



DUDLEY **LOCAL PLAN**

Draft Dudley Local Plan

Part Two

Centres and Site Allocations

Regulation 18

Consultation document

October 2023

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Part two of the Dudley Local Plan outlines the growth strategy for Dudley's Strategic Centre; Brierley Hill and its three town centres; Dudley, Stourbridge and Halesowen.

It also provides the detail on the spatial strategy in relation to site allocations in other areas of the borough, including:

- Housing allocations.
- Gypsy and Traveller and Travelling Show people sites.
- Employment allocations.
- Local Green Space designations.
- Biodiversity Net Gain Offsetting sites.

Centres

1. Brierley Hill Strategic Centre

Introduction

- 1.1. This chapter sets out how Brierley Hill Strategic Centre will develop and change over the plan period. A vision for Brierley Hill is set out which will be delivered through the Local Plan polices and site allocations up to 2041.
- 1.2. Brierley Hill Strategic Centre lies within Regeneration Corridor Two, which covers Dudley, Brierley Hill, and Stourbridge, following the proposed new Metro line route. This network will provide first class access to the rest of the Black Country and to Birmingham. The Local Plan expects that development in this corridor will focus on high-quality housing in and around the market town centres of Dudley and Stourbridge and the Strategic Centre of Brierley Hill, whilst preserving and enhancing the historic features and heritage assets within each centre. It is also intended that the corridor will have excellent green infrastructure through enhanced green spaces and parks, increased tree cover, and better links to Saltwells and Fens Pool Nature Reserves.

The Brierley Hill Town Centre Inset Plan Boundary

- 1.3. This inset chapter covers Brierley Hill Strategic Centre and includes a wider area than the previous Brierley Hill AAP boundary, which provided for a relatively compact Strategic. However, it did not include a number of adjoining areas where opportunities for new growth or redevelopment have arisen since the adoption of the AAP in 2011, or where there is now considered a planning and regeneration aspiration for including that area within the plan boundary.
- 1.4. Informed by the Brierley Hill Plan (BHP) Issues and Options Report (2022) and the responses received during the consultation on that stage of the plan, the Inset Plan boundary is proposed to be extended to include the following areas;
 - a) The Chapel Street Housing Estate – this area of Council owned high rise flats and maisonettes lies on the edge of the Brierley Hill High Street

shopping area. The blocks have been assessed as having a high investment need to maintain or improve current housing stock condition standards.

- b) The Delph Locks Conservation Area – this Conservation Area adjoins the Chapel Street Estate and is on the opposite side of Mill Street to The Boulevard leading into the Merry Hill Centre. However, it is not easily accessible from the surrounding areas and regeneration proposals for the Chapel Street Estate, in particular, could lead to the better integration of this Conservation Area and nature conservation area with the rest of the Strategic Centre.
- c) Saltwells Wood – one of the issues that Brierley Hill faces is the lack of green open space within the centre. The exception is Marsh Park, although this is a relatively small area (approx. 1.5hectares) on the fringes of the centre and is not easily accessible from it. Therefore, the plan boundary has been extended to integrate part of Saltwells National Nature Reserve (Saltwells Wood).
- d) Northmoor Industrial Estate and area of open space on the opposite side of Moor Street – this small area lies on the edge of Brierley Hill High Street and has several unlet industrial units. The industrial estate has existing housing on three sides, including the planning permission for the conversion of the former Dudley College Annex on Bell St for flats. It is considered that this estate could be appropriately redeveloped for housing and the open space on the opposite side of Moor Street has been identified for redevelopment.

Vision and Objectives

Brierley Hill in 2041, as the borough's Strategic Centre, will be a place which has the benefit of:

- a) having strong, resilient, and thriving communities with enhanced health and well-being, including access to more cultural, leisure and community facilities.
- b) being more than a shopping destination, including benefiting from a revitalised night-time economy and family orientated leisure facilities.
- c) having a greater resident population, proud to live in Brierley Hill, and living in sustainable, well-built and enhanced accommodation incorporating energy efficiency measures and making active use of extensive areas of imaginatively landscaped and well-connected public spaces.
- d) being a much greener place, with increased tree cover and more biodiversity including wildlife corridors, which are better linked to the Saltwells and Fens Pool Nature Reserves.
- e) being much more accessible, especially by public transport and a network of footpaths and cycleways, with the Midland Metro Stations providing focal points within these networks and hubs for new development, with well-designed public open spaces around them.
- f) having a high quality and beautiful built, natural, and historic environment that respects and enhances local character, including important historic buildings and areas, and makes effective use of the canal network as an asset.

1.5. The vision will be underpinned by a series of objectives, with the overarching objectives set out below.

- A. An Economic Objective – supporting the growth of businesses within the plan area and enabling the take up of office space as well as sites for service industries. Making the most of the opportunities presented by the proposed Midland Metro route and stations within the plan area.

- B. A Social Objective – allocating land for the delivery of new high quality residential units to grow the Brierley Hill community, providing well designed and safe public spaces, and increasing the amount of open spaces within the plan areas and making them more accessible, especially by foot and bicycle.
 - C. An Environmental Objective – protecting and enhancing the natural, built, and historic environment of Brierley Hill through: improving air quality; increasing the amount of green infrastructure and biodiversity; minimising noise; adapting to and mitigating for climate change, including the use of renewable energy measures; and enabling sustainable modes of transport.
- 1.6. As well as the overarching objectives, a series of more detailed objectives will support the delivery of the vision, as detailed below.
- a) Setting the up-to-date detailed planning policies and strategy for future development within the Brierley Hill Inset Plan area. Including a strategic steer through the identification of appropriate and deliverable site allocations within the Inset Plan area. The formulation of policies will enable appropriate development to be delivered in a form and quality that is both sustainable and meets the needs of the local community and environment.
- 1.7. To provide an appropriate, imaginative, sustainable, resilient, and deliverable planning framework for Brierley Hill Strategic Centre that enables the centre to be more than a shopping destination, with an emphasis on providing for the delivery of:
- a) new development centred around the proposed new transport infrastructure, particularly the Midland Metro route, with the ability for new development to form around the proposed stops
 - b) the introduction of new high quality, well-being enhancing and child friendly housing environments
 - c) the creation and enhancement of well-linked community, leisure, and recreation spaces
 - d) the consolidation of the office uses particularly at the Waterfront, but also allowing for a diversification of uses at this location where acceptable

- e) the diversification of land uses within the centres, particularly aimed at increasing their vitality and viability
- 1.8. In terms of place shaping, make full use of the opportunities presented by:
- a) the Green and Blue Infrastructure, particularly the Dudley and Pensnett Canals, Marsh Park and the nearby Saltwells and Fens Pool Nature Reserves, with the enhancement of redundant canal arms to function as recreational routes and/or wildlife corridors
 - b) to forge an effective pedestrian link between the Merry Hill Centre and Brierley Hill High Street
 - c) the proposed Midland Metro and its stations
 - d) the potential for improvements to the High Street particularly in relation to its designation as a Conservation Area
- 1.9. In terms of design challenges addressing those posed by:
- a) pedestrian/cycle linkages, and wildlife corridors
 - b) merging the mall at the Merry Hill Centre better into the surrounding urban fabric
 - c) repurposing existing buildings and sites to deliver new high quality well-being enhancing homes and introducing new high-density housing where appropriate
 - d) the introduction of sustainable measures, including renewable energy and sustainable drainage
 - e) significantly increasing the number of trees, tree canopy cover and biodiversity and nature recovery networks within the plan area
 - f) requiring measures which help prevent and/or mitigate for climate change.

Policies

Brierley Hill Strategic Centre – Preferred Uses

Town Centre and Town Centre Core Area

- 1.10. Policy DLP22 sets out the general approach to town centre development within the Borough, including appropriate uses. This section elaborates on this by providing specific policies relevant to Brierley Hill Strategic Centre.

Policy DLPBH1 Development in the Brierley Hill Strategic Centre and Town Centre Core

- 1. The Brierley Hill Strategic Centre Boundary and Town Centre Core Area boundaries are identified on the Brierley Hill Strategic Centre Inset Policies Map.**
- 2. In line with national and local planning policy, any new retail developments will be directed towards the Town Centre Core Areas. Dudley Council will consider the application of planning conditions to any planning permissions granted to ensure the retention of the retail use where necessary, relevant, and reasonable in terms of the strategic importance of the development.**
- 3. The diversification and re-purposing of Brierley Hill Strategic Centre will be supported by approving development which enhances the viability and vitality of the centre. This is subject to the proposed use being appropriate to its location within the Strategic Centre and in accordance with Policy DLP24 of this plan.**
- 4. Brierley Hill Strategic Centre should be accessible by a variety of means of transport, particularly walking, cycling and public transport. Proposals for commercial and business development that involve more than 500 sq m (gross) of floorspace within The Merry Hill Centre Core Area or within well-linked edge-of-centre locations to that core area, shall evidence the means to which they are compatible with the**

Policy DLPBH1 Development in the Brierley Hill Strategic Centre and Town Centre Core

objectives of achieving sustainable development. This evidence must incorporate the setting out of provisions for the enablement or enhancement of sustainable means of travel and integrated modes of transport to and within individual strategic centres, with a particular focus on the management of demand for car parking and car-borne traffic, including through car parking regimes.

Justification

- 1.11. The Black Country Centres Study¹ was commissioned by the Black Country Authorities as part of the evidence base to inform the Black Country Plan, particularly with regard to policies on Centres and Retail. The findings of this study are still relevant to the Dudley Local Plan and the Centres within the plan area. The study was produced in 2020 and updated in 2021 and 2022.
- 1.12. The study was informed by a telephone interview survey conducted by NEMS and assessed the potential for retail growth over the plan period, as well as growth in leisure, offices and other centre uses. The study included detailed health checks on the Black Country's Strategic and Town Centres, including Brierley Hill High Street and the Merry Hill Centre. A health check dated April 2019 accompanied the 2020 report, and a health check dated May 2020 accompanied the 2021 update.
- 1.13. The study confirmed that the national picture on current retail trends can also be related to Brierley Hill: that retail centres nationally have seen a decline in patronage and an increase in the proportion of vacant retail units, as a result of Special Forms of Trading (SFT), such as internet shopping, and other economic factors, as well the coronavirus pandemic (Covid-19) creating one of the toughest trading environments for the retail and leisure sectors.

¹ Black Country Centres Study 2020 (March 2020) updated 2021 – Lambert Smith Hampton

- 1.14. The study found that whilst there is a limited amount of growth in convenience retail floorspace up to 2039² forecast for Brierley Hill (445 sq. m), there is a negative forecast for comparison retail growth within Brierley Hill and across all of the Black Country Centres. Hence, there is no quantitative requirement to identify and allocate sites for future retail development.
- 1.15. The Black Country Centres Study concluded that “although retail will remain a key part of their overall offer, vitality and viability, helping to generate trips, footfall and spend, it is critical that the strategic policies in the Black Country Plan are supported by policies and strategies developed for each centre (such as through tier-two plans) to help promote greater flexibility and diversity, so that they can respond more effectively and rapidly to future trends. This flexibility and diversity will, in turn, help to create more resilient, attractive and successful town centres. It will also help to strengthen their respective roles in the network and hierarchy of centres as places to live, work, shop, study, play and visit for a wide range of uses and activities”.
- 1.16. The study concluded that there is a need to diversify uses within centres, for example with the introduction of new residential development, as well the need to invest in the quality of town centre environments to create accessible, safe, and green environments. It found the need to safeguard and encourage the use of centres remains, particularly their general role as in clustering of business and commercial uses and recognised that retailers need to compete for shoppers’ attention through a variety of means, including creating experiences.
- 1.17. The NPPF states that planning policies should allow centres to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries. This indicates a need for centres to diversify and re-purpose, often requiring a contraction of their retail core to enable other main town centre uses and residential uses to consolidate, particularly around the periphery.
- 1.18. In terms of the proposed Town Centre Boundary, it is the view that the widely drawn previous AAP Town Centre Boundary has resulted in a degree of

² It is proposed to update the Centres Study to cover the period up to 2041

uncertainty when assessing the appropriateness of main town centre uses. This applies to sites which are peripheral to the main shopping areas but still within that boundary and not subject to a Development Opportunity Block Site Allocation, especially on sites within designated Established Areas within the AAP.

- 1.19. It is therefore proposed to redefine the Town Centre Boundary from that shown in the current AAP, so that it is contracted to encompass the centres at Brierley Hill High Street and Merry Hill, the areas of land in-between these centres, and The Waterfront. It is considered appropriate to include the land between the centres of Brierley Hill High Street and The Merry Hill Centre to allow for the expansion of main town centre uses within this area, as well as in-centre residential. This will enable opportunities for growth in these areas as well as allowing the existing centres to be better linked and connected through development opportunities.
- 1.20. Acceptable uses for each floor level within Town Centre Core Areas and areas outside of Town Centre Core Areas but within the Town Centre Boundary are set out within Policy DLP24 of this plan. It is envisaged that attributing acceptable uses for these delineated areas will enable the evidenced position to be successfully articulated, with centres being able to diversify and repurpose following the introduction of a flexible and wide-ranging E Use Class (Commercial, Business and Service Uses).
- 1.21. The previous AAP allocated land at The Merry Hill Centre within Development Opportunity Blocks for an additional 56,500 m² of A1 Comparison Retail to be phased between 2009 and 2021, with an additional 8,500 m² allocated elsewhere within the plan during that period. Additional capacity was also identified within the centre for 30,000 m² of A1 comparison retail between 2021 and 2026.
- 1.22. These targets clearly have not been achieved for a number of reasons including macro-economics and general trends in retailing. Furthermore, the Black Country Centres Study has evidenced a need for only a limited amount of growth in convenience retail and no growth in comparison retail within Brierley Hill Strategic Centre up to 2039. We think that this not only illustrates

that the previous BCCS targets are no longer sustainable, but also establishes a need for the centre to diversify, especially in terms of land uses, away from being a singularly focused retail destination.

1.23. Also of significance on this issue are the three pre-conditions which are required to be met, through the provisions of BCCS Policy CEN3 (Growth in the Strategic Centres) and AAP Policy 66 (Phasing of Comparison Retail allocations), before a net increase in A1/E(a) Comparison Retail can be permitted at The Merry Hill Centre. These pre-conditions are:

- a) adoption of the AAP –this has occurred.
- b) implementation of improvements to Public Transport - the bus station has been improved and there are bus priority traffic lights at the junction of The Boulevard and Mill Street.
- c) introduction of a car park management regime, including the use of parking charges compatible with those in the region’s network of major centres – this remains outstanding.

1.24. In relation to these pre-conditions, with particular reference to the requirement for a car park management regime, evidence submitted through the Centres Study along with that set out within the Black Country Parking Study³ demonstrates that:

- a) improvements have taken place and are ongoing to improve public transport, particularly with regard to the programmed Midland Metro route and stops within the Inset Plan area, along with, for example, an upgrade of Merry Hill bus station (implemented 2016-2017) and the installation of a bus gate at Mill Street (implemented 2015)
- b) some charging based on stay time and staff parking areas have already been introduced at Merry Hill
- c) it has been evidenced that there is little/no identified capacity for comparison retail growth over the plan period

³ Black Country Parking Study Stage 2 Report (November 2022) - AECOM

- d) the introduction of the new E Use Class (2020) which means there is no longer a specific A1 comparison retail use with which to hook these pre-condition requirements on to
 - e) Merry Hill has changed in character and diversified since the adoption of the BCCS. As a result of recent development, including the establishment of a food court, Merry Hill is growing as an established centre, rather than an out-of-centre shopping centre located within the urban area.
- 1.25. This can be achieved by ensuring relevant in-centre and edge-of-centre development contributes to facilitating this objective, as well as by helping manage the demand for car parking provision in the Strategic Centre.

Design and Public Realm

Design

- 1.26. Local Plan Policy DLP4 provides the overarching context for considering design quality. Regard should also be had to policies for the historic environment. This section sets out those characteristics of the most importance to the Brierley Hill Strategic Centre Inset Plan area and town centre specific policies.

Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

- 1. All new development in the inset plan area for Brierley Hill should have regard to Local Plan Policy DLP39 to deliver high quality design. Developments within and in the setting of the Conservation Areas should have regard to policy DLP56.**
- 2. New development and proposed alterations to existing buildings should:**
 - a. Enhance the sense of arrival by improving existing gateways and where appropriate create new ones that reinforce principal routes and spaces.**

Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

- b. Create architectural corner features and new landmark features to improve the understanding of the town where appropriate.**
 - c. Safeguard and enhance local and important views, vistas, landmarks and gateways within and at the edges of the town centre.**
 - d. Protect key gateway buildings that give the town character and respect building lines, where appropriate, to assist the continuity of the town’s heritage and help secure and improve views and vistas.**
 - e. Respect the height and mass and visibility of existing Brierley Hill landmarks. Such landmarks should not be overwhelmed by new development nor their setting compromised. Consideration of the effect on setting has regard to the importance of the landmark, the extent of any harm, and the benefit arising from development.**
 - f. Ensure that new buildings have a scale, mass, height and impact that is responsive to its context and sensitive to its roofscape/skyline.**
 - g. Create variations in roofscape that will respect important local and strategic views.**
 - h. Ensure that larger development facades and rooflines should reduce their scale and massing by subdividing into smaller architectural elements.**
- 3. Where new development is likely to have an impact on an identified view, skyline or landmark, accurate visual representations will be required as part of any development proposals. Choice of materials and finishes need careful consideration to protect and enhance the existing design context.**
- 4. The following landmarks, gateways, views and vistas should be protected and enhanced where possible in accordance with the above Policy considerations:**

Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

5. Strategic Landmark (Positive):

- **SLP1- St Michael's Church**
- **SLP2- Brierley Hill War Memorial**
- **SLP3- Brierley Hill Civic Hall and Police Station**
- **SLP4- The Landmark building, Waterfront Way**

6. Local Landmarks (Positive):

- **LLP1- Delph Nine Locks/Dudley No. 1 Canal**
- **LLP2- Brierley Hill Market Hall**
- **LLP3- St Mary's Church**
- **LLP4- Brierley Hill Institute**
- **LLP5- Brierley Hill Health & Social Care Centre**
- **LLP6- Dudley College Inspired**
- **LLP7- Brierley Hop House (public house)**
- **LLP8- Resonance Music Institute**
- **LLP9- The Copthorne Hotel**
- **LLP10- Merry Hill Shopping Centre**
- **LLP11- Fat Yue Temple (Fa Yue Buddhist Monastery)**

7. Edge Gateway:

- **EG1- Hurst Lane/Level Street junction**
- **EG2- The Boulevard/Coppice Lane junction**
- **EG3- The Boulevard/Mill Street junction**
- **EG4- Church Street/Venture Way junction**
- **EG5- Bank Street/Level Street junction**
- **EG6- John Street/Dudley Road/Waterfront Way island**
- **EG7- Waterfront Way**

Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

Inner Gateway:

- **IG1- Merry Hill bus station**
- **IG2- The Boulevard/The Embankment/Times Square Avenue island**
- **IG3- Level Street/Waterfront Way/Hop House island**

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

8. Panoramic View (View Cone) in/out of Brierley Hill:

- **PV1- From Waterfront Way car park, looking eastwards towards St. Andrews Church, Netherton/horizon.**
- **PV2- From the car park at the rear of Brierley Hill Health & Social Care Centre, looking eastwards towards St. Andrews Church, Netherton/horizon.**
- **PV3- From Church Hill/Brierley Hill War Memorial, looking south west.**
- **PV4- From Mill Street/canal bridge looking southwards overlooking Dudley No. 1 Canal/Delph Nine Locks**
- **PV5- From the churchyard/St. Michaels looking west towards the Chimney of the former Stevens & Williams Glassworks, Woodcock Mews**

PV6- From the green in front of the Brierley Hill Civic Hall and Police Station looking southwest towards the Chimney of the former Stevens & Williams Glassworks, Woodcock Mews

9. Skyline Views:

- **SK1- From The Embankment looking southwest towards the high-rise flats at Brierley Hill**

Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

10. Strategic View:

- **SV1- From the Level Street/Dudley Road/High Street junction looking south along the High Street towards the high-rise flats at Brierley Hill**
- **SV2- From Merry Hill Bus Station looking west towards the high-rise flats at Brierley Hill**
- **SV3- From The Boulevard looking northwest towards the high-rise flats at Brierley Hill**

11. Vista:

- **V1- Waterfront east, both directions: east to west and west to east**
- **V2- Waterfront west, both directions: east to west and west to east**

12. Local View:

- **LV1- From Waterfront Way looking west towards The Landmark building**
- **LV2- From Waterfront Way looking east towards The Landmark building**
- **LV3- From Waterfront West looking north towards The Landmark building**
- **LV4- From Waterfront Way looking southwest towards the Hop House**
- **LV6- From Level Street looking southwest towards the Brierley Hill Health & Social Care Centre**
- **LV7- From The Embankment looking northwest towards the Hop House**
- **LV8- From The Embankment/Central Way island looking west towards the Brierley Hill Health & Social Care Centre**
- **LV9- From The Embankment looking northwest towards the Brierley Hill Health & Social Care Centre**
- **LV10- From Level Street looking west towards the Brierley Hill Civic Hall & Police Station**

Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

- **LV11- From Venture Way (as you turn off Level Street) looking southeast towards the Brierley Hill Health & Social Care Centre**
- **LV12- From Cottage Street, junction with Venture Way, looking west towards the rear of Brierley Hill Market Hall**
- **LV13- From High Street, looking north towards the front of Brierley Hill Market Hall**
- **LV14- Along Albion Street, looking north towards the Brierley Hill Civic Hall & Police Station**
- **LV15- From the junction of Fenton Street/Moor Street looking eastwards towards five ways junction & the former Marsh & Baxters building at 94 High Street**
- **LV16- From Bell Street, looking south towards St. Michael's Church**
- **LV17- From Venture Way, by the Brierley Hill Health & Social Care Centre, looking southwards towards Dudley College Inspired**
- **LV18- From Venture Way, junction with Mill Street, looking northeast towards Dudley College Inspired**
- **LV19- From Level Street bridge over Dudley No. 1 Canal, looking north towards Hop House/The Waterfront buildings complex**
- **LV20- From Level Street bridge over Dudley No. 1 Canal, looking south over the canal towards Daniels Wharf & the High Plateau**
- **LV21- From Church Street, looking northeast towards St Mary's Church**
- **LV22- From Church Street, looking northwest towards St. Michael's Church**
- **LV23- From Church Street, looking southwest towards Brierley Hill War Memorial**
- **LV24- From Church Street, looking northeast towards Brierley Hill War Memorial**
- **LV25- From Church Street looking northeast to the main entrance gates Marsh Park/ Brierley Hill War Memorial & no. 18 Church Hill**

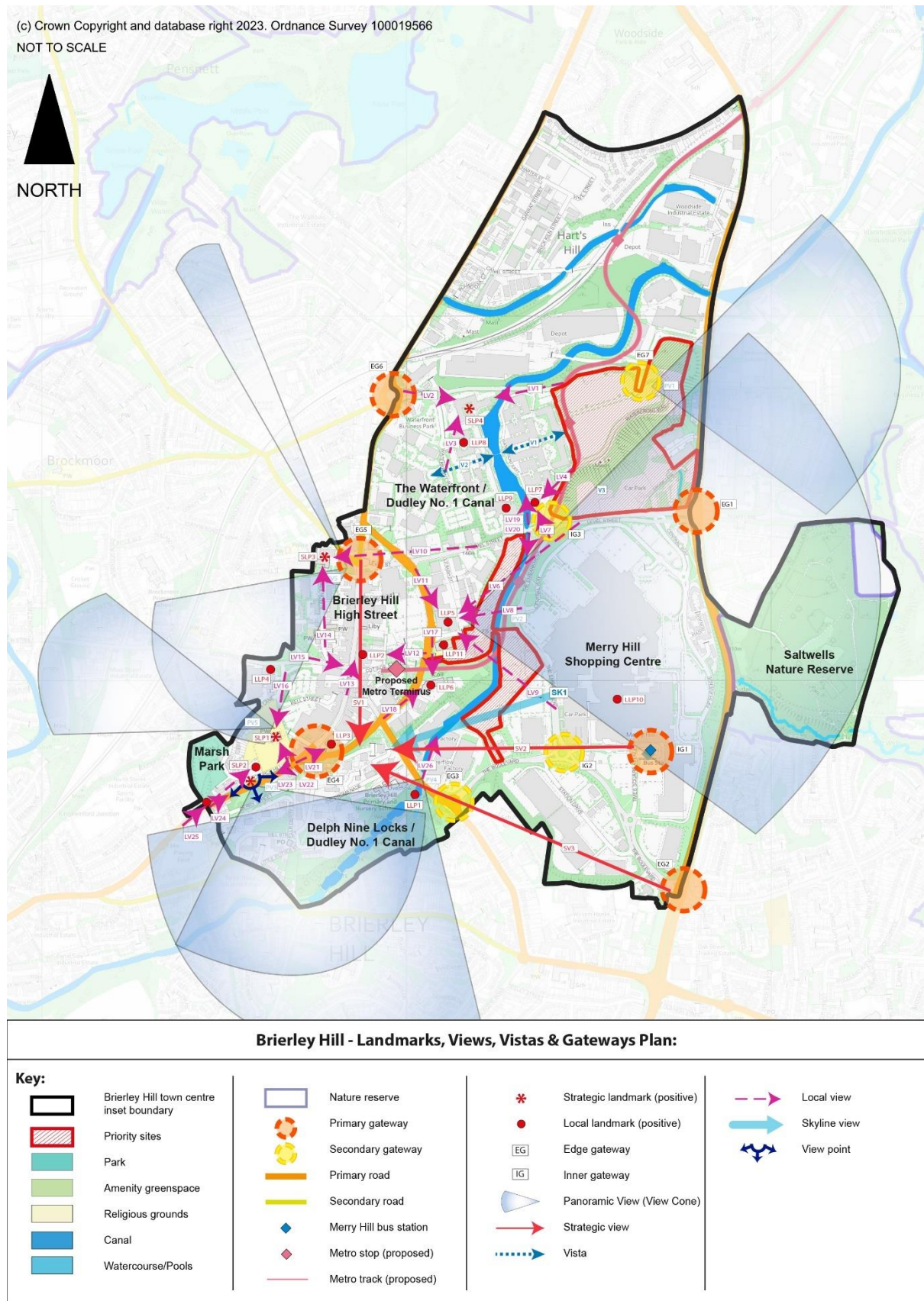
Policy DLPBH2 Brierley Hill Design - Landmarks, Views, Vistas and Gateways

- **LV26- From A4100 road bridge (Nine Locks Bridge) looking northwards, overlooking Dudley No. 1 Canal**

Justification

- 1.27. Views and landmarks within Brierley Hill help people find their way around the Town Centre and create a variety and interest to the townscape that reinforces its sense of place and gives local identity. Having an understanding and appreciation of the landmarks, views, vistas and gateways of the town will help prevent the erection of out of scale, poorly designed or sited buildings and structures within particular sight-lines around the town.
- 1.28. The 'Landmarks, Views, Vistas and gateways' plan illustrates an urban design appraisal of views, vistas, features and gateways both at the local and strategic level that positively contribute to the legibility of the town. Historically significant strategic landmarks such as St Michael's Church (SLP1) and panoramic views such as PV4 overlooking Dudley No.1 Canal/Delph Nine Locks are included. Where new development is likely to have an impact on an identified view or landmark, accurate visual representation of changes to the view will be required. Careful consideration will need to be paid to building materials and finishes, skylines and silhouettes.

Figure 1.1: Brierley Hill Landmarks, Views, Vistas and Gateways Plan



Public Realm

- 1.29. The town's character is greatly influenced by its public realm, with some locations in need of upgrading. Public open spaces provide a focus for community activity and form connections within the Strategic Centre.

Policy DLPBH3 Public Realm in Brierley Hill

- 1. The Primary Public Spaces identified on the Brierley Hill Inset Plan Policies Map will:**
 - a. give priority to the convenience, enjoyment, and safety of pedestrians**
 - b. have active built edges that front the space**
 - c. incorporate well-designed street furniture, and hard and soft landscaping**
 - d. function as a meeting space; and, as appropriate, be designed to be able to accommodate events**

- 2. The Primary Thoroughfares identified on the Brierley Hill Inset Plan Policies Map will be delivered and existing thoroughfares will be safeguarded and, where necessary, upgraded. All thoroughfares must be designed with pedestrians and, as appropriate, cyclists foremost in mind and respect natural desire lines. Primary Thoroughfares will be required to:**
 - a. make a simple and relatively direct connection between the points indicated**
 - b. make provision for safe pedestrian movement and crossing including provision for people with restricted mobility**
 - c. incorporate pedestrian crossing facilities in all traffic signal controlled junctions where feasible and be designed as attractive, usable and memorable spaces**
 - d. be defined by elevations which are appropriately scaled to the width of the thoroughfare and offer relatively continuous active frontage**
 - e. be well overlooked by building frontages to assist natural surveillance**

Policy DLPBH3 Public Realm in Brierley Hill

- f. display a consistent quality of design with street surfaces, lighting, street furniture, signs, hard and soft landscaping. Street clutter must be avoided.**
- g. provide for high quality integrated landscape and biodiversity as an integral part of the design**
- h. offer continuous and twenty-four-hour access to pedestrians.**

Justification

1.30. 'Public realm' can be defined as all areas that the public have access to, including streets, squares, and open spaces. It is considered necessary to introduce greenery into the towns' urban environment and resolve the competing needs of vehicles and pedestrians moving through the town centre. The quality of the public realm encountered, along with signage and legibility for visitors to understand and enjoy, is an important part in the role of the town centre.

1.31. Key design principles for the public realm include:

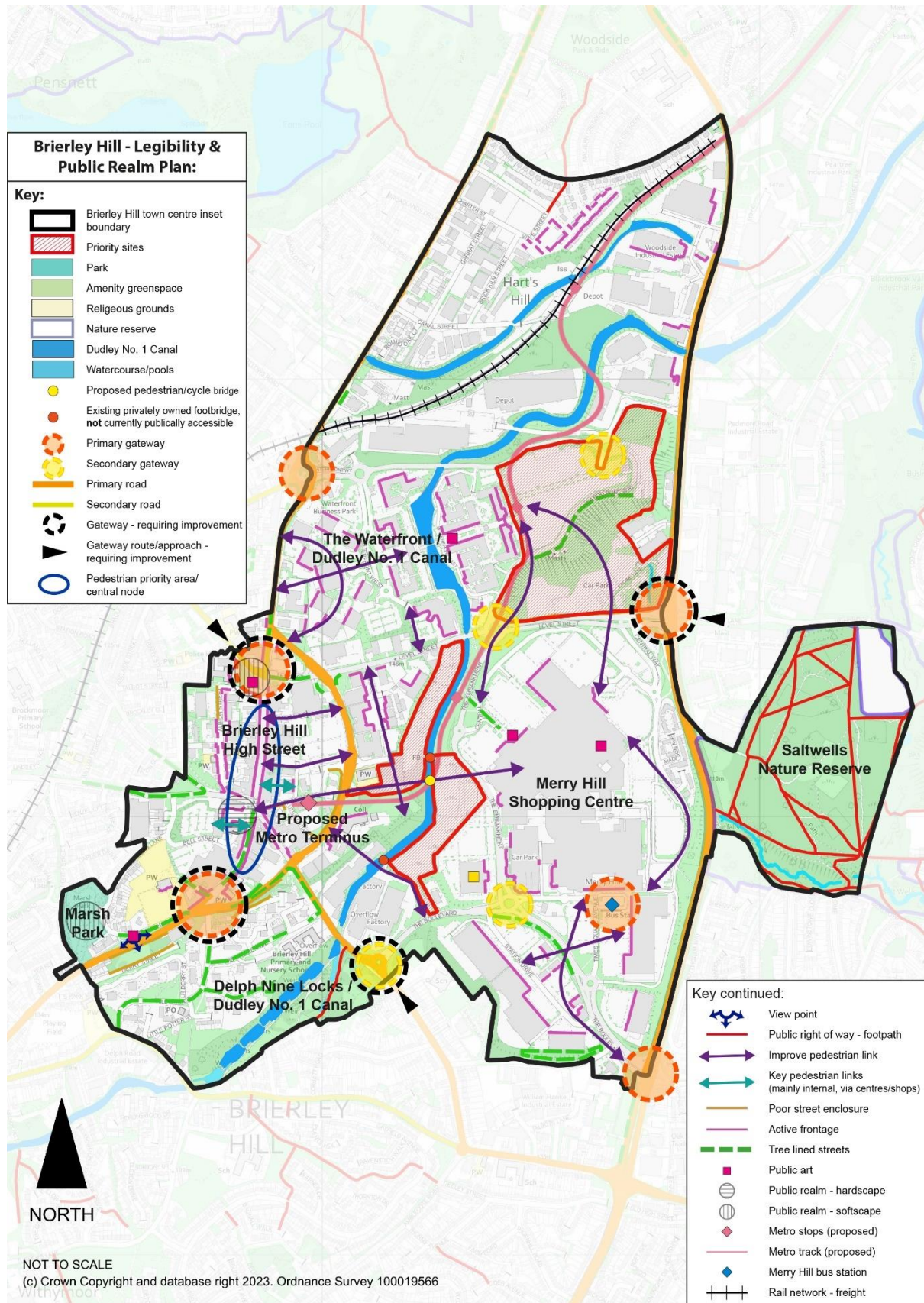
- *Quality of the Public Realm*: increase the adaptability of spaces for future use; create legible spaces and routes that add to the 'sense of place' of an area; relate public spaces to surrounding buildings and vice-versa; introduce diversity; and improve continuity and enclosure.
- *Active Frontages*: a common building line creates continuity of frontage and provides definition and enclosure to the public realm. Minimising set back distances increases the ability of a building to interact with the public realm. In the Town Centre buildings should be built adjacent to the pavement.

1.32. Passive, active, and incidental open spaces play a significant role in urban design. These different types of open spaces within Brierley Hill are crucial for creating liveable and vibrant communities. Passive spaces offer moments of tranquillity and respite, active spaces promote physical well-being and social interaction, and incidental spaces provide opportunities for leisure and

engagement. Improving pedestrian links in Brierley Hill should take account of safety, accessibility, aesthetics, and the overall urban experience.

- 1.33. Within the town centre, the High Street forms a key central focus and major area of public realm which has been delivered through the High Street Heritage Action Zone and Future High Street project. New paving, street trees, and new street furniture have been installed, a new 'Link space' has been created between the High Street and Little Cottage Street as well as major enhancements undertaken to the Brierley Hill War Memorial and the Civic Hall Green. There are further opportunities for public realm improvements for the area, for example, to the area identified for the future Metro terminus. Also of particular significance is the opportunity for improved east to west pedestrian connections across the centre, linking Brierley Hill High Street with Asda, the canal, Merry Hill Centre and Saltwells.
- 1.34. Where appropriate, street trees will be required along public thoroughfares, within public spaces and in new development. This will include new public streets or spaces created within developments or where a development fronts or joins a public thoroughfare and public space. In such circumstances the incorporation of street trees must be considered at the design stage of the development to ensure there is adequate rooting area to avoid future nuisance and that street trees are co-ordinated with the overall streetscape. Street tree planting should take into account overhanging branches, traffic safety, underground and overhead services.

