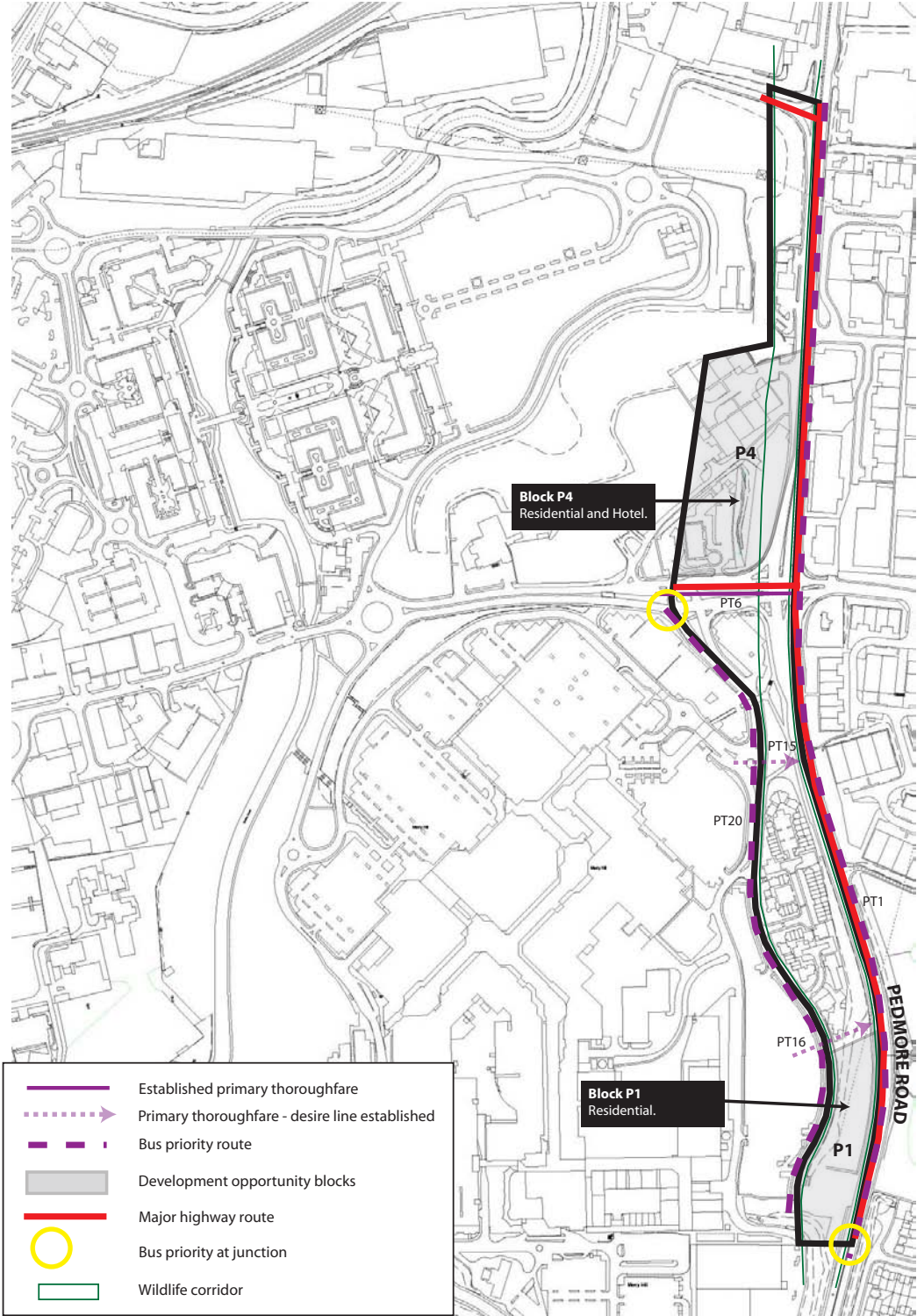
It is suggested that residential development is most appropriate here. Any development should maintain and enhance the Strategic Wildlife Corridor.

Site

Development Opportunity Block P4

A hotel and residential development is suggested for this block. A Strategic Wildlife Corridor will need to be created in this area.

Map 7 Proposals in Pedmore Road



Canal Walk South

- 7.31** Currently this area is largely in industrial use but has significant potential due to its location on the canal and at the head of the Delph Locks Conservation Area. There is a steep incline to be overcome between the canal level and the more elevated Lower Brierley area. The area contains a Strategic Wildlife Corridor.

Site

Development Opportunity Blocks BR13a, BR13d, BR13e

This area is proposed for a mix of B1 business development and residential development. It is suggested that these blocks would be particularly appropriate for a higher concentration of homes for managerial, entrepreneurial and professional households.

New development in this area should seek to continue the canal side routes, creating a safe and surveilled pedestrian environment through the Quarter to Nine Locks and be sensitive to the area's heritage and location at the head of the Delph Nine Locks Conservation Area. The maintenance and enhancement of the Strategic Wildlife Corridor will be required in Blocks 13d and 13e.

Site

Development Opportunity Block BR13b

This site could form part of the education use proposed in blocks BR13C and BR14 over the longer term. Should this site not be required for such a use it would be suitable for B1 business development and residential development.

- 7.32** A new residential population in this Quarter would enliven the town centre and reinforce the role of the High Street. Some 320 homes with a range of dwelling types, sizes and tenures could be provided in this Quarter and 3,500m² of B1 business uses. Supporting ancillary uses which take advantage of the strategic location on the canal with links into the High Street, Lower Brierley and Nine Locks could also be encouraged.

Policy

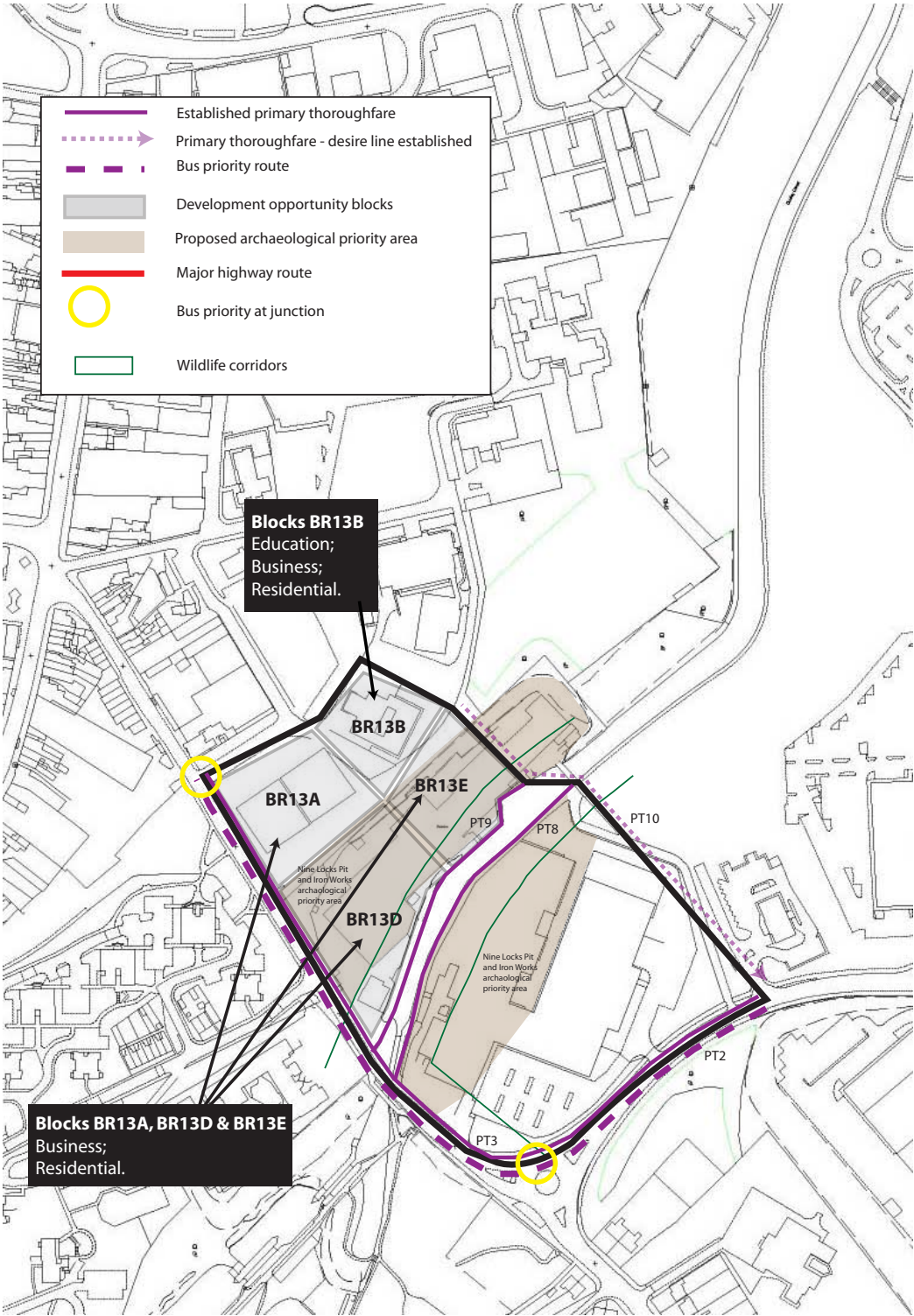
Ancillary Uses in Canal Walk South

Across the quarter:

- ancillary uses in use class D1 will be permitted; and
- ancillary uses in class A2, A3 or A4 will be permitted, to a total maximum floorspace of 1000m² gross.

- 7.33** Within and immediately adjacent to the top lock basin of the Delph Locks it is proposed to identify an Archeological Priority Area in recognition of the former Nine Locks Pit and Iron Works.

Map 8 Proposals in Canal Walk South



Boulevard South

- 7.34** This area is comprised of aging retail warehousing, in a typical out-of-town single storey format, a number of freestanding restaurants, parking and Merry Hill Bus Station. A Strategic Wildlife Corridor exists on the east, south and west boundaries. This should be maintained and enhanced.
- 7.35** The bus station will continue to be a primary area for bus interchange in the Town Centre and will be supported by the creation of bus priority measures on PT17 which will comprise a dedicated bus route from the Pedmore Road through the Bus Station to join The Boulevard. The bus stations facilities will have to be developed in pace to accommodate increases in bus trips and demand. Partnerships with Centro-WMPTA and major operators will be encouraged to deliver the necessary capacity. Enhancement is also proposed to be sought to the existing connections at PT18, PT31 and PT32 as part of any development proposals.
- 7.36** Should the demand arise, the retail area could be a candidate for redevelopment for more intensive uses.

