

Chapter 7 – Securing and Monitoring Delivery

Delivering the Area Action Plan

7.1 The role of this Area Action Plan is to set out how Stourbridge Town Centre, Mill Race Lane Trading Estate and the Canal Street and Old Wharf Road areas along the River Stour and Stourbridge Branch canal corridors are to be transformed into an integrated, accessible and balanced town centre in the period at least up to 2026. These are ambitious plans that will involve investment on a grand scale by the private and public sectors. The options presented in this report will all have financial implications. To ensure that these plans are realistic and deliverable it will be necessary, as the options emerge to assess how much it will cost to deliver the vision in the Area Action Plan and how much money is likely to be available. Whilst it is the responsibility for Dudley Council to prepare and adopt this Area Action Plan, as this document progresses further details will emerge on:

- Who will be responsible for delivering each aspect of this Area Action Plan (e.g. private sector major landowners within the AAP boundary, private sector property developers, Dudley Council, etc)
- The timescales for delivery (e.g. timing for the provision of new public spaces linked to the delivery of other key schemes such as the retail growth of new homes).
- The contributions to be required through planning obligations from different types of development in order to fund the various elements of the vision such as new pedestrian links and affordable housing.

Planning Obligations

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

7.3 It is possible, depending on the response to this consultation on options, that it will not be financially viable to deliver all the ambitions for Stourbridge to the extent that may be desired. Ultimately, this Area Action Plan must be deliverable and strategic choices may have to be made about priorities for investment. To guide any such necessary future discussions the items that would require developer contributions

over and above normal development costs are listed below and your views are sought on what the priorities for investment should be:

Question 103:

Please rank the following demands for investment in or order of priority with 1 being the highest priority and 10 being the lowest priority:

Demand for Investment	Rank of Priority
Affordable housing	
Closed Circuit Television (CCTV)	
Climate proofing (e.g. green roofs, greening external walls of buildings, street trees, sustainable drainage systems to help tackle future flood risk pressures).	
Community facilities including libraries and nurseries	
Economic well-being (See the Glossary of terms section)	
Education	
Health facilities	
Highway and infrastructure	
Historic Environment	
Improvements to public transport	
Local job creation	
Pedestrian and cycle links	
Public open space (green space)	
Public realm and art (See the Glossary of terms section)	
Nature conservation including Green Infrastructure	
Recreational facilities	
Renewable energy generation (e.g. including solar panels)	
Social care	
Travel plan initiatives	
Waste management	
Tourism	

Question 104:

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

Phasing

- 7.4 Phasing of new office, comparison retailing floorspace (see glossary), and residential development needs to be considered to ensure that supply meets demand and that the scale of redevelopment in the Area Action Plan boundary does not unduly disrupt the existing community. Phasing could have advantages by controlling the market to avoid excess provision which could affect house prices and office and retail rents, and result in vacant units and unviable development and by ensuring that the most appropriate locations are delivered first. However, phasing development could also delay or prevent developments for which there is a genuine demand and slow the pace of regeneration in Stourbridge.

Question 105:

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

Monitoring Delivery

- 7.5 The Area Action Plan will also contain a monitoring framework. This will measure delivery of the proposals against the specified timescale's and will assess the effectiveness of the policies against specified targets. This monitoring framework will be developed as the Options emerge but it is currently anticipated that it will measure and address the following key issues:
- The regeneration impact of growth at Stourbridge
 - The extent to which the adopted Area Action Plan is being implemented including the amount of retail, office and leisure development completed and delivery of affordable housing
 - The vitality and viability of Stourbridge Town Centre

Question 106:

Are there any other issues that will require monitoring?