Figure 1.2: Brierley Hill Legibility and Public Realm Plan



Green Infrastructure

Policy DLPBH4 Green Infrastructure in Brierley Hill

- 1. A minimum of 5000 new trees will be planted within the Brierley Hill Inset Plan area during the plan period up to 2041.**
- 2. The following areas will be a focus for new tree planting as well as other green infrastructure enhancements, which shall also include nature recovery measures in appropriate locations and in accordance with the provisions of Policies DLP29, DLP31 and DLP32.**
- 3. Within the designated Wildlife Corridors – Wildlife Corridors shall be no less than 10m wide, unless, through an assessment of a development proposal, this is evidenced as impractical to achieve and compensatory nature conservation enhancement measures are provided elsewhere within the inset plan area.**
- 4. Within designated Sites of Local Importance for Nature Conservation (SLINCs).**
- 5. Within Primary Public Spaces and along Key Pedestrian Links.**
- 6. Alongside Pedmore Road, including the formation of a new entrance to Saltwells National Nature Reserve (NNR) and a footpath link within Saltwells Wood, on the eastern side of the carriageway.**
- 7. Within a green corridor between the proposed Midland Metro Stop at Canal Street and Fens Pool Local Nature Reserve (LNR)/Special Area of Conservation (SAC).**
- 8. Within Brierley Hill High Street, with a focus on additional tree planting.**

Justification

- 1.35. Brierley Hill and its surrounds contain a rich diversity of wildlife, much of which is directly attributed to its industrial past. The Dudley Canal works its way through the area in a general north to south direction providing a valuable ecological/recreation corridor. The remnants of the no longer navigable Pensnett Branch Canal form an undisturbed waterbody with heavily wooded margins. Just outside the inset plan boundary, rich veins of underlying natural resources such as coal, fireclays and ironstones were heavily mined at Saltwells National Nature Reserve (NNR) and Buckpool and Fens Pool Local Nature Reserve (LNR), both of which have, over time, been reclaimed by wildlife. Saltwells NNR forms part of the Black Country Global Geopark as a Geosite with three Sites of Special Scientific Interest, two of them being geological. The site is heavily wooded and is species rich with locally rare fauna and flora. These wildlife rich sites and the avenues for movement of species between them need to be protected and enhanced within the wider landscape context of all new development to combat the combined challenges of climate change and past habitat fragmentation.

Tree planting

- 1.36. While the Strategic Centre is heavily urbanised, there is a 17.2 % canopy cover within the Brierley Hill Ward⁴. That figure is slightly above that of 16% canopy coverage for urban areas within the UK, however, falls below the average for the borough of 18.2%.
- 1.37. The benefits of having more trees include combatting potential future problems with flooding, air pollution and reducing the heat island effect. It is considered that every new development should incorporate trees and, where appropriate, include the creation of hedgerows (for boundary treatment), woodland, meadows and ponds, including natural Sustainable Drainage Systems. These measures can play a significant part in reducing the impact of climate change and reducing air pollution, as well as providing an uplift in biodiversity and creating valuable habitats. If a site is located within an important strategic

⁴ Forest Research i-Tree Canopy cover guide

location, such as adjacent to a wildlife corridor, wildlife friendly landscaping (including green roofs) should form a significant important element of the scheme.

- 1.38. The lack of green spaces and parks in the centre has been identified as an issue. A target number of new trees to be planted within the plan boundary during the plan period is considered an effective way of making a significant contribution towards the greening of Brierley Hill. However, it is recognised that new tree planting would need to be carried out in a structured and planned way so as for instance to create wildlife corridors and other open space networks as well as greening footpaths, cycleways and roads (as boulevards).
- 1.39. It is proposed to have a target of 5000 new trees to be planted within the plan area over the plan period. This is as this figure approximately represents 1 tree for every resident currently under 20 years of age and living within the Brierley Hill Ward ⁵.

Wildlife Corridors

- 1.40. To ensure that essential connections are made between key green spaces it is necessary to identify the wildlife network. This will create a vibrant network of local wildlife sites, linked by corridors which enable wildlife to thrive and move freely through the area and out into the wider environment. Wildlife Corridors have been identified on the Brierley Hill Strategic Centre Inset Policies Map.
- 1.41. The Wildlife Corridor network provides a series of pathways, some of which exist and others which require creation habitat creation (such as along areas of the Pedmore Road and Harts Hill). They are designated to provide efficient routes which would allow species to move between Fens Pool and Saltwells. This strategic network will provide the focus for biodiversity enhancements, including through Biodiversity Net Gain measures and through the Local Nature Recovery Network where appropriate.

⁵ UK ONS – 2018 Estimate

- 1.42. The specifications for each section of the Wildlife Corridors would be based on its position in the network and the habitats required for the relevant species. The routes have been designated to accommodate the requirements of both aquatic and terrestrial species.
- 1.43. The corridors are required to be a minimum of 10 metres in width combined with wider bays of suitable habitat and other larger wildlife sites at frequent intervals to provide space for suitable landscaping design and habitat for the area's key species. Canal based corridors, due to their character, will need to be wider than 10 metres. Breaks along the corridor must be minimised and connectivity increased if they are to function effectively. Existing roads will create significant obstacles to certain species, such as Great Crested Newts, and actions to reduce these barrier effects should be carried out over time and measures put in place that may aid their movement such as Newt grids.

Saltwells Nature Reserve

- 1.44. Brierley Hill has a lack of green open space, yet nearby Saltwells Nature Reserve is one of the UK's largest urban nature reserves, covering 100 Ha (247 acres). The nearest part of Saltwells Nature Reserve to the Merry Hill Centre has been incorporated within the Inset Plan boundary.
- 1.45. Currently the heavily trafficked Pedmore Road (A4036) restricts the movement of pedestrians between the Merry Hill Centre and Saltwells Wood. Despite having a long frontage to Pedmore Road, the pedestrian access into Saltwells Wood goes largely unnoticed. To give the site more of a presence along Pedmore Road, it is proposed that a prominent entrance feature is created, and a clearer route created to encourage pedestrian movement between the nature reserve and the Merry Hill Centre. This will enable the nature reserve to be the main area of open space within the Strategic Centre, as a unique central park with significant nature conservation and heritage assets.
- 1.46. Associated with this feature, there is scope to enhance the pedestrian crossing across Pedmore Road as well as providing a landscaped area on the western side of this route. The potential to realign and accommodate the footway on

the eastern side of the carriageway through to the Saltwells Wood would be welcomed, to increase pedestrian movement and accessibility.

Fens Pool Nature Reserve and Special Area of Conservation (SAC)

- 1.47. Fens Pool Nature Reserve is located to the north-west of the inset plan boundary, opportunities exist to increase pedestrian access to it and enhance the connection between the two nationally/internationally recognised nature conservations sites of Fens Pool and Saltwells Nature Reserve, through the creation of green infrastructure improvements and wildlife corridors.
- 1.48. The land around the Canal Street Metro Stop offers the opportunity to create a new green pedestrian corridor to Fens Pool, utilising the redundant section of the Pensnett Canal arm to Stourbridge Road where a footpath leads into Fens Pool.
- 1.49. This route will not only provide more people with the ability to gain access to Fens Pool but would also utilise part of an existing green corridor and increase its length in the northern section of the plan area. New development sites within the proposed green corridor are encouraged to set aside land to facilitate such a link and to contribute towards its creation.

Brierley Hill High Street

- 1.50. Dudley has been successful in securing funds via the High Streets Heritage Action Zones (HAZ) scheme, which aims to find ways to champion and revive our historic high streets. Administered by Historic England and partnered with Dudley Council, projects are currently being developed particularly centred on improvements to the historic urban fabric located within the Brierley Hill High Street Conservation Area.
- 1.51. The High Street itself is relatively lacking in vegetation and as such it has a rather harsh urban appearance. Opportunities exist therefore to build upon the regeneration potential of the High Street HAZ by making improvements to the public realm here.

- 1.52. Traffic along the High Street is two-way with laybys for parking on the western side. Opportunities should be explored to adjust parking bays in order to provide opportunities for tree planting, creating an attractive avenue of trees along the High Street. This would also be beneficial for air quality locally and for carbon capture. Work on this has already commenced thanks to funding through the Future High Street fund – new street trees should be in-place by March 2024 in the High Steet and in the Civic Hall Green. An attractive High Street has the potential to encourage more shoppers, and therefore increase the vitality of this part of the centre.

Historic Environment

- 1.53. The historic environment and heritage assets of Brierley Hill are to be protected, conserved and enhanced. This section sets out those characteristics of the most importance to the Brierley Hill Inset Plan area and town centre specific policies.

Policy DLPBH5 Conservation and Enhancement of Local Character and Distinctiveness in Brierley Hill

- 1. All development proposals in the Brierley Hill Inset boundary:**
 - a. Should take account of the locally distinctive character of the area in which they are to be sited and should respect and respond to its positive attributes.**
 - b. Physical assets (buildings, sites or areas together with their settings) whether man-made or natural that positively contribute to the local character and distinctiveness of Brierley Hill’s landscape and townscape should be retained and wherever possible enhanced and their settings should be respected.**
 - c. New development in Brierley Hill should be designed to reinforce and enhance local distinctiveness and full reference should be made in Design and Access Statements accompanying planning applications to the Brierley Hill Urban Historic Landscape Characterisation and the Urban Design Guidelines in Appendix 3 of that document.**

Policy DLPBH5 Conservation and Enhancement of Local Character and Distinctiveness in Brierley Hill

- d. Design and Access Statements should clearly set out the steps that have been taken to achieve locally responsive outcomes through either traditional or more contemporary design solutions.**

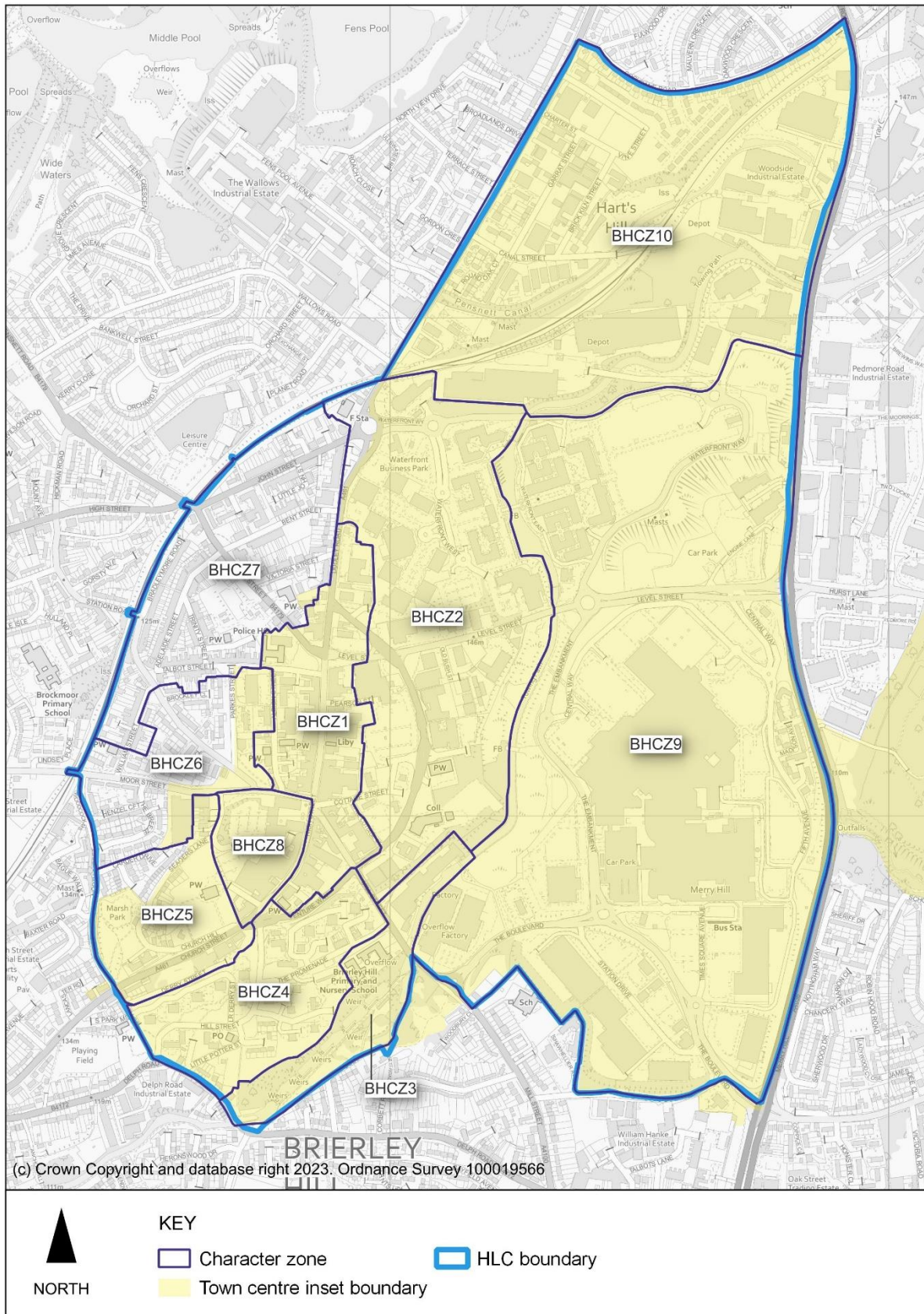
Justification

- 1.54. The historic importance of Brierley Hill is recognised as a major asset in delivering regeneration and enhancing the town centre as more attractive, engaging and vibrant place for people to live, work and spend time. The name Brierley Hill derives from the Old English word ‘brer’, meaning the place where the Briar Rose grew; ‘leah’, meaning a woodland clearing; and ‘hill’. Originally established as a settlement in the woodland of Pensnett Chase, it began expanding rapidly following the Chase’s enclosure in 1784 and the construction of the canal in 1776-9.
- 1.55. At the beginning of the 19th century the area had become heavily industrialised with a number of quarries, collieries, brick, glass, and iron works emerging. Major employers in the town in the 19th century included: the Round Oak Ironworks and later Steelworks, founded in the 1850s; Royal Brierley Crystal, one of the oldest and most prestigious names in British Glassware; Harris and Pearson brick makers; and Marsh and Baxter’s, famous for curing ham and bacon and being major producers of sausages and pork pies, and more recently known about thanks to the Black Country Living Museum ‘Forging Ahead’ programme.
- 1.56. Located within the centre of Brierley Hill is the Brierley Hill High Street Conservation Area and located just to the south is the Delph Nine Locks Conservation Area. There are a number of statutory Listed Buildings, such as the Grade II Listed St Michaels Church, Brierley Hill War Memorial, Brierley Hill former Technical Institute and Library, the former Royal Brierley Crystal Glassworks and the scheduled remains in Saltwells. There are also various

non-designated heritage assets such as the Marsh Park Archaeological Priority Area (APA), the Adelaide Street Triangle Area of High Historic Townscape Value (AHHTV), Saltwells Area of High Historic Landscape Value (AHHLV) and Geosite, and individually significant buildings and structures such as the Locally Listed St Mary's Catholic Church, Brierley Hill Market, and Brierley Hill Civic Hall.

- 1.57. The 'Brierley Hill Urban Historic Landscape Characterisation' (UHLC) (2007/2023) provides the evidence base to inform an understanding of the town's historic character. This evidence has been used when considering how new development proposals and the enhancement of existing townscapes and landscapes should respect Brierley Hill's character.
- 1.58. The boundary of the UHLC study area is not contiguous with that for the Inset Plan but spreads wider in order to more fully capture the historic extent of Brierley Hill and to include its associated hinterland. The study describes the historical development of Brierley Hill and identifies ten Historic Townscape Character Zones within the Town Centre and beyond. Each character zone was individually assessed and provided a summary description of its townscape, architectural and historic character and archaeological potential. These are:
 - a) The High Street
 - b) Area of modern and late 20th century industrial and commercial development
 - c) The Delph and historic canal side
 - d) Mid-20th century high-rise development
 - e) St Michael's Church, Marsh Park and mixed housing development
 - f) Mid-20th century low-rise middle class housing development
 - g) Late 19th and early 20th century terraced housing development
 - h) Modern town centre shopping and recreation development
 - i) Merry Hill Shopping Centre
 - j) Harts Hill.

Figure 1.3: Brierley Hill UHLC Boundary and Character Zones



Policy DLPBH6 Brierley Hill High Street and Delph Nine Locks Conservation Areas

- 1. Planning applications for sites and premises within the conservation areas will be determined with particular reference to the relevant Conservation Area Character Appraisal, Management Plan and Historic Landscape Characterisation. The Council will safeguard and seek to enhance the special architectural or historic interest of the conservation areas by:**
 - a. resisting the loss of historic fabric/buildings, including landscape**
 - b. encouraging the reinstatement of architectural detail**
 - c. seeking a high quality of design in new development and to the public realm**

- 2. The Council will encourage new development within the Brierley Hill High Street Conservation Area where it will reinforce historic townscape character by:**
 - a. removing buildings that have a negative impact on the area**
 - b. providing sensitive infilling that respects prevailing height, form, building line, plot rhythm, proportions and fenestration**
 - c. making use of traditional building materials, such as red brick and blue slate or complementary new materials that contribute positively to local distinctiveness**

Justification

- 1.59. The Brierley Hill High Street Conservation Area was designated on the 12th March 2009, due to it forming a significant part of the mid-18th to early 19th century development of the borough and due to the group value of surviving historic buildings. The conservation area is focused along the High Street, with the extent of the conservation area being determined by the extent of the historic town centre and the survival of historically significant buildings and spaces.

- 1.60. In 2009 a Conservation Area Character Appraisal and Management Plan was published for Brierley Hill setting out the various features which give the Brierley Hill High Street Conservation Area its special architectural and historic interest. The appraisal identifies six separate character areas within the Conservation Area, these being: the Civic Centre, The High Street, St Michael's Church and the surrounding main street frontages; Marsh Park and Seager's Lane; Albion Street and Talbot Street; and Bell Street. Despite these areas having individual characters, together they provide the Brierley Hill High Street Conservation Area its significance. The appraisal also identifies a number of issues that negatively impact on the Conservation area and explains why it has been identified by Historic England to be a 'Conservation Area at Risk'.
- 1.61. In 2019 the High Street Heritage Action Zone Programme (HSHAZ) was established. It is a nationwide initiative funded by the Government and run by Historic England designed to secure lasting improvements to historic high streets. In 2019 Brierley Hill High Street was selected as one of 68 High Streets across England to receive a share of the fund following the submission of a successful bid by the Council. A significant part of the evidence which helped to underpin the bid and the programme of projects contained within it, related to the key issues affecting the Brierley Hill High Street Conservation Area as well as the CACA designations.
- 1.62. The Delph 'Nine' Locks Conservation Area was designated in February 1976 and then updated again in April 2007. The canal conservation area marks the beginning of the Dudley Canal and the navigation link between the West Midlands and the West of England. It was built as a flight of nine locks on the Dudley No.1 Canal by Thomas Dadford Senior between 1776-79. The canal-side buildings include the Grade II listed Delph stables, which were built between 1900-1914 to house up to 14 horses. The Conservation Area forms part of the Brierley Hill UHLC study, identified as Character Zone 3: *The Delph and historic canal side*. In 2007 a Conservation Area Character Appraisal and Management Plan was prepared for the Delph 'Nine' Locks Conservation Area.

Sustainable Transport and Active Travel

1.63. Local Plan Policies DLP67-DLP74 provide the strategic transport policies for the Borough. This section sets out key priorities for Brierley Hill Strategic Centre.

Policy DLPBH7 Sustainable Transport and Active Travel in Brierley Hill Strategic Centre

- 1. Key schemes and priorities for sustainable transport improvements within Brierley Hill Strategic Centre are identified on the Inset Policies Map and Plan DLP BH4. Development proposals within the centre should ensure alignment with these schemes and provide connections to them to ensure opportunities for sustainable and active travel are maximised. Key schemes and priorities within the Inset Plan area are:**
 - a. Metro route stops and terminus and associated active travel improvements (including additional cycleways as detailed below).**
 - b. New cycleway links including along the A461 Corridor linking towards Stourbridge and Dudley with connections to Moor Street, Mill Street and Level Street catchment areas.**
 - c. New cycleway links along the A4036 Corridor linking Brierley Hill town centre to surrounding residential and employment catchment areas.**
 - d. Improvement and connectivity to Sustrans National Cycle Network (NCN) 54 and Dudley No. 1 Canal.**
 - e. The Geotrail Walking Route follows the Dudley No. 1 Canal (north) towards Dudley via hop on/hop off metro links or from the canal (southeast) across to Quarry Bank Park and Quarry Bank Local Shopping Centre, and southwest to the Withymoor Playing Fields.**
 - f. Improved connectivity to the Wednesbury-Brierley Hill Metro Corridor and associated metro stops.**
 - g. Internal town centre connectivity linking Brierley Hill High Street area to Merry Hill Shopping Centre and The Waterfront.**
 - h. Improved links to and within Saltwells National Nature Reserve and to Buckpool, Fens Pools and Barrow Hill Local Nature Reserve, also**

Policy DLPBH7 Sustainable Transport and Active Travel in Brierley Hill Strategic Centre

onward connections to Smestow Valley (northwest) and Netherton Park/Bumble Hole Local Nature Reserve (east).

- 2. Regard should be had to active travel links beyond the Strategic Centre Inset Plan area, including proposed cycle routes along the A461 (linking Stourbridge and Dudley town centres).**

Justification

- 1.64. Brierley Hill is a Strategic Centre in the Black Country for a range of housing, leisure, tourism, and employment opportunities, but further growth requires improvements to public transport, cycling, and walking networks whilst facilitating opportunities for emerging innovations i.e., micro mobility, such as bicycles, e-bikes, and electric scooters.
- 1.65. Currently bus provision in Brierley Hill town centre is managed as follows:
 - On road stops serving Brierley Hill High Street
 - Merry Hill Bus Station serving the shopping centre
 - On road stops serving The Waterfront complex
- 1.66. The High Street stops and shelters have been improved as part of the Brierley Hill Future High Street public realm improvements and provide good direct access to the High Street retail core. However, the public transport/bus offer linking the three areas within the centre (mentioned above) requires improved bus service co-ordination. This will improve the customer experience, improve operational efficiency, and provide high quality bus access into and within Brierley Hill.
- 1.67. Given that Brierley Hill Town Centre has no direct access to the national rail network (with Cradley and Stourbridge currently the closest options), the forthcoming Metro will have a key role in enhancing the accessibility for people travelling to and from Brierley Hill Town Centre. In Dudley Borough, the

proposed Metro line provides a link from Castle Hill in Dudley Town Centre and then continues west towards Brierley Hill. The Metro will also provide the borough with a connection to the national rail network at Dudley Port.

- 1.68. There is a need to continue to safeguard the route, proposed metro stops including the terminus at Cottage Street, Brierley Hill as it remains under development and to enable future development sites within the town centre to reflect and complement the new Metro line (supporting economic regeneration and growth).
- 1.69. Effective management of the Key Route Network (KRN) and its links to the Strategic Road Network (SRN) are integral in supporting increased investment and regeneration in and around Brierley Hill Town Centre. Maintaining and improving the efficiency of the local road network will benefit commuters, visitors and public transport users by reducing congestion and providing more reliable journey times into and out of Brierley Hill. Major Network Scheme improvements, including those to the A461 corridor, are part of this management.
- 1.70. A 20mph speed limit covering the retail core of the High Street area of Brierley Hill has been implemented as part of the Brierley Hill Future High Street Fund public realm works. Potential expansion of this reduced speed limit would align with national policy which places vulnerable road users at the top of the hierarchy by providing safer and enhanced environments for pedestrians and cyclists. Furthermore, complementary traffic management measures, including improved pedestrian crossing facilities along primary thoroughfares, would be incorporated into this 20mph zone scheme.
- 1.71. Brierley Hill Centre sits alongside the Sustrans National Cycle Network (NCN) Route 54 (Derby to Stourport), which links to Dudley to the northeast and Stourbridge to the southwest. Improved connectivity to NCN Route 54 is crucial to maximise active travel opportunities. Improved connectivity between Brierley Hill High Street and Merry Hill Shopping Centre supports the west-east link and also reinforces the NCN 54 link via the Daniels Wharf Priority Site. The proposed metro terminus and associated works provides opportunities for links to the Daniels Wharf Priority Site.

- 1.72. Essentially a ‘hub and spoke’ ethos will be developed in Brierley Hill Centre where placemaking efforts will be supported by a network of sustainable transport links to the Key Route Network (KRN), the Strategic Road Network (SRN) and the National Rail Network, whilst also promoting accessibility to other local centres to raise Brierley Hill’s offer to its businesses, residents and visitors.

Brierley Hill Inset Site Allocations

1.73. Brierley Hill Inset Plan area contains two of the Borough’s ‘Priority Sites’ at The Embankment / Daniels Land and Land at Waterfront Way and Level Street. Additionally, eight ‘Housing Sites’ and three ‘Opportunity Sites’ have been identified where redevelopment and regeneration would provide benefits to the centre. The allocated sites do not preclude or diminish the importance of investment or change elsewhere within the centre, they simply reflect the Council’s wish to prioritise and progress projects which will have a significant impact and act as a catalyst for wider change.

1.74. Additionally, there are several sites identified for residential development within the Inset Plan area. These are identified within Local Plan Policy DLP10 as part of the overall housing land supply as summarised below.

Table 1.1: Summary of Brierley Hill Allocations

SITE	MIXED USE	RESIDENTIAL CAPACITY (INDICATIVE AND NOT A CAP)
Priority Sites		
Land at Waterfront Way and Level Street (DLP BH PS1)	No	600 dwellings
The Embankment / Daniels Land (DLP BH PS2)	No	300 dwellings
Opportunity Sites		
Brierley Hill Civic Core Zone (BH OS1)	Yes	N/A
The Waterfront East Entertainment Zone (BH OS2)	Yes	N/A
The Venture Way Health and Education Zone (BH OS3)	Yes	N/A

Housing Sites		
Level Street/Old Bush Street (DLP BH H004)	No	95 dwellings
Harts Hill, east of Dudley Road (DLP BH H006 and H007)	No	310 dwellings
Waterfront Way West (DLP BH H002)	No	61 dwellings
Canal Walk South, Mill Street (DLP BH H003)	No	250 dwellings
Land at Moor Street (DLP BH H001)	No	60 dwellings
Land at Bell Street and High Street (DLP BH H010)	No	120 dwellings
Oak Court Car Park, Dudley Road (DLP BH H008)	No	24 dwellings
Old Carriage Works, Mill Street (DLP BH H009)	No	28 dwellings

1.75. A policy is provided for each Priority and Opportunity site which identifies acceptable uses. For the Priority sites, key design principles are included within the policy, and these are based on an assessment of land use, access and movement, layout and form, scale and mass, character and appearance, and landscape and public realm.

Policy DLPBH8 Residential Growth in Brierley Hill

- 1. Sufficient land will be provided to deliver up to 1,636 new dwellings within the Brierley Hill Strategic Centre Inset Plan area during the plan period up to 2041.**

Policy DLPBH8 Residential Growth in Brierley Hill

- 2. Residential development shall be the appropriate use on the following Housing Sites, as identified as residential development allocations on the Brierley Hill Inset Plan Policies Map, with other uses being unacceptable, unless they are small in scale and necessary to support residential-led development:**
 - a. Land at Waterfront Way and Level Street (Priority Site)**
 - b. The Embankment / Daniels Land (Priority Site)**
 - c. Level Street/Old Bush Street**
 - d. Harts Hill, east of Dudley Road**
 - e. Waterfront Way West**
 - f. Canal Walk South, Mill Street**
 - g. Land at Moor Street**
 - h. Land at Bell Street and High Street**
 - i. Oak Court Car Park, Dudley Road**
 - j. Old Carriage Works, Mill Street**
- 3. Proposed residential development within the Inset Plan area shall offer a range of house types and tenures, in accordance with the provisions of Policies DLP10, DLP11, DLP12 and DLP28 of this plan.**
- 4. Proposed residential development on the Housing Sites shall accord with the detailed provisions, development and design parameters for each Housing Site.**
- 5. Residential development across the Inset Plan area will be required to contribute to infrastructure provision in line with Policy DLP6, to be assessed on a site by site basis dependent upon the latest analysis at the time.**

Justification

- 1.76. As Brierley Hill is the Strategic Centre within Dudley and contains existing and proposed improved public transport stops, under the overarching aim of

making the efficient use of brownfield land for sustainable housing development, Brierley Hill is expected to have a strong role in providing new housing within the Strategic Centre.

- 1.77. On this basis, and as evidenced in the Dudley Urban Capacity Report, it is appropriate to set a target figure of 1,636 new houses to be delivered by 2041.
- 1.78. New housing sites have been identified within the Inset Plan area to meet this need for housing growth, particularly on sites which are sustainably located such as those sites located close to the Midland Metro line and its stops. New housing development within walking distance of the Metro stops or bus routes serving the stops, would create highly sustainable forms of development.
- 1.79. In order to create sustainable communities, there is a recognised need to develop high quality housing that meets a range of needs, such as family housing, housing for single person households, the elderly and those unable to compete on the open market.
- 1.80. A flexible and creative approach will be needed to provide a mix of dwelling types and tenures at a variety of densities suitable to a Strategic Centre, which is required to accommodate a balanced population. Residential development will be assessed and delivered in accordance with the provision of Policy DLP28 of this plan and will have an appropriate density dependent on the individual site.

Table 1.2. Housing Allocations in Brierley Hill

Opportunity Site	Assessment
Level Street/Old Bush Street	This area is located within the Town Centre boundary between Brierley Hill High Street and The Merry Hill Centre and due to the lack of demand for additional B1a/ E(g) Office development (as evidenced within the DY5 EZ Review ⁶) at this location, and also the appropriateness of residential development within centres, it is proposed to allocate this area for residential development.
Harts Hill	Part of this wider area has been developed for housing in recent years. A proposed allocation for a C3 Use is given further weight as a result of the sustainable location of this area for housing, being close to the Town Centre boundary as well as the proposed Midland Metro Stop at Canal Street.
Waterfront Way West	It is considered that it is appropriate that the wider office park to remain primarily in its E(g) Business Park use. The car park on Waterfront West at the junction of Waterfront Way is allocated for residential use and is likely to provide a high-density development and could provide student accommodation to cater for a potential demand arising from the recently opened music faculty at this location.
Canal Walk South (Mill St)	It is proposed that this Opportunity Site is allocated for residential redevelopment, with justification given through the DY5 EZ Review and the site’s position at a sustainable location at a gateway into the centre, as well as being on the opposite side of Mill Street to the Nine Locks Conservation Area.
Land at Moor Street	This site is sustainably located, as it will be within easy walking of the Metro Terminus at Cottage Street, there is the potential here for a mixture of residential to sit near to

⁶ DY5, Dudley’s Business and Innovation Enterprise Zone Review (2020) – Cushman and Wakefield

Opportunity Site	Assessment
	<p>retail uses. In addition, this Opportunity Site will also incorporate the Northmoor Industrial Estate and the former Brierley Hill Technical Institute (a Grade II Listed Building) as well as the vacant land on the corner of Moor Street and Fenton St. The acceptable use of this site is residential, with additional landscaping to form a gateway to the Brierley Hill High Street Conservation Area. It is considered important that any residential scheme on this site involves the conversion of the Listed Building, with any new development alongside it, sensitive to its setting and significance and sensitive to the setting of the Brierley Hill High Street Conservation Area. Residential redevelopment of the Northmoor Industrial Estate should be undertaken comprehensively to avoid piecemeal development and consequently amenity issues arising.</p>
Land at Bell Street and High Street	<p>This site sits along the High Street Frontage and is located close to the Metro Terminus at Cottage Street and St Michael's Church a local landmark to the west. Residential use here would sit alongside town centre uses and assist in increasing footfall within the centre. This site should also be considerate of the High Street Conservation Area and its setting as a gateway to the centre.</p>
Oak Court Car Park, Dudley Road	<p>Oak Court has recently benefitted from a number of approved planning applications that relate to the conversion of the building for residential units. The site is to the south of the Canal Street residential development and located adjacent to a hotel, with the railway line to the south of Oak Court. A wildlife corridor covers the majority of the site.</p> <p>The site falls within Brierley Hill Character Zone 10 and was originally part of the Round Oak Glassworks and</p>

Opportunity Site	Assessment
	Round Oak Steelworks, also an Archaeological Priority Area.
Old Carriage Works, Mill Street	<p>The Carriage Works is located in close proximity to the proposed Venture Way Health and Education Zone and is currently located adjacent to a public house and a number of retail uses on Mill Street. The proposal for this site is residential-led and is likely to deliver a high-density scheme.</p> <p>The Carriage Works is a heritage asset located in the Brierley Hill High Street Conservation and Brierley Hill HLC Character Zone 1. This site is sustainably located due to it being adjacent to the proposed Metro terminus</p>

Employment and Offices in Brierley Hill

- 1.81. Previous aspirations for growth in the centre set out a target (B1a Use – new Use Class E(g)) for an additional 220,000 m² (gross) of office development between 2006 and 2026.
- 1.82. At that time the figure was considered ambitious and openly aspirational, and this has proved to be the case with no additional growth in office floorspace recorded since the adoption of the AAP in 2011.

Policy DLPBH9 Office and Employment Uses in Brierley Hill

- 1. Proposed development within the following Office and Employment Areas, as designated on the Brierley Hill Inset Plan Policies Map, shall be in accordance with the uses set out within this policy as being appropriate to a particular area. Proposed development for a use which is not acceptable to a particular designated area will be rejected**

unless it can be successfully evidenced as being subsidiary to, and, in support of an acceptable use.

- a. Woodside Local Employment Area – appropriate uses: those uses set out within Policy DLP19 of this plan, as being appropriate to Local Employment Areas**
- b. Waterfront West Office Park – acceptable uses E(g) (i) (Offices); F1(a) (Education)**
- c. Waterfront West Business Park – appropriate uses: E(g) (Offices, Research and Development facilities and light industrial development); B8 (Storage and Distribution); F1(a) (Education)**
- d. Waterfront East Office Park – acceptable uses at first floor and above E(g) (i) (Offices)**

Justification

1.83. Enterprise Zone status was granted to Dudley MBC for the DY5 Business and Innovation Enterprise Zone (DY5 EZ) in April 2017 for a period of 25 years (until March 2042). The DY5 Enterprise Zone comprises six main areas. Those areas within the plan area comprise:

- a) The Waterfront (8.03 Ha) - Existing development of Grade B office space.
- b) Archill (17.17 Ha) - undeveloped land comprising current use of surface car parking with some areas currently vacant and not presently in use.
- c) Harts Hill (14.79 Ha) - an area dominated by mixed quality industrial buildings in multiple ownerships.
- d) Canal Walk (7.02 Ha) - Land beside the canal overlooking the Merry Hill Centre.

1.84. The benefits for a company locating within DY5 EZ include up to £55,000 per year business rate discount over a five-year period. Broad uses were allocated for each of the specified areas within the EZ. Within the AAP area, these were: The Waterfront – offices; Archill – offices; Harts Hill – technology including Research and Development; Canal Walk – mixed including residential.