Site

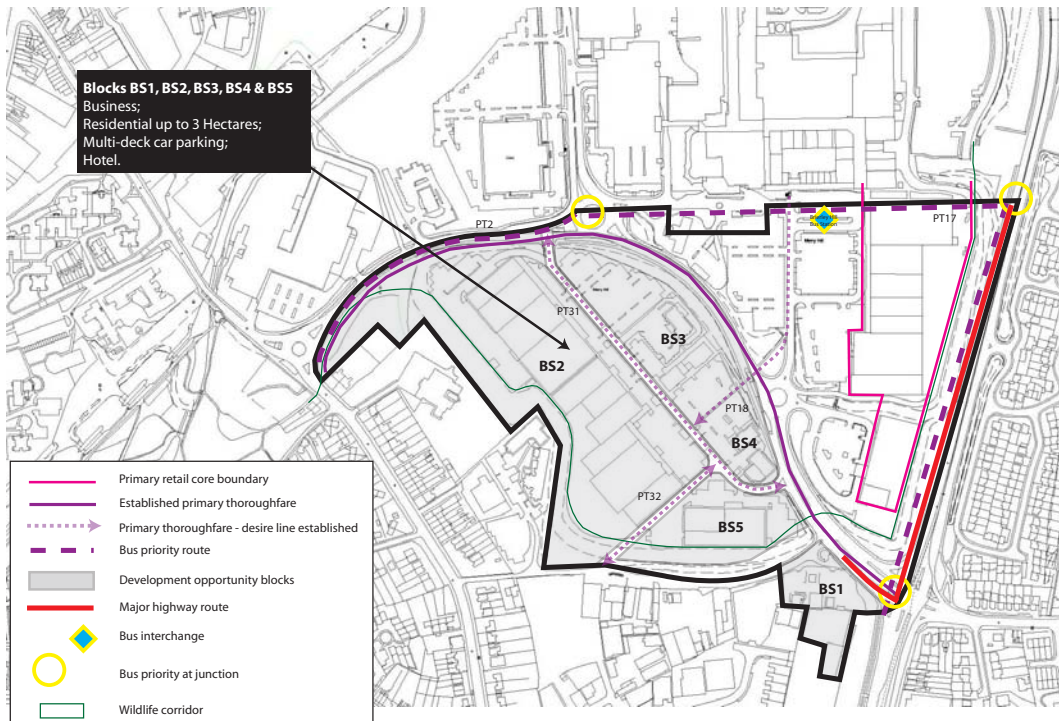
Development Opportunity Block BS1, BS2, BS3, BS4 and BS5

Subject to demand, these areas could be redeveloped more intensively for B1 business development and up to 3 hectares of residential development. A hotel could also be provided within this area. Multi deck, integrated car parking should replace existing surface car parking. Such redevelopment should be phased back beyond 2016 to ensure other area's benefit first from the demand for office and residential accommodation.

In blocks BS1, BS2 and BS5 maintenance and enhancement of the Strategic Wildlife Corridor will be required.

- 7.37** These sites could provide some 300 residential units with a range of dwelling types, sizes and tenure and 46,500m² of B1 business use.

Map 9 Proposals in Boulevard South



Archill

- 7.38** 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.
- 7.39** To the east of the existing Waterfront development a Metro stop is proposed. 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 Metro route and Waterfront Metro stop.

Policy

Round Oak Place

This public space should:

- Function as a principal location to access bus services from PT24

- Form part of a continuous central spine of open space through the Waterfront and Archill quarters framing the long view to the north east and reinforcing the existing geometric urban form
- Incorporate a square or circus where PTs 14, 21 and 22 converge

7.40 PT21 is integral to Round Oak Place connecting from PT24 and the Metro 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.

7.41 PT5, the extension of Waterfront Way to a new junction with Pedmore Road is currently under construction. This will provide 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.

Site

Development Opportunity Blocks W1, W2, W3 and W4

Taking advantage of these improvements to public transport accessibility, it is proposed that the existing surface car parking at the Waterfront be redeveloped with multi deck, integrated car parking and offices (B1 business development) to 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).

Site

Development Opportunity Block W5

This site would be suitable for business development and up to 2 hectares of residential development.

- 7.42** This Urban Quarter could provide a diverse range of some 170 new homes and 41,500m² of B1 business uses. To support this growth in business and homes some ancillary uses should be encouraged to create a more sustainable and vibrant place.

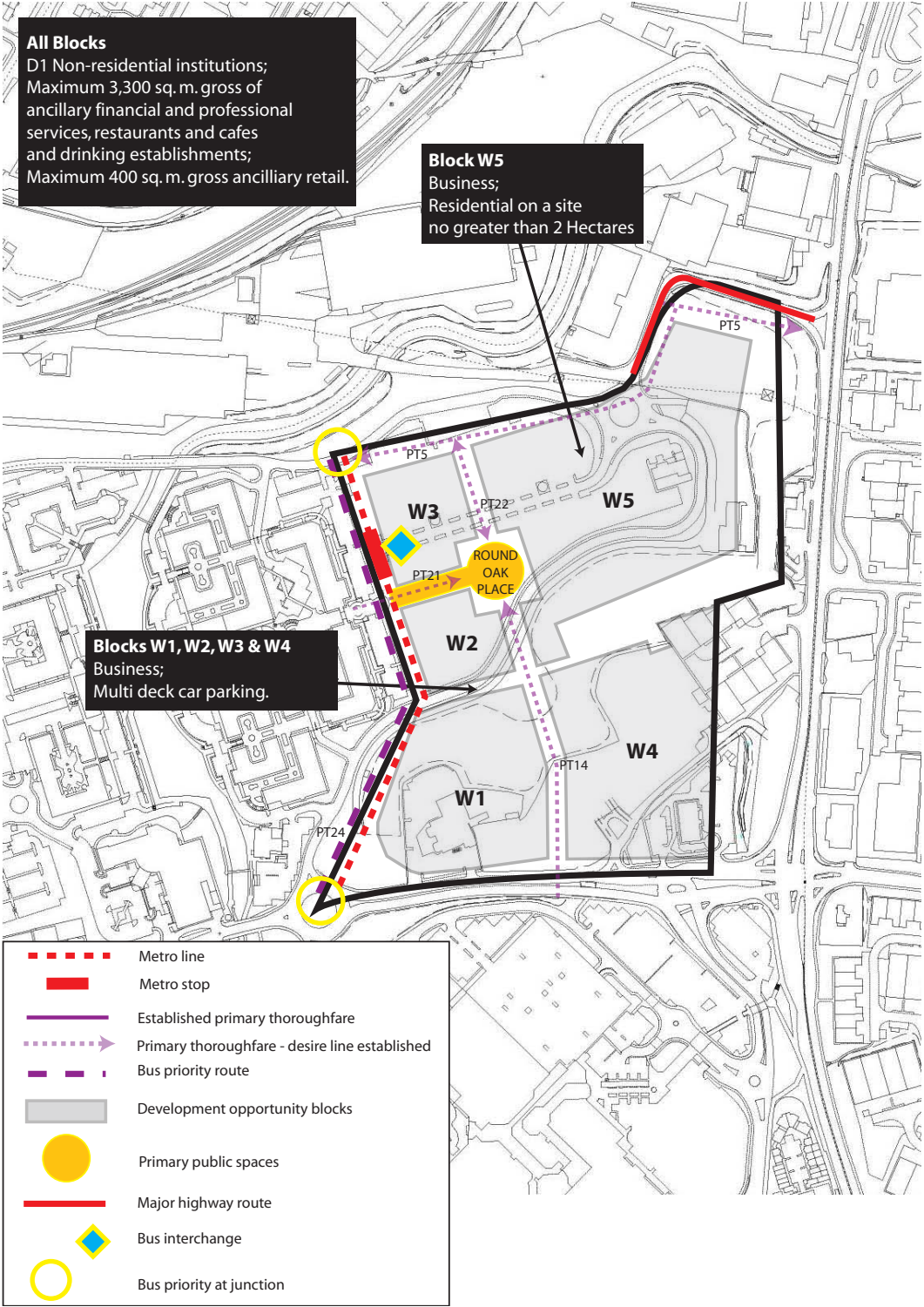
Policy

Ancillary Uses in Archill

It is proposed that:

- ancillary uses in use class D1 (non-residential institutions) will be permitted;
- ancillary uses in use classes A2, A3 or A4 will be permitted, to a total maximum floorspace of 3,300m² gross;
- ancillary uses in use class A1 will be permitted, to a total maximum floorspace of 400m² gross.

Map 10 Proposals in Archill



Waterfront West Business Park

- 7.43** 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, of the type found in the main Waterfront development. An additional 60,000m² of B1 businesses uses could be accommodated in this area through intensification.
- 7.44** 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 quarters is desirable (PT26). PT27 would improve access to and from neighbouring residential areas into the Waterfront and wider Town Centre.

Site

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 option although a more mixed use approach with housing may also be acceptable.

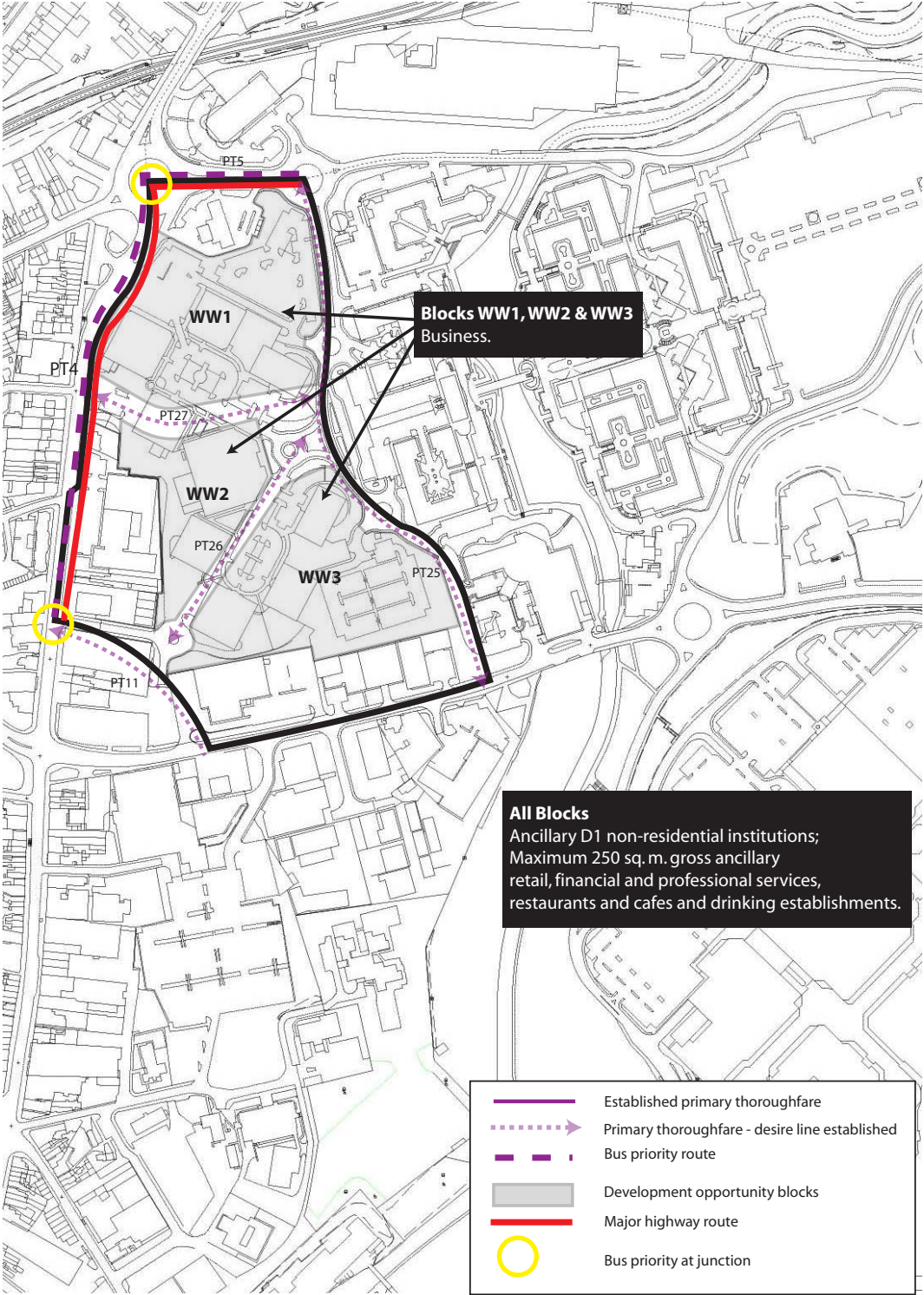
Policy

Ancillary Uses in Waterfront West Business Park

Across the quarter:

- Ancillary uses in use class D1 will be permitted
- Ancillary uses in use classes A1, A2, A3, A4 or A5 will be permitted to a total maximum floorspace of 250m²

Map 11 Proposals in Waterfront West Business Park



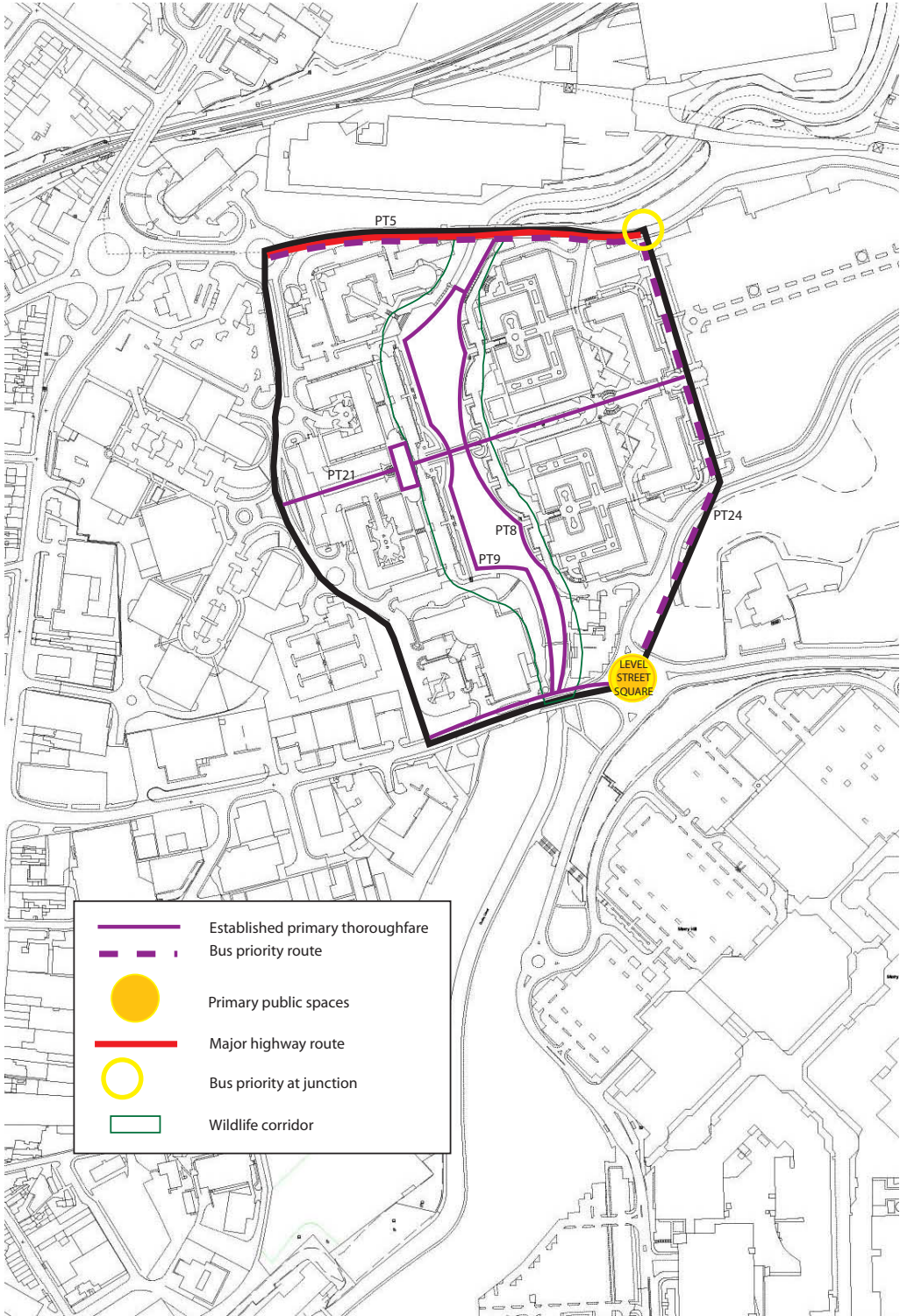
Waterfront

- 7.45** 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. The canal is a Strategic 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 4 The Waterfront



Map 12 Proposals in the Waterfront



Canal Walk North

- 7.46** This is an area of established industrial and storage uses, including the Round Oak rail terminal. In the area of the existing industrial premises is a proposed Archaeological Priority Area in recognition of the former Round Oak Iron Works.
- 7.47** A link road (PT5) is currently under construction through this area between the Pedmore Road and Waterfront Way. The canal runs through this area but is under-utilised as a resource. It is proposed that the canal is designated as a Strategic Wildlife Corridor and appropriate improvements sought to it. A second Strategic Wildlife Corridor is proposed to be created along Pedmore Road.
- 7.48** The railway lines create a distinct boundary and barrier to the north. Canal Street is the only point where access under the lines is available. A metro stop is proposed to the north of this quarter in Harts Hill to accompany and service wider development and regeneration in this area. A new public square is proposed to accompany that stop adjoining the heavy rail line at Round Oak.

Policy

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 Metro stop or any reinstatement of passenger services on the rail line. 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.

- 7.49** Our long term aspiration, dependant on the provision of Metro, is for a new connection (PT23) to be provided from Station Square to PT5 Waterfront Way incorporating a new vehicular/pedestrian bridge over the canal. The route could permit buses and taxis to divert off PT5 to serve the metro stop and in the longer term, to also serve a rail stop should that become feasible in the future. PT8 will extend along the canal and continue the route from Delph Locks through the Town Centre.
- 7.50** There are opportunities for development surrounding the anticipated metro 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.

Site

Development Opportunity Block W7

This site could be used as a car park to provide park and ride facilities in association with Midland Metro or any future reinstatement of the rail line. An alternative option would be for this site to be used for B1 business development and/or residential use. Maintenance and enhancement of the Strategic Wildlife Corridor will be required.

Site

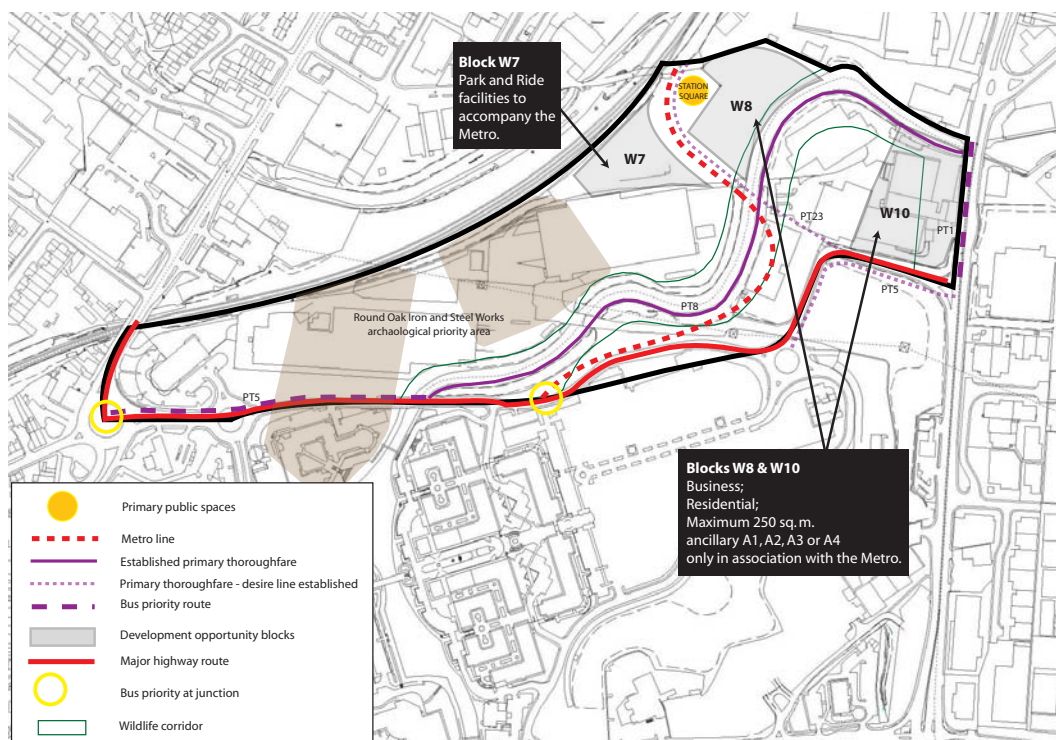
Development Opportunity Blocks W8 and W10

These sites have potential for B1 business development and residential development. Ancillary uses in classes A1, A2, A3 or A4 up to a maximum of 250m² gross may be appropriate in support of the Midland Metro station.

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

- 7.51** These development blocks could provide some 80 new homes with a range of dwelling types, sizes and tenures and 12,800m² of B1 business uses.

Map 13 Proposals in Canal Walk North



Harts Hill

7.52 Harts Hill is an existing industrial area with poor quality of 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).

7.53 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. Initial consultation specifically targeted at owners and occupiers in this area sought to establish the long term intentions of businesses in order to identify potential development opportunities. There has been little response so far and so all reasonable development blocks have been identified and appraised for their potential.

7.54 It is anticipated that existing business activities will persist in Harts Hill in the short to medium term. The proposed vision for this area is for it to accommodate the remaining office requirement together with housing to take advantage of its proximity to the Waterfront, Merry Hill and Brierley Hill High Street as well as excellent transport connections and environmental opportunities such as the canal.

- 7.55** 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 Strategic Wildlife Corridors within the area should be created, maintained and enhanced. It is anticipated that the Green Infrastructure of the wider area, and the landscaping of the Strategic Wildlife Corridors, would 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.
- 7.56** Each of the development blocks to the west of the railway line in this area could be used for offices or housing or a mix of both uses. A suggestion for how this could work is given in the proposals below but another combination of options may be suitable. It is proposed that some modest redevelopment for housing may be appropriate around the periphery of the area. In the longer term and assuming a significant growth in office demand, a rise in land values may make more substantial clearance and redevelopment a viable option. The provision of a Midland Metro station or any potential reinstatement of rail services offers a potentially vital catalyst for the regeneration of the area.

Site

Development Opportunity Blocks H1, H2, H11 and H12

It is suggested that these would be suitable for residential development. An alternative option would be for their use for B1 office development.

A strong Green Infrastructure approach to design is needed in this area to help link Fens Pool and Saltwells LNRs for key species. The Strategic Wildlife Corridors should be created, maintained and enhanced.

Site

Development Opportunity Blocks H3, H4, H5, H6, H7 and H9

It is suggested that these would be suitable for B1 office development. An alternative option would be for a mix of B1 office and residential uses.

A strong Green Infrastructure approach to design is needed in this area to help link Fens Pool and Saltwells LNRs for key species. The Strategic Wildlife Corridors in blocks H3, H4 and H7 should be created, maintained and enhanced.

- 7.57** A new Secondary School may be required in Brierley Hill. Given the quantity of land required and the nature of the land use (playing fields would occupy a substantial portion of the site) this use is best accommodated in an edge of centre location. Through the redevelopment of poor quality/derelict industrial buildings (and the relocation of viable business where appropriate) in the eastern part of the Harts Hill area some eight hectares of land could be made available to accommodate a new school.

Site

Development Opportunity Blocks H17, H18 and H19

These blocks are proposed for D1 non residential institutional uses for the provision of a secondary school. Such a use would be expected to come forward over the longer term post 2016. In the event of an educational use not being progressed on this site alternative options could include B1 business and/or residential use.

A strong Green Infrastructure approach to design is needed in this area to help link Fens Pool and Saltwells LNRs for key species. The Strategic Wildlife Corridors should be maintained and enhanced.

- 7.58** The preferred options suggested above could deliver some 350 homes with a range of dwelling types, sizes and tenures and 47,000m² of offices. The growth in a business and resident population here would best be supported by some ancillary uses as suggested below.