1.85. These uses were reviewed within the DY5 EZ Review particularly focusing on their market attractiveness. In summary, they evidenced that for:

- Offices - nationally there is a trend of occupiers wanting to locate in regional Central Business Districts, moving away from out of town and sub-regional centres. Businesses are gravitating to the large skills markets, hence the current trend towards regional CBD's such as Birmingham and that Dudley as a sub region having delivered no new office space within the last 12 months, with an overall vacancy rate of 4.5%.
- Industrial – there is demand for sites and premises for large logistics companies, dominated by the fast-growing e-commerce sector. These urban logistics centres need easily accessible by the local road network, close to the population they need to serve and in locations where their 24-hour operations do not cause a nuisance to neighbours.

1.86. However, with regard to offices, the Centres Study identified The Waterfront as remaining a viable office destination, particularly given the benefits associated with that area's inclusion within DY5 EZ.

1.87. That general evidence on market attractiveness, coupled with a lack of recorded new development for offices and industrial uses within Brierley Hill, led to the conclusion that the majority of areas previously allocated for such uses within the AAP needed to be reviewed and reallocated for alternative uses, including residential. This will support the need to meet housing growth targets and locate new residential development in sustainable locations.

1.88. It is therefore intended to allocate Harts Hill, Land at Waterfront Way and Level Street, and Canal Walk South as areas for residential use. However, it is considered that the potential loss of these industrial and office designations within the plan area will be counterbalanced by the following proposed broad locations for primarily the consolidation of the existing office and industrial employment uses:

- a) Woodside Local Employment Area
- b) Waterfront West Office Park
- c) Waterfront West Business Park

d) Waterfront East

Table 1.3: Locations for the consolidation of employment and office uses.

Opportunity Site	Assessment
Woodside Local Employment Area	This is regarded as a relatively robust existing industrial area (a Local Employment Area) into which it is likely to prove difficult to accommodate alternative uses successfully, especially residential. In addition, the employment allocation for this area would help counterbalance the residential redevelopment of Harts Hill and potentially allow for some of the existing industries to relocate here. There is also considered scope for additional office development alongside the Midland Metro Station at Canal Street
Waterfront West Office Park	The canalside office blocks, and the car parks off Waterfront West fall within DY5 EZ and have benefited from that designation, particularly in terms of the take-up of vacant office floorspace, including Cable House now accommodating a music faculty (Resonance). It is therefore considered appropriate that this area could be consolidated as primarily an office location, but also including education facilities as an acceptable use.
Waterfront West Business Park	It is considered appropriate that these B1 allocations be carried forward and allow for the consolidated of this area as primarily an office location and for industrial employment uses, but also including education and training facilities. However, this is with the exception of the car park opposite The Landmark building which is proposed be allocated as a housing site.
Waterfront East (first floor and above)	This area falls wholly within the DY5 EZ and comprises an office complex, which has a variety of ground floor uses including retail and bar and entertainment uses. It is considered appropriate to retain this established pattern of uses, retaining the upper floors office use, but allowing for the growth in entertainment uses at ground floor, to enable this area to consolidate as a Community and Leisure Zone/ night-time destination

Policy DLPBHP1 (Priority Site) Land at Waterfront Way and Level Street

- 1. This site will be allocated for residential redevelopment. The site could deliver a minimum of 600 dwellings.**
- 2. Delivery phasing of dwellings:**
 - a. Residential development, in accordance with Policy DLP28. Indicative capacity of a minimum of 600 dwellings, but this is not a cap and capacity could vary depending on type and mix of housing provided.**
 - b. Proposals to take account of and complement the Metro route, stations and associated public realm provision.**
 - 2033/2034 – 2037-2038 – 300 dwellings**
 - 2038/2039- 2040/2041 – 300 dwellings**
- 3. This policy sets out the spatial framework and specific policy requirements – other standard policy requirements will also apply set out in the DLP and other Local Plan documents.**
- 4. The site is in private ownership.**
- 5. Impact on infrastructure provision:**
 - School place impacts**

Analysis suggests that education infrastructure needs arising from the DLP growth are likely to be accommodated via expansions to the current school estate as opposed to the creation of new school(s). However, due to the DLP plan period extending beyond current education forecasts this analysis would be ongoing, and contributions may be required.

Policy DLPBHPS1 (Priority Site) Land at Waterfront Way and Level Street

- **Health**

Analysis suggests that additional GP consulting rooms may be required as a result of residential growth in Brierley Hill, therefore contributions may be required to support this service provision on a site by site basis.

- **Highways impacts**

The site is highly accessible and has direct access to numerous alternatives to private car use, any proposals must provide high quality access to active modes of travel. Vehicular access is available off Waterfront Way and Level St. The number of access points required, and their design should be subject to further detailed transport assessment (that has been scoped and developed in consultation with the Council) and is dependent upon the nature of any proposed development scheme. Regard should be had to the impact of the Metro Route and its associated Station at the Waterfront, including any remodelling of the road layout on or around the site to facilitate the delivery of the Metro and safeguard the route for future extension.

A key part of the site layout should be connections to the cycling and walking network within and around the strategic centre.

- **Biodiversity Net Gain**

There are no designated nature conservation assets on this site. Policy DLP31 and DLP32 will apply.

- **Open space requirements**

It will be necessary for the site to provide areas of open space that connect the development to the surrounding areas and connect to good-quality walking and cycling routes that provide access to the nearby Canal network.

Policy DLPBHPS1 (Priority Site) Land at Waterfront Way and Level Street

- **Drainage**

Sustainable drainage systems that are sufficient to achieve greenfield runoff rates should be provided for the site, in accordance with Policy DLP43 and be approved by the LLFA.

- **Other considerations**

Due to the site's elevated location views into and out of the site should be considered as well as how the site responds to its wider surroundings and key views, including Panoramic Views 1 (PV1) and 2 (PV2) towards Netherton's Historic Church, St Andrews, and Vista 3 (V3) and Local Views 1 (LV1) and 4 (LV4).

- **Historic Environment**

The site is currently a large surface carpark created for the Waterfront Development c.1997. It is located in Major Character Zone *Pensnett Chase* and within Brierley Hill Character Zone 9 '*Merryhill Shopping Centre*'. Located to the north and west of this opportunity site is the Dudley No.1 Canal which is an Area of High Historic Townscape Value (AHHTV) and Archaeological Priority Area (APA) consideration therefore needs to be given to any potential impacts on their setting and significance. The land in the north of this site is higher than that in the south. The two areas were exploited differently in the past. The lower lying land (in and around Engine Lane) was occupied by collieries (there are two recorded mine shafts in this area) whilst on the higher ground stood the Level New Furnaces (HER 7837). For further information refer to the Brierley Hill HLC.

- **Design principles**

New development at this location will represent higher density development (likely to be a minimum of 95dph but parts of the site

Policy DLPBHPS1 (Priority Site) Land at Waterfront Way and Level Street

would be appropriate for even higher density development). New development should be perimeter blocks that clearly define public and private spaces. Any parking provided should be in the courtyard within the perimeter blocks or upper floors of multi-storey car park. All development should create active ground floor frontages facing any public realm and proposed Metro infrastructure. All new development should create a network of streets and spaces in line with the planning policies on Public Thoroughfares and Primary Public Spaces. Existing trees, ecology and watercourses should be protected and enhanced and incorporated into the proposed site layout. Building height will be assessed during detail design or planning application stages.

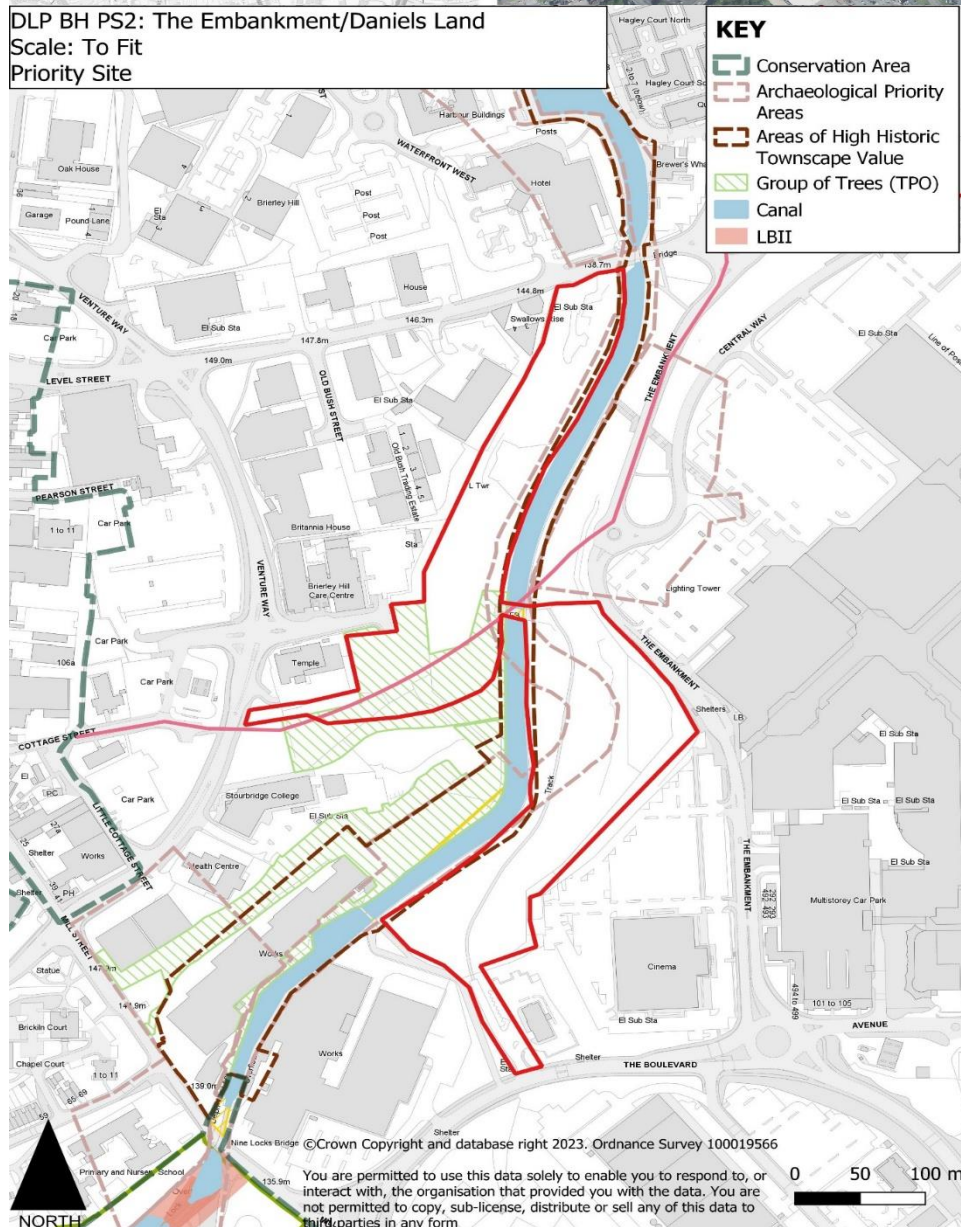
Developments should ensure that the layout and design is informed by a Landscape and Visual Impact Assessment (LVIA) / Landscape Visual Appraisal (LVA)

6. To ensure permeability, the layout should connect to the surrounding roads, pedestrian routes, and metro station. Additionally, the layout must also incorporate areas reserved for Midlands Metro Alliance (MMA) and the metro station.

Policy DLPBHPS2 (Priority Site) The Embankment / Daniels Land



DLP BH PS2: The Embankment/Daniels Land
Scale: To Fit
Priority Site



Policy DLPBHP2 (Priority Site) The Embankment / Daniels Land

- 1. This site will be allocated for residential redevelopment. The site could deliver a minimum of 300 dwellings (indicative capacity which is not a cap).**
- 2. Delivery phasing of dwellings:**
 - a. Residential development, in accordance with Policy DLP22. Indicative capacity of a minimum of 300 dwellings, this is not a cap and capacity could vary depending on type and mix of housing provided.**
 - b. Proposals should take account of and complement the Metro route, stations and associated public realm provision.**

2028/2029 – 2032/2033 – 150 dwellings

2033/2034 – 2037/2038 – 150 dwellings
- 3. This policy sets out the spatial framework and specific policy requirements – other standard policy requirements will also apply set out in the DLP and other Local Plan documents.**
- 4. The site is in private ownership.**
- 5. Impact on infrastructure provision:**
 - a. School place impacts**

Analysis suggests that education infrastructure needs arising from the DLP growth are likely to be accommodated via expansions to the current school estate as opposed to the creation of new school(s). However due to the DLP plan period extending beyond current education forecasts this analysis would be ongoing, and contributions may be required.

Policy DLPBPS2 (Priority Site) The Embankment / Daniels Land

b. Health

Analysis suggests that additional GP consulting rooms may be required as a result of residential growth in Brierley Hill, therefore contributions may be required to support this service provision on a site by site basis.

c. Highways impacts

The site is highly accessible and has direct access to numerous alternatives to private car use, any proposals must provide high quality access to active modes of travel. Vehicular access is available off Level Street, Venture Way and The Boulevard. The number of access points required, and their design should be subject to further detailed transport assessment (that has been scoped and developed in consultation with the Council) and is dependent upon the nature of any proposed development scheme. Regard should be had to the impact of the Metro Route and its associated Station at The Embankment, including any remodelling of the road layout on or around the site to facilitate the delivery of the Metro and safeguard the route for future extension.

A key part of the site layout should be connections to the cycling and walking network within and around the strategic centre.

d. Nature Conservation/Biodiversity net gain

The Dudley No1 Canal runs through this site and is allocated as a SLINC through this section. Regard should be had to nature conservation status of the network at this point and considered in any proposals. Policy DLP31 and DLP32- Biodiversity Net Gain will apply.

e. Canal Network

Policy DLPBHP2 (Priority Site) The Embankment / Daniels Land

Proposals should positively respond to and enhance the setting of the canal, proposals that do not address the canal in a positive manner will not be supported. Policy DLP36 will apply.

f. Open Space Requirements

Due to the site's proximity to the Canal, open space should provide linkages to easily access the towpaths for recreation and active travel.

g. Drainage

Sustainable drainage systems that are sufficient to achieve greenfield runoff rates should be provided for the site, in accordance with Policy DLP46 and be approved by the LLFA. Drainage should not adversely impact the Dudley Canal, and its water quality.

h. Historic Environment

This site is located in Major Character Zone *Pensnett Chase* and falls within two Brierley Hill Character Zones, CZ 2 '*Area of modern and late 20th century industrial and commercial development*' and CZ 9 '*Merryhill Shopping Centre*'. Running through the centre of this opportunity site is the Dudley No.1 Canal which is an Area of High Historic Townscape Value (AHHTV) and Archaeological Priority Area (APA), consideration therefore needs to be given to any potential impacts on setting and significance and to the fact that the course of the canal has been altered slightly and that archaeological remains of it may survive within the site. For further information refer to the Brierley Hill HLC.

i. Other considerations

Due to the sites elevated location views into and out of the site should be considered as well as how the site responds to its wider surroundings and key views across the Strategic Centre enhanced where possible. Panoramic View 2 (PV2) towards Netherton's Historic Church, St Andrews, and Skyline View 1 (SK1), Strategic View 2 (SV2)

Policy DLPBHS2 (Priority Site) The Embankment / Daniels Land

and Local Views 6 (LV6), 8 (LV8), 9 (LV9) and 20 (LV20) are particularly relevant.

j. Design principles

New development at this location will represent higher density development (likely to be a minimum of 100dph but parts of the site may be appropriate for even higher density development).

New development should be perimeter blocks that clearly define public and private spaces. Parking should be in the courtyard within the perimeter blocks or upper floors of multi-storey car park. All development should create active ground floor frontages facing any public realm and proposed Metro infrastructure. All new development should create a network of streets and spaces in line with the planning policies on Public Thoroughfares and Primary Public Spaces, where appropriate there is potential to create new pedestrian bridge(s) over the canal to improve connectivity and permeability. Existing trees, ecology and watercourses should be protected and enhanced and incorporated into the proposed site layout. Building height will be assessed during detail design or planning application stages.

Developments should ensure that the layout and design is informed by a Landscape and Visual Impact Assessment (LVIA) / Landscape Visual Appraisal (LVA).

- 6. To ensure permeability, the layout should connect to the surrounding roads, pedestrian routes, and metro station at The Embankment, the layout must also incorporate areas reserved for Midlands Metro Alliance (MMA) and the metro station.**

Leisure and Community Zone

- 1.89. As part of the vision for the plan area, and in order to benefit the health and wellbeing of Brierley Hill residents and strengthen community ties to Brierley Hill, it is proposed to increase leisure and community facilities available.

1.90. To achieve this, three main community zones have been identified within the Inset Plan as Opportunity. These leisure and community zones we have identified are at:

- a) Brierley Hill Civic Core Zone
- b) The Waterfront East Entertainment Zone, and
- c) The Venture Way Health and Education Zone

Brierley Hill Civic Core

1.91. There are a cluster of existing community uses in close proximity to each other around the northern end of High Street, Talbot Street, Bank Street and Albion Street. It is considered that the area should be consolidated and strengthened as a civic core, to incorporate The Brierley Hill Civic Centre, which additionally serves as a youth centre); the Storehouse Community Centre; and the Jamia Masjid Rizvia Mosque.

1.92. This civic core would also complement the recent HAZ funded project within this zone, to enhance the area of public open space in front of the Civic Centre. It is currently fenced off and could be enhanced to become a community focal point with improved landscaping and seating areas.

1.93. This area will be designated as a new Opportunity Site and be allocated for community and entertainment uses (F1, F2 (b)) and theatres, venues for live performance, cinemas, concert halls, bingo halls and dance halls (Sui-Generis uses).

Policy DLPBHOS1 Brierley Hill Strategic Centre Opportunity Site: Brierley Hill Civic Core	
Acceptable Land Uses	1. Proposed development within this Opportunity Site, as designated on the Brierley Hill Inset Plan Policies Map, shall be in accordance with the uses set out within this policy as being acceptable. Proposed development for a use which is not acceptable to this Opportunity Site will be

**Policy DLPBHOS1 Brierley Hill Strategic Centre Opportunity Site:
Brierley Hill Civic Core**

rejected unless it can be successfully evidenced as being subsidiary to, and, in support of an acceptable use.

2. Mixed use development including:

- a. Class F1 uses – learning and non-residential institutions,**
- b. Class F2 uses – local community,**
- c. Sui Generis uses – theatres, venues for live performance, cinemas, concert halls, bingo halls and dance halls.**

The Waterfront East Entertainment Zone

- 1.94. This area was previously an established and successful area of office development with bars and restaurants around the canal basin. The number of bars and restaurants in the area has since declined but have, however, more recently shown signs of a recovery, with a number of new retail uses being established particularly in ground floor units within Waterfront East. This is likely to have at least partly been occasioned by the recent conversion of the nearby former offices at Point North into 180 flats.
- 1.95. The arrival of the Music Faculty at Cable Plaza and the potential for associated student accommodation to be provided nearby would further add to the vitality of this area, in providing in-situ customers for retail and entertainment uses at this location. The revitalisation of the night-time economy here would also accord with the vision for Brierley Hill.
- 1.96. This area is identified as a new Opportunity Site and allocated for appropriate acceptable uses to enable bars and restaurants and small local shops to re-establish within ground floor units at Waterfront East.

Policy DLPBHOS2 Brierley Hill Strategic Centre Opportunity Site: The Waterfront East Entertainment Zone	
Acceptable Land Uses (at ground floor only)	<p>1. Proposed development within this Opportunity Site, as designated on the Brierley Hill Inset Plan Policies Map, shall be in accordance with the uses set out within this policy as being acceptable. Proposed development for a use which is not acceptable to this Opportunity Site will be rejected unless it can be successfully evidenced as being subsidiary to, and, in support of an acceptable use.</p> <p>2. Mixed use development including:</p> <ul style="list-style-type: none"> a. Class E uses – commercial, business and service uses b. Class F2 uses – local community c. Sui Generis uses – amusement arcades, nightclubs, casinos, public houses, hot food takeaways (where the provisions of Policy DLP26 can be met), taxi businesses (limited to one within this Opportunity Site), venues for live performances and cinemas

The Venture Way Health and Education Zone

1.97. The establishment of the existing Brierley Hill Health and Social Care Centre and the Dudley College Art and Design Centre (Inspired) within close proximity to each other, on the eastern side of Venture Way, provides an opportunity to designate a Health and Education Zone within this part of the Strategic Centre.

1.98. The Buddhist Temple and The Poplars (Dudley Health Priority Trust) Centre are also within this area. It includes the currently vacant areas of land adjoining the College building through which the Metro line is proposed, with any residual

land left over after the line is implemented used for an expansion of the college facilities or a similar, complementary use, and landscaping.

Policy DLPBHOS3 Brierley Hill Strategic Centre Opportunity Site: The Venture Way Health and Education Zone	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Proposed development within this Opportunity Site, as designated on the Brierley Hill Inset Plan Policies Map, shall be in accordance with the uses set out within this policy as being acceptable. Proposed development for a use which is not acceptable to this Opportunity Site will be rejected unless it can be successfully evidenced as being subsidiary to, and, in support of an acceptable use. 2. Mixed use development including: <ol style="list-style-type: none"> a. Class C2 uses – residential institutions, b. Class F1 uses – learning and non-residential institutions.

Evidence

- Responses to the BCP Draft Plan consultation (2021)
- Black Country Centres Study (2020) and Update (2021)
- Responses to Brierley Hill Plan Issues and Options consultation (2022)
- Black Country Historic Landscape Characterisation (2010)
- Black Country Historic Landscape Characterisation Study (2019)
- Borough-Wide Urban Historic Landscape Characterisation Study (2016/2023)
- Historic Environment Supplementary Planning Document (2017)
- Historic Landscape Characterisation for Brierley Hill
- Brierley Hill High Street Character Appraisal (2009)
- Delph Nine Locks Character Appraisal (2007)
- Dudley People’s Panel - feedback on Brierley Hill town centre (2019)
- Historic Environment Record (HER)

- [National Design Guide](#)
- Historic England Good Practice Advice Notes (GPAs) and Historic England Advice Notes (HEANs)

Delivery

- Historic Landscape Characterisation documents
- Adopted Conservation Area Character Appraisals
- Development Management process including Design and Access Statements and Statements of Heritage Significance
- Supplementary Planning Documents
- A regularly updated and maintained Historic Environment Record (HER).

Monitoring

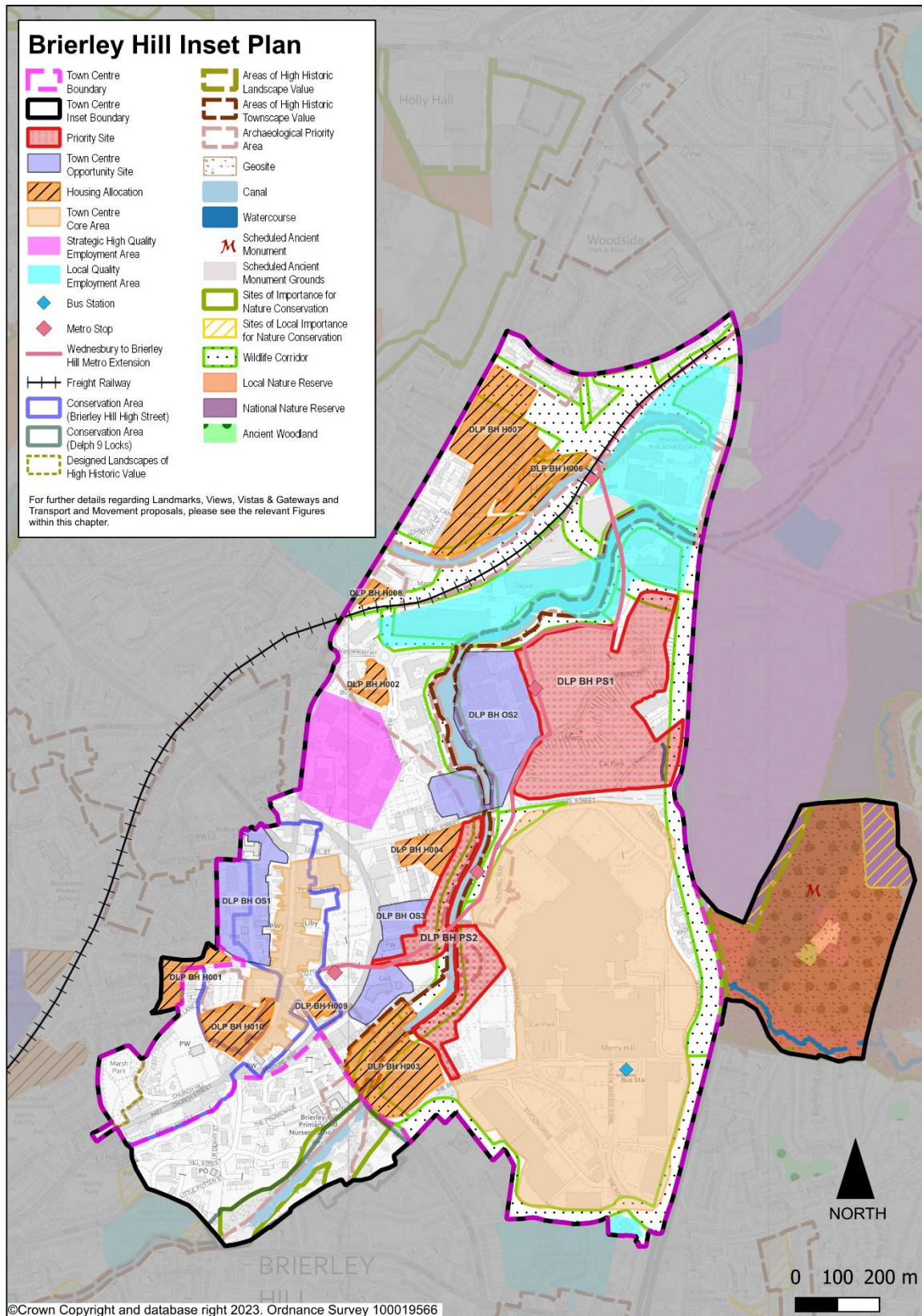
Table 1.4: Brierley Hill Monitoring Indicators

Policy	Indicator	Target
BH1	<p>Amount of new retail floorspace (Class E(a)) granted planning permission in the Town Centre boundary but outside the Town Centre Core Area.</p> <p>Quantity and type of development granted planning permission for main town centre uses and residential development within the Town Centre boundary.</p>	<p>Target: 0</p> <p>In accordance with the policy (diversification that contributes towards vitality and viability- Health Check monitoring).</p> <p>No increase/reduction in year-on-year vacancy rates (Health Check monitoring).</p>
BH2	Number of Planning Permissions contrary to the recommendations of	Target: 0

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	the LPA Historic Environment or Urban Design officer.	
BH3	Number of Planning Permissions contrary to the recommendations of the LPA Historic Environment or Urban Design officer.	Target: 0
BH4	Number of new trees planted in Brierley Hill	Target: 5000 trees up to 2041
BH5	Number of Planning Permissions contrary to the recommendations of the LPA Historic Environment or Urban Design officer	Target: 0
BH6	Number of Planning Permissions contrary to the recommendations of the LPA Historic Environment Officer	Target: 0
BH7	Delivery of identified sustainable transport projects.	In accordance with Policy
BH8	Quantity and type of development granted planning permission for residential development within the Town Centre boundary.	
BH9	No Net Loss of office or Local Employment land	Target: 0
Priority Sites BH PS1 and PS2	Quantity and type of development granted planning permission at each Priority Site.	In accordance with Priority Site policies
Opportunity Sites BH OS1, OS2 and OS3	Quantity and type of development granted planning permission at each Opportunity site.	In accordance with Opportunity Site policies

Figure 1.5: Brierley Hill Inset Plan



2. Dudley

Introduction

- 2.1. This chapter sets out how Dudley Town Centre will develop and change over the plan period. A vision for the town centre is set out, which will be delivered through the Local Plan policies and site allocations (up to 2041).
- 2.2. Dudley Town Centre lies within the Central Growth Regeneration Corridor which covers Dudley, Brierley Hill and Stourbridge, following the proposed new Metro line route. This new rapid transit network will provide first class access to the rest of the Black Country and to Birmingham. The Local Plan expects that development in this corridor will focus on housing development in and around the rejuvenated market town of Dudley, combined with a tourism focus of regional and national repute based on the Black Country Living Museum, Dudley Zoo, Dudley Castle, the Canal Trust and the geological and heritage assets in and around the town centre. It is also intended that the corridor will have an excellent green infrastructure through enhanced green spaces and parks as well as increased biodiversity and improved links into such areas as Wrens Nest National Nature Reserve. The town will be a key place to work and invest in. Its regeneration will reinforce and reinvent a sense of place and local identity.

The Dudley Town Centre Inset Plan Boundary

- 2.3. This inset chapter covers Dudley's Town Centre and its Conservation Area and encompasses the Castle Hill area and its Conservation Area, which includes Dudley Castle and Zoo; The Black Country Living Museum; the Dudley Canal Trust and Priory Hall and Park to the west of the Castle. A wider area than the designated town centre boundary has been identified to capture the special landscape and historic character of the area. The Castle Hill area has a globally unique cluster of heritage attributes that ensure this area's future profile and success in the visitor economy. It is therefore of great importance to ensure they are connected physically to the town centre.
- 2.4. Castlegate Park (out of town retail and business park) lies just outside the Inset Plan boundary (to the east of the Castle Hill area) and offers a range of leisure,

office and hotel facilities. Whilst it lies outside the Inset Plan boundary the improvement of links and connectivity between Castlegate and the town centre is encouraged, particularly with the forthcoming Metro stops that will be located in this area alongside the A4037.

Key Features of Dudley Town Centre Inset Plan Area

- 2.5. Large parts of the inset plan area fall within the Dudley Town Centre and the Castle Hill Conservation Areas. There are three Scheduled Monuments (SMs) and the Priory Park Registered Park and Garden. The town has benefited from recent investment in the restoration of historic buildings and the public realm (via the National Lottery Heritage Fund). Further information on heritage assets is provided in the Historic Environment policy section below.
- 2.6. The town of Dudley is a very special and unique place in terms of geology. Just outside the Inset Plan area is the UK's first National Nature Reserve for geology (Wrens Nest NNR). Most of the towns' historic buildings take their appearance from the hard pale limestone of Dudley and its cobbled stones in older byways come from nearby hills. This geology has given the town a very distinctive character of hills and valleys. The topography has clearly influenced the physical layout and historical development of the town centre. This is described in detail in the Dudley Urban Historic Landscape Characterisation study (UHLC) and in the Conservation Area Character Appraisals for Dudley Town Centre and Castle Hill.
- 2.7. Closely located to Dudley Town Centre is Castle Hill Woodland, which is a Site of Importance for Nature Conservation (SINC) for both its geological and nature conservation value. This site and the immediately adjacent Peggy's Meadow Site of Local Importance for Nature Conservation (SLINC) provide an important natural green space and wildlife corridor linking into nearby Wrens Nest NNR.
- 2.8. The town is home to a 'learning quarter' focused on the modern Dudley College facilities within the centre. The Very Light Rail Innovation Centre adjacent to the Castle Hill area provides a unique research facility alongside the new Black Country and Marches Institute (to address regional Science, Technology,

Engineering and Maths (STEM) skills shortages). With a new Higher Education complex at the former Hippodrome site to be completed, the Castle Hill area will also be a key learning hub for the town.

- 2.9. Dudley Castle, together with Dudley Zoo, the Black Country Living Museum and the Canal Trust, Town Hall and their connections to adjacent attractions and amenities including Wrens Nest NNR, define Dudley as a key tourism/visitor centre. These attractions, in connection with the other 40 or so geologically significant sites across the Black Country form the core of the Black Country Global Geopark. This initiative aims to raise the profile of the area's visitor economy to help to support and underpin those very aspects that make Dudley and other areas of the Black Country unique.
- 2.10. The Castle Hill redevelopment scheme (being undertaken in Phases) has already delivered new visitor infrastructure to Dudley Zoo, The Black Country Living Museum, Dudley Archives and Dudley Canal Trust and the intention is for this to continue with future phases (see further information below under 'Dudley Town Centre and Surrounding Areas- Preferred Uses').
- 2.11. There are three public parks within the Dudley Town Centre inset plan area which offer different landscape characteristics: these are Priory Park, Coronation Gardens and Inhedge Gardens. Priory Park contains the medieval Priory of St James (a Scheduled Monument and Grade I Listed Building) and Priory Hall (Grade II Listed Building). The park was added to the National Register of Parks and Gardens in 2002 and restoration work via Heritage Lottery Funding has been undertaken in recent years. Coronation Gardens provide an attractive formal green space reflecting the civic focus (outside the Council House) and contain the Apollo fountain and Dudley War Memorial. Inhedge Gardens (also known as Horseley Gardens) formed part of large houses with ancillary buildings, which were joined up as part of Horseley House by 1904. This links into the Opportunity Site at the Trident Centre and improvements here would greatly enhance this part of the town.
- 2.12. Formal sports and leisure provision is available at Priory Park (pitches), via the newly completed Duncan Edwards Leisure Centre, and the indoor sports hall on Tower Street constructed as part of Dudley College Evolve Building.

- 2.13. Dudley town centre has no direct access to the rail network, however, the forthcoming new Metro line will significantly enhance the connectivity of the town centre to the wider Black Country and Birmingham area as well as within the town centre area itself i.e., stops throughout the town and associated pedestrian/public realm connection improvements. Alongside this, the redeveloped bus station will provide a modern transport interchange, enhancing capacity and the experience of sustainable transport into the town centre.
- 2.14. Retailing remains an important function of the town, including the outdoor market. Reflecting national trends for town centre retail its role has however declined in recent years. It will be important for a wider range of town centre uses and residential developments to come forward to contribute to the town's vitality and viability.

Vision and Objectives

'Dudley is a historic market town looking to the future. By 2041 it will be a town which serves the needs of its local population, and which remains the strong focus for civic life, for town centre living, for shopping, tourism and heritage, leisure and education.

This will be achieved by reshaping and reasserting its role within the Borough, drawing on its considerable assets, encouraging investment in opportunities and ensuring that Dudley becomes a place with a richer mix of town centre uses and an increased resident population. The environmental and historic quality, green infrastructure, transport connectivity, accessibility and safety and security of the town centre activities and assets will be enhanced.

- 2.15. The following specific objectives for Dudley Town Centre are identified:
- a) To support and encourage investment within the town centre by building on the success of recent development projects; the refurbishment and renewal of town centre buildings and the public realm; and maximising the benefits of the forthcoming Metro links and new transport interchange.
 - b) To continue to develop Dudley as a tourism and leisure destination, utilising its historic assets and integrating the Castle Hill area into the town centre.

- c) To continue to develop Dudley’s educational offer, providing access to higher education opportunities whilst helping to stimulate activity within the town centre and raising its profile.
- d) To encourage and facilitate further residential development within the town centre to help stimulate activity both during the day and in the evening and support the growth of a vibrant community.
- e) To ensure that the special character and quality of Dudley’s historic environment is fully appreciated and that this is exploited to its best advantage.
- f) To protect and improve access to Dudley’s unique landscape and natural assets including the Castle grounds and surrounding areas and beyond to the Wrens Nest National Nature Reserve.
- g) To provide, protect and enhance a well-connected landscape and public realm setting of streets, routes and public spaces that is attractive, safe, lively, and pleasant to use.
- h) To ensure the delivery of high quality and innovative design that respects and enhances the unique features of Dudley town centre.