Policy

Ancillary Uses in Harts Hill

Across the quarter:

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

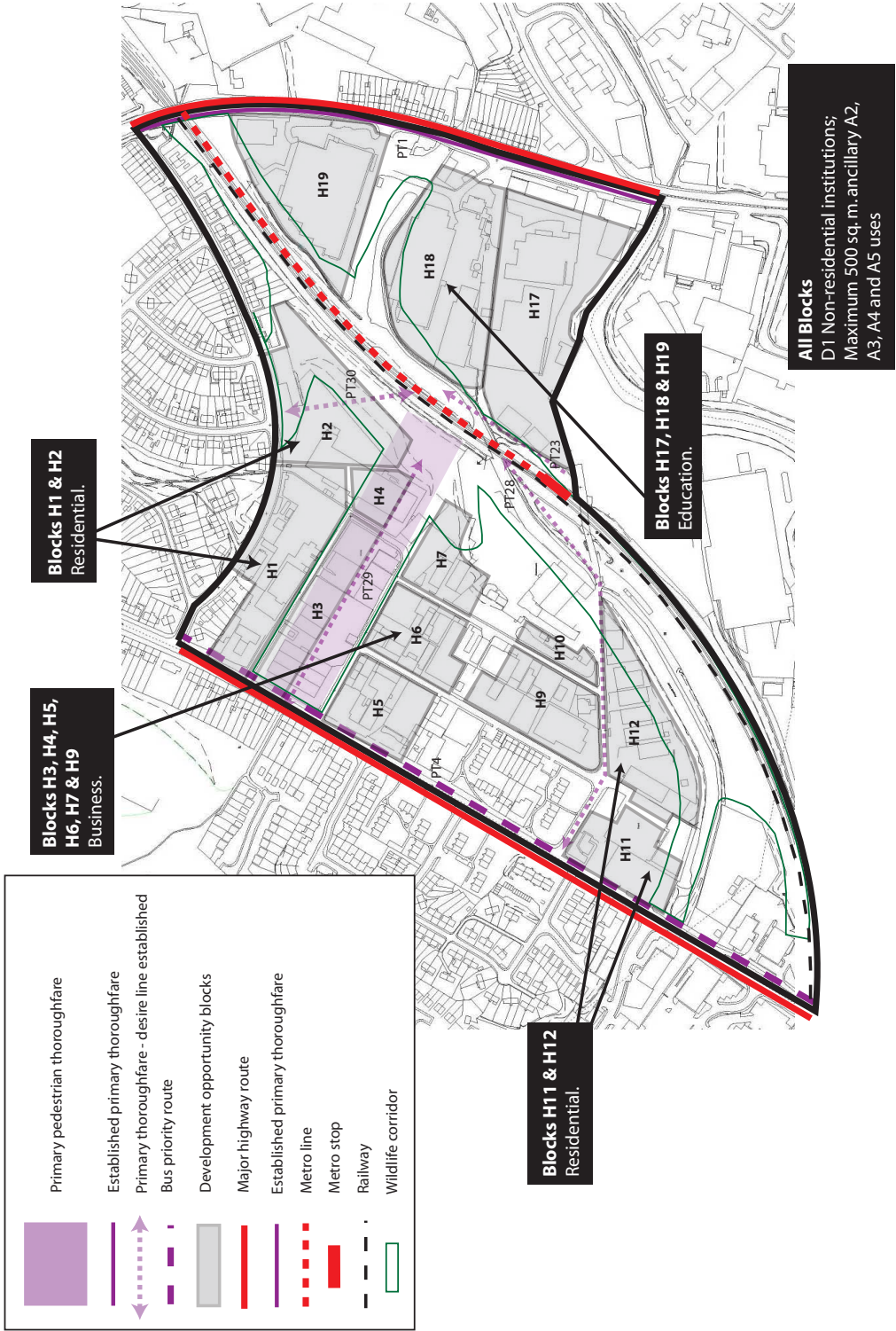
- 7.59** A series of primary thoroughfares is also proposed to improve accessibility through this quarter from Station Square to neighbouring areas. PT28 and PT30 would provide connections to neighbouring residential areas to the east and north. PT29 is proposed to be a primary pedestrian thoroughfare which links through the residential area to the east to Fens Pools.

- 7.60** The Pensnett Canal has been partly in-filled 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 step banks running up from the canals cutting are overgrown and, in combination with the narrowness of the towpath, create an uncomfortable space. The railway line and canals are important opportunities as wildlife corridors although they require investment and maintenance.
- 7.61** The area contains a small number of significant historic buildings. Redevelopment that retained these buildings and ensured their long term preservation would represent an important opportunity and would improve the character of the area.
- 7.62** 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 to assist in the development of the area will be sought by the Council. Furthermore, given that the area is within a number of different ownerships the 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.

Question 3

Do you own or occupy land within Harts Hill? If yes, what vision do you have for the long term future of that land and for this area as a whole?

Map 14 Proposals in Harts Hill



Other Development Opportunities

- 7.63** In each of the urban quarters there are likely to be further opportunities for redevelopment that can not currently be predicted. It is also possible that in the future an unexpected land user might seek an opportunity within the Town Centre, for example, a major leisure provider. It is important that this plan is flexible enough to respond positively to proposals which would contribute to the regeneration of Brierley Hill and would achieve the vision and objectives in this Area Action Plan.

Policy

Other Development Proposals

A policy is suggested which clarifies that significant new development proposals that have not been considered within this Area Action Plan will be determined on the basis of their contribution towards meeting the vision and objectives for the Town Centre.

Question 4

Do you agree with the network of primary thoroughfares, public spaces, development blocks and proposed uses within each of the Urban Quarters? Are there any other options that should be considered?

8 Other Requirements for Achieving the Vision

- 8.1** A number of policies are expected to be needed to support the spatial strategy and land allocations identified in the previous sections. These proposed policies are explored here and your views on them are sought.

Comparison Retail

- 8.2** Comparison retailing is the form of shopping provision that is made up of items not usually purchased on a frequent basis. It includes items such as clothing, footwear, household and recreational goods. For a fuller description of comparison retailing see the glossary.
- 8.3** Since undertaking public consultation on the Brierley Hill Area Action Plan Issues and Options Report the second phase revision of the Regional Spatial Strategy (RSS) has progressed considerably. There is a need to plan for significantly increased comparison retail figures from 51,000m² to 2021 as established in the Phase 1 review of RSS to 65,000m² to 2021 and a further 30,000m² between 2021 and 2026. However, RSS Phase 2 is still subject to examination and could therefore change.
- 8.4** This plan will therefore need to make provision for the 2006-2021 requirements and have regard to the 2021-2026 requirement whilst being in conformity with the RSS Phase 2 policy that planning permission for developments intended to meet requirements arising after 2021 should not be granted before 2016. Indeed, the RSS Phase 2 revision also states that the comparison retail floorspace figures post 2021 should be treated as indicative only and will be subject to revision through future reviews of the RSS. The Joint Core Strategy for the Black Country also seeks to put appropriate controls on managing comparison retail growth between Brierley Hill, Walsall, West Bromwich and Wolverhampton and this Area Action Plan will have to be in conformity with that policy.
- 8.5** A key issue is to identify locations within the AAP boundary to meet these future retail needs. The preferred option is to locate the first 51,000m² comparison growth at Merry Hill to enable the provision of a large anchor store which would improve the attractiveness of the town centre and contribute to the regeneration of the Black Country. The next priority would then be to support new retail development at the High Street through the comprehensive, mixed use redevelopment of the Moor Centre and adjacent land and buildings.

Policy

Phasing of Comparison Retail Allocations

A policy is needed which clarifies the priorities and phasing of comparison retail allocations. This is suggested to be as follows:

Phase 1 (2006-2016)

- 51,00m² at Merry Hill and Canal Walk quarters in Blocks C4, C5, R5 and R6.

Phase 2 (2006-2021)

- Priority 1: 6,500m² at the Moor Shopping Centre at Brierley Hill High Street within development block BR1
- Priority 2: 5,500m² additional growth within the Merry Hill and Canal Walk quarters in block R4.
- Priority 3: 2,000m² within Lower Brierley, Archill, Lower Brierley, Canal Walk North and Waterfront West.

Prior to 2016 planning permission will only be granted for Phase 2 allocations where they meet the policy tests in the Joint Core Strategy for the Black Country.

No application for development at Merry Hill (Priority 2 within Phase 2 and Phase 3) will be registered by the Council until a detailed scheme for redevelopment of block BR1 has been approved. If however a detailed planning application has not been received and approved for redevelopment of Block BR1 within 18 months of the formal approval of the RSS Phase 2 Revision, an application for additional floorspace at Merry Hill will be accepted by the Council.

Phase 3 (2016-2026)

Although no allocation is to be proposed at present for the period beyond 2021, further capacity exists to accommodate additional retail floorspace if needed.

- 30,000m² at Merry Hill within Blocks C2, C3, R3 and R10.

Planning permission for phase 3 will not be granted prior to 2016 in conformity with RSS Phase 2.

All floorspace figures are net additions.

- 8.6** The Council will expect proposals for bulky goods and retail warehouses to be located within or adjacent to Brierley Hill town centre boundary. Development outside these areas would only be justified where PPS6 requirements are met.

Retail Development Pre-Conditions

- 8.7** The first phase revision of the Regional Spatial Strategy requires that no new comparison retail floorspace is brought into operation in Brierley Hill Town Centre until three conditions are met. Those conditions and the criteria for measuring compliance with them are described below.

1) Adoption of this Area Action Plan

- 8.8** This criteria will be satisfied when Dudley MBC approve the adoption of this Area Action Plan. This is currently scheduled for October 2009.

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

- 8.9** A number of options were explored in the Issues and Options consultation undertaken in summer 2007 for measuring compliance with this condition. Following careful consideration of the consultation responses and the reasonableness of the options, it is proposed that the first measure of compliance should be the commencement of Metro on schedule by May 2010 and substantially constructed by end of 2012. However, should the delivery of Metro be in doubt or commencement be delayed then a reasonable alternative measure is needed to ensure that the regeneration of Brierley Hill is not stalled unnecessarily.
- 8.10** Building on the Quality Bus Network proposed to support growth at Brierley Hill it is recognised that Bus Rapid Transit (BRT) represents the most likely alternative to deliver the connectivity between Black Country centres should Metro or other rail based systems fail to be affordable in time to meet the RSS aspirations. Highway based priority bus routes (BRT) would be phased over a longer period and offer early service prior to full implementation in pace with developments at Brierley Hill. Although still expensive, it would be possible to deliver over a longer phased period allowing funding to be spread over time in phase with the developments at Brierley Hill Town Centre and the other Black Country centres.
- 8.11** The proposed measure of compliance will be the commitment to BRT or an appropriate alternative and demonstration that this local transport system has delivered the capacity required to replace the forecast modal shift to be achieved by Metro.

- 8.12** The completion of PT7 Central Avenue will satisfy the requirement for other measures to improve accessibility to and circulation within the centre by non-car modes. This will provide the east-west pedestrian and cycle link between the High Street and Merry Hill and connect with the canal towpath which provides the north-south opportunity for movement and links into the Waterfront.

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.

- 8.13** Planning permission was granted in January 2007 for the introduction of a car parking management system at Merry Hill and the Waterfront. The criteria will be satisfied on implementation of parking charges and their compatibility is proposed to be measured against those of the other Black Country strategic centres.

Convenience Retail

- 8.14** Convenience retailing is the provision of everyday essential items, essentially foodstuffs, drinks, newspapers/magazines and confectionery. The Joint Core Strategy for the Black Country is investigating the need for additional convenience retailing throughout the sub-region. Providing that it finds that there is a need for such retailing at Brierley Hill, a number of preferred locations have been identified.
- 8.15** In the first instance, there is capacity for 10,000m² of new convenience retail as part of the Moor Centre redevelopment proposals which would help to reinforce the local shopping role of the High Street and provide a strong shopping anchor at its southern end. It is proposed that the Moor Centre is the preferred first priority for convenience retail provision. There is also capacity for some 3,250m² of convenience retail at Merry Hill as part of the Phase 1 expansion of comparison shopping in blocks C4, C5, R5 and R6.
- 8.16** Over the long term there could be significant further capacity for convenience retailing through the reconfiguration and expansion of existing superstores, for example in block R10, provided that it can be demonstrated that there is a need for this scale of convenience retailing.

Protecting and Retaining Retail Within the Town Centre

- 8.17** Retail is a primary function of the town centre and so the retail offer must be protected and retained within or very close to the Primary Shopping Area. The Primary Shopping Area is where retail and the number of shops in a town centre will be most concentrated.

- 8.18** Primary Shopping Areas represent the core retail activity in a centre. They are usually identifiable by larger pedestrian flows and in some centres the presence of national retail multiples. These include comparison retailers such as fashion, clothes shops and services such as banks and building societies. Primary Shopping Areas can also be identified by their higher commercial rents and rateable values. It is proposed that the primary shopping area will be defined as the existing Merry Hill Centre and Canal Walk Central, in accordance with guidance in PPS6, as the preferred location for shopping development. The justification for designating a Primary Shopping Area is to consolidate an adequate provision of retail facilities in the centre. Proposals for shopping development would not be required to demonstrate a 'need'.
- 8.19** The main policy objective within the primary retail area is to maintain 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 cafes may be permitted because of their contribution to the vitality of the primary retail area providing they are ancillary to the function of the primary retail area.

Policy

The Primary Shopping Area

The suggested extent of the Primary Shopping Area is shown on Map 5 'Proposals in Canal Walk Central', Map 6 'Proposals in Merry Hill' and Map 9 'Proposals in Boulevard South'. Within this area it is proposed that the Council will resist proposals where granting permission for a non A1 retail use would lead to the area being taken 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 include:

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

Other Retail

- 8.20** Feedback from public consultation has indicated that there is a particular concern about the growing number of hot food take-a-ways in the Town Centre and specifically on the High Street. Hot food take-a-ways have become increasingly popular in recent years and can make an important contribution to the vitality and viability of an area. However, 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. These

uses are most appropriately located in the town centre but given the specific concerns raised, it is proposed that in addition to Policy 'Brierley Hill High Street Local Shopping Area' which would restrict the number of such uses in the High Street and Policy 'The Primary Shopping Area', an additional policy is needed for the Town Centre as a whole.

Policy

Hot Food Takeaways

It is proposed that this policy promotes the granting of planning permission for hot food take-a-ways within the boundary of the town centre provided that:

- They do not lead to an over concentration of such uses, particularly in secondary retail frontages.
- They do not have an unacceptable impact on road safety, the environment, amenity, and the character of the surrounding area.

Public Spaces

- 8.21** Five public spaces have been identified 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 built edges 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

Primary Public Spaces

A policy is proposed to ensure the provision of public spaces at Brierley Place, Merry Hill Place, Level Street Square, Round Oak Circus and Station Square. In these spaces priority will be given to the convenience, enjoyment and safety of the pedestrian; and public transport access and interchange.

- 8.22** These squares will be delivered by obtaining section 106 contributions from adjacent developments/other funding streams, and will improve the pedestrian environment and encourage more people to explore the centre on foot or by using other sustainable modes.

Primary Thoroughfares

- 8.23** The primary thoroughfares (PTs) have been identified in the previous section and these represent the minimum and essential components of the public realm. They connect the centre to the strategic transport network 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 envisaged as streets which integrate vehicular movement with social interaction and people movement, whilst others are car free.
- 8.24** The design of the primary thoroughfares, including junction arrangements, the degree of enclosure, materials 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. Dudley MBC are planning to produce a Supplementary Planning Document for Brierley Hill Town Centre which will address detailed issues of design.

Policy

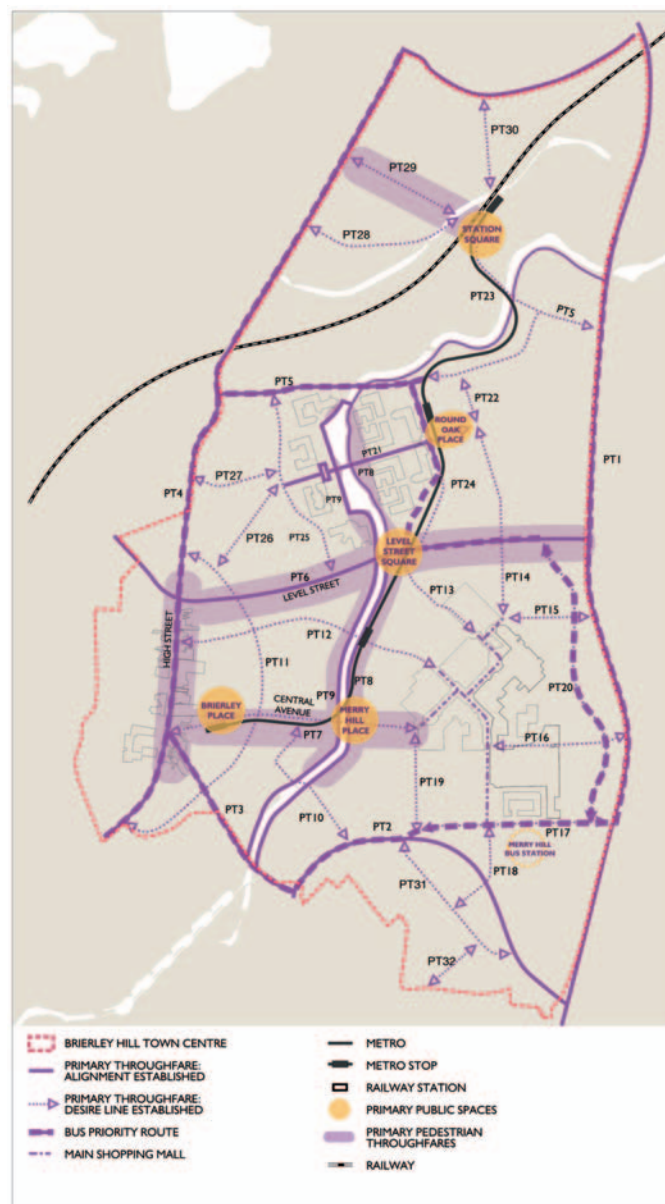
Primary Thoroughfares

A policy is proposed to ensure that the primary thoroughfares identified below will be provided and that existing thoroughfares will be safeguarded and where necessary, upgraded. This policy would seek to ensure that all thoroughfares are designed with the pedestrian foremost in mind and respect natural desire lines. Primary thoroughfares should:

- 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 (providing for those with restricted mobility) wherever possible.
- Provide for public transport and cycling as an integral part of the design.
- Intersect at junctions that take the form of traffic light controlled crossroads, wherever possible, and should be designed as attractive and memorable spaces.

- Be defined by elevations which are appropriately scaled to the width of the thoroughfare and offer relatively continuous frontage.
- Display a restrained and consistent quality of design with paving, lighting, street furniture, signs, landscaping and public utility requirements kept to a minimum and drawn from a design palette, to be agreed with the Council.
- Should offer continuous and twenty four hour access to pedestrians.

Map 15 Primary Thoroughfares and Public Spaces



Secondary Thoroughfares

- 8.25** 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.

Policy

Secondary Thoroughfares

A policy is proposed to seek the further sub-division of development areas by secondary thoroughfares (vehicular and/or pedestrian) and secondary public spaces.

Canal

- 8.26** The canal network in the Town Centre is a visual and amenity attraction, a means for movement and a corridor for wildlife. There is an opportunity to make greater use of the canal as an asset to the town centre provided that new developments are sensitive to its value and improvements can be made in the places where the canal is currently an under-utilised resource. The Dudley No. 1 Canal should also be recognised as an archaeologically significant feature, which relates strongly to the development of the town and retains much important historic fabric worthy of preservation and further study.

Policy

Canals in Brierley Hill Town Centre

A policy is proposed which seeks to improve the recreational, environmental, historic and ecological conservation value of the canals. This would require new development to:

- Preserve or improve public access to the canals
- Promote the better use and navigation of the canals
- Preserve or enhance buildings and structures of architectural or historic interest and their settings
- Conserve and enhance areas of ecological value
- Provide a frontage onto the waterway

Picture 5 The Canal in Brierley Hill Town Centre



Public Transport

- 8.27** It will be necessary to implement borough wide improvements/enhancements to public transport, primarily through the extension of the Midland Metro and bus services to and from the centre. The Joint Core Strategy for the Black Country will address connectivity between Brierley Hill, Walsall, West Bromwich and Wolverhampton whilst this Area Action Plan will directly resolve connectivity issues within the boundary of Brierley Hill Town Centre. The Metro Phase 1 Extension (Wednesbury to Brierley Hill), which gained statutory powers in March 2005, provides connectivity between West Bromwich - Wolverhampton and Birmingham. Metro Phase 2 5W's route provides the connectivity to Walsall.

Policy

Midland Metro

The AAP will safeguard the route allocated for the proposed Midland Metro extension (Wednesbury-Dudley-Brierley Hill) from development. This area of land will only be developed for alternative uses if funding is not approved.

Quality Bus Network

- 8.28** One of the requirements of the recent Examination in Public for the RSS Phase 1 Revision concerned an alternative means of public transport to be developed, in the event that funding prevented the delivery of Metro. That alternative could be a rail based solution or a bus based solution in the form of an expansion of the Brierley Hill Quality Bus Network. This network will have to be developed to provide the necessary capacity to sustain the growth forecast at the centre. Indeed, current improvements to the highway network through the Brierley Hill

Sustainable Access Network are intermediate, sustaining the centres growth up to 2011/2016 following which further growth will be addressed primarily by public transport improvements.

- 8.29** Traffic congestion in and around the town centre is affecting bus reliability, and measures are necessary to resolve this. The network will require significant investment in interchange facilities at the centre and borough wide infrastructure improvements including bus priority measures to deliver the required reliability. It is anticipated that the Council will enter into a Punctuality Improvement Partnership (PIP) with commercial bus operators, Centro and developers as a key delivery mechanism. S106 monies will be sought to contribute towards the delivery of public transport infrastructure. Reliable public transport will retain existing users and attract new ones.

Policy

Bus Priority

The preferred option is to implement bus priority measures at the following junctions:

- PT4 (Dudley Road) and PT5 (Waterfront Way)
- PT4 (Dudley Road and High Street) and PT11 (the 'parallel route')
- PT4 (High Street) and PT6 (Level Street)
- PT4 (High Street) and PT3 (Mill Street)
- PT3 (Mill Street) and PT11 (the 'parallel route')
- PT3 (Mill Street) and PT2 (The Boulevard)
- PT2 (The Boulevard), PT17 (Times Square Avenue) and PT19 (The Embankment)
- PT2 (The Boulevard) and PT1 (Pedmore Road)
- PT17 (Times Square Avenue) and PT1 (Pedmore Road)
- PT6 (Level Street) and PT20 (Central Way)
- PT6 (Level Street) and PT24 (Waterfront Way)
- PT24 (Waterfront Way) and PT5 (Waterfront Way)

Car Parking

- 8.30** This Area Action Plan focuses on the need to reduce reliance upon the private car and promote more sustainable modes of travel. Car parking availability has a major influence on mode choice, and any increase in capacity will incentivise the use of the private car and will increase congestion in and around the town centre. It will not be possible to continue to sustain increased use of private cars at the centre. It is anticipated that growth will ultimately have to be sustained by public transport and parking standards will need to support the control and management of the growth proposed for Brierley Hill. This will manifest itself

in a more restrictive maximum standard for publicly available, private non-residential and private car parking including for residential uses and particularly in relation to A1 retail and B1 business uses at Merry Hill and the Waterfront.