Policies

Dudley Town Centre and Surrounding Areas – Preferred Uses

Town Centre and Town Centre Core Area

2.16. Policy DLP24 sets out the general approach to town centre development within the Borough, including appropriate uses. This section elaborates on this by providing specific policies relevant to Dudley Town Centre.

Policy DLPD1 Development in Dudley Town Centre and Town Centre Core Area

- 1. The Dudley Town Centre and Town Centre Core Area boundaries are identified on the Dudley Town Centre Inset Policies Map.**

Policy DLPD1 Development in Dudley Town Centre and Town Centre Core Area

- 2. In line with national and local planning policy, any new retail and leisure developments will be directed towards the Town Centre Core Area. Dudley Council will consider the application of planning conditions in relation to any appropriate retail development to ensure the retention of the retail use where considered necessary, relevant and reasonable in terms of meeting strategic planning objectives, particularly in maintaining and enhancing the vitality and viability of the town centre.**
- 3. Policy DLP24 sets out the policy context for acceptable uses within Dudley Town Centre (Tier Two Centre). The diversification and repurposing of Dudley Town Centre in general will be supported by approving development that enhances the vitality and viability of the centre. Priorities for new and enhanced uses for Dudley Town Centre are identified as:**
 - a. The provision of additional residential development via redevelopment, change of use or conversion. The re-use of the upper floors of premises for residential will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision.**
 - b. The development of appropriate leisure and tourism facilities to further elevate the towns' position of regional and national importance. Proposals linked to delivery of the Castle Hill Vision will be supported in principle (see also Policies DLP D2 and DLP D7).**
 - c. The development of additional educational facilities to further enhance the town's existing provision and learning quarters.**
 - d. The development of appropriate facilities such as restaurants, cafes and drinking establishments, and entertainment venues to enhance the evening economy and complement the leisure and tourism focus of the town.**

Policy DLPD1 Development in Dudley Town Centre and Town Centre Core Area

- 4. There is an evidenced qualitative need for an anchor food store within Dudley Town Centre. A specific site for such a development is not identified at this time. Dudley Council will keep this need under review and will work proactively with landowners and developers through reviewing, identifying, and investing in suitable sites within the town centre that may serve to meet this need.**
- 5. In the case of any edge-of-centre or out-of-centre proposals, these will only be considered favourably if a ‘sequential test’ and ‘impact assessment’ are satisfied (as per Policies DLP24 and DLP27).**

Justification

- 2.17. The town centre (as defined by the town centre boundary) will remain an important focus for day-to-day shopping and a range of other town centre uses such as offices, leisure and cultural facilities. As recognised in the Local Plan, in view of the changing nature of town centres, there is need for them to diversify in terms of uses that promote their vitality and viability; residential developments will have an increasingly important role alongside leisure and entertainment uses.
- 2.18. Retailing in the town is dominated by independent retailers with a small number of national multiples, many of which are discount orientated. There are two shopping centres in the town, namely the Churchill Shopping Centre and the Trident Centre, as well as the Fountain Arcade shopping arcade. There is a popular permanent outdoor market in High Street which has been redeveloped and enhanced. The Plaza Mall Indoor Market is located centrally on the High Street as well as smaller retail units between the Market Place and Tower Street. There is now only one foodstore within the town centre, the Asda store at the top of the High Street. There are a selection of food and drink establishments, the offer of which has improved in recent years (e.g., around

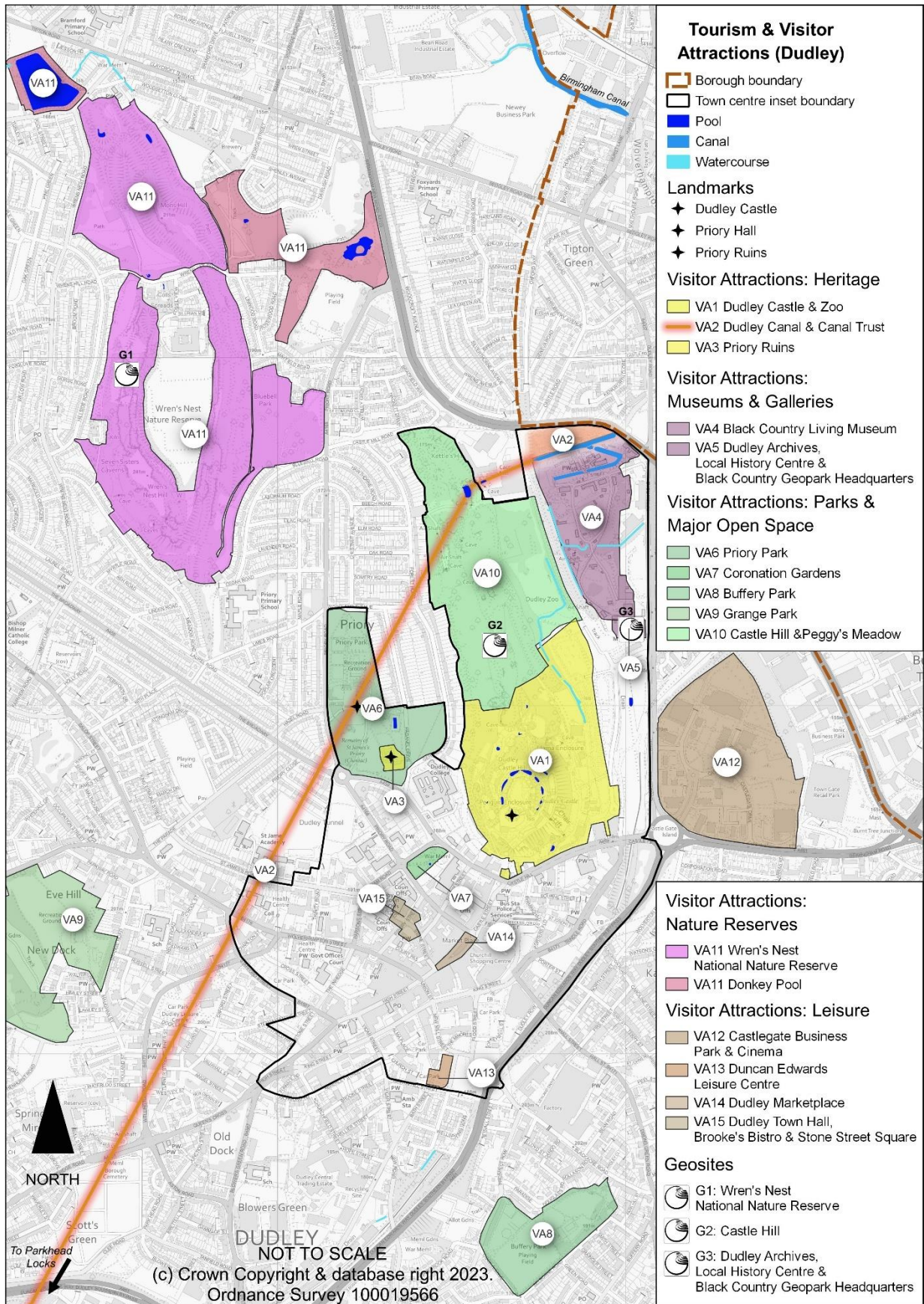
Stone Street). A range of services including several high street banks and the post office continue to operate in the town.

- 2.19. The supporting evidence to the Local Plan identifies there is no quantitative need for additional retail, leisure and office floorspace. It does identify a qualitative need for an anchor foodstore within Dudley Town Centre, but there are no timescales for this other than up to the end of the plan period (and there have not been any specific proposals put forward as part of the Local Plan process to date). The emphasis therefore is on the consolidation of core areas and the diversification of uses on development sites to enable the repurposing of town centres, taking account of the most up to date information available on needs at the time of any specific proposals (as emphasised in Policy DLP24). In relation to the qualitative need for an anchor foodstore, the Council will work proactively with landowners and developers to seek to meet this need, including consideration of the potential for repurposing existing floorspace within the town centre and the town centre Opportunity Sites (where appropriate).
- 2.20. Alongside this, the recent changes to the Use Class Order (wherein retail uses now lie within the same 'E' Use Class as other uses, including food and drink or offices) mean that retail uses are now able to change more freely to other uses (i.e., without the need for planning permission). Whilst this enables town centres to become more flexible and responsive to changes, it does mean that it is now more difficult to manage the loss of retail and some other town centre uses.
- 2.21. Nevertheless, in line with national planning policy it remains important to identify the Town Centre Core Area for the key purpose of identifying whether a retail development proposal represents edge of or out of centre. It is recognised that there is likely to be a diversification of uses within the Town Centre Core Area, however, any new proposals for retail development will still be directed towards it in the first instance.
- 2.22. Dudley town centre has a particular function as a heritage and leisure focus for regeneration and this can be enhanced further via new developments and initiatives. These include the implementation of the 'Castle Hill Vision' (2019)

(Phases 1 and 2 already underway or completed) or the reintroduction of leisure and tourism uses by the appropriate repurposing of vacant premises, such as the Museum and Art Gallery at Priory Street/Stone Street. Associated uses, including food and drink provision and visitor accommodation will also complement this focus, with the potential to create clear ‘quarters’ for leisure and entertainment in the town e.g., Stone Square which contained existing food and drink provision and has the potential for visitor accommodation.

- 2.23. Vacant office buildings offer an opportunity to be repurposed considering changes to the town centre office market. Some former large-scale offices in the town centre have already been converted for residential use (Falcon House) or have been demolished (Cavendish) for alternative uses.
- 2.24. The proposals for the individual Priority and Opportunity Sites reflect the overarching policy for the town centre, with preferred uses identified for each site (see Opportunity Site policies).

Figure 2.1: Dudley Town Tourism and Visitor Attractions



Areas outside the Town Centre Boundary

Castle Hill

- 2.25. In addition to the housing provision at the Priority and Opportunity Sites, several housing allocations are identified within the plan area. There is a concentration of these along Wolverhampton Street, which offers the opportunity for a ‘corridor’ of potential change towards residential development that could serve to help regenerate this part of the town centre.
- 2.26. The Castle Hill area is primarily that covered by the Castle Hill Conservation Area and its immediate surrounds. It represents a vital hub for the towns’ leisure and tourism facilities, as well as education and training opportunities. Whilst the southern part of the area (including Dudley Castle and Zoo) lies within the town centre boundary, the northern part of the site (primarily occupied by the woodland area) lies outside the town centre boundary.

Policy DLPD2 Areas outside the Town Centre Boundary

- 1. The Castle Hill Vision identifies the potential for the provision of enhanced leisure and tourism provision in the Castle Hill area, including improved links into the town centre (as set out in further detail at Policy DLP D7). Development proposals which help to deliver the Vision will be supported in principle, subject to alignment with Policy DLP D7 (Castle Hill Conservation Area) and all other Local Plan policies.**

Justification

- 2.27. A ‘Castle Hill Vision’ (2019) has been prepared to guide the future development of this area. The Vision identifies several projects related to improvements and investments to the Dudley Zoo and Castle and Castle Hill Woodland. It represents a collaboration between the zoo, the council and other stakeholders and is being implemented in phases.

- 2.28. The first phase of the Castle Hill Vision included a new zoo entrance, a new access road off Tipton Road and the expansion of the existing zoo car park. Phase two includes proposals to transform the four tecton buildings and create a new mixed-use facility which could be used for activities, training and education, meetings and conferences. Part of the vision also includes a new university centre to expand the town's learning quarter, which will be on the site of the former Hippodrome (at the foot of Castle Hill).
- 2.29. The Dudley Town Centre Area Action Plan (2017) identified Opportunity Site (7- Castle Hill), which lies directly to the east of the Castle Hill Conservation Area. This has been the subject of recent developments including the Very Light Rail Innovation Centre and the Black Country and the Marches Institute of Technology. The forthcoming Metro line will cross the A4037, to the east of Castle Hill. To the northeast, the Castle Hill areas' links to the Black Country Living Museum, Dudley Archives and Dudley Canal Trust are also important and have been the subject of improvements in recent years.
- 2.30. The continued implementation of the Castle Hill Vision will serve to enhance the visitor experience to the town centre, including its surrounding attractions. The projects which are likely to be the focus of work going forward include improvements to the Castle Hill woodland and its connections to the town, surrounding attractions and Wrens Nest NNR.

Design and Public Realm

Design

- 2.31. Policies DLP4 and DLP39 provide the overarching context for considering design quality. Regard should also be had to DLP policies for the historic environment. This section sets out those characteristics of the most importance to the Dudley Town Centre inset plan area and town centre specific policies.

Policy DLPD3 Dudley Town Design - Landmarks, Views, Vistas and Gateways

- 1. All new development should have regard to Policy DLP4, Policy DLP39 and Policy DLP55 to deliver high quality design. Developments within and in the setting of the Conservation Areas should have regard to Policy DLP56.**
- 2. New development and proposed alterations to existing buildings should:**
 - a. Enhance the sense of arrival by improving existing gateways and where appropriate create new ones (see also Policy DLP D4).**
 - b. Create architectural corner features and new landmark features to improve the understanding of the town where appropriate.**
 - c. Safeguard and enhance local and important views, vistas, landmarks and gateways within and at the edges of the town centre.**
 - d. Protect key gateway buildings that give the town character and respect building lines, where appropriate, to assist the continuity of the town’s heritage and help secure and improve views and vistas.**
 - e. Respect the height and mass and visibility of existing Dudley landmarks. Such landmarks should not be overwhelmed by new development, nor their setting compromised. Consideration of the effect on setting has regard to the importance of the landmark, the extent of any harm, and the benefit arising from development.**
 - f. Ensure that new buildings have a scale, mass, height and impact that is responsive to its context and sensitive to its roofscape/skyline.**
 - g. Create variations in roofscape that will respect important local and strategic views.**
 - h. Ensure that larger development facades and rooflines should reduce their scale and massing by subdividing into smaller architectural elements.**
- 3. Where new development is likely to have an impact on an identified view, skyline or landmark, accurate visual representations will be required as**

Policy DLPD3 Dudley Town Design - Landmarks, Views, Vistas and Gateways

part of any development proposals. Choice of materials and finishes need careful consideration in order to protect and enhance the existing design context.

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

a. Strategic Landmarks (Positive)

- SLP1- Dudley Castle and Zoo and Castle Hill Woodland
- SLP2- St Thomas & St Luke Church (Top Church)
- SLP3- St Edmund King & Martyr Church (Bottom Church)

b. Local Landmark (Positive)

- LLP1- Priory Ruins (within Priory Park)
- LLP2- Dudley College (original campus building) – The Broadway
- LLP3- Kudos House – former Dispensary – Ednam Road
- LLP4- Apollo Fountain – Coronation Gardens
- LLP5- Dudley College – “Evolve” building/Former Dudley Fire Station – Tower Street
- LLP6- Earl of Dudley Statue – Castle Street
- LLP7- Dudley Zoo & Castle entrance – Tecton structure
- LLP8- Former Cinema – Castle Hill
- LLP9- Station Hotel – Castle Hill / Trindle Road
- LLP10- St Thomas of Canterbury RC Church – Trindle Road
- LLP11- Metro Pub – Porters Field
- LLP12- Dudley Council Offices – Priory Road
- LLP13- Dudley Town Hall and 1st World War Commemorative Tower – St James’s Road

Policy DLPD3 Dudley Town Design - Landmarks, Views, Vistas and Gateways

- **LLP14- Dudley Public Library – St James’s Road**
- **LLP15- Saracens Head – Public House & Stone Street Square**
- **LLP16- Former Dudley Museum & Art Gallery – St James’s Road**
- **LLP17- Drinking Fountain & Fountain Arcade – Market Place**
- **LLP18- Former Crown Public House – Wolverhampton Street**
- **LLP19- Copper roofed buildings – Wolverhampton Street**
- **LLP20- Former Post Office – Wolverhampton Street**
- **LLP21- Magistrates Court – Inhedge**
- **LLP22- Former Co-op**
- **LLP23- Ye Olde Foundry Public House**
- **LLP24- Three Crowns Public House – Upper High Street / Stafford Street**
- **LLP25- Former Gypsies Tent Public House**
- **LLP26- Lamp Tavern Public House – Blowers Green Road**

c. Roofscape View

- **RV1- Inhedge Gardens towards Castle Hill**

d. Edge Gateway

- **EG1- (Castle Gate Island) Birmingham New Road, Tipton Road and Dudley Southern Bypass/Castle Hill**
- **EG2- (Dudley Interchange) Trindle Road/Hall St/Birmingham St/King St**
- **EG3- (South West Gateway) King St/Upper High Street**
- **EG4- (Flood Street island) Dudley Southern Bypass/Flood Street**
- **EG5- (Priory Road island) Priory Road/Broadway**
- **EG6- Claughton Road North/Pedestrian Bridge over Duncan Edwards Way**

e. Inner Gateway

Policy DLPD3 Dudley Town Design - Landmarks, Views, Vistas and Gateways

- **IG1- Castle Hill/Castle Street**
- **IG2- Bus Station**
- **IG3- Stafford Street/Upper High Street**
- **IG4 - Ednam Road/Priory Road**
- **IG5 - Ednam Road/The Broadway**
- **IG6- Castle Hill/Birmingham Street**

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

f. Panoramic View (view cone) in/out of Dudley

- **PV1- Top of Trindle Road looking towards Castle Hill**
- **PV2- Birmingham New Road, Castle Hill looking towards Castle and Hill**
- **PV3- Top of King Street pedestrian bridge to south (Netherton Church & Hill)**
- **PV4- Upper High Street/King Street westwards**
- **PV5- From bridge over Dudley Southern bypass towards castle**
- **PV6- View from St Thomas's Church (Top Church)**

g. Skyline Views:

- **SK1- From the pedestrian bridge over Duncan Edwards Way looking north east along the ridge of Castle Hill, taking in Dudley Castle and Zoo**
- **SK2- From Tipton Road looking southwest towards Castle Hill**
- **SK3- From Tipton Road looking southwest towards Castle Hill**
- **SK4- From Tipton Road looking southwest towards Castle Hill, Dudley Castle and Zoo**

Policy DLPD3 Dudley Town Design - Landmarks, Views, Vistas and Gateways

- **SK5- From Birmingham Road/Castlegate island looking westwards towards Castle Hill, Dudley Castle and Zoo**
- **SK6- From Duncan Edwards Way/approach to Flood Street island looking northwards towards Castle Hill, Dudley Castle and Zoo**
- **SK7- From Stafford Street looking northeast towards Castle Hill, Dudley Castle and Zoo**

SK8- From Priory Road island looking eastwards towards Castle Hill, Dudley Castle and Zoo

Strategic View

SV1- Top of Trindle Road looking towards Castle Hill

SV2- Birmingham New Road, Castle Hill looking towards Castle and Hill

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

SV4- Upper High Street/Queens Cross to St Thomas's Church (Top Church)

SV5- Grazebrook Park & War Memorial Gardens

Vista

V1- Castle Street to New Street

V2- Stone Street to High Street

V3- Lower High Street to Upper High Street

V4- Upper High Street to Stafford Street

V5- Wolverhampton Street to High Street

Local View

LV1- Broadway towards College and Castle

LV2- Ednam Road towards Castle

LV3- New Street/Tower Street towards Castle and Hill

LV4- Tower Street towards Castle and Hill, including St Edmunds Church (Bottom Church)

LV5- Stepping Stone Street towards St Thomas's Church (Top Church)

Policy DLPD3 Dudley Town Design - Landmarks, Views, Vistas and Gateways

LV6- Bourne Street towards St Edmunds Church (Bottom Church)

LV7- Churchfield Street southwards

LV8- Tipton Road towards the Hill

LV9- Tipton Road towards the Castle and Hill

LV10- Priory Park (Paganel Drive) towards the Castle and Hill

LV11- Priory Road (edge of Coronation Gardens) towards the Castle and Hill

LV12- Castle Hill towards the Castle and Hill

LV13- Castle Hill towards Tecton Structure (former Zoo and Castle Entrance)

LV14- Zoological Drive/turning circle towards the Castle and Hill/Zoo Entrance

LV15- Corner of The Broadway, across Coronation Gardens towards the Council House

LV16- Inhedge Gardens towards Priory House

LV17- Stone Street/Tower Street towards Stone Street Square

LV18- High Street into the Market Place

LV19- New Street/Tower Street towards the Market Place

LV20- New Street/Castle Street into the Market Place

LV21- High Street/King Street towards Queen's Cross (south west)

LV22- King Street/New Mill Street towards Duncan Edwards Leisure Centre

LV23- King Street/Flood Street towards Flood Street Metro Stop

LV24- King Street/north east corner of The Mambles along King Street (westwards)

Justification

2.32. Dudley Town Centre has a distinguished heritage as a planned medieval market town set out along a limestone ridge with distinctive landmarks that can be identified from distant views e.g., the spire of St Thomas's (Top) Church at the western end of the town and the remains of Dudley Castle to the east. On each side of the linear connection of High Street, Market Place and Castle Street connecting these landmarks, lies the streets, lanes and alleyways

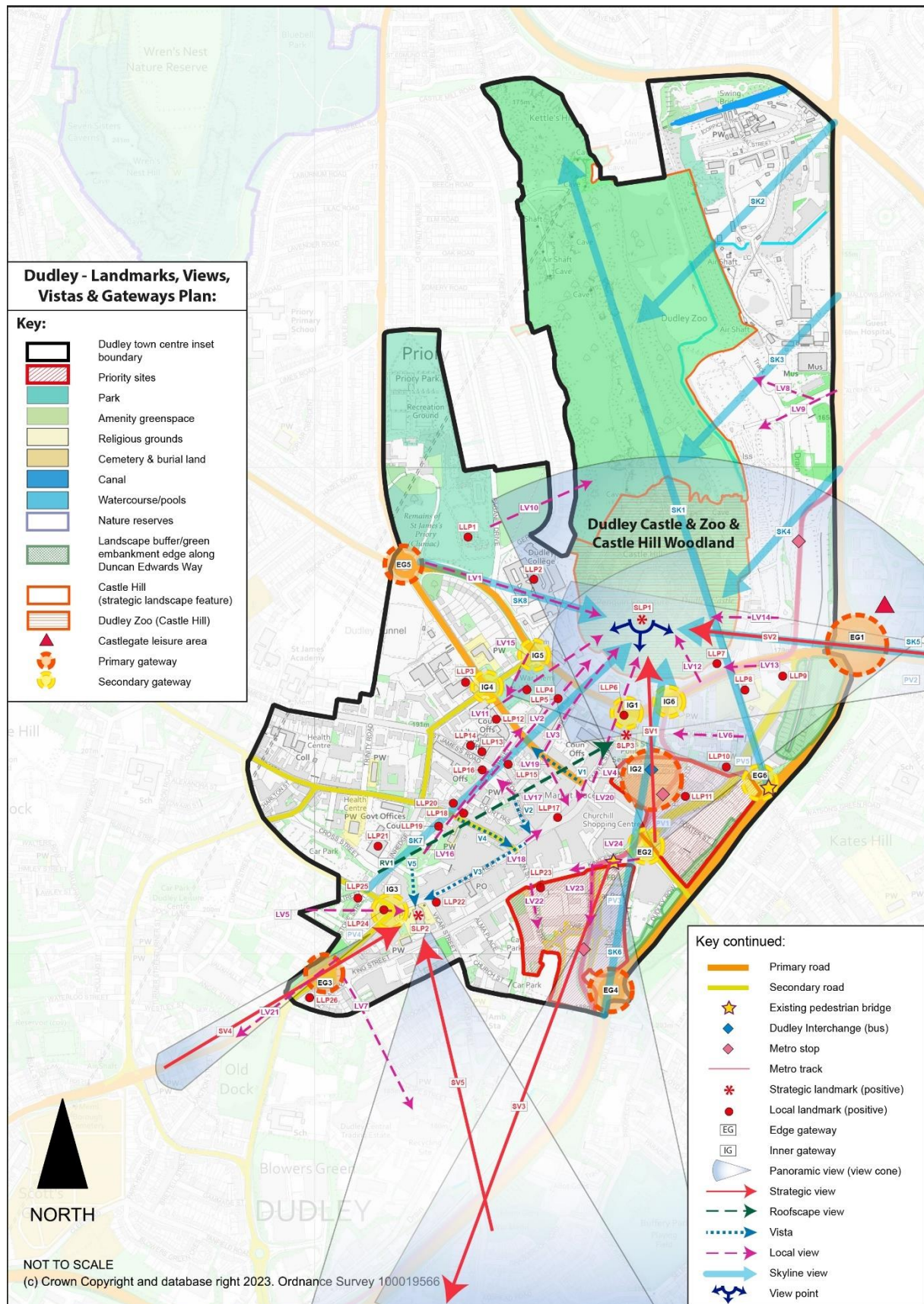
whose course has altered little since their medieval layout. The medieval town layout is centred on the Market Place, with a strong connection to the Castle and the buildings contained along the street that connects Top (St Thomas') and Bottom (St Edmund's) Church, namely the Historic Central Spine.

- 2.33. Whilst the remains of the medieval buildings have substantially changed, the patterns of connection, burgage plot and the topography of the town is clear in many places and provides a structure to both respect and inspire new development.
- 2.34. Dudley town centre has a prominent skyline and roofscape, accentuated by the topography and defined by bold built form such as the spire of Top Church and the tower of Bottom Church, and the memorial tower on the town hall. The castle provides a unique backdrop and outlook from many viewpoints in and around the town centre. It was intended to always be conspicuous from the time of its construction in the 11th century with its tower positioned to dominate Dudley, enabling it to control the approaches to the town. Historic paintings and drawings of Dudley from the early 19th century onwards always depict the topographical dominance of Dudley Castle, Top Church and Bottom Church and it is this 'historic view' that has managed to be maintained to the present day. These features are not only significant historic landmarks but are also of huge communal value as they help people to navigate or identify with a particular location.
- 2.35. Some aspects of the current built form (e.g., those areas backing onto some parts of the town) are however weak, especially where servicing areas face the street. There is also a lack of prominent built form to address the gateways of the town centre, arrival points and visitor attractions. Good urban design at these entry points is particularly important in providing first impressions of the town.
- 2.36. Improving the sense of arrival and the way people move and find their way around the town centre is important as it reinforces a sense of place and creates better connections to other distinctive places and heritage assets. Significant to the Dudley Town Centre Inset Plan area are its unique historic and environmental assets and its tourism role, therefore, it is essential that

these components are connected to ensure residents and visitors can navigate their way from place to place effectively.

- 2.37. Views and landmarks within Dudley help people find their way around and add variety and interest to the townscape that reinforces its sense of place and gives local identity. When buildings are designed poorly, or when they are out of scale or sited within particular sight lines, it can have a detrimental impact on the quality of the view and amenity it offers to local people and visitors. The Dudley Urban Historic Landscape Characterisation (UHLC) and the Conservation Area Character Appraisals for Dudley Town Centre and Castle Hill are of direct relevance when considering views, landmarks and vistas into, out of and within the boundary of the two Conservation Areas or that could affect their setting.
- 2.38. Managing change in the town will be carried out at different scales from very small scale opportunities to larger projects. In all cases attention to scale, mass, height, building form, building frontage, roofscape, impact on skyline, views and vistas will need to be taken into account and considered within the context of the whole landscape to ensure that development complements the many areas of good built structure and overall townscape character.

Figure 2.2: Dudley Town Landmarks, Views, Vistas and Gateways Plan



Public Realm

2.39. The town's character is greatly influenced by its public realm, with some locations in need of upgrading. Public open spaces provide a focus for community activity and form connections within the town centre.

Policy DLPD4 Public Realm in Dudley Town

- 1. The quality of streets and open spaces will be improved through development or local initiatives having regard to the following measures:**
 - a. The provision of high quality landscaping, floorspace material palette, furniture, lighting, signage and public art to help create a clear identity for the Town Centre.**
 - b. Mature tree planting and other landscaping will assist the 'greening' of the Town Centre and provide multi-functional green links to areas of nature conservation significance.**
 - c. Streets and spaces will be designed so that pedestrians, cyclists and vehicles can mix safely, with priority given to pedestrians where possible. Ease of movement can be improved by encouraging low-vehicular traffic speeds. Dudley requires additional pedestrian priority areas to improve its sense of identity as a major town centre.**
 - d. Creating attractive 'gateways' to mark and enhance the main approaches to the town centre to achieve a sense of arrival and identity.**
 - e. Preserving and integrating historic routes into Dudley town centre to enhance its identity, as appropriate and taking account of the requirements for modern development and infrastructure improvements.**

Justification

2.40. 'Public realm' can be defined as all areas that the public have access to including streets, squares and open spaces. It is considered necessary to

introduce greenery into the towns' urban environment and resolve the competing needs of vehicles and pedestrians moving through the town centre. The quality of the public realm encountered, along with signage and legibility for visitors to understand and enjoy, is an important part in the role of the town centre.

2.41. Key design principles for the public realm include:

- a) *Quality of the Public Realm*: increase the adaptability of spaces for future use; create legible spaces and routes that add to the 'sense of place' of an area; relate public spaces to surrounding buildings and vice-versa; and improve continuity and enclosure.
- b) *Active Frontages*: a common building line creates continuity of frontage and provides definition and enclosure to the public realm. Minimising set back distances increases the ability of a building to interact with the public realm. In the Town Centre buildings should be built adjacent to the pavement.

2.42. Passive, active, and incidental open spaces play a significant role in urban design. These different types of open spaces within Dudley Town centre are crucial for creating liveable and vibrant communities. Passive spaces offer moments of tranquillity and respite, active spaces promote physical well-being and social interaction, and incidental spaces provide opportunities for leisure and engagement. Improving pedestrian links in Dudley town centre should take account of safety, accessibility, aesthetics, and the overall urban experience.

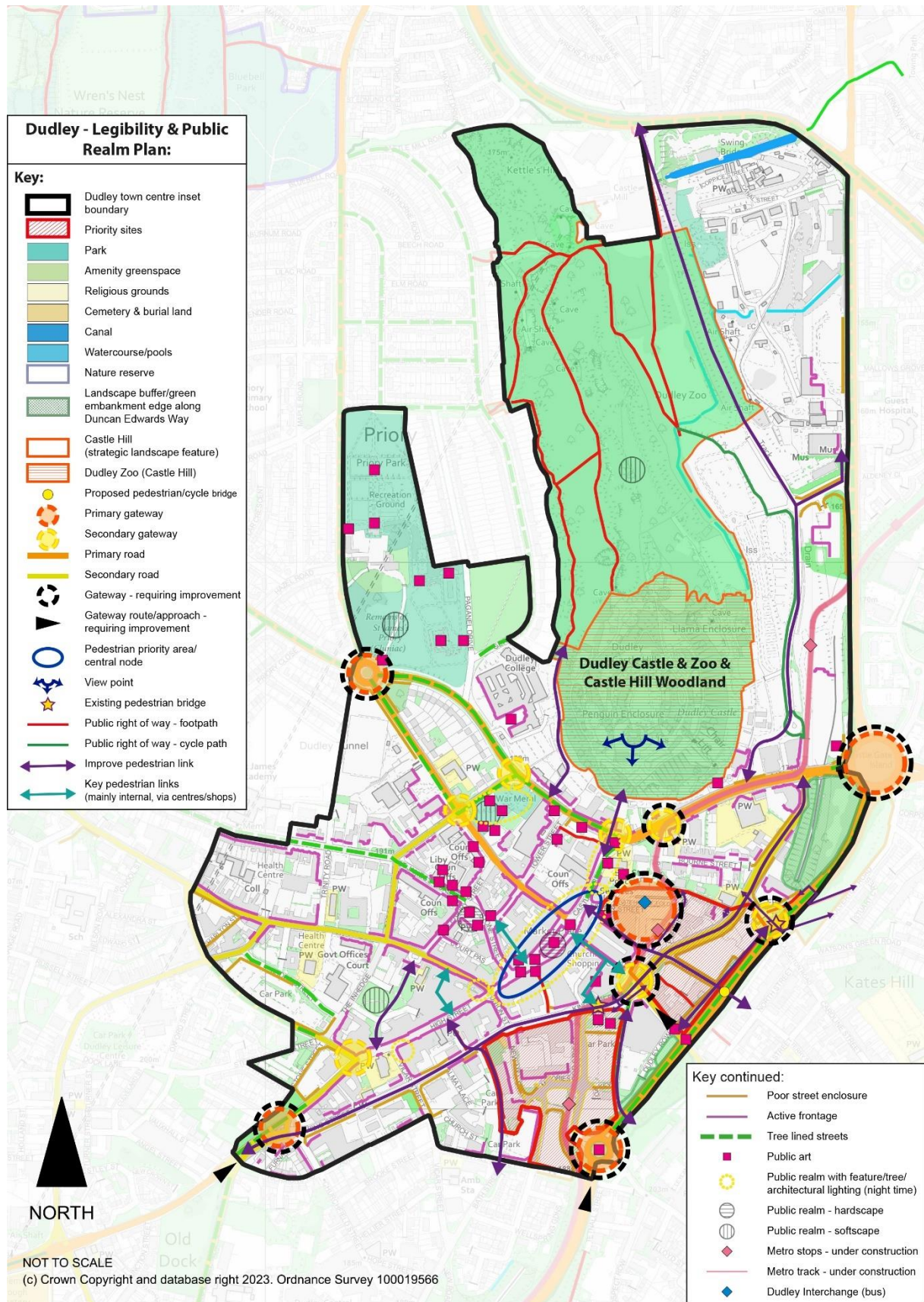
2.43. Within the town centre, the Market Place forms a key central focus and major area of public realm which has been renewed through a high-quality public realm landscape project. New paving, brand new stalls, canopies, feature lighting and new street furniture, as well as the relocation of the Duncan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

2.44. Significant development projects, such as the campus buildings of Dudley College, have provided quality public realm. Stone Street and its connections via Priory Street and St James's Road is a significant public space for Dudley.

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

- 2.45. At Castle Hill the public realm has undergone major investment and improvements. This assists in the development of the visitor economy and in particular an expansion in visitor numbers at the Zoological Gardens, The Black Country Living Museum and The Dudley Canal Trust as well as facilitating the development and regeneration of Dudley Town Centre as a centre for entertainment, leisure and recreation.
- 2.46. There is the potential for the creation of new, high quality public realm in the town centre, particularly associated with the forthcoming Metro line and the individual Priority and Opportunity Sites. Where opportunities present themselves, the development of new 'pocket parks' should be encouraged for people to relax and enjoy the town centre.

Figure 2.3: Dudley Town Legibility and Public Realm Plan



Historic Environment

2.47. The historic environment and heritage assets are to be protected, conserved and enhanced as per Policies DLP55-DLP62. This section sets out those characteristics of the most importance to the Dudley Town Centre inset plan area and town centre specific policies.