Policy

Car Parking Standards

A policy is proposed which sets a more restrictive standard for car parking within the Town Centre. These standards will take a holistic rather than piecemeal approach to parking within the Town Centre, taking into account the existing quantum of car parking in Brierley Hill, thereby bringing Brierley Hill into line with the other strategic Town Centres in the Black Country.

- 8.31** A further policy is suggested to ensure that car parking facilities make efficient use of land and assume an urban design approach which fits with the vision for the Town Centre.

Policy

Multi-Storey Car Parking

We propose a policy which promotes the development of undercroft and multi storey car parking, as this represents a more efficient use of land. Existing surface car parking will be gradually phased out in order to accommodate further commercial development and multi storey car parking. New 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 can be wrapped around with smaller units, for example, residential development, creating more aesthetically pleasing development, with active frontages.

- 8.32** Car parking charges will be introduced throughout the town centre, which will be consistent with other Black Country strategic town centres. No new comparison retail development will take place before this has been implemented, in accordance with requirements in the Regional Spatial Strategy Phase 1 Revision.

Offices

- 8.33** Since undertaking public consultation on the Brierley Hill Area Action Plan Issues and Options the second phase revision of the RSS has progressed considerably. There is a need to plan for increased office floorspace within the strategic town centre from 186,000m² 2006-2021, to 220,000m² 2006-2026. RSS Phase 2 is however subject to examination and could therefore change.
- 8.34** The Waterfront is a large scale, high quality commercial development of sub-regional importance. It comprises around 70,000m² of commercial floorspace including offices, bars, restaurants, a health club, hotel and a marina. Brierley Hill is contained within one of Advantage West Midlands' "Regeneration Zones", the Arc of Opportunity, stretching from West Birmingham to Brierley Hill. To make a major contribution to sustainable development it is proposed office based employment will be concentrated at the Waterfront in Archill and mixed throughout the Town Centre. Over the longer term and subject to an increased market demand for office development, Harts Hill, Boulevard South and Waterfront West could accommodate significant quantities of new offices.

Policy

Offices

In the first instance major new office developments of greater than 1,000m² gross will be encouraged in Archill, Lower Brierley, Canal Walk Central, Canal Walk North, Canal Walk South and Brierley Hill High Street. Over the longer term, major new office developments will also be encouraged at Waterfront West, Harts Hill and Boulevard South.

Proposals for office uses of less than 1,000m² will be encouraged at ground floor level and above in accordance with the other policies within this Area Action Plan, within Secondary Shopping Frontages, where they form part of an existing business park, or where vacant or underused land is brought into use.

To protect the existing provision it is proposed that 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.

Housing

- 8.35** The proposed allocations suggest that some 3,700 dwellings could be accommodated in the Town Centre. This number may vary depending on 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 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.
- 8.36** Dudley MBC is aware of potential extra work being undertaken as part of the Phase 2 revision of the Regional Spatial Strategy on accommodating additional dwellings within the West Midlands. If necessary, the densities within the Town Centre could be increased from those proposed in the preferred spatial strategy. An estimated 4,750 dwellings could be accommodated within the Town Centre, however, this is only achievable in high-rise development form and would therefore reduce the diversity of new homes that could be provided.
- 8.37** The Housing Needs and Demand Study (2005) for the Dudley Borough highlights the predominance of lower priced housing within Brierley Hill, which stresses the need to develop A/B housing, alongside 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.
- 8.38** Affordable housing will also be required within the Town Centre. The amount and tenure of such housing to be required will be established through the Joint Core Strategy for the Black Country.

Policy

Housing Mix

A policy is proposed which encourages the provision of a well balanced range and choice of housing, including affordable housing, in accordance with the Joint Core Strategy for the Black Country. Whilst providing a flexible approach, this policy would guide family housing and homes for managerial, entrepreneurial and professional households to the fringe of the Town Centre and higher densities to the heart of the centre, closer to public transport links. It will also promote the development of affordable rented and intermediate accommodation that would be secured in perpetuity, be available to people who have a local connection and be fully integrated within the development.

Residential development throughout the area should strive to meet and exceed the following standards and all affordable housing will be required to meet these standards (see glossary for further details):

- The Code for Sustainable Homes: Code Level 3
- Lifetime Homes
- Building for Life: Silver standard
- Secured by Design: Sections 1 and 2
- The Housing Corporation Housing Quality Indicators (HQIs): Minimum score

Community Uses

- 8.39** 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. Consultation responses have indicated that additional indoor space will also be needed. Some of this will be incidental to other uses such as education and public buildings. There is also, however, a growing demand for a dedicated Brierley Hill Community Centre. The preferred location is within the heart of the area in Lower Brierley or Canal Walk Central. The preferred strategy makes a significant allocation of approximately 30,800m² for D1 non residential institution uses in these areas and a community centre would be one component of this allocation. In total, the preferred spatial strategy proposed in this Area Action Plan provides capacity for some 51,050m² of D1 community facilities.

Policy

Community Meeting Space

Given the nature of competing land uses and the fact that we cannot, at present, be firm about the deliverability of an indoor community use, we think we may need a policy which prioritises the provision of D1 uses over other land uses. This policy will however need to be flexible enough to ensure that land is not sterilised for development in the absence of any demand for D1 use.

Sport and Leisure Provision

- 8.40** Non retail uses represent a significant element of the town centre, which attract users from a wider area. The preferred spatial strategy provides capacity for 37,600m² of D2 leisure and sport uses, primarily within Canal Walk Central and also the High Street and Lower Brierley. This includes sports uses which would

encourage a greater local participation in physical activity, and would also represent a visitor attraction within Brierley Hill. As residents within the Brierley Hill ward experience high levels of multiple deprivation, increasing physical activity would have a positive impact on health and well being. This allocation also includes entertainment related leisure provision which could include bowling alleys, casinos and cinemas.

- 8.41** The Black Country Sports Facility Strategy (consultation draft, September 2007) has identified a number of locations for new sport and leisure facilities in the sub region. The Strategy proposes a new sports beacon within Brierley Hill Town Centre. The facility is based on mixed use commercial leisure and retail development. It is not yet clear what the size or locational requirements of this sports beacon would be or how it would be delivered. In the absence of this information, no specific site allocation has been made for this facility outside of the general D2 capacity identified above. Should more details become available then a specific allocation may be made in the final version of this Area Action Plan.
- 8.42** As an emphasis is placed on outdoor physical activity, as well as indoor, a sports facility would be most appropriately located close to public transport hubs and with excellent pedestrian and cycle links. This would encourage local residents and visitors alike to participate in outdoor activity, enabling people to experience the green infrastructure within the town and access open spaces around the wider area.

Nature Conservation and Green Infrastructure

- 8.43** 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 a site of local importance for nature conservation. Other notable green spaces include the Nine Locks and church yard of St Mary's Church.
- 8.44** 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 river and canal networks in the borough have enabled species to spread throughout the area from the wider and enclosed countryside's 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.

8.45 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 are opportunities to create green spaces and a connected network of green infrastructure.

8.46 To ensure that essential connections are made between key green spaces it is necessary to identify the wildlife network. These help to create a vibrant network of local wildlife sites, linked by corridors which enables wildlife to thrive and move freely through the area and out into the wider environment. This network will reflect and embody the principles emerging from the Black Country Green Infrastructure Plan and the Joint Core Strategy for the Black Country. We will protect important habitats and species through the Biodiversity Action Plan process.

8.47 Different species need different habitats and corridors. The corridor network should be designed and managed 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)
- Dingy skipper (brownfield sites, species rich grassland)
- Great crested newt (ponds, rough grassland, scrub/woodland)
- Green hairstreak (brownfield sites, species rich grassland)
- Kingfisher (open water and banksides)
- Otter (open water and banksides)
- Water vole (open water and banksides)

Priority habitats present, or bordering the area are:

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

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

8.48 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 for the network to be robust.

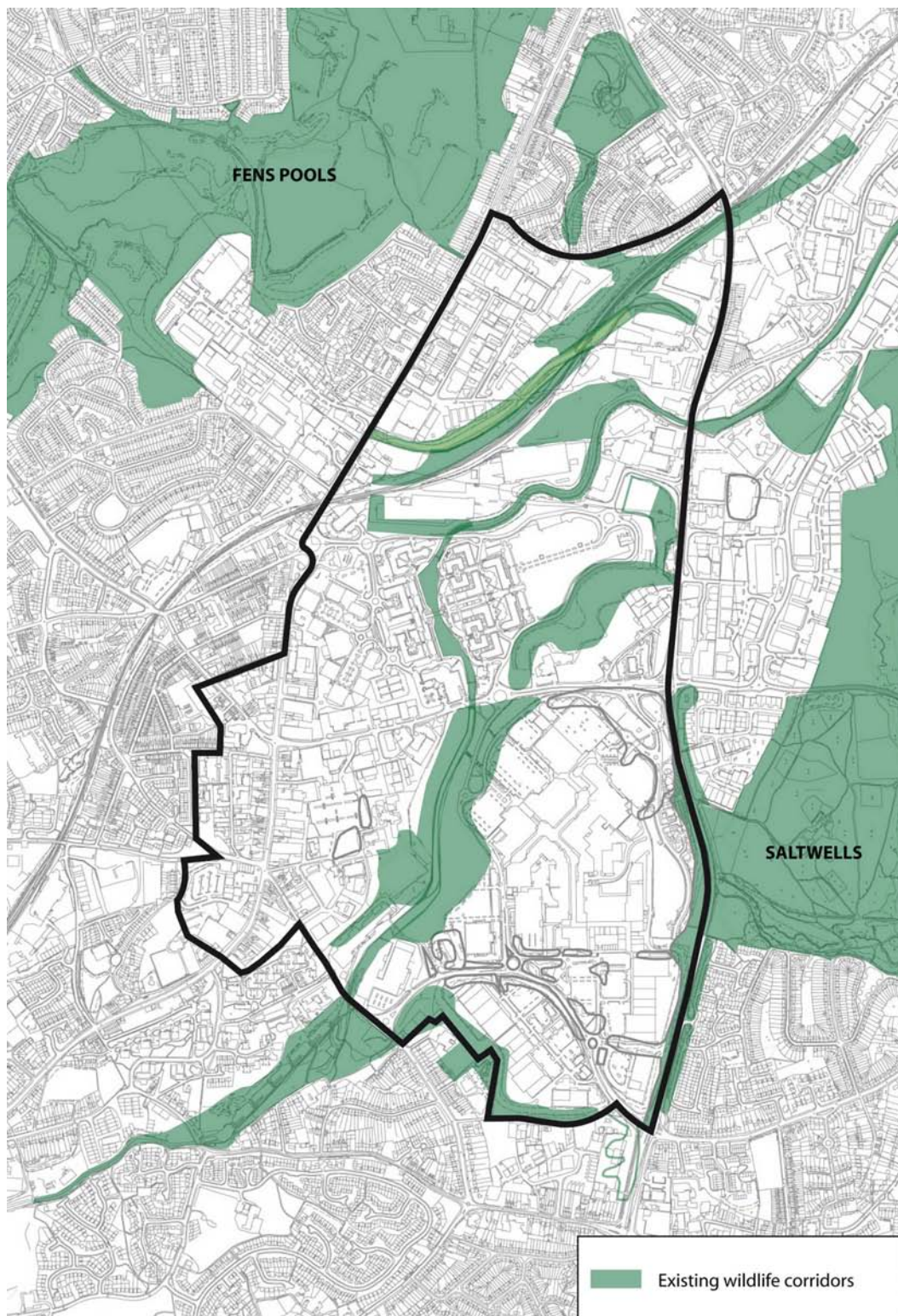
- 8.49** The existing wildlife corridors within the area have been identified within the Baseline Report and are shown below. It is aimed that this network of corridors will be maintained and enhanced. However where priority development would be located on a wildlife corridor a mixture of onsite mitigation (which would retain their function as corridors) and offsite mitigation will be needed.
- 8.50** As high levels of priority development is foreseen, a set of Strategic Wildlife Corridors have been identified (see 8.50). These would provide an alternative minimum functioning network which would enable sensitive development on existing sites. In some areas, such as along areas of the Pedmore Road and Harts Hill, these corridors do not represent conditions on the ground and would require active habitat creation. However this strategic network could provide the focus for biodiversity enhancements (including compensatory mitigation from offsite developments) from wider developments.
- 8.51** The exact specification for each section of the Strategic Wildlife Corridors would be based on its position in the network and the habitats needed for the relevant species. These corridors would need to be a minimum of 12-15m in width to provide space for suitable landscaping design and habitat for the area's key species. These bottlenecks would presume that the corridor widens out into bays of suitable habitat and other larger wildlife sites at frequent intervals. 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 their barrier effects should be carried out over time.