Policy DLPD5 Conservation and Enhancement of Local Character and Distinctiveness in Dudley

- 1. All development proposals:**
 - a. Should be designed to reinforce and enhance local distinctiveness. Planning applications will be determined with particular reference to the contents and findings of the Dudley Urban Historic Landscape Characterisation (UHLC).**
 - b. Should make full reference in Design and Access Statements and Heritage Statements accompanying development proposals to the Dudley UHLC and to information held in Dudley Council’s Historic Environment Record (HER).**
 - c. Should clearly set out the steps that have been taken to sustain features identified in the UHLC as:**
 - Contributing positively to the quality of the historic environment.**
 - Resolving issues identified in the UHLC.**
 - Setting out how development will achieve locally responsive outcomes through either traditional or more contemporary design solutions.**

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

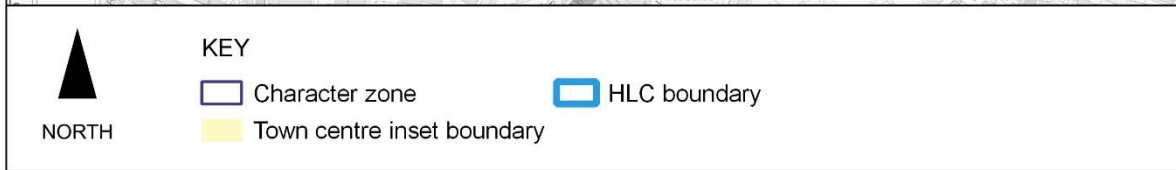
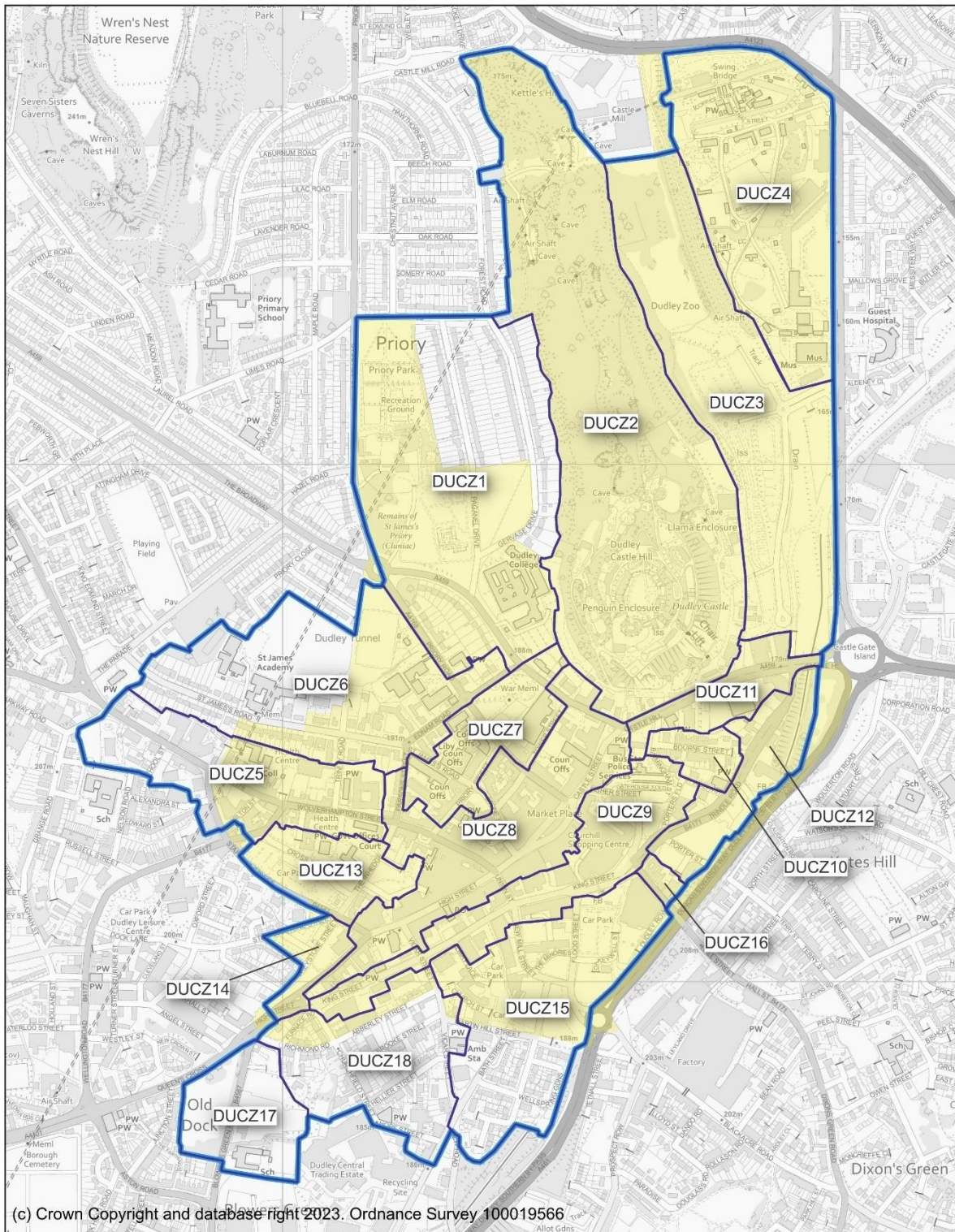
Justification

- 2.48. The town of Dudley grew up around the foot of the castle and from the early medieval period up to the Civil War, Dudley changed little. In the 17th Century, Dudley saw a steady expansion due to the growth of coal mining and iron working. The largest expansion of Dudley as a settlement is however mainly attributed to the 18th and 19th centuries during the Black Country's industrial heyday. Throughout this period of rapid expansion, Dudley kept its image as a bustling market town and today the marketplace is still a busy focal point located at the heart of the town centre.
- 2.49. Perhaps the most important aspect of Dudley's townscape lies in the survival of both the pattern of medieval streets and 'entries' and key landmarks such as the Castle and Zoo, Dudley Priory, the two town churches (both Grade II* listed) and the public monuments such as the Grade II* listed drinking fountain located in the centre of the Market Place.
- 2.50. Accordingly, the Dudley Urban Historic Landscape Characterisation (UHLC) and Conservation Area Character Appraisals for Castle Hill and Dudley Town Centre have been prepared and provide an up-to-date evidence base for managing the planning of the town centre from a historic perspective.
- 2.51. The historic importance of Dudley Town Centre is recognised as a major asset in delivering regeneration and enhancing the town centre as a tourist destination. Large parts of the inset plan area fall within either the Dudley Town Centre Conservation Area or the Castle Hill Conservation Area. In addition, there are three Scheduled Monuments (SMs) and the Priory Park (Registered Park and Garden).
- 2.52. Listed buildings, Conservation Areas and all other presently known sites of archaeological or historic interest in Dudley are recorded in detail within the Historic Buildings Sites and Monuments Record (HBSMR) held by the Council. Developers should always consult the Dudley HBSMR at the earliest possible planning stage and before considering any proposals for development which could adversely affect sites of archaeological or historic significance.

- 2.53. The UHLC provides the evidence base to inform an understanding of the town's historic character. This evidence should be used in considering how new development proposals and the enhancement of existing townscapes and landscapes should respect Dudley's character.
- 2.54. The study describes the historical development of Dudley and identifies eighteen Historic Townscape Character Zones within the Town Centre and beyond (see plan below). For each Character Zone, individual buildings and spaces have been identified, which contribute positively or otherwise to local character. Where physical evidence of historic character persists in the form of assets that make a positive contribution to local distinctiveness, such assets should be conserved and wherever possible enhanced. Locally significant areas of high historic townscape and landscape value have been identified alongside individual heritage assets of varying significance, including Archaeological Priority Areas.
- 2.55. In Dudley, it is considered that the whole extent of the medieval planned town should be an Archaeological Priority Area (APA) as identified on the Policies Map (and see Policy DLP59). In addition, there are also some specific sites associated with the glass industry such as the 18th century remains of the cone belonging to the former Dudley Flint Glass Works, now located below Stone Street Square, that are also worthy of their own status as an APA.
- 2.56. The town centre has a high potential for the presence of significant archaeological remains dating from its medieval origins in the 12th century right through its development during early modern periods to its growth and expansion during the Industrial revolution. Dudley Council's Historic Environment Record (HER) records sites in the inset plan area as having high potential for the survival of archaeological remains of regional or national importance but have yet to be designated. Dudley Council will consider the preservation of such archaeological remains when assessing planning applications, as well as identifying opportunities to make greater use of the archaeological resource in sustaining the area's character and distinctiveness (in accordance with Policy DLP59).

2.57. Areas of High Historic Townscape Value (AHHTV) have been identified through the Dudley Borough wide UHLC on the periphery of the inset plan boundary within residential areas around Priory and Wrens Nest, Churchfield Street, West Dudley, Blowers Green and Kate's Hill (as identified on the Policies Map and in Policy DLP56). The borough wide UHLC indicated that these areas exhibit a concentration of historic assets that make a positive contribution to local character and distinctiveness. As these areas represent historic settlement and suburban growth outside the town centre, it is important that routes are enhanced to these areas connecting with the town centre and new development (in accordance with Policy DLP56).

Figure 2.4: Dudley Town UHLC Boundary and Character Zones



Policy DLPD6 Dudley Town Centre Conservation Area

- 1. Proposed development will be determined with particular reference to the contents and findings of the Dudley Town Centre Conservation Area Appraisal and Management Plan.**
- 2. Proposals for the inappropriate demolition, alteration or extension of buildings in the Dudley Town Centre Conservation Area, or proposals for works which would be detrimental to its character or setting and which could inappropriately prejudice views into or out of the Conservation Area, will be resisted. Priority will be given to the retention and enhancement of buildings of heritage value identified in the Conservation Area Appraisal.**
- 3. Proposals to develop or redevelop sites and convert buildings will be required to preserve or enhance the character or appearance of the Conservation Area and contribute positively to the wider regeneration of Dudley Town Centre.**
- 4. All proposals within the Dudley Town Centre Conservation Area will be required and, where appropriate, enhance the distinctive local character architectural and historic interest of the town centre including buildings, character zones, open spaces and the public realm in particular:**
 - a. Encouraging the reinstatement of lost architectural detail.**
 - b. Maintaining viability through the effective reuse of historic buildings, particularly vacant upper floors.**
 - c. Removing buildings that have a negative impact on the area.**
 - d. Providing infill development that respects prevailing height, form, building line, plot rhythm, proportions and fenestration.**
 - e. Removing poorly designed shop fronts, outdoor advertisements and signage.**
 - f. Making use of traditional building materials or complementary new materials that contribute positively to local distinctiveness.**

Policy DLPD6 Dudley Town Centre Conservation Area

- g. Retaining, enhancing and restoring historic views and vistas identified in the appraisal.**
- h. Ensuring that advertising and signage proposals respect the character and appearance of the conservation area in terms of siting, size, number, materials, colours and illumination.**

Justification

- 2.58. Dudley Town Centre was designated as a Conservation Area in 2005. An updated Conservation Area Appraisal was adopted in 2015 and a Conservation Area Management Plan was adopted in 2017.
- 2.59. A Townscape Heritage Initiative scheme (THI) for the Dudley Town Centre Conservation Area has been in operation since 2008 (funded by the National Lottery Heritage Fund). Phase 1 of the scheme (2009-2015) saw an investment of £4million towards the repair and reuse of 17 properties such as The Crown Public House, the Old Co-op, Baylies Hall and the Old Glass House (which in 2017 received a finalists Award from the RTPI National Award for Excellence). Phase 2 of the scheme has funded repairs to several other buildings, including Plaza Malls and Fountain Arcade and 203/204 Wolverhampton Street (the former Merlin's Bar).
- 2.60. In combination with other strategic regeneration initiatives, such as the public realm work in Stone Street, Coronation Gardens, Castle Street and the Market Place, plus the work undertaken by Dudley College with the creation of the town centre campus, they have collectively led to a demonstrable improvement in the quality of the Town Centre Conservation Area. There are however elements within the Conservation Area that do not preserve or enhance the character and appearance of the Conservation Area. These have been identified in the Conservation Area Character Appraisal.
- 2.61. The Dudley Town Centre Conservation Area Appraisal sets out the historic development of the Conservation Area and highlights those elements of the

built or natural environment that contribute to its character and appearance. It also sets out the issues that currently negatively impact on the Conservation Area and which need to be addressed. The Appraisal identified eight-character areas, each with their own individual and definable character which collectively creates a sense of place within the Dudley Town Centre Conservation Area.

- 2.62. The Town Centre Conservation Area reflects the medieval extent of the town and includes the marketplace and the 18th and 19th century expansion to the north including the civic quarter, St James's Road and Ednam Road high quality housing. The relationship with the castle can still be appreciated in views from the town centre, although addressing connectivity between the two is a key objective. Buildings range in date from the 18th century to the present day and vary widely in style. Located throughout the Dudley Town Centre Conservation Area are a number of statutorily listed, locally listed buildings and non-listed historic buildings which have heritage value.

Policy DLPD7 Castle Hill Conservation Area

- 1. Planning applications will be determined with particular reference to the contents and findings of the Castle Hill Conservation Area Appraisal. In particular:**
 - a. Proposals for the inappropriate demolition, alteration or extension of buildings in the Castle Hill Centre Conservation Area, proposals for works which would be detrimental to its character or setting, and proposals which could prejudice views into or out of the Conservation Area will be resisted. Priority will be given to the retention and enhancement of heritage assets identified in the Conservation Area Appraisal.**
- 2. The Council will safeguard and seek to enhance the special architectural, historical, archaeological, geological, ecological interest and open landscape of the Castle Hill Conservation Area while promoting the development of the area as a visitor attraction by:**

Policy DLPD7 Castle Hill Conservation Area

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

Justification

- 2.63. Castle Hill Conservation Area is an important area of townscape and landscape: an area of high historical, archaeological, geological, ecological, landscape, tourist and leisure value. It is primarily an area of open space and woodland stretching north to south and is located upon a large outcrop of Much Wenlock Limestone Formation strata deposited in the Silurian Period some 428 to 429 million years ago. The hill is a prominent geomorphological feature and icon of Dudley and the borough. The north of the Castle Hill is woodland which contains rock face exposures and ravines and provides a potentially valuable recreational resource as well as evidence of the Earl of Dudley's network of carriage drives developed over the earlier mineral railways associated with the late 18th century limestone workings. It is the starting point for the borough's 'Limestone Way' which starts at Castle Hill and runs to Wren's Nest National Nature Reserve and Sedgley Beacon. It is also where Dudley Canal Trust provides access to the 18th century canal system which runs under Castle Hill.
- 2.64. The imposing ruins and earthworks of the medieval castle, a Scheduled Ancient Monument and Grade I Listed Structure dominate the southern end of the hill, which is surrounded by the landscape and buildings of Dudley Zoological Gardens. This contains the listed collection of early 20th century Zoo buildings by the Tecton Partnership. The geological interest of Castle Hill is internationally renowned and there is a unique legacy of a well-preserved limestone quarrying landscape of national significance, designated a Scheduled Ancient Monument in 2004. It displays evidence of both surface and underground limestone working with associated canals, limekilns, caverns and other structures dating from the late medieval period throughout the Industrial Revolution until the modern era. Additionally, the hill possesses a wealth of important ecological features.
- 2.65. The area of Castle Hill has been the subject of a 'Vision' (as outlined above) which have brought about a range of improvements to the Conservation Area; future developments associated with the Vision will need to continue to protect and enhance its historic features.

The Dudley Urban Historic Landscape Characterisation (UHLC) and the Castle Hill Conservation Area Appraisal (2015), in conjunction with the design information held in Dudley Council's Historic Environment Record (HER), should be used to inform proposals for future development and enhancement. The purpose of the following policy is to ensure the protection and enhancement of the very special and diverse components of Castle Hill so that they can co-exist without detriment to each other.

Sustainable Transport and Active Travel

- 2.66. Policies DLP67-DLP74 provide the strategic transport policies for the Borough. This section sets out key priorities for the Dudley Town Centre inset plan area.

Policy DLPD8 Sustainable Transport and Active Travel in Dudley Town Centre

- 1. Key schemes and priorities for sustainable transport improvements within Dudley town centre are identified on the Dudley Town Transport and Movement Plan and Policies Map. Development proposals within the town centre should ensure alignment with these schemes and provide connections to them to ensure opportunities for sustainable and active travel are maximised. Key schemes and priorities within the Inset Plan area are:**
 - a. New Interchange.**
 - b. Metro route and associated active travel improvements (including additional cycleways as detailed below).**
- 2. New cycleway links including along the A4123 (Priory Road to Tipton Road), the A4168 (A4123 south towards A459) and related to completion of the National Cycle Network route 54 through Dudley town (from A4123, via Trindle Road, King Street and Queens Cross).**
- 3. Regard should be had to active travel links beyond the town centre Inset Plan area, including proposed cycle routes along the A461 (from Dudley Port via Burnt Tree).**

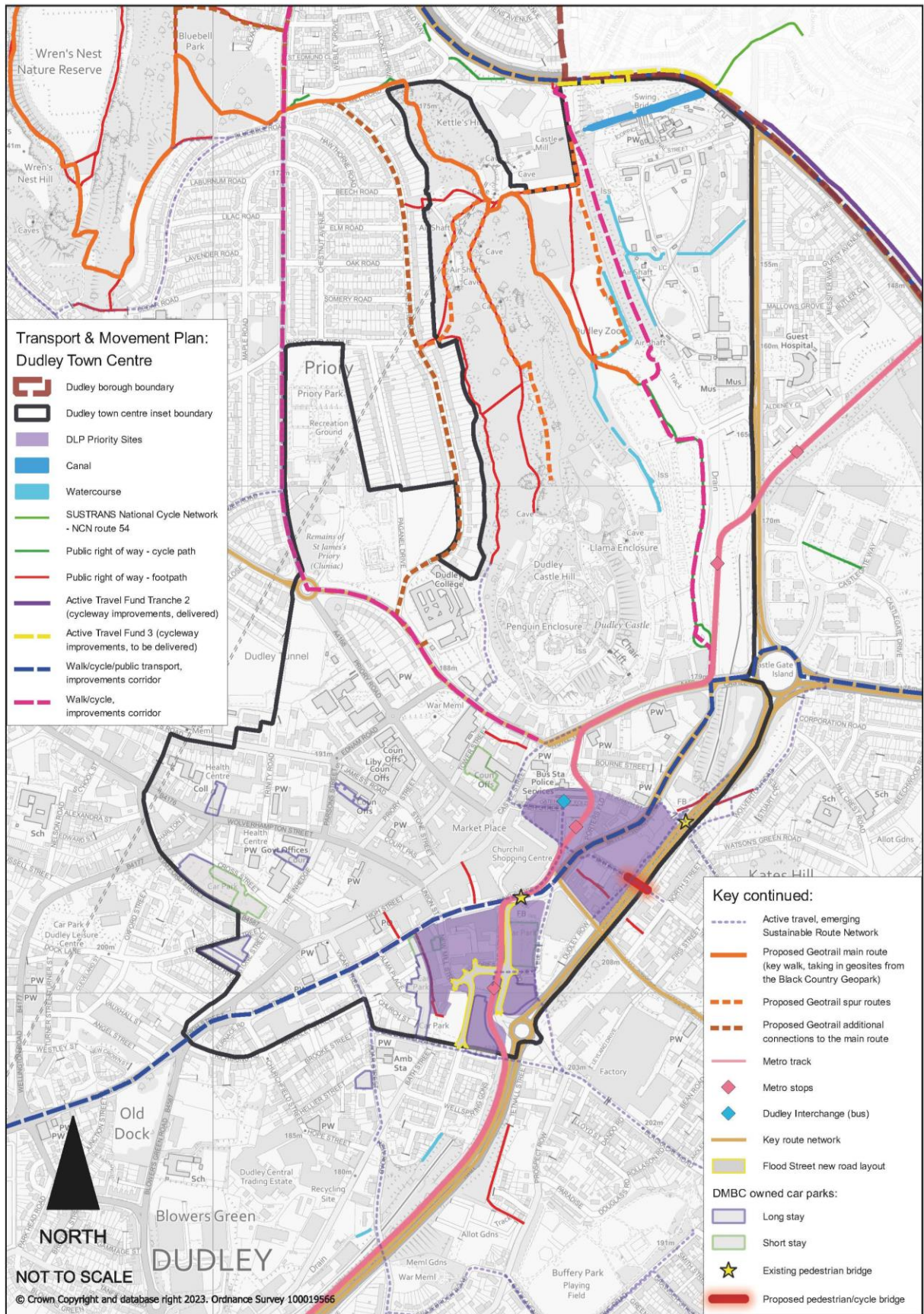
Justification

- 2.67. Dudley is a significant centre in the Black Country for a range of leisure, tourism and employment opportunities but further growth requires improvements to public transport, cycling and walking networks whilst facilitating opportunities for emerging innovations i.e., micro-mobility (small vehicles such as electric scooters).
- 2.68. The existing Dudley bus station is due to be redeveloped to provide a modern transport interchange, aligned to the forthcoming Metro line and stops. This is conveniently located adjoining the Town Centre Core Area alongside Fisher Street and its redevelopment will improve customer experience, improve operational efficiency, and provide a high quality, modern gateway into Dudley Town Centre. It is expected to be completed by Spring 2025.
- 2.69. Given that Dudley Town Centre has no direct access to the national rail network (with Dudley Port Station being approximately 2 miles away) the forthcoming Metro will have a key role in enhancing the accessibility for people travelling to and from Dudley Town Centre. In Dudley borough, the proposed Metro line provides a link from Castle Hill up into the Town Centre, adjacent to the bus station. The route then continues at street level along King Street and down Flood Street, and then continues west towards Brierley Hill. The Metro will also provide the borough with a connection to the national rail network at Wednesbury.
- 2.70. The Metro is under construction, with parts of the scheme at Castle Hill and Flood Street well under way and near completion. It is expected that passenger services will commence at the end of 2024.
- 2.71. There is a need to continue to safeguard the route as it remains under development and to enable future development sites within the town centre to reflect and complement the new Metro line, supporting economic regeneration and growth.
- 2.72. Effective management of the Key Route Network (KRN) and its links to the Strategic Road Network (SRN) are integral in supporting increased investment and regeneration in and around Dudley Town Centre. Maintaining and

improving the efficiency of the local road network will benefit commuters, visitors and public transport users by reducing congestion and providing more reliable journey times into and out of Dudley. Major Network Scheme improvements, including those to Burnt Tree junction are part of this management.

- 2.73. The potential introduction of a 20mph zone covering the retail core of the Town Centre would align with national policy which places vulnerable road users at the top of the hierarchy by providing safer and enhanced environments for pedestrians. Furthermore, complementary traffic management measures, including improved pedestrian crossing facilities along primary thoroughfares would be incorporated into this 20mph zone scheme.
- 2.74. Dudley Town Centre sits alongside the Sustrans National Cycle Network (NCN) Route 54 (Derby to Stourport), which links to Brierley Hill and Stourbridge to the southwest and NCN Route 81 (Aberystwyth to West Bromwich) to the northeast. NCN 81 links to both Coseley and Wolverhampton to the north and Birmingham to the south. In the Dudley central area the route of NCN54 is not currently well established, and it is therefore proposed to consider the most suitable route that will both clearly define the route of the NCN and also provide good access directly into the Town Centre. As part of the active travel improvements at Trindle Road and the A461, cycleway links will be improved between the town centre and Castlegate Park.
- 2.75. Essentially a 'hub and spoke' ethos will be developed in Dudley Town Centre where placemaking efforts will be supported by a network of sustainable transport links to the Key Route Network (KRN), the Strategic Road Network (SRN) and the National Rail Network whilst also promoting accessibility to other local centres to raise Dudley's offer to its businesses, residents and visitors.

Figure 2.5: Dudley Town Transport and Movement Plan



Dudley Town Inset Plan Area Site Allocations

2.76. Dudley Town Inset Plan area contains two of the Borough’s ‘Priority Sites’ at Flood Street/King Street and Trindle Road/Hall Street/Birdcage Walk (also known as ‘Portersfield’). In addition, four ‘Opportunity Sites’ have been identified where redevelopment and regeneration would provide benefits to the town centre. These represent mixed use sites, including residential development. The opportunity sites do not preclude or diminish the importance of investment or change elsewhere within the centre. They simply reflect the Council’s wish to prioritise use of its resources to kick start and progress projects which will have a significant impact and act as a catalyst for wider change.

2.77. In addition, there are several sites identified for residential development within the Inset Plan area. These are identified within Policy DLP10 as part of the overall housing land supply as summarised below.

Table 2.1. Summary of Dudley Town Allocations

SITE NAME (AND REF)	MIXED USE	RESIDENTIAL CAPACITY (INDICATIVE AND NOT A CAP)
Priority Sites		
Flood Street/King Street (DLP D PS1)	Yes	120 dwellings
Trindle Road/ Hall Street/Birdcage Walk (DLP D PS2)	Yes	280 dwellings
Opportunity Sites		
Tower Street/Castle Street (DLP D OS1)	Yes	0 dwellings
Trident Centre/Upper High Street (DLP D OS2)	Yes	60 dwellings
Upper High Street/King Street (DLP D OS3)	Yes	40 dwellings

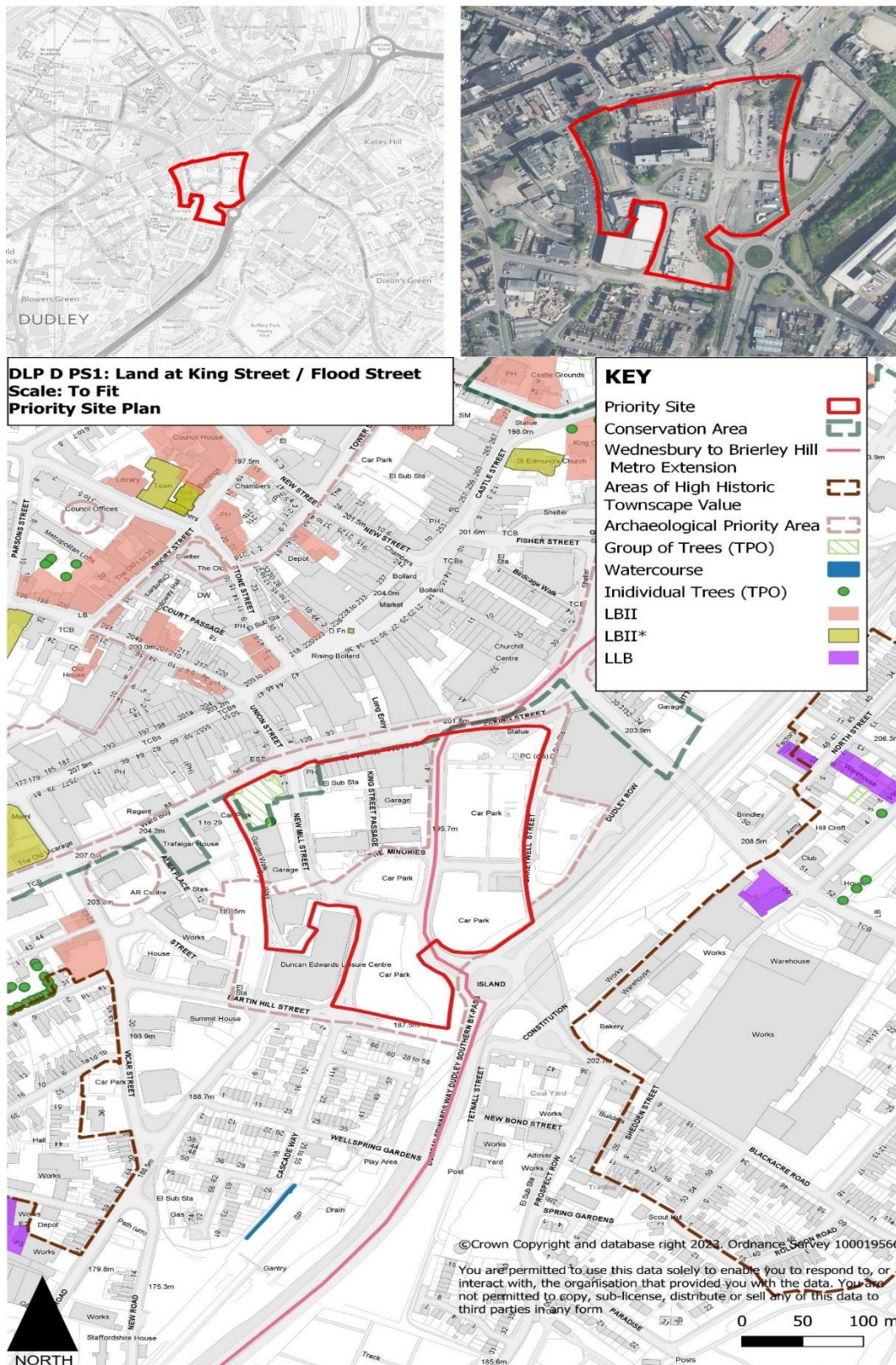
SITE NAME (AND REF)	MIXED USE	RESIDENTIAL CAPACITY (INDICATIVE AND NOT A CAP)
Abberley Street/King Street (DLP D OS4)	Yes	50 dwellings
Housing Allocations		
Regent House, King Street (DLP D H1)	No	18 dwellings
BT Telephone Exchange, Trinity Road/Wolverhampton Street (DLP D H2)	No	33 dwellings
Dudley College/ Wolverhampton Street Car Park (DLP D H3)	No	28 dwellings
Royal Mail Sorting Office, Trinity Road (DLP D H4)	No	15 dwellings
200a Wolverhampton Street (DLP D H5)	No	22 dwellings
Ednam House, 1 Ednam Road (DLP D H6)	No	13 dwellings
Tipton Road- land adjacent to Black Country Museum (DLP D H7)	No	35 dwellings
Gypsies Tent Public House (DLP D H8)	No	25 dwellings
Appleyard Site, Wolverhampton Street (DLP D H9)	No	18 dwellings

2.78. A Policy is provided for each Priority and Opportunity site which identifies the acceptable uses. For the Priority Sites, key design principles are included within the policy; for the Opportunity Sites these are provided as part of the

Local Plan evidence base. The design principles are based on an assessment of land use, access and movement, layout and form, scale and mass, character and appearance and landscape and public realm. They particularly reflect the heritage and character of Dudley and demonstrate how the ambitions for these sites could be developed in a way that respects good design principles. All of the Dudley Town Centre Priority and Opportunity Sites are either within or adjacent to the Dudley Town Centre Conservation Area.

- 2.79. Several of the housing allocations outlined above are located along the Wolverhampton Street, creating a 'corridor' of potential change towards residential development that could serve to help regenerate this part of the town centre.

Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street



Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street

- 1. This site will be allocated for mixed use redevelopment, including housing. The site could deliver a minimum of circa 120 dwellings (indicative capacity which is not a cap).**
- 2. This site is bounded to west by the recently completed Duncan Edwards Leisure Centre and associated car park, to the north by King Street (with an existing retail frontage) and to the south by Martin Hill Street and Duncan Edwards Way (Dudley Southern Bypass). There is an existing retail frontage to King Street which would benefit from enhancements along this key route and gateway to the town. The area is dominated by large areas of surface car parking (currently out of use whilst the Metro line is under construction).**
- 3. There is a former office building, Falcon House, which has since been converted to a residential use occupying a key location between Flood Street and New Mill Street. Existing properties on site are occupied by various uses, including a furniture store, car wash and car repair garage. To the west of New Mill Street is an historic churchyard as well as several historic and more modern buildings. There is modern residential estate to the south of the site.**
- 4. The north-western part of the site fronting King Street (existing retail frontage) is within the Town Centre Core Area. The new Metro line will pass along Flood Street, with a new Metro stop (under construction) and associated public realm provision to provide connections into the town centre. Leisure uses in this location would complement the existing Duncan Edwards Leisure Centre, providing a ‘hub’ for such activities adjacent to sustainable transport links (alongside other main town centre uses). Higher density residential development would complement existing residential provision nearby and would also maximise the benefits of the Metro stop on this site.**

Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street

- 5. The site is largely adjacent to the Dudley Town Centre Conservation Area with a part of the site along the King Street frontage falling within it. In the context of the Urban Historic Landscape Characterisation the opportunity site falls within two character zones, Character Zone 9 (Dudley King Street and Prospect Hill) and Character Zone 15 (Flood Street Car Parks and Offices Complex).**

- 6. Delivery phasing of dwellings and any other development: Mixed use redevelopment of the site including,**
 - a. Class E uses and Drinking Establishments/Public Houses at the ground floor within the Town Centre Core Area, in accordance with Policy DLP24 (including consideration of convenience retail).**
 - b. To complement existing indoor leisure provision nearby, Class E (d) Indoor sport, recreation or fitness, Class F2 (c) Areas or places for outdoor sport or recreation and Class F2 (d) Indoor or outdoor swimming pools or skating rinks (outside the Town Centre Core Area, in accordance with Policy DLP24).**
 - c. Complementary appropriate uses outside of the Town Centre Core Area but within the town centre boundary (in accordance with Policy DLP24).**
 - d. Residential development, in accordance with Policy DLP24. Indicative capacity of a minimum of circa 120 dwellings, but this is not a cap and capacity could vary as part of any mixed-use development of the site.**
 - e. Car parking – proposed development will need to cater for its own needs but also cater for any displaced public car parking or removal of parking that facilitates the development.**
 - f. Proposals to take account of and complement forthcoming Metro route/stop and associated public realm provision.**

- 7. Phasing: 2028/9 – 2032/33- 120 dwellings**

Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street

8. This policy sets out the spatial framework and specific policy requirements – other standard policy requirements will also apply set out in the DLP and other Local Plan documents.

Details of site ownership

9. There is mixed ownership of the site, including Council ownership (large proportions of the sites) and individual private ownership.

10. Impact on infrastructure provision:

a. School place impacts

Analysis suggests that education infrastructure needs arising from the DLP growth are likely to be accommodated via expansions to the current school estate as opposed to the creation of new school(s). However due to the DLP plan period extending beyond current education forecasts this analysis would be ongoing, and contributions may be required.

b. Highways impacts

The site is highly accessible and has direct access to numerous alternatives to private car use, any proposals must provide high quality access to active modes whilst restraining high levels of car parking at the site and its possible displacement to nearby areas. Vehicular access is available off King Street via existing Flood Street and New Mill Street. The number of access points required, and their design should be subject to further detailed transport assessment (that has been scoped and developed in consultation with the Council) and is dependent upon the nature of any proposed development scheme. Regard to be had to the remodelled road layout on site to facilitate the forthcoming Metro route/stop and safeguarded route for future Metro extension. A key part of the site layout should be connections to the cycling and walking network within and around the

Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street

town centre. Retain, improve and integrate new development with the existing historic footpath, Garden Walk and pedestrian route from Duncan Edwards Way to King Street.

c. Biodiversity net gain

There are no designated nature conservation assets on this site. Policy DLP30 will apply.

d. Recreational open space requirements

It will be necessary for the site to provide for and connect to good-quality walking and cycle routes that provide easy, quick and safe access to nearby open spaces and parks within and around the town centre and at Castle Hill.

e. Drainage

Sustainable drainage systems that are sufficient to achieve greenfield runoff rates should be provided for the site, in accordance with Policy DLP46.

f. Historic Environment

Dudley Town Centre Conservation Area is directly adjacent to the northern site boundary (King Street) and covers a small part of the site. Part of the site is an Archaeological Priority Area (Flood Street). There are several HER records on and adjacent to the site, including 1&2 New Mill Street (HER 15181), the site of the former United Reform Church and Graveyard (HER 984), Ye Old Foundry PH, King Street (HER 15065), New Mill Street (HER 4963) and the 'Churchill' family sculpture (HER 15180). Views to the Castle Hill Conservation Area to the northeast of the site also require consideration. The overall design approach should positively contribute to the setting of the Dudley Town Centre Conservation Area and adjacent heritage assets. Regard to be had to views into and out of the Dudley Town

Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street

Centre Conservation Area and potential impact on heritage assets (refer to Landmarks, Views, Vistas and Gateways Plan in particular SV3, PV3 and EG4.)