Policy

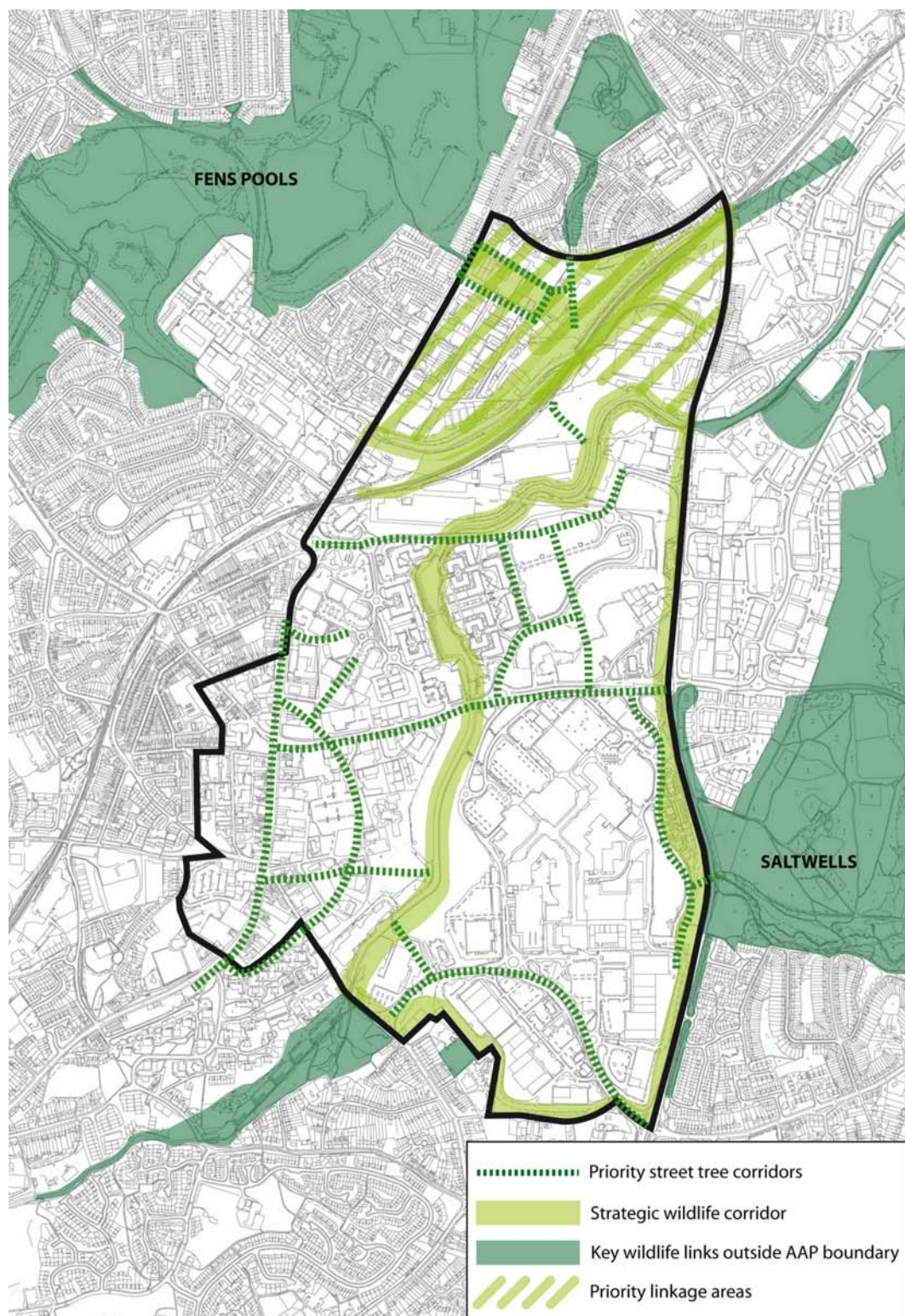
The Wildlife Network

A policy is proposed which designates wildlife sites, wildlife corridors, strategic wildlife corridors and important habitats and features within Brierley Hill and ensures that they are protected and enhanced through development. It is foreseen the corridors should be a minimum of 12-15m in width, with larger areas frequently spaced along them. Any development in these areas must be of overriding importance for the local area and adequate surveys, mitigation and enhancement measures must be provided with the planning application. The mitigation should ensure that the wildlife corridor network is not compromised by the development. Planning Obligations will be actively sought to help create and enhance the wildlife corridor network. The proposed wildlife corridor networks are shown on the plans below.

Map 16 Existing Wildlife Corridors



Map 17 Proposed Strategic Wildlife Corridors in Brierley Hill



Question 5

Do you think that the Strategic Wildlife Corridors will protect and enhance the biodiversity of the area whilst allowing priority development to occur? Are there other priority habitats and species which should be taken into account or better routes for the Strategic Wildlife Corridors?

- 8.52** We also want to protect the wider environment and improve Brierley Hill for residents, workers and visitors. We want to 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.
- 8.53** In addition to the wildlife corridor network, the primary public spaces and thoroughfares provide an opportunity for habitat creation within the centre. It is envisaged that 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.
- 8.54** Our preferred option is to see wildlife friendly roofs and walls be commonplace. Given the prominence of the skyline and the roofscape across much of the area green roofs are a particularly appropriate design response and could become a key element in creating local distinctiveness, as well as enhancing biodiversity. Rainwater will be collected, stored, used and recycled on site. Sites will dispose of excess rainwater through Sustainable Drainage Systems which create valuable wildlife habitats for key species, such as Great crested newts. Any implications emerging from the Water Cycle Strategy and Environmental Transformation Plan being undertaken for the Joint Core Strategy for the Black Country will be incorporated into this Area Action Plan over the coming months. 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 (see Map 17 'Proposed Strategic Wildlife Corridors in Brierley Hill'). The resulting landscape will be rich in wildlife and trees, pleasant for people and more sustainable for future generations. In short we want to create a robust Green Infrastructure for Brierley Hill.

Policy

The Local Environment

A policy is proposed which requires all developments 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 corridor network (including public access)
- wildlife friendly landscaping of developments
- sustainable water use, reuse and disposal

Where appropriate this will be achieved through Planning Obligations.

8.55 The Harts Hill area is of especial importance. The Regional Spatial Strategy Phase 1 revision requires that this Area Action Plan defines a northern limit to development south of the SSSI surrounding the Fens Pool Special Area of Conservation to ensure that supporting habitats outside the site are not compromised. This preferred strategy sets that northern limit to development around Harts Hill. 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 AAP boundary which help link the two areas. The Habitats Regulations Assessments currently being undertaken for the Joint Core Strategy for the Black Country and this Area Action Plan will further consider the impacts of these strategies on Fens Pool and implications arising will be addressed in this plan.

8.56 It is proposed that a pedestrian route between Fens Pool and Saltwells will be created via improvements described above in Map 15 'Primary Thoroughfares and Public Spaces'. A route using PT1, PT5 and PT29 would achieve this. PT29 and PT1 correspond to proposed Strategic Wildlife Corridors.

Historic Environment

8.57 An Urban Historic Landscape Characterisation Study has been undertaken for Brierley Hill to understand its local character and what makes this area distinctive. This study has identified constraints and opportunities for future development including the designation of listed buildings, locally listed buildings, conservation areas and archaeological priority areas. The aim is to ensure that where appropriate, new developments reunite historical elements and provide appropriate links between the historic environment and new 21st century urban landscapes.

Policy

Local Character and Distinctiveness

A policy is suggested which encourages the strengthening of local character and resists proposals which would involve the loss of buildings, structures, landscapes or buried remains which contribute positively to the local character and distinctiveness of the Brierley Hill area. The significance of elements that contribute positively to local character and distinctiveness in Brierley Hill can be determined by reference to:

- Dudley MBC's [Historic Environment Supplementary Planning Document](#)
- The Urban Historic Landscape Characterisation for Brierley Hill
- The Brierley Hill Town Centre Conservation Area Character Appraisal
- Any further appraisals and management proposals that may be published for conservation areas within the Brierley Hill area

- 8.58** Of particular importance to local character and distinctiveness are those buildings of architectural and historic interest which are listed, either nationally or on the Dudley MBC local list. Conservation Areas and those buildings on the national list are protected through The Planning (Listed Buildings and Conservation Areas) Act 1990 and detailed advice on them is contained in national planning policy guidance note 15 on planning and the historic environment.

Policy

Buildings of Local Architectural or Historic Interest

A policy is proposed to protect buildings and structures within Brierley Hill Town Centre which are of local architectural or historic interest by:

- Resisting proposals that would result in their demolition or inappropriate alteration or have a detrimental impact on their setting
- Requiring proposals for change-of-use to demonstrate that they will cause no material harm to its architectural or historic interest
- Only allowing proposals for demolition where it is demonstrated that the viability of continued beneficial use, restoration or conversion has been fully investigated and there is no reasonable alternative and where demolition is unavoidable, ensure that provision is made for an appropriate level of archaeological recording prior to the commencement of works
- Resisting advertisements that may have an adverse affect on the preservation or enhancement of those buildings or structures and their settings

8.59 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, for example at:

1. Round Oak Iron and Steel Works
2. Old Level Iron Works
3. Nine Locks Pit and Iron Works
4. Bell Street Glass House
5. Marsh Park
6. Dudley No. 1 canal
7. Harts Hill Glassworks

Policy

Archaeological Priority Areas

It is proposed that a policy is needed to ensure that an archaeological assessment is undertaken for any proposals affecting the identified Archaeological Priority Areas and any other areas that may be identified through the life of the plan and clarify that consent will only be granted where acceptable mitigation measures are agreed.

Urban Design

The character and quality of the urban environment within Brierley Hill, particularly the initial phases of development, will be key to its success. The policy framework embodies considerable flexibility in terms of the distribution and mix of land uses that might occur. There is, however, no flexibility or 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.

The plans and proposed 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.

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;
- encourage perimeter block development creating and reinstating interesting and vibrant 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;
- condense car parking into multi deck forms, freeing land to restructure the urban environment and accommodate new uses, wherever possible;
- 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;
- 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.

The following proposed policies are intended to ensure that development occurring around the structuring elements delivers the vibrant, compact, urban environment which is vital to a successful town centre. More detailed justification for the approach and guidance on implementation will be provided in a Supplementary Planning Document which deals specifically with urban design in Brierley Hill Town Centre.

Policy

Development Blocks: Mass, Enclosure and Building Line

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.

The mass of a building, the position of the building within the development block and the height of the building facades which front the public realm are the first considerations. There are three principles which are proposed to 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 building 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 ration of 1). In most locations, particularly the core of the town centre, a significantly higher plot ratio will be appropriate and necessary, in order to accommodate the planned quantity of development.

2. **Enclosure:** Wherever possible the edges of public thoroughfares and spaces should be defined by building facades. It is the scale and character of the elevations that will enclose the public space and impart an urban character. A minimum width to height ration of 4:1 will be sought (i.e. the height of an adjoining building must be at least a quart of the width of the space). Adjoining primary thoroughfares and public space, a stronger sense of enclosure will be sought achieved through a higher ratio (taller buildings). Where gaps in a frontage are unavoidable then walls, railings, gates or planting should be used to fill 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.

Policy

Active Frontages

Defining the public realm with built frontage and making those frontages interesting, lively and 'active' is important to the character of Brierley Hill (activities going on within buildings should be visible wherever possible and views out should be maximised providing light and 'eyes on the street'), encouraging people to walk and cycle and ensuring a strong sense of security.

It is proposed that entirely 'inactive' frontages (a building facade or other form of enclosure of more than ten meters which is featureless and without any fenestration) will not be permitted. Developers are encouraged to maximise active frontages (fenestration and visually interesting details) at the interface between public and private space

Policy

Junctions and Corners

Within a network of thoroughfares the intersections between routes become important locations. Where appropriate, the most efficient, legible and permeable network will be achieved by providing 'T' junctions and traffic light controlled crossroad junctions. Kerb radii and road space should be kept to a minimum at junctions. Roundabouts will not be appropriate within the Town Centre.

Junctions should punctuate the public domain adding interest and giving clues as to the importance of the converging routes and activities occurring within the vicinity. Buildings should be positioned and designed to reinforce the importance of the junction and give each junction a distinct character.

Question 6

Do you have any comments on the policy areas identified? Are there any other policies that might be needed to deliver the vision for Brierley Hill?

9 Implementation

9.1 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. The Council has a pivotal role to play in the process:

- Through the operation of 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.

A Partnership Approach to Delivery

9.2 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-coordinated through partnership between the Council, landowners, developers, representatives of the local resident and business communities, service providers and other key organisations who have a stake in the future of Brierley Hill.

9.3 The Brierley Hill Regeneration Partnership is currently the vehicle for bringing these interests together. The Brierley Hill Regeneration Partnership includes the Council, Westfield (the owners of Merry Hill) and the Brierley Hill Community Forum and engages with a wider partnership network, which meets bi-monthly to review progress. These partners include Advantage West Midlands, Brierley Hill High Street Traders Association, Dudley PCT, West Midlands Police, British Waterways, local colleges, Connexions, Jobcentre Plus and English Partnerships.

9.4 The Brierley Hill Regeneration Partnership (BHRP) was formally established in 2002 with the main aims of coordinating policy, strategy and funding to deliver the physical, social and economic regeneration of Brierley Hill. Recently, the BHRP Board has been increased in size and an executive has been established to focus on three themes; physical regeneration, community regeneration and economic regeneration.

- 9.5** The Brierley Hill Community Forum is an alliance of community groups active in the wider Brierley Hill area. It includes representatives of tenants, residents, voluntary and faith groups, and therefore ensures that local residents' voices are heard in the regeneration process. The organisation also works closely with the Dudley Community Partnership.

A Well Managed Centre

- 9.6** Town centre management coordinates a wide range of services and activities that are vital to the ongoing maintenance and improvement of Brierley Hill. Whilst many of the factors which influence the quality of the town centre do not lie within the direct scope of the planning system, they do sit within the wider remit of the Council and its partners and the maintenance of streets, car parks and landscaped areas as well as management of events and activities. A high quality environment will only be achieved by effective partnership working between the Council, other public sector and regeneration agencies, the private sector and local community. To achieve this, the Council supports and is an active partner in the Brierley Hill Regeneration Partnership and works closely with key partners through the Local Strategic Partnership.
- 9.7** A series of improvements are already underway in the Town Centre, notably on the High Street and to the transport infrastructure. For example, as part of the Brierley Hill Traders Association's commitment to support the regeneration of Brierley Hill Town Centre, grant aid has been made available to implement a Property Improvement Scheme. The aim of the scheme is to support Brierley Hill Town Centre businesses who wish to invest in their own futures and the long term future of Brierley Hill. Enhancements to the environment will support business growth, new ventures and encourage further investment in the area thus creating new jobs and safeguarding existing employment. A programme of events, markets and festivals throughout the year also help to promote the town and support local communities.

An Orderly and Comprehensive Approach to Delivery

- 9.8** 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; for this reason there can be no fixed plan. 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.
- 9.9** There is a risk in master planning development over such a large area and over such a long time frame that investment occurs sporadically; leaving 'gaps' awaiting investment. Developers cannot be permitted to cherry pick only the land uses which offer the highest returns and the regeneration partners must

work hard to ensure delivery of the marginal/non-commercial uses and the essential infrastructure. There is a further risk that small scale proposals may compromise the development of the remainder of a development block or even the wider area. It would be unacceptable for a single landowner or development interest to compromise the proper planning of an area of the Town Centre or constrain the opportunities available to other developers.

Policy

An Orderly and Comprehensive Approach to Development

A policy approach is proposed which clarifies that the Council will facilitate orderly and comprehensive implementation by:

- Using its powers to assemble land and present comprehensive development opportunities to the market
- Working with its regeneration partners to secure gap funding and deliver, using planning obligations, the primary infrastructure to support comprehensive development
- 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. Substantial redevelopment in Harts Hill and Boulevard South will not be progressed until development has been substantially completed in other quarters
- Promoting the refusal of planning applications for incremental or small-scale developments that compromise the comprehensive planning and delivery of the strategy in this Area Action Plan.

- 9.10** Where there are diverse interests and patterns of land ownership the 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, the 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.

Planning Obligations

- 9.11** A significant amount of infrastructure is needed and the scale of costs for providing this is 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 Quarter may be accessed from just a few metres of frontage to Central Avenue, but it will only be effectively serviced when Central Avenue 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 Central Avenue when many other subsequent blocks of development would benefit equally from its provision. Thus a comprehensive approach to development is required to properly assess infrastructure requirements and ensure their delivery on an equitable basis.
- 9.12** Further work is ongoing to identify and assess all the infrastructure requirements within the Town Centre together with the economic feasibility of the preferred spatial strategy. This information will be used to explore the potential of a Milton Keynes style tariff within Brierley Hill Town Centre. It is anticipated that the submission version of this Area Action Plan will include a shopping list of the infrastructure requirements and an equitable policy for securing planning contributions from all new residential, retail and commercial developments within the Town Centre to fund their provision.
- 9.13** In terms of public transport improvements, it is proposed that prior to occupation of developments the developer should be required to work with the delivering organisation (the Council) to ensure the implementation of any necessary planned interventions to sustain that development in accordance with the policies in this Area Action Plan. This will require the use of monies accrued through planning obligations and other direct interventions as identified by the developers Transport Assessment. The Council will use its powers contained within the Planning and Highways Acts to enable delivery of the forthcoming planned interventions and will join in partnership with neighbouring Black Country Authorities to ensure delivery to the wider area should the Metro network fail to be implemented.

Question 7

Do you agree that a Milton Keynes style tariff is the most appropriate solution for ensuring the delivery of the necessary infrastructure within the Town Centre? If not, what other solution would you suggest?

10 Monitoring

- 10.1** Dudley MBC will monitor the implementation 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.

Monitoring Implementation of the Area Action Plan

- 10.2** The indicators and targets to be monitored will be established alongside the policies for the next 'submission' stage of preparing this Area Action Plan and will also arise from the 'Sustainability Appraisal'. However, we currently anticipate that the following indicators will become part of that monitoring framework:

1. Achieving Sustainable Communities

Indicator	Target	Source
Amount of convenience retail development completed by location	To be confirmed through evidence on need for convenience retailing	Dudley MBC Annual Retail Monitoring
Number of gross and net additional dwellings completed per year	3,620 dwellings by 2026 (213 net completions per annum 2009-2026)	Dudley MBC Annual Residential Land Availability Returns
Dwellings completed by type, number of bedrooms and tenure	To be confirmed	Dudley MBC Annual Residential Land Availability Returns
Amount, percentage and type of affordable housing completed	To be established through the Joint Core Strategy for the Black Country	Dudley MBC Annual Residential Land Availability Returns
Amount of leisure development completed	To be confirmed - anticipated capacity available for 37,600m ²	Dudley MBC Annual Hotel and Leisure Monitoring

2. Achieving Environmental Transformation

Indicator	Target	Source
Completion of infrastructure projects	To be confirmed through further detailed work on delivery and implementation	Dudley MBC monitoring

Indicator	Target	Source
Investment secured for infrastructure through developer contributions	To be confirmed through further detailed work on delivery and implementation	Dudley MBC monitoring
Percentage of new developments completed on previously developed land	100%	Dudley MBC monitoring
Number of listed buildings demolished	0	Dudley Historic Environment Record (HER)

3. Achieving Economic Prosperity

Indicator	Target	Source
Amount of comparison retail development completed by location	<p>51,000m² comparison retail completed at Merry Hill by 2021</p> <p>Subject to confirmation through the Phase 2 Revision of RSS:</p> <ul style="list-style-type: none"> 5,500m² comparison retail completed at or adjacent to Merry Hill by 2021 6,500m² comparison retail completed at or adjacent to Brierley Hill High Street by 2021 2,000m² comparison retail completed elsewhere within defined development blocks within the Town Centre by 2021 <p>30,000m² comparison retail completed at or adjacent to Merry Hill 2016-2026</p> <p>(all figures are subject to scale of retail growth set in the Regional Spatial Strategy)</p>	Dudley MBC Annual Retail Monitoring
Amount of office floorspace completed	186,000m ² by 2021 and a further 34,000m ² by 2026 in accordance with the Regional Spatial Strategy	Dudley MBC annual monitoring
Car parking charges	Compatibility with car parking charges in Walsall, West Bromwich and Wolverhampton	Dudley MBC monitoring

Monitoring the Regeneration Impact of Growth at Brierley Hill

- 10.3** In addition to monitoring implementation of the Area Action Plan policies, Dudley MBC wish to monitor the wider regeneration impact of the growth of Brierley Hill. The statistics necessary for this are mostly collected by other agencies and may not be collected annually (for example, census data is collected once every 10 years). They are also collected at different scales and so data may be available for Brierley Hill ward rather than for the Town Centre. The suggested primary sources of data for measuring the regeneration impact are the Indices of Deprivation and Census information.

Question 8

Do you agree with the indicators and targets suggested? Are there any other indicators or targets you would like to propose?

1 Glossary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Housing Quality Indicators: The Housing Corporation's Housing Quality Indicators (HQI) system is a measurement and assessment tool designed to allow potential or existing housing schemes to be evaluated on the basis of quality rather than simply cost. It allows an assessment of quality of key features of a housing project in three main categories: Location; Design and External Environment

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

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

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

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

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.

Regional Spatial Strategy (RSS): Prepared by the Regional Planning Body (West Midlands Regional Assembly). An overarching strategy for the West Midlands setting out the policies in relation to development, use of and activities of land. The West Midlands Regional Spatial Strategy is currently being reviewed in three phases. Phase One looked at the interrelated issues facing the Black Country and has been through examination and now awaits the Secretary of States approval. Phase Two is looking at housing, employment and transport issues among other things. Consultation has been undertaken on issues for Phase Two. Phase Three is yet to commence and is expected to review environmental policies.

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

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

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

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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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 a 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 Dwellinghouses** - 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.