The Dudley Town Centre Urban Historic Landscape Characterisation (UHLC) identifies that the site is located within Character Zone 9 (Dudley King Street and Prospect Hill) and Character Zone 15 (Flood Street Car Parks and Offices Complex). The UHLC describes in detail this area identifying the issues and sensitivity to change, the key heritage assets to be considered and more importantly the potential opportunities and priorities for enhancement, full reference to this information will be expected when formulating proposals for this site and when preparing Heritage and Design and Access Statements.

A TPO area to the northwest corner of the site should be preserved to contribute to the amenity value of the area and character of the Conservation Area. The potential for appropriate enhancements to this area will be considered further.

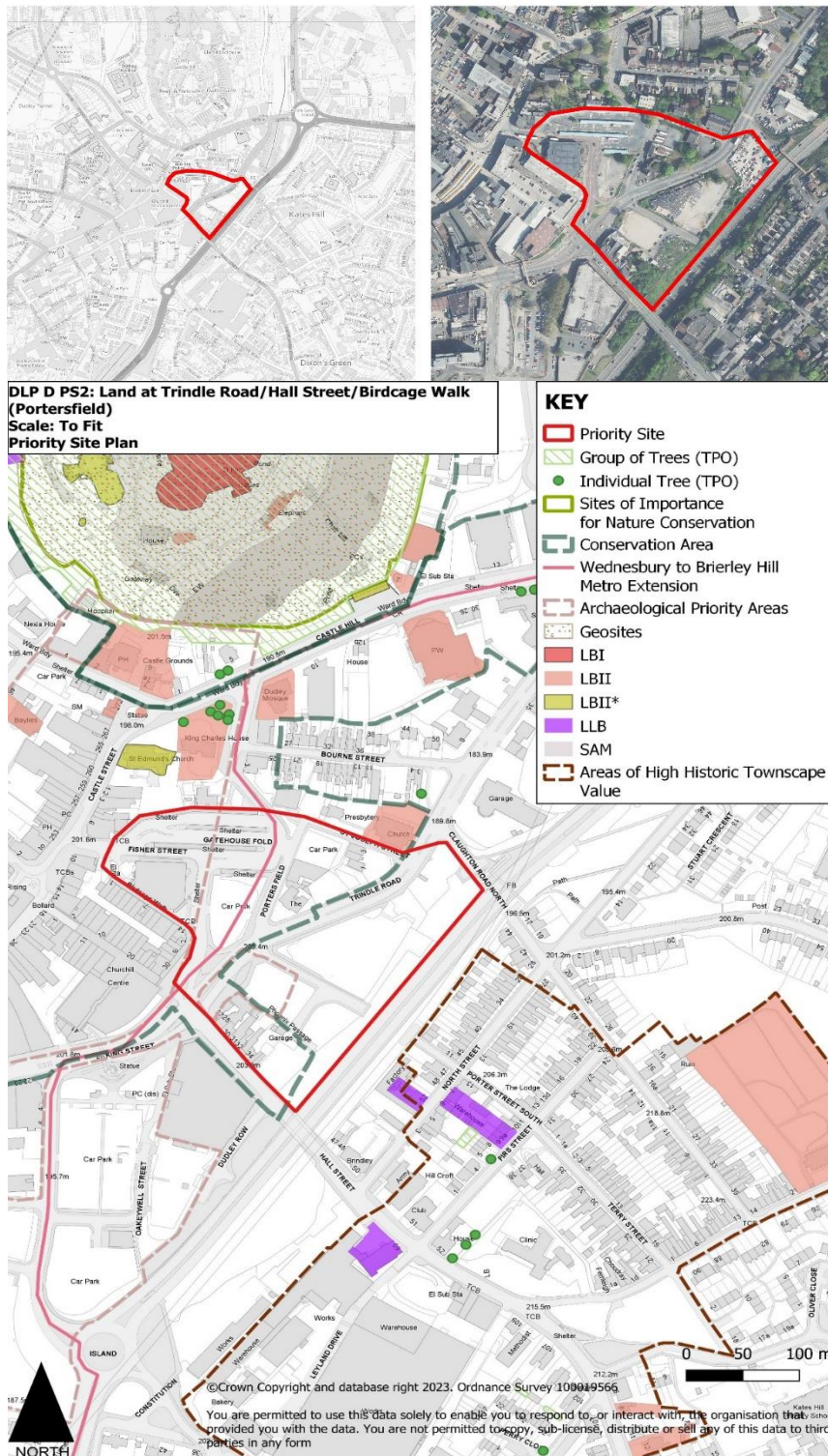
11. Design principles:

- a. New development at this location will represent higher density development (minimum of 100dph but parts of the site would be appropriate for even higher density development). The new development will retain a network of public open spaces across the site with a sustainable urban environment, including adaptable buildings and spaces to support a range of different activities and uses over time. The buildings and spaces within the development should be adaptable to accommodate various activities and use over time. To ensure permeability, the layout should connect to the surrounding vehicle roads, pedestrian routes, and metro stop with a public open space network and tree-lined streets running North-South and East-West. Additionally, the layout must also incorporate areas reserved for Midlands Metro Alliance (MMA) and the metro stop.**

Policy DLPDPS1 (Priority Site) Land at King Street/Flood Street

- b. The part of the development facing King Street should have a relatively solid edge and respectable height to improve its visual significance, enhance and respect the designated conservation area opposite the site, and increase activity and footfall along the street and within the priority site. As for the parcel located in the southeast, taller buildings are more suitable due to the topography and location of the area. These buildings should serve as a focal point and identity to the surrounding sites opposite the metro stop and along Duncan Edwards Way. It is acceptable for a much higher density development to be located in this parcel (in excess of 100dph). Developments should ensure that the layout and design is informed by a Landscape and Visual Impact Assessment (LVIA) / Landscape Visual Appraisal (LVA).**

Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)



Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)

- 1. This site will be allocated for mixed use redevelopment, including housing and a new transport interchange. The site could deliver circa 280 dwellings (indicative capacity which is not a cap).**
- 2. This site is located to the southeast of the town centre and adjoins Duncan Edwards Way. It is partly located within the Town Centre Core Area. It is bounded on the north by Fisher Street, Birmingham Street and Trindle Road and Hall Street to the southwest. The Churchill Shopping Centre is located to the west and the bus station (due to be redeveloped) to the north. Located on the outside of the Churchill Shopping Centre is Birdcage Walk which has small ground floor retail units with first floor ancillary accommodation. There are several vacant properties located within a triangle of land between Trindle Road and St Joseph’s Street. The area to the south of Trindle Road has been largely cleared in recent years, formerly occupied by office and retail buildings. Smaller scale properties occupied by a mix of retail and commercial uses, along with vacant premises front areas along Trindle Road and Hall Street. A car sales operation lies along Claughton Road North.**
- 3. The forthcoming Interchange and Metro stop provide an opportunity for higher density residential development at this location, maximising the benefits of the sustainable transport links. There is also the opportunity for the provision of complementary main town centre uses, linking into the wider Town Centre Core Area and providing an active frontage to the Interchange and nearby town centre uses. The public realm associated with the new Interchange, Metro, active travel links and overall redevelopment of the site should play a key role as a ‘welcoming arrivals and destination space’.**
- 4. A large proportion of this site falls within the Dudley Town Centre Conservation Area and given its elevated position within the Town it**

Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)

provides key views to and from the Castle Hill Conservation Area and especially to nearby St Edmunds Church. Within the context of the Urban Historic landscape Characterisation (UHLC) the site falls within three character zones; Character Zone 9 (Dudley King Street and Prospect Hill); Character Zone 12 (Trindle Road, Commercial and Office Buildings); Character Zone 16 (Hall Street). Also identified in the UHLC are two Archaeological Priority Areas (APA); the Medieval Planned town of Dudley and the site of Phoenix Glassworks.

5. Delivery phasing of dwellings and any other development:

Residential-led development of the site including:

- a. Class E uses and Drinking Establishments/Public Houses at the ground floor within the Town Centre Core Area (particularly to provide a ground floor active frontage to the new Interchange), in accordance with Policy DLP24 (including consideration of convenience retail).**
- b. Residential redevelopment, in accordance with Policy DLP24. Indicative capacity of circa 280 dwellings, but this is not a cap and capacity could vary as part of any comprehensive development of the site.**
- c. Complementary appropriate uses outside of the Town Centre Core Area but within the town centre boundary (in accordance with Policy DLP24) may be provided, as appropriate to complement the residential development, but this would be of a small scale.**
- d. A new transport interchange will be delivered on the current bus station site, complementing the forthcoming new Metro line along Trindle Road and passing through the site.**

6. Phasing: 2028/29 – 2032/33- 280 dwellings

Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)

7. This policy sets out the spatial framework and specific policy requirements – other standard policy requirements will also apply set out in the DLP and other Local Plan documents.

8. **Details of site ownership:**

There is mixed ownership of the site, including Council ownership and individual private ownership.

9. **Impact on infrastructure provision:**

a. **School place impacts**

Analysis suggests that education infrastructure needs arising from the DLP growth are likely to be accommodated via expansions to the current school estate as opposed to the creation of new school(s).

However due to the DLP plan period extending beyond current education forecasts, this analysis would be ongoing, and contributions may be required.

b. **Highways impacts**

The sustainability of this site was included within a local cordon model produced to support the regeneration of Dudley Town Centre; a predominantly residential development at this site presents the most sustainable solution. The site is highly accessible and has direct access to numerous alternatives to private car use, any proposals must provide high quality access to active modes whilst restraining high levels of car parking at the site and its possible displacement to nearby areas. Existing access points off Trindle Road. The number of access points required, and their design should be subject to a further detailed transport assessment (that has been scoped and developed in consultation with the Council) and is dependent upon the final detail of the proposed development scheme. Proposals need to accommodate

Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)

and integrate with the future Metro route (including a segregated cycleway to Trindle Road); provide good legible and easily achievable pedestrian and cycle routes between the eastern and western edges; include improved local connections to Dudley Castle and Zoo from the town.

c. Biodiversity net gain

There are no designated nature conservation assets on this site. Policy DLP30 will apply.

d. Recreational open space requirements

It will be necessary for the site to provide for and connect to good-quality walking and cycle routes that provide easy, quick and safe access to nearby open spaces and parks within and around the town centre and at Castle Hill.

e. Drainage

Sustainable drainage systems that are sufficient to achieve greenfield runoff rates should be provided for the site, in accordance with Policy DLP46.

f. Historic Environment

Northern and western part of the site lie within Dudley Town Centre Conservation Area. Archaeological Priority Areas also on western and northern parts of site. Listed buildings adjacent to site boundary include St Thomas and Our Lady Church (Grade II), St Edmunds Church (Grade II*) and Castle Hill Conservative Club (Grade II). There are several HER records, including Metro Bar, Trindle Road (HER 12898). Given the site's elevated position there are key views to and from the Castle Hill Conservation Area (and Dudley Castle Scheduled Ancient Monument). The overall design approach should positively contribute to the setting of the Conservation Areas and adjacent heritage

Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)

assets. New development needs to ensure the following views, landmarks and gateways are protected and where necessary improved as shown on the Landmarks, Views, Vistas and Gateways Plan: SLP1, SK6, PV1, SV1, SLP3, IG2, EG2 and EG6).

The Dudley Urban Historic Landscape Characterisation (UHLC) identifies that the site is located in Character Zone 9 (Dudley King Street and Prospect Hill); Character Zone 12 (Trindle Road, Commercial and Office Buildings); Character Zone 16 (Hall Street). The Dudley Town Centre Conservation Area Appraisal and the Dudley UHLC describe in detail this area identifying the issues affecting it and its sensitivity to change, the key heritage assets to be considered and, more importantly, the potential opportunities and priorities for enhancement. Full reference to this information will be expected when formulating proposals for this opportunity site and when preparing Heritage and Design and Access Statements.

Within this site and identified in the UHLC are two Archaeological Priority Areas (APA); the Medieval Planned town of Dudley and the site of Phoenix Glassworks. Accordingly, the archaeological potential of the site will need to be addressed as part of the planning application process in advance of determination of applications for this site. Whilst limited archaeological desktop assessments have been undertaken within certain parts of the site, further assessment will be required, tailored to the specific proposals being brought forward.

10. Design principles

- a. Due to the topography and extensive views from the site towards several notable landmarks, including Dudley Castle and Top Church, the roofscape and elevations of any new development in this area will be highlighted prominently in views out from the castle and will need to be of high quality to enhance the castle's setting.

Policy DLPDPS2 (Priority Site) Land at Trindle Road/ Hall Street/ Birdcage Walk (Portersfield)

- b. The existing urban grain and scale of buildings around the site are between 2 and 4 storeys, so any new development should be between 3 and 4 storeys high for residential purposes. The area has a complex topography sensitive to development; therefore, the scale of the buildings in the area should be adjusted to fit the terrain. However, some parts of the sites could, subject to the right design and the appropriate level of supporting information, accommodate taller buildings. The new development is expected to have a minimum density of 100ph overall, which will vary across the site parcels according to the type of development and housing provided. Developments should ensure that the layout and design is informed by a Landscape and Visual Impact Assessment (LVIA) / Landscape Visual Appraisal (LVA).**
- c. The impact of the development on the character and appearance of the Conservation Area, adjacent Grade II listed church, and views into and out of the area should be considered. The design and appearance of the development should respond to the existing layout of buildings, streets, roads, and spaces. The historical connection between Porter Street and Porter Street South should be safeguarded, allowing for eventual reconnection through a new pedestrian footbridge that will catalyse the Kates Hill neighbourhood and connect the area to Dudley Town Centre.**
- d. The development should provide a series of perimeter blocks that integrate and improve connections to the existing urban structure with an active frontage onto the public realm. A highly permeable and well-connected layout prioritising pedestrian and cycle users to and from the town centre, metro stop, and bus interchange is essential. To provide an appealing and safe pedestrian experience, mixed use development, especially near the metro stop, are crucial.**

Dudley Town Centre Opportunity Site 1: Tower Street/Castle Street

- 2.80. This opportunity site is centrally located in the historic core of the Dudley Town Conservation Area to the north of the Market Place and is focused on Tower Street and Castle Street. The area is partly comprised of surface level car parking. The buildings fronting Castle Street are currently occupied by a range of town centre uses, including the Dudley Council Plus services. To the west of the site on the opposite side of Tower Street, is the locally listed former fire Station which now forms part of the Dudley College Evolve building. To the north of the site is the Grade II Listed Baylies Hall. To the south of the site is the 1930s Court House Public House designed by A T Butler and to the east of the site is Castle Street. The site is in close proximity to the forthcoming new Interchange and Metro stop at Fisher Street.
- 2.81. The part of the site fronting onto Castle Street is within the Town Centre Core Area, offering the potential for uses that continue to provide an active frontage at the ground floor. The part of the site fronting onto Tower Street offers the opportunity for other town centre uses; educational uses here would complement the adjacent Dudley College, consolidating the ‘learning quarter’ in this part of the town centre (with good links to the nearby forthcoming Interchange and Metro stop). The provision of additional educational facilities within the town centre is identified as a key objective for Dudley Town Centre. Should an education use require a larger proportion of the site then this may also be considered acceptable fronting onto Castle Street, where the benefits of connections to the nearby Interchange could be maximised. A partial or comprehensive redevelopment is considered appropriate, potentially with a new building frontage facing Tower Street. Whilst no residential capacity is identified at this time, this could come potentially come forward as part of any mixed-use redevelopment scheme (in accordance with Policy DLP24). Dependent upon the nature of individual development proposals, the impact upon public car parking may require consideration (the loss of the Tower Street provision).
- 2.82. Consideration needs to be given to the impact of proposals within the opportunity site on the significance and setting of heritage assets both on-site

and within the vicinity, including Dudley Castle. Heritage Statements and Design and Access Statements accompanying proposals will be required to make reference to the Dudley UHLC and the adopted Conservation Area Appraisals. The opportunity site is located within the Dudley Town Centre Conservation Area and is within close proximity of the Castle Hill Conservation Area therefore special attention will be given to preserving and enhancing the character and appearance of the conservation areas and key views into and out of them. Located at the end of Tower Street is a clearly defined/framed view of the 'Tower' of Dudley Castle, a Grade I Listed Building as well as a Scheduled Monument and this along with the Grade II* Listed St Edmunds Church will be of key consideration when assessing the impact of proposals on key views and skylines.

- 2.83. Being located within the core of the medieval planned town of Dudley, in an area identified within the Dudley UHLC as an Archaeological Priority Area (APA) there is a high potential for archaeological remains from the medieval period through to the Industrial period, accordingly the archaeological potential of the site will require detailed consideration. An archaeological desktop assessment and an archaeological evaluation have been undertaken on the site by the Council and whilst this information will be made available, it is anticipated that further assessment will be required.

Policy DLPDOS1 Dudley Town Centre Opportunity Site: Tower Street/ Castle Street	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Mixed use development including: <ol style="list-style-type: none"> a. Class E uses and Drinking Establishments/Public Houses at the ground floor within the Town Centre Core Area fronting Castle Street, in accordance with Policy DLP24 (subject to below) b. Class F1 (a) Provision of education, fronting Tower Street (to complement existing education uses within the area). Should an education use require a larger proportion of the site including fronting onto Castle Street this should seek to provide as much of an active frontage as possible and maximise the benefits of connections to the nearby Interchange. c. Complementary appropriate uses outside of the Town Centre Core Area but within the town centre boundary (in accordance with Policy DLP24). d. New redevelopment proposals should undertake a review of the impact on town centre public car parking (of the loss of provision at Tower Street) and consider any implications for individual development proposals.

Dudley Town Centre Development Opportunity Site 2: Trident Centre/Upper High Street

2.84. This opportunity site is located between Upper High Street, Wolverhampton Street and Inhedge Gardens (also known as Horseley Gardens). The area is focused on the Trident Centre, a purpose-built shopping precinct dating from the 1960s, the retail frontage along Upper High Street, and Inhedge Gardens which is one of the key areas of open space within the town centre.

- 2.85. The Trident Centre comprises a purpose-built covered shopping centre together with a parade of shops fronting High Street, basement public car park, roof deck private car park, loading areas and office accommodation. It is a substantial area containing retail units and the centre can be accessed via High Street towards St. Thomas's Church and Wolverhampton Street. The principal access to the shopping centre is from High Street.
- 2.86. There is potential for the upper floors of the existing Trident Centre to be converted into residential use and for a more attractive, active edge be created for the elevations that overlook the Inhedge Gardens. A large proportion of the site (represented by the Trident Centre) lies within the Town Centre Core Area and whilst retail uses currently dominate, there is potential for repurposing of the Trident Centre for other appropriate uses, including leisure and food and drink. Any redevelopments should continue to provide an active frontage onto the High Street.
- 2.87. Opportunities should be explored to provide the Old Meeting House with an enhanced setting with pedestrian access enhanced through and around the Inhedge by improving natural surveillance. Inhedge Gardens should be restored and enhanced by public realm improvements, including further landscaping. Also, the possibility of providing continuous linked Green Network e.g. Public Open Spaces, utilising the existing areas of public open space, in front of the Magistrates Court should be explored.
- 2.88. The opportunity site falls within the Dudley Town Centre Conservation Area and within the context of the Urban Historic Landscape Characterisation (UHLC) the opportunity site falls within two-character zones: Character Zone 8 (Dudley Historic Core) and Character Zone 13 (Stafford Street and Inhedge). The Dudley Town Centre Conservation Area Appraisal and the Dudley UHLC describe in detail this opportunity area identifying the issues and sensitivity to change, the key heritage assets to be considered and, more importantly, the potential opportunities and priorities for enhancement: full reference to this information will be expected when formulating proposals for this opportunity site and when preparing Heritage and Design and Access Statements.

2.89. Within this opportunity site and identified in the UHLC is the Medieval Planned Town Archaeological Priority Area (APA). Accordingly, the archaeological potential of the site will require detailed consideration.

Policy DLPDOS2 Dudley Town Centre Opportunity Site: Trident Centre/ Upper High Street	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Mixed use development including: <ol style="list-style-type: none"> a. Class E uses and Drinking Establishments/Public Houses at the ground floor within the Town Centre Core Area in accordance with Policy DLP24 (including consideration of convenience retail). b. Residential redevelopment or conversion at the upper floors, in accordance with Policy DLP24. Indicative capacity of 60 dwellings, but this is not a cap and capacity could vary as part of any mixed-use development of the site. c. Complementary appropriate uses outside of the Town Centre Core Area but within the town centre boundary (in accordance with Policy DLP24). d. Inhedge Gardens is currently an underused greenspace and pedestrian link into the Town Centre Core Area which will be protected and enhanced through public realm improvements. Direct links between High Street and Inhedge should be considered as part of any redevelopment proposals. Active frontages to Inhedge should be considered as part of any redevelopment proposals.

Dudley Town Centre Opportunity Site 3: Upper High Street/ King Street

- 2.90. This opportunity site forms the southwest ‘Gateway’ to Dudley Town Centre and is focused on the junction of High Street and King Street. The premises along High Street are a mix of town centre uses, with some vacant properties. Northgate House (fronting High Street with the rear extending to King Street) represents a modern development within a largely traditional street scene and offers the potential for some redevelopment. There is a motorcycle showroom on King Street (which appears to be in use for storage primarily) and some vacant properties.
- 2.91. The southwest Gateway area is an important approach into the town centre and redevelopment should enhance and strengthen the sense of arrival into Dudley. The site is located outside the Town Centre Core Area. There is an emphasis on the residential repurposing of the area, alongside appropriate main town centre uses at the ground floor level. A mix of retention and refurbishment of existing buildings together with selective redevelopment opportunities will be supported.
- 2.92. Being located within the Town Centre Conservation Area and given that there are several buildings recognised as Heritage Assets, the upgrading of buildings would have to be sensitive and responsive in terms of design. The views into and out from the town centre at this site could be enhanced and development adjacent to the Grade II* Listed St Thomas’s church should be appropriate so as not to detract from the setting of the church and its surroundings. Within the context of the Urban Historic Landscape Characterisation (UHLC) this opportunity site falls within, Character Zone 8 (Dudley Historic Core). Full reference to this information will be expected when formulating proposals for this opportunity site and when preparing Heritage and Design and Access Statements.
- 2.93. New development should respect existing building lines, create good street enclosure and maintain a vertical rhythm that enhances the overall character of the area. With the approach of encouraging residential development in this site by ‘living above the shop’, small high quality amenity spaces could also be incorporated where appropriate.

2.94. Within this opportunity site and identified in the UHLC is the Medieval Planned Town Archaeological Priority Area (APA), accordingly the archaeological potential of the site will require detailed consideration. In 2007 the Council commissioned Worcestershire Archaeology Service to prepare a Desk-based Assessment and Building Recording of the South-West Gateway and this information will be made available to developers when assessing the potential development opportunities. It is however anticipated that further assessment will be required for site specific proposals.

Policy DLPDOS3 Dudley Town Centre Opportunity Site: Upper High Street/ King Street	
Acceptable Land Uses	<ul style="list-style-type: none"> a. Residential reuse of upper floors in retained buildings and residential redevelopment. Indicative capacity of 40 dwellings, but this is not a cap and capacity could vary as part of individual proposals. b. Complementary appropriate uses outside of the Town Centre Core Area but within the town centre boundary (in accordance with Policy DLP24). This is anticipated to comprise of primarily ancillary Class E uses at ground floor level to complement residential development and provide a continued active frontage in this gateway location.

Dudley Town Centre Opportunity Site 4: Abberley Street/King Street

2.95. This opportunity site also forms part of the southwest ‘Gateway’ into the town centre along with Opportunity Site 3 and is located between King Street and Abberley Street. It is currently a mixed-use area comprising of car parking area, a former training centre (occupied by a community use) and a range of

other community and commercial uses. It is bounded by residential development to the south and west.

- 2.96. The site is located outside the Town Centre Core Area. Similar to Opportunity Site 3, there is potential for primarily residential redevelopment alongside any appropriate main town centre uses. Opportunities exist for a much stronger built form in this block along Abberley Street and King Street. Pedestrian linkages should be strengthened into the town centre and opportunities for walking and cycling should be encouraged.
- 2.97. A small part of the opportunity site falls within the Town Centre Conservation Area and within the context of the Urban Historic Landscape Characterisation this opportunity site falls within two Character Zones: Character Zone 9 (Dudley King Street and Prospect Hill) and Character Zone 18 (Churchfield Street, 19th Century Residential Area.) There are a number of existing historic buildings within this block and some of the historic street patterns remain intact.
- 2.98. One of the gap sites requiring redevelopment is located on the corner of King Street and Vicar Street: the former 19th century burial ground belonging to St Thomas’s Church. A previous desk-based assessment of the site was undertaken where it was concluded that further archaeological investigation would be required. With regards to the rest of the opportunity site it is anticipated that further archaeological assessment will be required for site specific proposals.

Policy DLPDOS4 Dudley Town Centre Opportunity Site: Abberley Street/ King Street	
Acceptable Land Uses	<ul style="list-style-type: none"> a. Residential reuse of retained buildings and residential redevelopment. Indicative capacity of 50 dwellings, but this is not a cap and capacity could vary as part of individual proposals. b. Complementary appropriate uses outside of the Town Centre Core Area but within the town

	<p>centre boundary (in accordance with Policy DLP22). This is anticipated to comprise of primarily ancillary Class E uses at ground floor level to complement residential development and provide a continued active frontage in this gateway location.</p>
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Evidence

- Responses to the BCP Draft Plan consultation (2021)
- Black Country Centres Study (2020) and Update (2021)
- Black Country Historic Landscape Characterisation (2010)
- Black Country Historic Landscape Characterisation Study (2019)
- Borough-Wide Urban Historic Landscape Characterisation Study (2016/2023)
- Castle Hill Conservation Area Appraisal (2015)
- Castle Hill Vision (2019)
- Dudley Town Centre Conservation Area Appraisal (2015) and Management Plan (2017)
- Dudley’s Historic Environment Record (HER)
- Dudley Town Centre Urban Historic Landscape Characterisation (2015)
- Dudley People’s Panel - feedback on Dudley town centre (2019)
- Historic Environment Supplementary Planning Document (2017)
- Historic England Good Practice Advice Notes (GPAs) and Historic England Advice Notes (HEANs)
- National Design Guide
- Residential Design Guidance Supplementary Planning Document (2023)
- Urban Design Analysis (2023)

Delivery

- Historic Landscape Characterisation documents
- Adopted Conservation Area Character Appraisals

- Development Management process including Design and Access Statements and Statements of Heritage Significance
- Supplementary Planning Documents
- A regularly updated and maintained Historic Environment Record (HER).

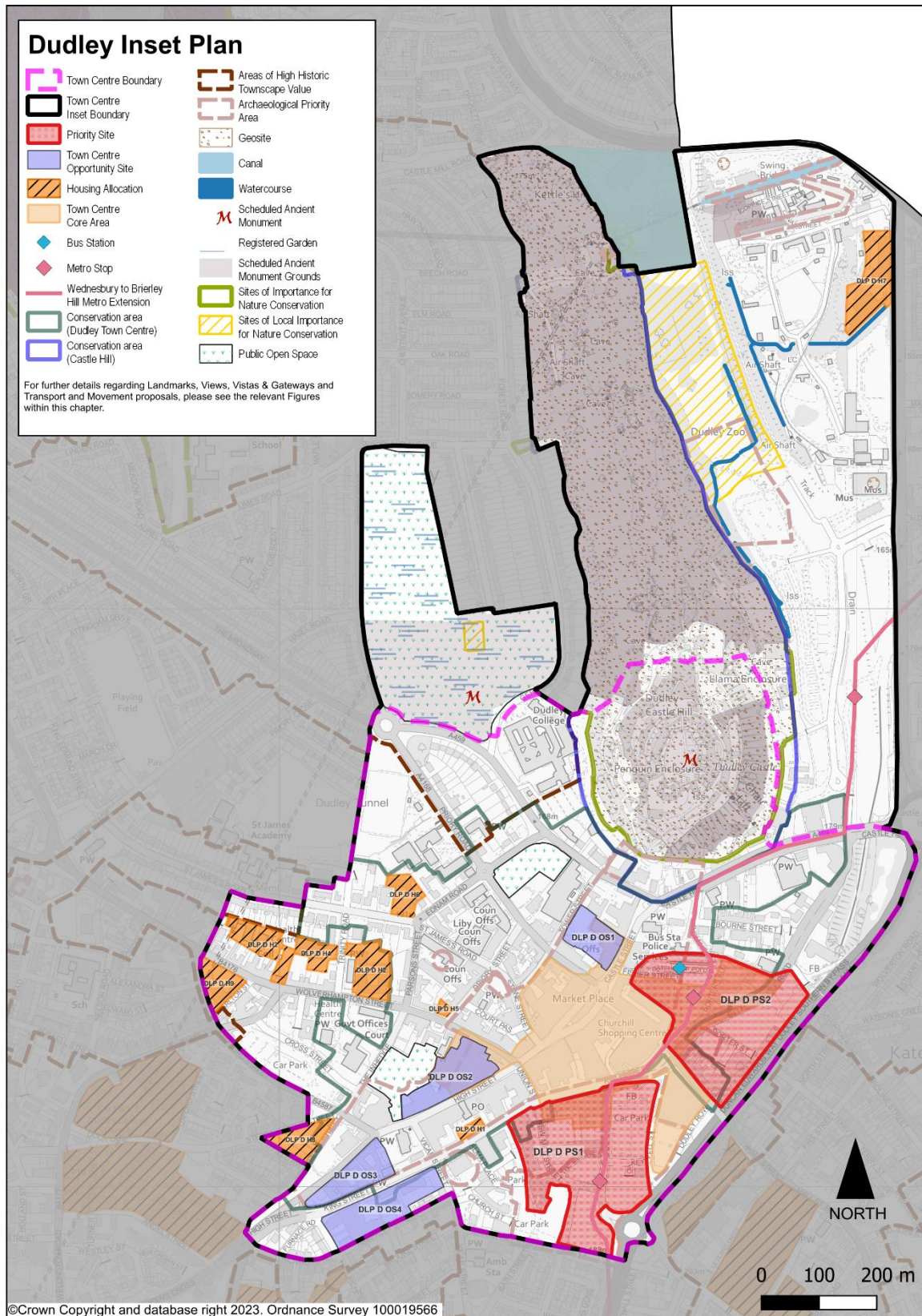
Monitoring

Table 2.2: Dudley Monitoring Indicators

Policy	Indicator	Target
DLP D1	Amount of new retail floorspace (Class E(a)) granted planning permission in the Town Centre boundary but outside the Town Centre Core Area.	0
	Quantity and type of development granted planning permission for main town centre uses and residential development within the Town Centre boundary.	In accordance with the policy (diversification that contributes towards vitality and viability- Health Check monitoring). No increase/reduction in year-on-year vacancy rates (Health Check monitoring).
DLP D2	Quantity and type of development granted planning permission in relation to delivery of the Castle Hill Vision.	In accordance with the policy and Castle Hill Vision.
DLP D3 & DLP D4	The number of planning applications granted	0

	permission contrary to the recommendations of the LPA Urban Design Team and/or Historic Environment Officer.	
DLP D5, DLP D6 & DLP D7	The number of planning applications granted permission contrary to the recommendations of the LPA Historic Environment Officer.	0
DLP D8	Delivery of identified sustainable transport projects.	In accordance with the policy.
Priority Sites and Opportunity Sites	Quantity and type of development granted planning permission at each Priority Site and Opportunity Site.	In accordance with the Priority Site and Opportunity Site policies.

Figure 2.6 Dudley Inset Plan



3. Stourbridge

Introduction

- 3.1. This chapter sets out how Stourbridge Town Centre will develop and change over the plan period. A vision for the town centre is set out, which will be delivered through the Local Plan policies and site allocations (up to 2041)
- 3.2. Stourbridge, on Dudley Borough's south-west fringe, is a popular and attractive Town Centre close to open countryside, including the Clent Hills and Kinver Edge. With a compact and easily accessible Town Centre, it offers a pleasant shopping environment in the High Street and the Ryemarket shopping centre. The town is home to many smaller, specialist shops.
- 3.3. Stourbridge still retains many of its later medieval market town features which contribute to its unique character. Lower High Street housed the market which gained its charter around 1482 and the Town Hall was built in 1887 to mark Queen Victoria's Golden Jubilee. Students have been educated at King Edward VI College since 1430, and the present buildings date back to 1861. The Foster and Rastrick Iron Foundry (now Lion Medical Health) and the Bonded Warehouse, Canal Company Offices and Weighbridge in Canal Street are reminders of the industrial significance of the town throughout the 18th and 19th century. Stourbridge has been home to the world's finest glass designers and makers since the 17th century forming part of the well-established Glass Quarter and today it still boasts the highest concentration of artists in the Dudley Borough.
- 3.4. This chapter aims to make the most of Stourbridge's valued and distinctive local character and further improve its vibrancy, attractiveness, and economic health.

The Stourbridge Town Centre Inset Plan Boundary

- 3.5. This inset chapter covers Stourbridge Town Centres, including its conservation area and also encompasses the Stourbridge Wharf and wider Canal Wharf, also designated as a Conservation Area.

Vision and Objectives

“By 2041, Stourbridge will be a vibrant and inclusive town with a thriving and prosperous Town Centre, which offers a wide range of shops and services, including exceptional leisure facilities and a varied evening and entertainment economy.

Stourbridge will retain its unique market town character whilst embracing the arts and creative industries. It will offer excellent cultural facilities and sustainable urban living, utilising the riverside and canal-side settings.

Connectivity to the town centre will continue to be improved, creating a network of safe and attractive routes across the ring road for pedestrians and cyclists.

A high-quality built environment and public realm will be created which will preserve and enhance the historic character and local distinctiveness of Stourbridge.”

The following specific objectives for Stourbridge have been identified –

- a) To provide, protect and enhance a well-connected setting of streets, other routes, and Green and public spaces that are attractive, lively, pleasant to use, safe and secure.
- b) To continue to increase the awareness, visibility and ‘rediscovery’ of the River Stour, returning it to a more natural state and providing continuous footpath and cycleway linkages along its length. Green wildlife corridors will be encouraged to improve the nature conservation value of the watercourse.
- c) To protect and enhance the locally distinctive character of Stourbridge with reference to its historic environment and cultural and built heritage.
- d) To facilitate and shape housing-led regeneration on the Opportunity Sites, focused on the River Stour and Stourbridge Branch Canal – ensuring the delivery of homes which meet the needs of the local community.
- e) To provide a network of well-connected and direct pathways and spaces for pedestrians and cyclists, and to reduce the severance effect of the ring road by providing enhanced permeability to the Town Centre.

- f) Create a liveable town centre that prioritises people, supports local retailers and services, and encourages walking, cycling, and public transportation while reducing through-traffic.

Policies

Stourbridge Town Centre and Town Centre Core Area

- 3.6. The Stourbridge Town Centre boundary comprises the area within the ring road, and the area of land between the ring road and Birmingham Street, identified as Angel Passage. Local Plan Policy DLP24 sets out the general approach to town centre development within the borough, including appropriate uses.

Policy DLPS1 Development in Stourbridge Town Centre and Town Centre Core Area

- 1. The Stourbridge Town Centre and Town Centre Core Area boundaries are identified on the Stourbridge Town Centre Inset Policies Map.**
- 2. In line with national and local planning policy, any new retail developments will be directed towards the Town Centre Core Area. Dudley Council will consider the application of planning conditions to any planning permissions granted to ensure the retention of the retail use, where necessary, relevant, and reasonable in terms of the strategic importance of the development.**
- 3. Local Plan Policy DLP24 sets out the policy context for appropriate uses within Stourbridge Town Centre (Tier Two Centre). The diversification and repurposing of Stourbridge town centre in general will be supported by approving development that enhances the vitality and viability of the centre.**
- 4. The provision of additional residential development, particularly the re-use of upper floors of premises, will be encouraged through flexibility in**

Policy DLPS1 Development in Stourbridge Town Centre and Town Centre Core Area

the application of guidance and standards relating to parking provision and amenity (Local Plan Policy DLP28). All residential development must comply with the most up to date residential design guidance.

- 5. In the case of any edge-of-centre or out-of-centre proposals, unless identified as a preferred use in the Opportunity Sites, these will only be considered favourably if a sequential test and impact assessment are satisfied (Local Plan Policy DLP26 and DLP27).**

Justification

- 3.7. The town centre will remain an important focus for day-to-day shopping and a range of other town centre uses such as office, leisure, and cultural facilities. As recognised in the Local Plan, in view of the changing nature of town centres, there is a need to diversify in terms of uses that promote and encourage their vitality and viability. The recent changes to the Use Class Order (wherein retail uses now lie within the same 'E' Use Class as other uses, including food and drink, or offices) mean that retail uses are now able to change more freely to other uses. Whilst this enables town centres to become more flexible and responsive to changes, it does mean it is now more difficult to manage the loss of retail uses.
- 3.8. Notwithstanding the above, in line with national planning policy it remains important to identify the Town Centre Core Area (formerly Primary Shopping Area) for the key purpose of identifying whether a retail development proposal constitutes edge of or out of centre development. It is recognised that there is likely to be a diversification of uses within the Town Centre Core Area, however, any new proposals for retail development will still be directed towards it in the first instance.

Stourbridge Wharf

- 3.9. Stourbridge Wharf is a 'linchpin' area between Stourbridge Town Centre and the existing and proposed housing led regeneration areas within the River Stour and Stourbridge Branch Canal corridor. It has been described as a historic community asset, contributing to the distinctive character of Stourbridge, and having a multi-functional role for the benefit of the local community and visitors.

Policy DLPS2 Stourbridge Wharf

- 1. The Stourbridge Wharf area, the boundaries of which are set out on the Proposals Map, shall be promoted as focus for creative/cultural industry and visitor economy related business, with complementary entertainment and leisure uses. These will be sensitive to the existing and proposed residential uses, whilst promoting the area's unique heritage. Preferred uses are –**
 - a. Canal based uses and activities including the provision of additional visitor moorings and boater's facilities, and canal themed industry with ancillary retail uses.**
 - b. Creative/cultural industry and visitor economy related businesses, specifically uses connected with the arts, including studios and performance spaces.**
 - c. Residential uses, which shall be designed to relate to the canal and river setting, including providing an active frontage to these watercourses whilst, being sensitive to existing industry, heritage assets, and the nature conservation value of the area.**
- 2. The environment of this area shall be enhanced and upgraded, through enabling development, development contributions, and other delivery mechanisms as appropriate, with a particular focus on the following measures being implemented:**

Policy DLPS2 Stourbridge Wharf

- a. Safeguarding the operational viability of the Stourbridge Navigation Trust (SNT) by the formalisation of enclaves around those parts of the area where the activities of SNT are based and the provision of car parking areas to facilitate the holding of events.**
- 3. Public realm improvements to include works to enhance the nature conservation value of the area and towpath improvements, including the formation of an expanded canal basin.**
- 4. Improvements shall be sensitive to heritage assets and be embedded within Green Infrastructure, which enhances existing wildlife habitats and uses locally distinct flora and includes the removal of invasive plant species.**
- 5. Improvements to the connectivity over the canal and river through the provision of new bridges connecting new residential developments with the wider area.**

Justification

- 3.10. The canal and the area to the north is designated as a Site of Local Importance for Nature Conservation (SLINC). Any proposed development for works should retain that vegetation which has nature conservation value and opportunities should be taken to enhance its value through development proposals or canal-side enhancement works.
- 3.11. The area is also a conservation area (The Canal Street Conservation Area), containing a Grade II Listed Building (The Bonded Warehouse) and four Locally Listed Buildings within a historic canal-side setting. The conservation area is currently included on Historic England's Heritage at Risk Register. An opportunity exists to draw on this heritage, including promoting and enabling canal-based activities, uses, and tourism, to reinforce the character thereby sustaining and improving conservation area.

- 3.12. Enhancing the current pedestrian and cycle linkages around the Canal and River Stour in the Stourbridge Wharf area is important to promote active travel and create linkages within the communities. It is therefore important that new developments within these areas, such as Bradley Road East and West incorporate the development of new bridges to provide access to the surrounding areas and provide connections for residents on both sides of the canal and rivers to access surrounding infrastructure including, the Public Open Space, Riverside House, War Memorial Athletic Ground and Lion Health. While also providing better connection to the wider pedestrian and cycle network.

Design and Public Realm

Design

- 3.13. Local Plan Policy DLP39 provides the overarching context for considering design quality. Regard should also be had to policies for the historic environment (Local Plan Policy DLP55 – DLP62). This section sets out those characteristics of the most importance to the Stourbridge Town Centre inset plan area and town centre specific policies.
- 3.14. Stourbridge contains many buildings of historic and architectural quality and interest, as well as attractive views within and out from the Town Centre core.

Policy DLPS3 Urban Character and Appearance in Stourbridge

- 1. All new development within the plan area shall:**
 - a. Respect and respond to the local distinctiveness and existing context of established built form, scale, and massing that presents the broad urban townscape of the Inset Plan area. This includes locally distinctive plot widths, building heights, building proportion, roofscapes, form, materials, distinctive style, and historical relationship of the pattern of building in its sense of enclosure of the streets on which it stands.**

- b. Provide for, and take opportunities to, enhance active frontages at the interface between public and private spaces, in particular those fronting the ring road, River Stour and Stourbridge Branch Canal, reduce the physical and visual impact of vehicles and service areas, and enable a clear distinction between public and private spaces.**
- 2. The choice of which locally distinctive elements are incorporated into the design of a development, and the degree to which they are incorporated, depends upon the location of the proposal, and the function the building serves in the townscape as described by other Policies in this Plan.**
- 3. Developments can incorporate elements not described as ‘locally distinctive’ or be of a more contemporary style provided that the overall design of the development does not harm the achievement of a locally distinctive Town Centre.**

Justification

- 3.15. The Assets in Stourbridge Town Centre help to shape the character, identity and visual quality of the town and it is essential that developments in the area that both respond to and respect the existing character and context of Stourbridge Town Centre.
- 3.16. Where the historic character of the built environment makes a positive contribution to local distinctiveness, this should be conserved and enhanced wherever possible. All new developments should respect and respond to the positive characteristics of the locality. This most up to date Historic Landscape Characteristic and evidence should be used in considering how new development proposals and the enhancement of existing townscapes and landscapes should respect the town’s character.

Policy DLPS4 Stourbridge Town Design - Landmarks, Views, Vistas and Gateways

- 1. All new development should have regard to Policy DLP4, Policy DLP39 and Policy DLP55 to deliver high quality design. Developments within and in the setting of the Conservation Areas should have regard to Policy DLP56.**

- 2. New development and proposed alterations to existing buildings should:**
 - a. Enhance the sense of arrival by improving existing gateways and where appropriate create new ones that reinforce principal routes and spaces (see also Policy DLP D4).**
 - b. Create architectural corner features and new landmark features to improve the understanding of the town where appropriate.**
 - c. Safeguard and enhance local and important views, vistas, landmarks and gateways within and at the edges of the town centre.**
 - d. Protect key gateway buildings that give the town character and respect building lines, where appropriate, to assist the continuity of the town’s heritage and help secure and improve views and vistas.**
 - e. Respect the height and mass and visibility of existing Stourbridge landmarks. Such landmarks should not be overwhelmed by new development nor their setting compromised. Consideration of the effect on setting has regard to the importance of the landmark, the extent of any harm, and the benefit arising from development.**
 - f. Ensure that new buildings have a scale, mass, height and impact that is responsive to its context and sensitive to its roofscape/skyline.**
 - g. Create variations in roofscape that will respect important local and strategic views.**
 - h. Ensure that larger development facades and rooflines should reduce their scale and massing by subdividing into smaller architectural elements.**

Policy DLPS4 Stourbridge Town Design - Landmarks, Views, Vistas and Gateways

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

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

a. Strategic Landmark (Positive):

- **SLP1- Stourbridge Town Hall**
- **SLP2- St Thomas's Church**
- **SLP3- Former Library and Art College**
- **SLP4- The Town Clock**
- **SLP5- Bonded Warehouse**
- **SLP6- Titan Works**
- **SLP7- Alexandra House, Enville Street**

b. Local Landmarks (Positive):

- **LLP1- The Old Bank (former Yorkshire Bank), no. 38 High Street**
- **LLP2- Nos. 101/102 High Street (Corner of Court Street)**
- **LLP3- The Chequers Inn public house, no. 96 High Street**
- **LLP4- Methodist Church, New Road (ring road)**
- **LLP5- The Church of Our Lady and All Saints, New Road (ring road)**
- **LLP6- Side Space, home of the Side by Side theatre company, in the former St. John's United Reformed Church, St. John's Road (ring road)**

Policy DLPS4 Stourbridge Town Design - Landmarks, Views, Vistas and Gateways

- **LLP7- Strawberry Hill Gothic (7 Lower High Street)**
- **LLP8- King Edward IV College, middle of Lower High Street**
- **LLP9- Nickolls & Perks (wine merchants) Top of Lower High Street**
- **LLP10- The Duke William public house, 25 Coventry Street/corner of Duke Street**
- **LLP11- Lion Health (former Foster & Rastrick Works)**

c. Edge Gateway:

- **EG1- Pedestrian gateway, subway connection from Stourbridge Interchange/Stourbridge Town rail station, arriving in Foster Street Place**
- **EG2- Pedestrian gateway from Hagley Road/Church Street into the High Street & vehicular gateway from St. John's Road (ring road) into the top end of the High Street**
- **EG3- Pedestrian gateway (subway link) from Worcester Street into Market Street**
- **EG4- Pedestrian gateway (controlled crossing point over Bath Road (ring road) from the old town via Green Street/Lion Street into Bell Street**
- **EG5- Pedestrian gateway (subway link) from A458/Enville Street or from Hemplands Road into Crown Lane & vehicular gateway from A458/Enville Street onto Bath Road (ring road)**
- **EG6- Pedestrian gateway via underpass from Bradley Road/Lower High Street/A491 & St. John's Road (ring road) into Lower High Street & vehicular gateway from A491 onto the ring road/St. John's Road**

Policy DLPS4 Stourbridge Town Design - Landmarks, Views, Vistas and Gateways

- **EG7- Pedestrian gateway (subway link) from A458 Birmingham Street to Duke Street & vehicular gateway from St. John's Road (ring road) into Duke Street**

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

a. Panoramic View (View Cone) in/out of Stourbridge:

- **PV1- From A491 looking southwards across the bottom of Lower High Street into the heart of the town centre (with the tower of Stourbridge Town Hall and the spire of Our Lady & All Saints both visible)**
- **PV2- From the junction of Parkfield Road/Vauxhall Road looking northeast towards the town centre (clearly visible: the tower of the fire station, Side by Side Space - in the former St. John's Church, former Library & Art College, and the spire of Our Lady & All Saints)**
- **PV3- From Bath Road (ring road) looking north towards the tree-lined horizon**

b. Strategic View:

- **SV1- From Worcester Street looking north across New Road (ring road) into Market Street and the heart of the town centre (with the tower of Stourbridge Town Hall visible)**
- **SV2- From A491 looking southwards across the bottom of Lower High Street into the heart of the town centre (with the tower of Stourbridge Town Hall and the spire of Our Lady & All Saints both visible)**

Policy DLPS4 Stourbridge Town Design - Landmarks, Views, Vistas and Gateways

- **SV3- From St. John's Road (ring road) looking southwards across the core of the town centre to the spire of Our Lady & All Saints, New Road (ring road)**

c. Vista:

- **V1- From the bottom of Lower High Street looking southwards towards the top of Lower High Street (with the top of the tower of Stourbridge Town Hall visible)**
- **V2- From Crown Square looking southwest along Market Street (with the tower/side of Stourbridge Town Hall clearly visible)**
- **V3- From Crown Square looking southeast along the High Street (with the former post office visible)**
- **V4- From Crown Square looking eastwards along Coventry Street**
- **V5- From Crown Lane looking eastwards towards Nickolls & Perks on the corner of Coventry Street (The Old Bank to the right & The Mitre to the left)**

d. Local View:

- **LV1- From the High Street looking across the Ring Road (southeast) towards the former Library & Art College**
- **LV2- From the Ring Road looking southeast towards the former Library & Art College**
- **LV3- From Hagley Road looking northeast towards the former Library & Art College**
- **LV4- From Church Street looking northwest towards the rear of former Library & Art College**
- **LV5- Coventry Street looking northwest towards The Mitre public house**

Policy DLPS4 Stourbridge Town Design - Landmarks, Views, Vistas and Gateways

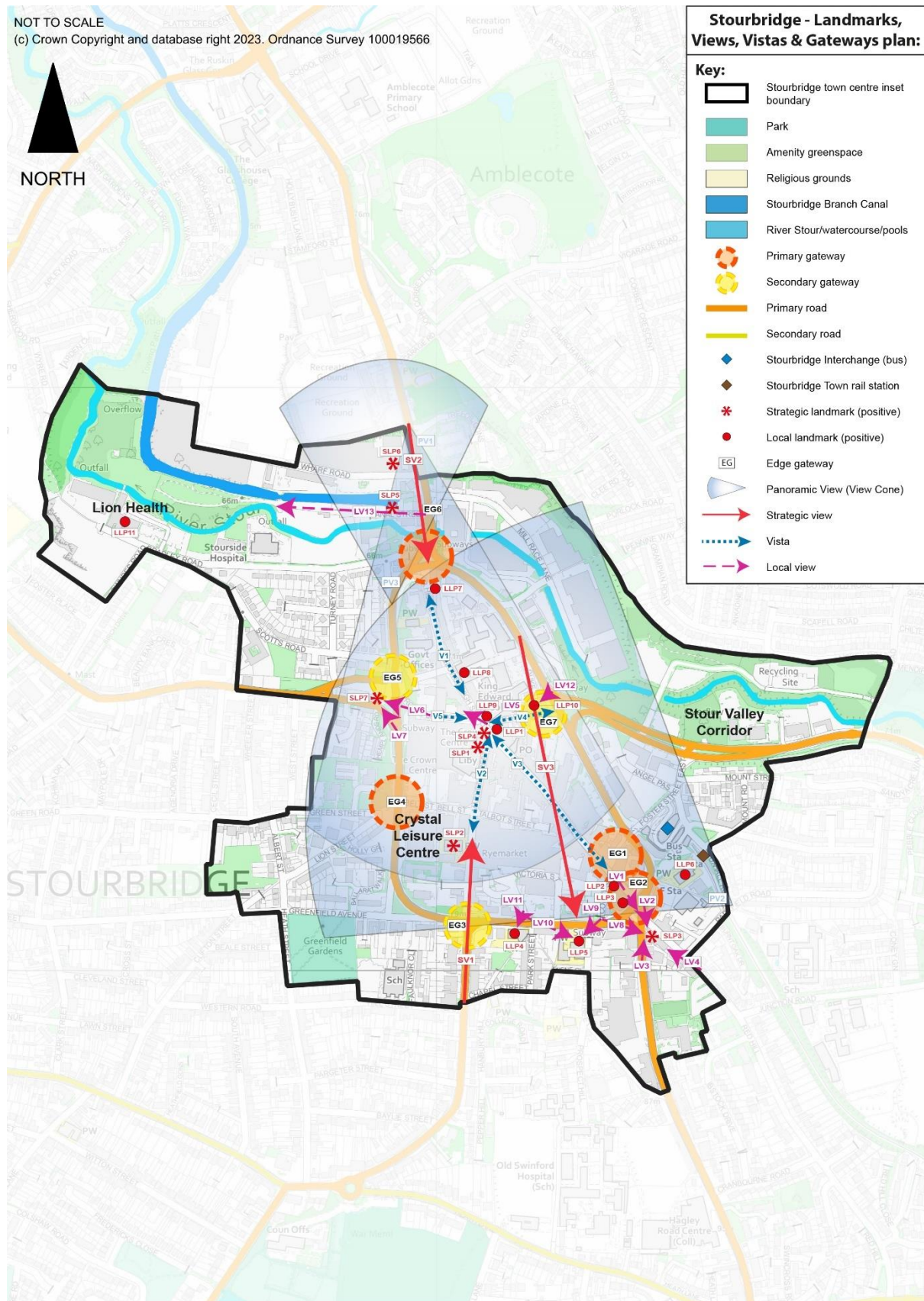
- **LV6- Crown Lane looking northwest across the Ring Road towards Alexandra House, Enville Street**
- **LV7- Bath Road (Ring Road) looking northwest towards Alexandra House, Enville Street**
- **LV8- Court Street looking southeast across New Road (ring road) towards the former Library & Art College**
- **LV9- Court Street looking southwest across New Road (ring road) towards Our Lady & All Saints**
- **LV10- Victoria Street looking southeast across New Road (ring road) towards Our Lady & All Saints**
- **LV11- Victoria Street looking south across New Road (ring road) towards the Methodist Church, New Road**
- **LV12- From A458/junction with St. John's Road (ring road) looking west across the ring road towards the Duke William public house, corner of Duke Street/Coventry Street**
- **LV13- From the junction of A491 High Street/Canal Street looking west along Canal Street (Bonded Warehouse)**

Justification

3.17. Stourbridge Town Centre has a distinguished heritage and contains many buildings of historic and architectural quality and interest, as well as attractive views within and out of the Town Centre. Views and landmarks within Stourbridge help people find their way around the Town Centre and create a variety and interest to the townscape that reinforces its sense of place and gives local identity.

- 3.18. Having an understanding and appreciation of the landmarks, views, vistas and gateways of the town will help prevent the erection of out of scale, poorly designed or sited buildings and structures within particular sight-lines around the town.
- 3.19. The buildings in the Town Centre largely demonstrate a coherent three storey form, with frontages onto the street and traditional shopfronts. It is important that the local distinctiveness of the town is reflected through new development and enhancements that respect and complement the town's traditional built form, height, scale, and mass.
- 3.20. The 'Landmarks, Views, Vistas and gateways' plan illustrates an urban design appraisal of views, vistas, features and gateways both at the local and strategic level that positively contribute to the legibility of the town. Historically significant strategic landmarks such as the St Thomas's Church (SLP2) and panoramic, strategic views are included along with vistas and local views. Where new development is likely to have an impact on an identified view or landmark, accurate visual representation of changes to the view will be required. Careful consideration will need to be paid to building materials and finishes, skylines and silhouettes.

Figure 3.1: Stourbridge Town Landmarks, Views, Vistas and Gateways Plan



Public Realm

3.21. The town's character is greatly influenced by its public realm, with some locations in need of upgrading. Public open spaces provide a focus for community activity and form connections within the town centre.

Policy DLPS5 Public Realm in Stourbridge

- 1. The townscape within the Town Centre shall be enhanced to provide a high-quality space, particularly for the use of pedestrians and cyclists. Specific measures, which development will be expected to contribute to, include:**
 - a. The enhancement of the following spaces as Town Centre 'squares' with locally distinctive hard and soft landscaping, seating (in association with adjoining uses as appropriate) and lighting, and, where appropriate, public art:**
 - b. Ryemarket Square (at the entrance to The Ryemarket from High Street)**
 - c. Foster Street Square (where the subway emerges onto Foster Street)**
 - d. St.Thomas's Square (the gardens at Market Street)**
- 2. The enhancement of the following spaces of public realm, with locally distinctive hard and soft landscaping, seating (where appropriate) and lighting, and where appropriate, public art:**
 - Proposed Lower High Street gateway and public realm**
 - Greenfield Gardens**
 - Brook Street**
 - Ryemarket Entrance (Market Street)**
 - Victoria Passage Entrance (Talbot Street)**
 - Entrance to Smithfield Market**

Policy DLPS5 Public Realm in Stourbridge

- 3. The enhancement of the following streets and paths which are particularly in need of a visual uplift with locally distinctive hard, and more significantly, soft landscaping and where appropriate, public art are:**
 - **Town Centre’s historic passageways**
 - **Talbot Street**
 - **Victoria Street**
 - **Queen Street**
 - **Lower High Street**
 - **Birmingham Street**
 - **Foster Street**

- 4. The Town Centre comprising High Street and Market Street shall be the subject of public realm improvements, giving more priority to pedestrian movement whilst retaining on-street parking in bays within an enhanced streetscape. In particular, public realm improvements shall address:**
 - a. The provision of bespoke designed surfacing and footway widening along the length of the zone to run into the Public Squares.**
 - b. The provision of greener thoroughfares including the planting of native or locally distinct trees.**
 - c. The accommodation of, and works to facilitate, the holding of markets and events within the Town Centre core.**

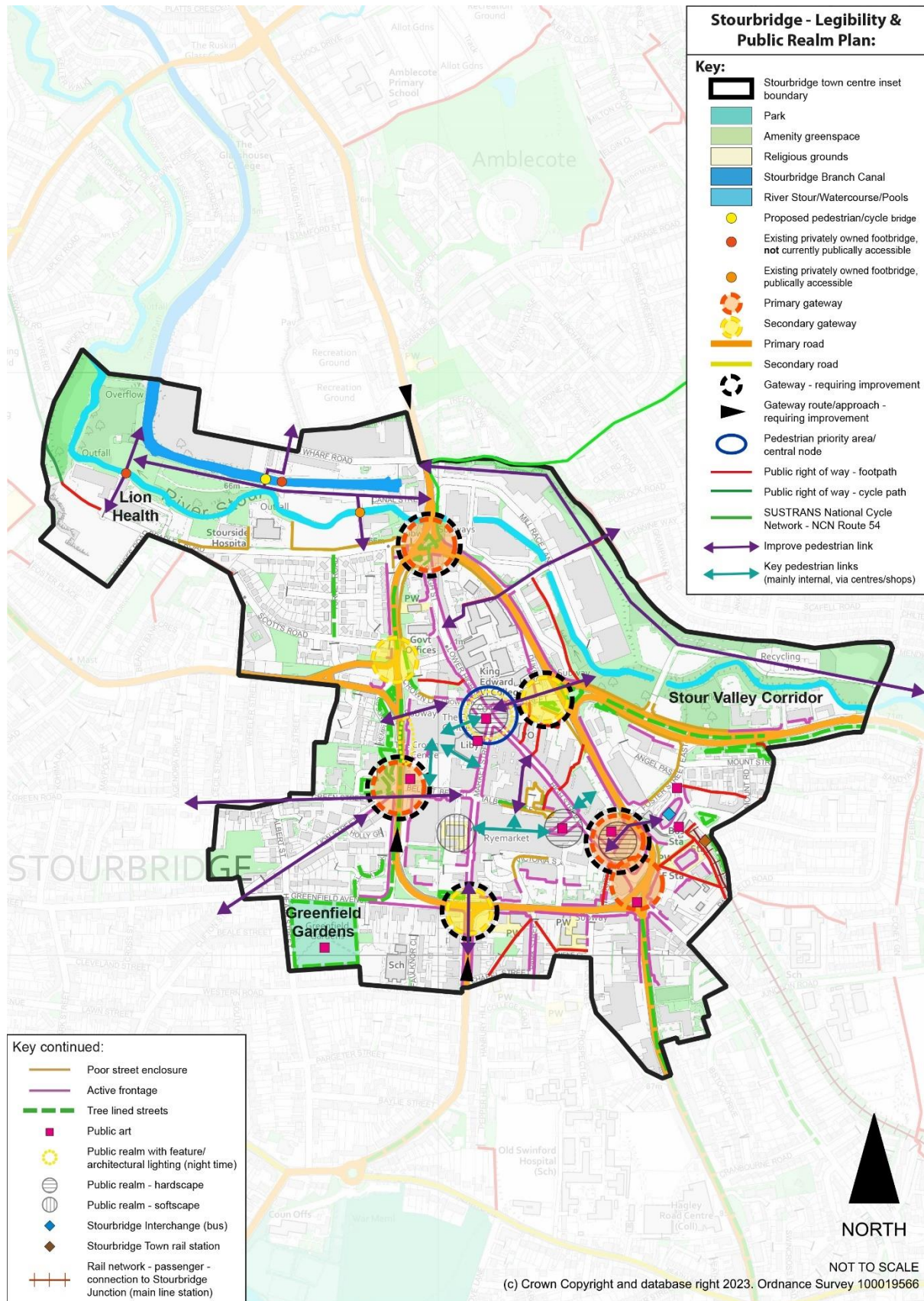
Justification

3.22. It would be beneficial to soften the appearance of Stourbridge Ring Road through introduction of greenery into this relatively robust urban environment, through the use of tree planting and planters around the inner and outer core of the Ring Road and resolve the competing needs of vehicles and pedestrians moving through the Town Centre core. This conflict is exacerbated by the

narrowness of many footways and on-street parking, together with the volume and movement of traffic. Improvements to these streets are required to retain space for some on-street parking and the passage of vehicles, including emergency vehicles, whilst giving a greater priority to pedestrians within a greener space.

- 3.23. There are specific areas within the townscape which require a visual uplift. These are often streets which predominantly function as service areas, or where there is little activity or interest for those passing through to appreciate, as well as there are some parts of the town centre which have poor, inactive frontages facing the public realm, in particular those fronting the Ring Road . In addition, several the town's existing squares would benefit from an upgrade, enabling them to realise their function as places of congregation and as special spaces within the pattern of buildings. Also, enhancement of the existing gateways in order to create welcoming entrances into the town centre and helping improve legibility and wayfinding.

Figure 3.2: Stourbridge Legibility and Public Realm Plan



Historic Environment

- 3.24. The historic environment and heritage assets are to be protected, conserved and enhanced as per Local Plan Policy DLP55 – DLP62. This section sets out those characteristics of the most importance to the Stourbridge Town Centre inset plan area.

Policy DLPS6 Conservation and Enhancement of Local Character and Distinctiveness in Stourbridge

- 1. All development proposals should take account of the locally distinctive character of the area in which they are to be sited, including its historic character, and should respect and respond to its positive attributes. Physical assets (buildings, sites or areas together with their settings) whether man-made or natural that positively contribute to the local character and distinctiveness of Stourbridge’s landscape and townscape should be retained and wherever possible enhanced and their settings be respected.**
- 2. New development in Stourbridge should be designed so as to reinforce and enhance local distinctiveness and full reference should be made in Design and Access Statements accompanying planning applications to the Stourbridge Urban Historic Landscape Characterisation. Design and Access Statements should clearly set out the steps that have been taken to achieve locally responsive outcomes through either traditional or more contemporary design solutions.**
- 3. In respect of major individual developments or in relation to particularly environmentally sensitive areas, developers may in future themselves be required to commission more detailed “Local Area Character Appraisals” (as defined in the councils latest Dudley Historic Environment SPD) in order to inform specific land use proposals more fully.**
- 4. In cases where changes of character or demolition are unavoidable Dudley Council will seek to ensure that provision is made for an**

Policy DLPS6 Conservation and Enhancement of Local Character and Distinctiveness in Stourbridge

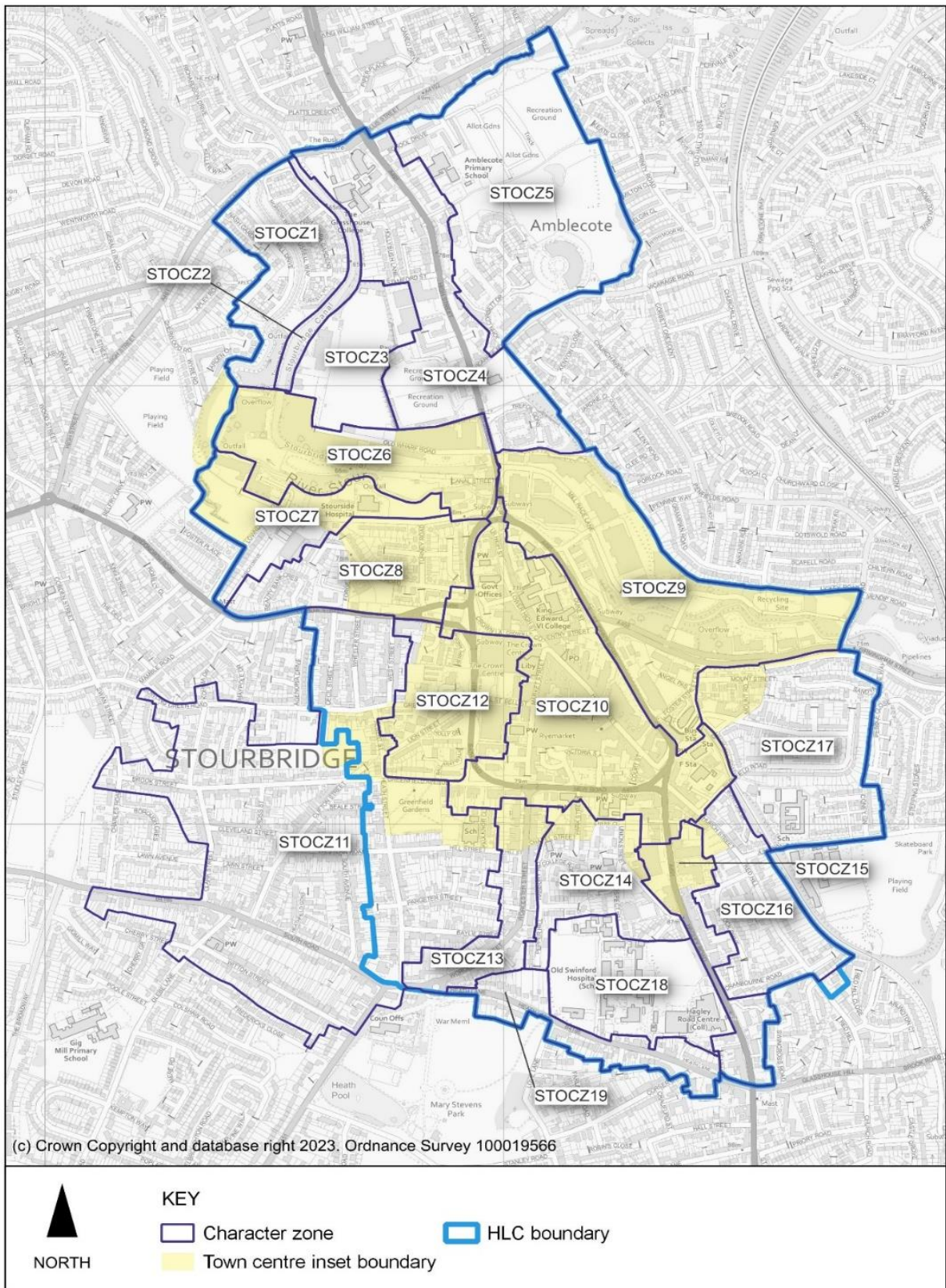
appropriate level of archaeological recording to take place prior to the alteration of the features concerned.

- 5. Proposed developments located within the High Street Stourbridge Town Centre Conservation Area and Stourbridge Branch Canal (Canal Street) Conservation Area will be determined with particular reference to the NPPF, Stourbridge Urban Historic Landscape Characterisation, adopted Conservation Area Character Appraisals and will need to meet the requirements set in Local Plan Policy DLP56**

Justification

- 3.25. The Stourbridge UHLC provides the evidence base to inform an understanding of the town's historic character. This evidence should be used in considering how new development proposals and the enhancement of existing townscapes and landscapes should respect the towns character.
- 3.26. The study describes the historical development of Stourbridge and identifies 19 Historic Townscape Character Zones within the Town Centre and beyond (plan DLP S6). For each Character Zone, individual buildings and spaces have been identified, which contribute positively or otherwise to local character. Where physical evidence of historic character persists in the form of assets that make a positive contribution to local distinctiveness, such assets should be conserved and wherever possible enhanced. In addition to the High Street Stourbridge Conservation Area and the Stourbridge Branch Canal (Canal Street) Conservation Area (designated heritage assets), locally significant areas of high historic townscape and landscape value have been identified alongside individual heritage assets of varying significance, including Archaeological Priority Areas (APAs).

Figure 3.3: Stourbridge UHLC Boundary and Character Zones



Stourbridge Ring Road

- 3.27. One of the greatest design challenges that faces Stourbridge is to improve and raise the profile of the routes into and out of the Town Centre from the surrounding areas across the ring road.

Policy DLPS7 Stourbridge Ring Road

- 1. Measures shall be encouraged which seek to reduce the visual impact of the ring road, including its dominance as a robustly urban and vehicle dominated space, and its sense of enclosure. Such measures should reduce the ring road’s severing effect, which currently disassociates the Town Centre from its surrounding areas.**
 - a. Gateways shall be formed at the interface between the Town Centre and the ring road. These spaces shall be enhanced to function as entrance points to the town, with each named to provide a distinctive sense of place. Public art and hard and soft landscaping should be incorporated to emphasise their visual distinctiveness including the planting of new trees. New development which encroaches into these spaces or otherwise compromises their function will be resisted.**
 - b. Any development within the ring road corridor shall provide an active frontage onto it and therefore a ‘welcoming face’ to the town. Development comprising the conversion of existing buildings within the ring road corridor will be expected to remedy any dead frontages onto it.**
 - c. No new advertisement hoardings shall be granted express consent within 30 metres of the edge of the ring road corridor.**
 - d. The existing subways under the ring road will continue to be enhanced, in particular to provide a light, secure and safe environment.**

Justification

- 3.28. The ring road functions effectively in channelling traffic, but it is the dominant infrastructure within the town and, as a result, constrains pedestrian movement, funnelling people into subways under the multi-lane highway.
- 3.29. The ring road also has had the effect of severing existing development blocks, leading to the exposure of the backs and sides of buildings and service areas, some of which are enclosed by advertisement hoardings (which serve to further reinforce the visual dominance of the ring road corridor). This gives rise to a fragmented environment. Potential improvements to the public realm of these areas could be achieved through the introduction of public art, such as green walls and murals.
- 3.30. It is vital that new development has an active frontage onto the ring road and improves permeability, giving preference to pedestrian and cycleway connections across the ring road, greening the fringes and redressing the entrances at the outward face of the Town Centre.

Pedestrian Access and Cycling

- 3.31. All developments should retain and improve existing cycle and pedestrian routes and provide new connections to facilitate access and allow for safe and easier movements around sites and the Town Centre.

Policy DLPS8 Pedestrian Access and Cycling in Stourbridge
<ul style="list-style-type: none">1. All appropriate existing pedestrian routes, especially the network of Public Rights of Way and existing subways under the ring road shall be retained and, where opportunities arise, improved.2. New pedestrian links shall be created, particularly to link the Opportunity Sites and housing allocations with the Town Centre, the public transport hub and the Stourbridge Branch Canal and River Stour infrastructure.

Policy DLPS8 Pedestrian Access and Cycling in Stourbridge

Wherever feasible these links shall incorporate cycleways, demarcated as distinct from the pedestrian paths. This includes:

- a. Proposed new bridges over the canal and River Stour connecting any new housing sites (including Bradley Road) providing pedestrian and cycle linkages.**
- 3. New surface level crossings across the Stourbridge ring road, suitable for cyclists and pedestrians, shall be provided at:**
- a. The eastern quadrant of the ring road at the junction with Birmingham Street**
 - b. The north-west quadrant of the ring road (Opportunity Site 1)**
- 4. Secure cycle parking shall be provided along the national cycle route (Sustrans Route 54) and within Stourbridge Town Centre, particularly in Lower High Street.**
- 5. Other cycle routes shall be signposted, delineated, and marked out (where feasible), and the environment which these routes pass through will be enhanced:**
- a. Along the River Stour and Stourbridge Branch Canal, and routes which link into the green infrastructure network,**
 - b. Routes which link to Sustrans Route 54,**
 - c. Routes which access Mary Stevens Park and Wollaston Recreation Ground.**

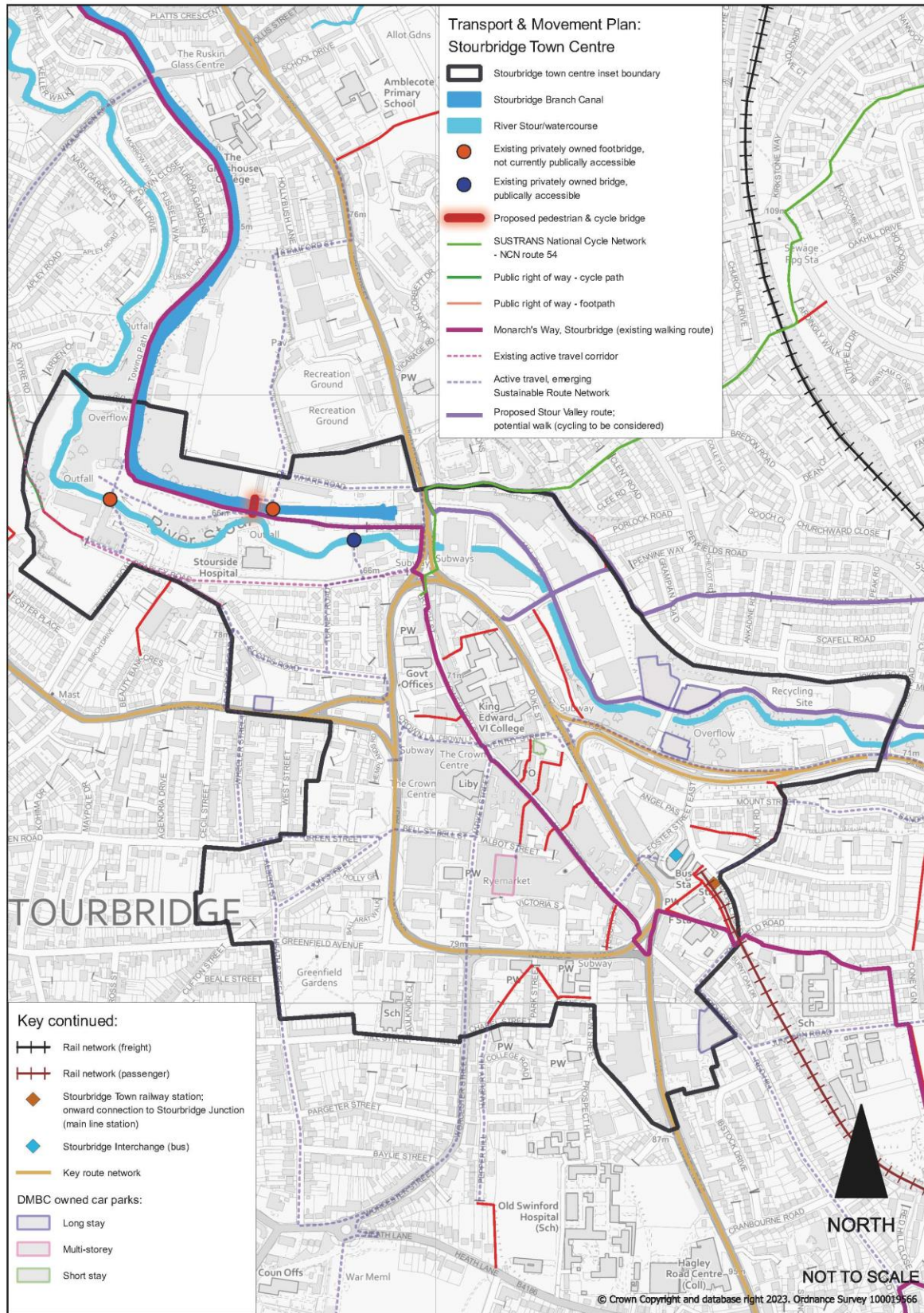
Justification

- 3.32. Pedestrian access across the ring road is currently via six subways and two surface level crossings. The subways provide safe and easy access between the Town Centre and surrounding areas, particularly for wheelchair users. However, these subways, which include the main passage from the Town

Centre to the public transport hub, are not popular and often present poor-quality environments.

- 3.33. The subways are likely to have to remain as some are the primary or only means of accessing the town from the adjoining areas. However, most will require upgrades to make them safer and more inviting for users. Additional surface level crossings will also be considered to enhance greater permeability within the environment in general, lessen the visual and physical impact of vehicular traffic and provide direct links to the Town Centre.
- 3.34. A national cycle route (Sustrans Route 54 from Stourport to Derby) passes through the plan area, this Inset Plan aims to facilitate and sign these routes and enhance the environment of the corridors through which they run. This includes providing additional cycle stands, this will allow those using the national cycle route and residents cycling into the town to use the facilities offered by Stourbridge, as well as the provision of new tree planting.
- 3.35. It is important to continue to enhance the active travel offering in Stourbridge, this includes the development of new cycle and walking routes and the development of a Dudley Local Cycling and Walking Infrastructure Plan.
- 3.36. Enhancing the current pedestrian and cycle linkages around the Canal and River Stour in the Stourbridge Wharf area is important to promote active travel and create linkages within the communities. It is therefore important that new developments within these areas, such as Bradley Road East and West incorporate the development of new bridges to provide access to the surrounding areas and provide connections for residents on both sides of the canal and rivers to access surrounding infrastructure including, the Public Open Space, Riverside House, War Memorial Athletic Ground and Lion Health. While also providing better connection to the wider pedestrian and cycle network.

Figure 3.4: Transport and Movement Plan: Stourbridge Town Centre



Stourbridge Town Inset Plan Area Site Allocations

3.37. Stourbridge Town Inset Plan Area contains three ‘Opportunity Sites’ which have been identified where redevelopment and regeneration would provide benefits to Stourbridge Town Centre. These represent mixed use sites, which may include residential development. The Opportunity Sites do not preclude or diminish the importance of investment or change elsewhere in the centre. They simply reflect the Council’s wish to prioritise use of its resources to kick start and progress projects which will have a significant impact and act as a catalyst for wider change.

3.38. In addition to the opportunity sites, there are several sites which have been identified within Policy DLP10 as part of the overall housing land supply as summarised below.

Table 3.1: Summary of Stourbridge Allocations

SITE	MIXED USE	RESIDENTIAL CAPACITY (INDICATIVE AND NOT A CAP)
Opportunity Sites		
North of Birmingham Street (DLPSOS1)	Yes	70
Mill Race Lane (DLPSOS2)	Yes	None
Rye Market (DLPSOS3)	Yes	50
Housing Allocations		
Enville Street (DLPSH1)	No	23
Bradley Road (East) (DLPSH2)	No	46
Bradley Road (West) (DLPSH3)	No	24
64-67 High Street, Stourbridge (DLPSH4)	No	40
Peugeot Garage, Hagley Road (DLPSH5)	No	35
Titan Works, Old Wharf Road (DLPSH6)	No	26
36-42 Market Street (DLPSH7)	No	10

3.39. A policy is provided for each Opportunity Site which identifies the acceptable uses.

Stourbridge Town Centre Opportunity Site: North of Birmingham Street

- 3.40. This Opportunity Site is located to the north of Birmingham Street and south of the Penfields Estate. The area is currently comprised of a number of occupied commercial properties, surface level car parking and green space.
- 3.41. The site is outside of the Town Centre Core Area and is accessed off Birmingham Street, a busy A road which connects Lye and Stourbridge Ring Road. The River Stour runs through the site and offers an opportunity to create better connectivity to the river and create an active frontage to both Birmingham Street and the river. The site could deliver a mix of complementary uses including new residential developments and expansion of the commercial services while conserving and enhancing where possible the existing nature conservation at the site.
- 3.42. While the site is outside of the Stourbridge Town Centre Conservation Area, consideration needs to be given to the impact of proposals on the site’s designation as an Area of High Historic Landscape Value (AHHLV). In addition, given the part of the site’s designation as a SLINC and River Stour location within the site, proposals will need to ensure they conserve and enhance the nature conservation importance and ecological surveys will need to be submitted with any planning applications.

Policy DLPSOS1 Stourbridge Town Centre Opportunity Site: North of Birmingham Street	
Acceptable Land Uses	<ul style="list-style-type: none"> 1. Mixed use development including: <ul style="list-style-type: none"> a. Class E – Commercial, Business and service uses, which would complement the existing commercial offerings on the site, excluding uses falling within Class E (g) (ii) and (iii) uses.

Policy DLPSOS1 Stourbridge Town Centre Opportunity Site: North of Birmingham Street

- | | |
|--|---|
| | <ul style="list-style-type: none">b. Residential developments (Class C3) with an indicative capacity of 70 dwellings, but this capacity may vary as part of any mixed use developments on the site2. Any developments should protect and enhance the nature conservation in the area, in particular the designated SLINC3. There are opportunities to provide increased connectivity across Birmingham Street, linking to the town centre. |
|--|---|

Stourbridge Town Centre Opportunity Site: Mill Race Lane

3.43. Mill Race Lane Opportunity Site is located to the north east of Stourbridge Ring Road. The site can be accessed from Stourbridge Ring Road and the A491 (High Street). There is pedestrian access to the town centre using an underpass running under the ring road. There is potential to further enhance the active travel around Stourbridge through pedestrian links through the site, connecting the residential development to the north of the site to Stourbridge Town Centre.

3.44. The site currently contains a number of large industrial units which are occupied by a range of uses. This includes a number of employment uses as well as some retail units which complement the surrounding industrial uses (e.g. Screwfix). The site also contains a number of leisure uses particularly in the southeast of the site. This includes food establishments, a nightclub, and children’s indoor play centre. Given the range of uses the site is currently active during the day to the employment and food venues, while also playing a role in the night-time economy of Stourbridge due to the active nightclub on the site. There is potential to expand the leisure offerings on the site, particularly

around the current leisure uses subject to proposals meeting the requirements of policies DLP21 and DLP 22.

3.45. While the site is outside of the Stourbridge Town Centre Conservation Area, consideration needs to be given to the impact of proposals on the site’s designation as an Area of High Historic Landscape Value (AHHLV) and as an Archaeological Priority Area (APA). In addition, part of the site is a designated SLINC and the River Stour location within the site, relevant proposals will need to ensure they conserve and enhance the nature conservation importance and ecological surveys may be required.

Policy DLPSOS2 Stourbridge Town Centre Opportunity Site: Mill Race Lane	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Mixed use development including: <ol style="list-style-type: none"> a. Retention of the existing and new employment uses (B2 and B8) b. Leisure uses (Class E and Sui Generis) which complement the existing offering of leisure uses on the site or the existing employment uses. New retail provision on the site would not be supported, as they should be located within the Stourbridge Town Centre Core Area c. New leisure uses should demonstrate their compliance with Policies DLP 21 and DLP 22 particularly ensuring any proposed use would not conflict with any of the operational employment uses on the site.

Stourbridge Town Centre Opportunity Site: Ryemarket

3.46. The Opportunity Site is located within Stourbridge Upper High Street between the High Street and Market Street. The Ryemarket is a purpose-built shopping

centre dating from the 1970's. The site fronts an area of public realm towards the High Street, with entrances also from Market Street and Talbot Street.

3.47. The Ryemarket comprises of a purpose-built covered shopping centre with retail at the ground floor, and a multi-storey car park above. An area of public realm sits between the Ryemarket and the High Street, which leads to the main frontage of the Shopping Centre with a number of retail units and cafes fronting the public realm area. There are opportunities to enhance the public realm surrounding the Ryemarket.

3.48. Part of the site fronting Market Street falls within Stourbridge High Street Conservation Area and there a number of listed buildings adjacent to the site, this includes the Grade 1 Listed St Thomas' Church sited opposite. Any proposals on the site should ensure they preserve and enhance the character and/or appearance of the Conservation Area and any upper floor developments should ensure that they do not impact on the setting, significance and views of St Thomas' Church and neighbouring heritage assets.

Policy DLPSOS3 Stourbridge Town Centre Opportunity Site: Rye Market	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Mixed use development including: <ol style="list-style-type: none"> a. Class E uses at Ground Floor within the Town Centre Core Area in accordance with Policy DLP 24. b. Residential Development at upper floors including replacement of the existing car park. Indicative capacity of 50 dwellings, however this is dependent on the scale of any proposed development. A high-rise development above the Ryemarket Car Park's current height would not be supported. c. Retention/ refurbishment of some public parking should be incorporated in any new proposals for the conversion of the upper floor/ car park to residential.

Evidence

- Responses to the BCP Draft Plan consultation (2021)
- Black Country Centres Study (2020) and Update (2021)
- Black Country Historic Landscape Characterisation (2010)
- Black Country Historic Landscape Characterisation Study (2019)
- Borough-Wide Urban Historic Landscape Characterisation Study (2016/2023)
- Historic Environment Supplementary Planning Document (2017)
- Stourbridge Area Action Plan Spatial Development Framework Urban Design Evidence Base (2011)
- Stourbridge Branch Canal (Canal Street) Conservation Area Appraisal (2007)
- Historic Landscape Characterisation for Stourbridge
- Historic Environment Record (HER)
- [National Design Guide](#)
- Historic England Good Practice Advice Notes (GPAs) and Historic England Advice Notes (HEANs)
- Residential Design Guidance SPD (2023)

Delivery

- Historic Landscape Characterisation documents
- Adopted Conservation Area Character Appraisals
- Development Management process including Design and Access Statements and Statements of Heritage Significance
- Supplementary Planning Documents
- A regularly updated and maintained Historic Environment Record (HER).

Monitoring indicators

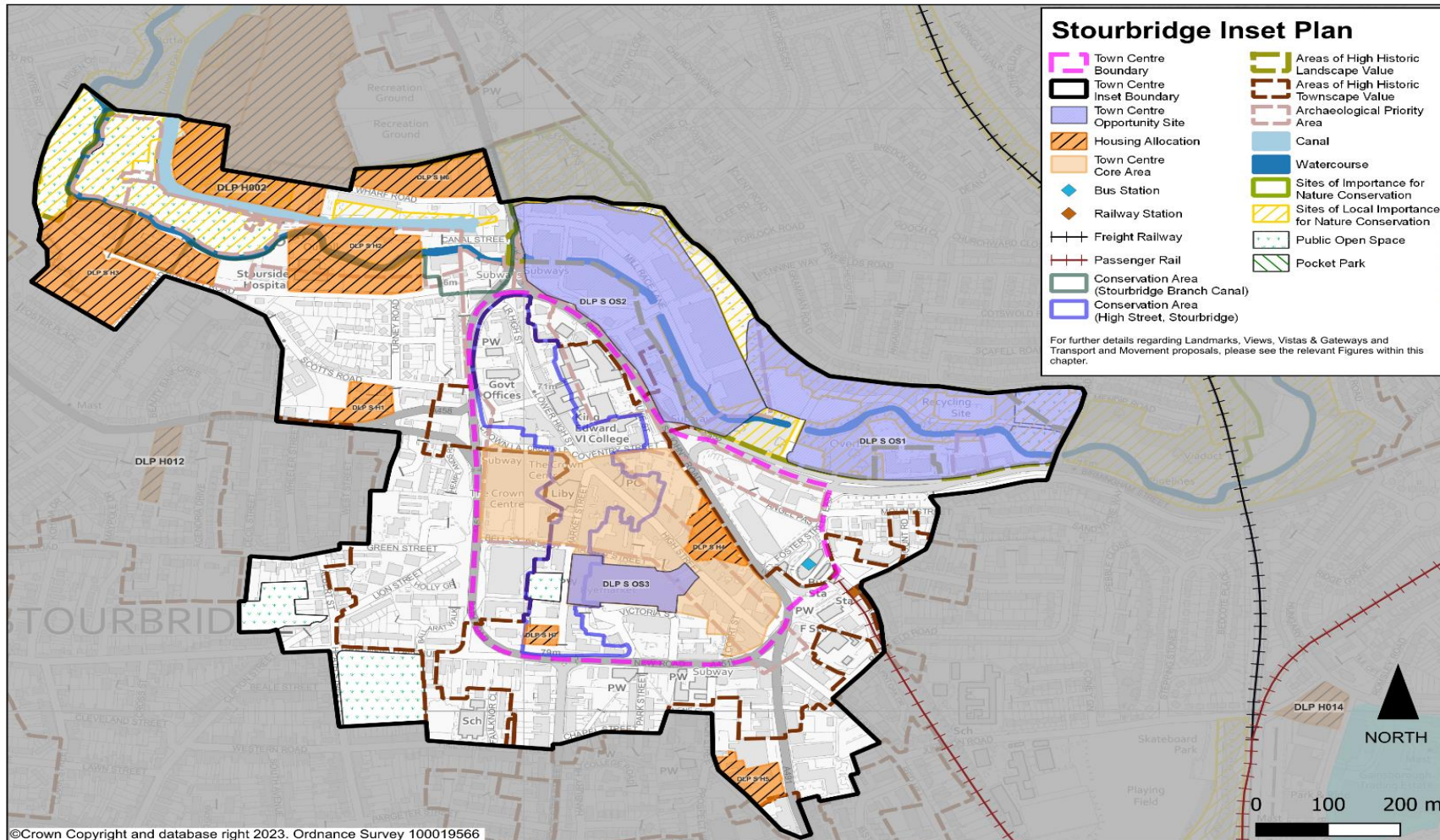
Table 3.2: Stourbridge Monitoring Indicators

Policy	Indicator	Target
DLPS1	Number of applications approved within the Town Centre Core Area for uses outside of the acceptable use list.	0
DLPS2	Percentage of developments within the Stourbridge Wharf boundary to install its proportionate amount of green infrastructure on site or within the Stourbridge Wharf Boundary	100%
DLPS3	The number of planning permissions contrary to the recommendations of the: Urban Design	0
DLPS4	Number of Planning Permissions contrary to the recommendations of the Historic Environment or Urban Design officer.	0
DLPS5	Percentage of relevant applications to include public realm improvements	100%
DLPS6	Proportion of planning permissions granted in accordance with Local Planning Authority Historic Environment Section or Advisor recommendations	100%
DLPS7	Number of new advertisement hoardings approved within 30 metres of the ring road corridor	0
DLPS8	Percentage of developments to install its proportionate number of cycleways and pathways improvements on site or within the Town centre boundary	100%

Draft Dudley Local Plan – Part Two

Policy	Indicator	Target
DLPSOS1, OS2 and OS3 - Opportunity Sites	Quantity and type of development granted planning permission at each Priority Site and Opportunity Site.	In accordance with Opportunity Site policies.

Figure 3.5: Stourbridge Inset Plan



4. Halesowen

Introduction

- 4.1. This chapter sets out how Halesowen Town Centre will develop and change over the plan period. A vision for the town centre is set out, which will be delivered through the Local Plan policies and site allocations (up to 2041).
- 4.2. Halesowen stands on the border of the Black Country and Birmingham and is exceptionally convenient for both. It can be traced back to the 1086 Domesday Survey although the manor and town of 'Halas' is thought to be Anglo-Saxon. From the early 13th century, it was a thriving market town, becoming a local centre for woollen cloth weaving and a regional market centre for corn, receiving its market Charter in 1220. The town's position, next to the River, Stour provided access to waterpower for industry, cornmills and by the 17th century metal forging. The Town Centre is dominated by the Grade I listed church of St John the Baptist. Shoppers enjoy the High Street, Cornbow Shopping Centre and regular Farmers' Market. Outside of the Town Centre itself, Halesowen benefits from being located next to beautiful countryside. The ruins of the 13th century Halesowen Abbey are just outside the town, as is The Leasowes which was laid out by the 18th century poet William Shenstone and was one of the first natural landscaped gardens in Europe.
- 4.3. In recent years, Halesowen has benefited from significant investment, the most recent being at Halesowen Leisure Centre, which has undergone a multi-million-pound refurbishment. The former Hobbs building (27 Great Cornbow) has undergone major repair and refurbishment and is now the home for the Halesowen Business Improvement District (BID). The Town Centre has undergone a £30 million regeneration to redevelop the Cornbow Shopping Centre to include a new Asda supermarket, together with a new multi-storey car park, an expanded state-of-the-art bus station and improvements to the road layout.
- 4.4. These Halesowen Town Centre policies seek to preserve and enhance the best of Halesowen's existing character whilst building on recent successes and positively planning for its future. These policies set out the planning framework

for Halesowen Town Centre, guiding future development and investment up to 2041 and provide a vision for the Town Centre, through its policies and site allocations, whilst setting out how that vision will be delivered.

The Halesowen Town Centre Inset Plan Boundary

- 4.5. The Halesowen Town Centre Inset Plan builds upon and adds a spatial dimension to the Dudley Local Plan. It works towards its vision for stronger communities by planning for an attractive environment for people to live, work and invest in, improving the vibrancy and attractiveness of Halesowen Town Centre.
- 4.6. The Halesowen Town Centre boundary comprises Halesowen’s compact and well-defined shopping area. It extends northwards to include St John the Baptist’s Church and grounds and eastwards to include land to both banks of the River Stour (see policies map).

Vision and Objectives

The vision for Halesowen Town Centre is a statement of where Dudley Council and its community want to get to and what this Inset Plan should deliver by 2041. This vision has been informed by an understanding of the issues and opportunities in the Town Centre, consultation responses to the Draft Black Country Plan Consultation, and the overarching vision for the Dudley Local Plan.

Halesowen benefits from having a compact, well presented, and accessible Town Centre, providing for local shopping and community activity. A key natural asset of the Town Centre is its position alongside the River Stour corridor. The Town Centre further benefits from a variety of historical features and open spaces. These assets will be maintained and enhanced by all new development.

The Town Centre will succeed as a focus for retail activity and a range of other uses including employment, housing, leisure, entertainment, culture, education, and tourism. The centre’s evening economy is also required to be protected and promoted. The Town Centre will continue to be supported by effective and

sustainable transport connections and be accessible for all to visit and make use of its facilities.

Above all, Halesowen will be a place that everyone will want to visit, work and live and a centre in which people want to invest and do business.

The following specific objectives for Halesowen have been identified:

- a) To maintain and build upon Halesowen Town Centre's recognised role in providing for local needs in an accessible and sustainable way by providing appropriate day-to-day shopping facilities and other suitably scaled town centre land uses such as employment, housing, leisure, entertainment, culture and tourism.
- b) Dudley Council will seek to ensure that Halesowen continues to enjoy the social and economic benefits to be gained from the town's successful and diverse range of education facilities and will encourage appropriate improvements to town centre facilities and infrastructure in this regard.
- c) To provide, protect and enhance a well-connected landscape and public realm setting of streets, routes and public spaces that is attractive, safe, lively and pleasant to use, whilst also greening the town centre.
- d) To capitalise on Halesowen's unique natural assets by protecting, enhancing and improving access to the River Stour, its bank-side habitats and other green open spaces and infrastructure leading to and within the town centre for people and nature.
- e) To ensure that the character and quality of Halesowen's historic environment is capitalised on, in terms of its townscape, landscape, individual buildings, plan form and archaeology and ensure it is recognised by the community as one of the town's great assets.
- f) To improve ease of movement for pedestrians, cyclists, people with disabilities and vehicles in, at the edges of and into the town centre (and in particular Halesowen Bus Station) by enhancing streets, routes and spaces and potentially creating new ones, which will provide an environment that is

safe and active, more direct and better integrated both physically and visually.

- g) To achieve consistently high-quality urban design, architecture and landscape that is sustainable and enhances existing buildings and spaces within Halesowen Town Centre.
- h) To strengthen local character and distinctiveness by setting an approach that ensures new development respects the context of the Town Centre.
- i) To strengthen the town's evening economy by providing more activities which are safe, balanced and socially responsible.
- j) To improve safety and security through good design and layouts that will assist in deterring crime, anti-social behaviour and reduce the fear of crime.

Halesowen Town Centre and Town Centre Core Area

4.7. The Halesowen Town Centre boundary comprises Halesowen's compact and well-defined shopping area. It extends northwards to include St John the Baptist's Church and grounds and eastwards to include land to both banks of the River Stour (see policies map). Policy DLP24 sets out the general approach to town centre development within the Borough, including appropriate uses.

Policy DLPH1 – Development in Halesowen Town Centre and Town Centre Core Area

- 1. The Halesowen Town Centre and Town Centre Core Area boundaries is identified on the Halesowen Town Centre Inset Policies Map.**
- 2. In line with national and local planning policy, any new retail developments will be directed towards the Town Centre Core Area. Dudley Council will consider the application of planning conditions to any planning permissions granted to ensure the retention of the retail use**

Policy DLP1 – Development in Halesowen Town Centre and Town Centre Core Area

where necessary, relevant, and reasonable in terms of the strategic importance of the development.

- 3. Local Plan Policy DLP24 sets out the policy context for appropriate uses within Halesowen Town Centre (Tier Two Centre). The diversification and repurposing of Halesowen town centre in general will be supported by approving development that enhances the vitality and viability of the centre.**
- 4. The provision of additional residential development, particularly the re-use of upper floors of premises, will be encouraged through flexibility in the application of guidance and standards relating to parking provision and amenity (Local Plan Policy DLP28). All residential development must comply with the most up to date residential design guidance.**
- 5. In the case of any edge-of-centre or out-of-centre proposals, unless identified as a preferred use in the Opportunity Sites, these will only be considered favourably if a sequential test and impact assessment are satisfied (Local Plan Policy DLP26 and DLP27).**
- 6. Proposals that add to or improve Halesowen Town Centre’s evening and night-time economy will be encouraged by Dudley Council.**

Justification

- 4.8. The town centre will remain an important focus for day-to-day shopping and a range of other town centre uses such as office, leisure, and cultural facilities. As recognised in the Local Plan, in view of the changing nature of town centres, there is a need to diversify in terms of uses that promote and encourage their vitality and viability. The recent changes to the Use Class Order (wherein retail uses now lie within the same ‘E’ Use Class as other uses, including food and drink, or offices) mean that retail uses are now able to change more freely to

other uses. Whilst this enables town centres to become more flexible and responsive to changes, it does mean it is now more difficult to manage the loss of retail uses.

- 4.9. Notwithstanding the above, in line with national planning policy it remains important to identify the Town Centre Core Area (formerly Primary Shopping Area) for the key purpose of identifying whether a retail development proposal constitutes edge of or out of centre development. It is recognised that there is likely to be a diversification of uses within the Town Centre Core Area, however, any new proposals for retail development will still be directed towards it in the first instance.

Policy DLPH2 Education in Halesowen

- 1. Existing education facilities in Halesowen Town Centre will be safeguarded where there is a recognised need for them.**
- 2. Any additionally proposed education facilities will be supported in principle where appropriate within the Town Centre. Within the Town Centre Core Area, this should generally be above the ground floor (and mainly retail) frontages.**
- 3. Dudley Council will also give in principle support where appropriate to proposals for further facilities and transport infrastructure to meet student need.**

Justification

- 4.10. The wider Halesowen area is seen as a centre of excellence for education with regard to its schools and Halesowen College. Dudley Council share this view and recognise the education sector's benefits to Halesowen in terms of adding to the Town Centre's vitality and viability, providing for local jobs in schools and the college, and preparing local people for future employment.

Design and Public Realm

Design

4.11. Policies DLP4 and DLP39 provide the overarching context for considering design quality. Regard should also be had to DLP policies for the historic environment. This section sets out those characteristics of the most importance to the Halesowen Town Centre inset plan area and town centre specific policies.

Policy DLP3 Urban Character and Appearance in Halesowen

- 1. All new development within the plan area shall:**
 - a. Respect and respond to the local distinctiveness and existing context of established built form, scale, and massing that presents the broad urban townscape of the Inset Plan area. This includes locally distinctive plot widths, building heights, building proportion, roofscapes, form, materials, distinctive style, and historical relationship of the pattern of building in its sense of enclosure of the streets on which it stands.**
 - b. Provide for, and take opportunities to, enhance active frontages at the interface between public and private spaces, in particular those fronting the ring road and River Stour, reduce the physical and visual impact of vehicles and service areas, and enable a clear distinction between public and private spaces.**
- 2. The choice of which locally distinctive elements are incorporated into the design of a development, and the degree to which they are incorporated, depends upon the location of the proposal, and the function the building serves in the townscape as described by other Policies in this Plan:**
 - a. In the High Street / Hagley Street Character Area developments will incorporate a high degree of locally distinctive elements.**

- b. Outside of this area, developments have the option of using a smaller choice and degree of locally distinctive elements provided that the overall character of the Town Centre is not prejudiced.**
- 3. Developments can incorporate elements not described as ‘locally distinctive’ or be of a more contemporary style provided that the overall design of the development does not harm the achievement of a locally distinctive Town Centre.**

Justification

- 4.12. Assets within Halesowen Town Centre help to shape the character, identity and visual quality of the town. It is essential that new development responds to, and respects, this existing character and context.
- 4.13. Where physical evidence of historic character persists in the form of assets that make a positive contribution to local distinctiveness, such assets should be conserved and wherever possible, enhanced. New development should respect and respond to the positive characteristics of the locality. The Halesowen Spatial Development Framework (2012) and Halesowen UHLC provides the evidence base to inform an understanding of the town’s historic character. This evidence should be used in considering how new development proposals and the enhancement of existing townscapes and landscapes should respect the towns character.

Policy DLPH4 Halesowen Town Design- Landmarks, Views, Vistas and Gateways

- 1. All new development should have regard to Policy DLP4, Policy DLP39 and Policy DLP55 to deliver high quality design.**
- 2. New development and proposed alterations to existing buildings should:**

Policy DLP4 Halesowen Town Design- Landmarks, Views, Vistas and Gateways

- a. **Enhance the sense of arrival by improving existing gateways and where appropriate create new ones that reinforce principal routes and spaces (see also Policy DLP4).**
 - b. **Create architectural corner features and new landmark features to improve the understanding of the town where appropriate;**
 - c. **Safeguard and enhance local and important views, vistas, landmarks and gateways within and at the edges of the town centre.**
 - d. **Protect key gateway buildings that give the town character and respect building lines, where appropriate, to assist the continuity of the town’s heritage and help secure and improve views and vistas.**
 - e. **Respect the height and mass and visibility of existing Halesowen landmarks. Such landmarks should not be overwhelmed by new development, nor their setting compromised. Consideration of the effect on setting has regard to the importance of the landmark, the extent of any harm, and the benefit arising from development.**
 - f. **Ensure that new buildings have a scale, mass, height and impact that is responsive to its context and sensitive to its roofscape/skyline.**
 - g. **Create variations in roofscape that will respect important local and strategic views.**
 - h. **Ensure that larger development facades and rooflines should reduce their scale and massing by subdividing into smaller architectural elements.**
- 3. Where new development is likely to have an impact on an identified view, skyline or landmark, accurate visual representations will be required as part of any development proposals. Choice of materials and finishes need careful consideration to protect and enhance the existing design context.**

Policy DLP4 Halesowen Town Design- Landmarks, Views, Vistas and Gateways

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

a. Strategic Landmark (Positive):

- **SLP1- Church of St. John the Baptist**

b. Local Landmarks (Positive):

- **LLP1- Somers Square (Hagley Street/Great Cornbow)**
- **LLP2- Hobbs, 27 Great Cornbow - office of Halesowen BID**
- **LLP3- The Lyttleton Arms (former) & 87-89 High Street (no. 15 Halesowen Architectural Heritage Trail)**
- **LLP4- Former Methodist Church, Birmingham Street (no. 16 Halesowen Architectural Heritage Trail) – known locally as Benjamin’s after a former occupier (now vacant)**
- **LLP5- Whitefriars, 6-8 Church Lane (no. 19 Halesowen Architectural Heritage Trail)**
- **LLP6- 32 High Street (currently Little Acorns)**
- **LLP7- The George Inn, 16 High Street (no. 28 Halesowen Architectural Heritage Trail)**
- **LLP8- Church of St. John the Baptist Mortuary Chapel, Hales Road (no. 31 Halesowen Architectural Heritage Trail)**
- **LLP9- Cornbow Bridge (no. 9 Halesowen Architectural Heritage Trail - start of walking routes from Halesowen Town Centre to either The Leasowes; or to Old Hill Station, Hawne Basin/Dudley No. 2 Canal Walks and Coombeswood Walks)**
- **LLP10- Meriden House, 6 Great Cornbow (former Fox Inn) (no. 11 Halesowen Architectural Heritage Trail)**
- **LLP11- 1 Summer Hill, former bank (currently Jordans Solicitors)**

Policy DLP4 Halesowen Town Design- Landmarks, Views, Vistas and Gateways

c. Edge Gateway

- **EG1- Halesowen bus station**
- **EG2- A458 Stourbridge Road / Furnace Lane / Grammar School Lane / A458 Earls Way island**
- **EG3- Rumbow (from A458)**
- **EG4- Grange Road junction with the Queensway (pedestrian entrance via subway link under the Queensway & vehicular entrance via primary roads)**
- **EG5- A459 Queensway / B4183 Hagley Road island**
- **EG6- Laurel Lane (pedestrian entrance via subway link under the Queensway)**
- **EG7- Summer Hill (pedestrian entrance via controlled crossing point over the Queensway)**
- **Inner Gateway:**
- **IG1- Bull Ring**

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

a. Panoramic Views (View Cone) in/out of Halesowen:

- **PV1- From Hagley Road to St. John the Baptist's Church**
- **PV2- From Bundle Hill looking eastwards over Highfields Estate to The Queensway/Bromsgrove Road**
- **PV3- From Furnace Lane to St. John the Baptist's Church**
- **PV4- From Earls Way to St. John the Baptist's Church**

6. Strategic View:

Policy DLPH4 Halesowen Town Design- Landmarks, Views, Vistas and Gateways

- **SV1- From Highfields Park, looking northeast over Highfields Estate to St. John the Baptist's Church**
- **SV2- From Stourbridge Road to St. John the Baptist's Church**
- **SV3- From Furnace Lane to St. John the Baptist's Church**
- **SV4- From the junction of Siviter Street/Cobham Road looking southwest to St. John the Baptist's Church**

7. Vista:

- **V1- Laurel Lane to Queensway**
- **V2- Cornbow Bridge to Little Cornbow**
- **V3- White Friars to St. John the Baptist's Church**

Local View:

- **LV1- Summer Hill to High Street (in both directions)**
- **LV2- Rumbow to St. John the Baptist's Church**
- **LV3- Bull Ring to St. John the Baptist's Church**
- **LV4- Cobham Road, looking northwest over the River Stour to St. John the Baptist's Church**
- **LV5- Birmingham Street to St. John the Baptist's Church**
- **LV6- Centre Lane to St. John the Baptist's Church**
- **LV7- Cornbow Bridge to Little Cornbow/Bull Ring**

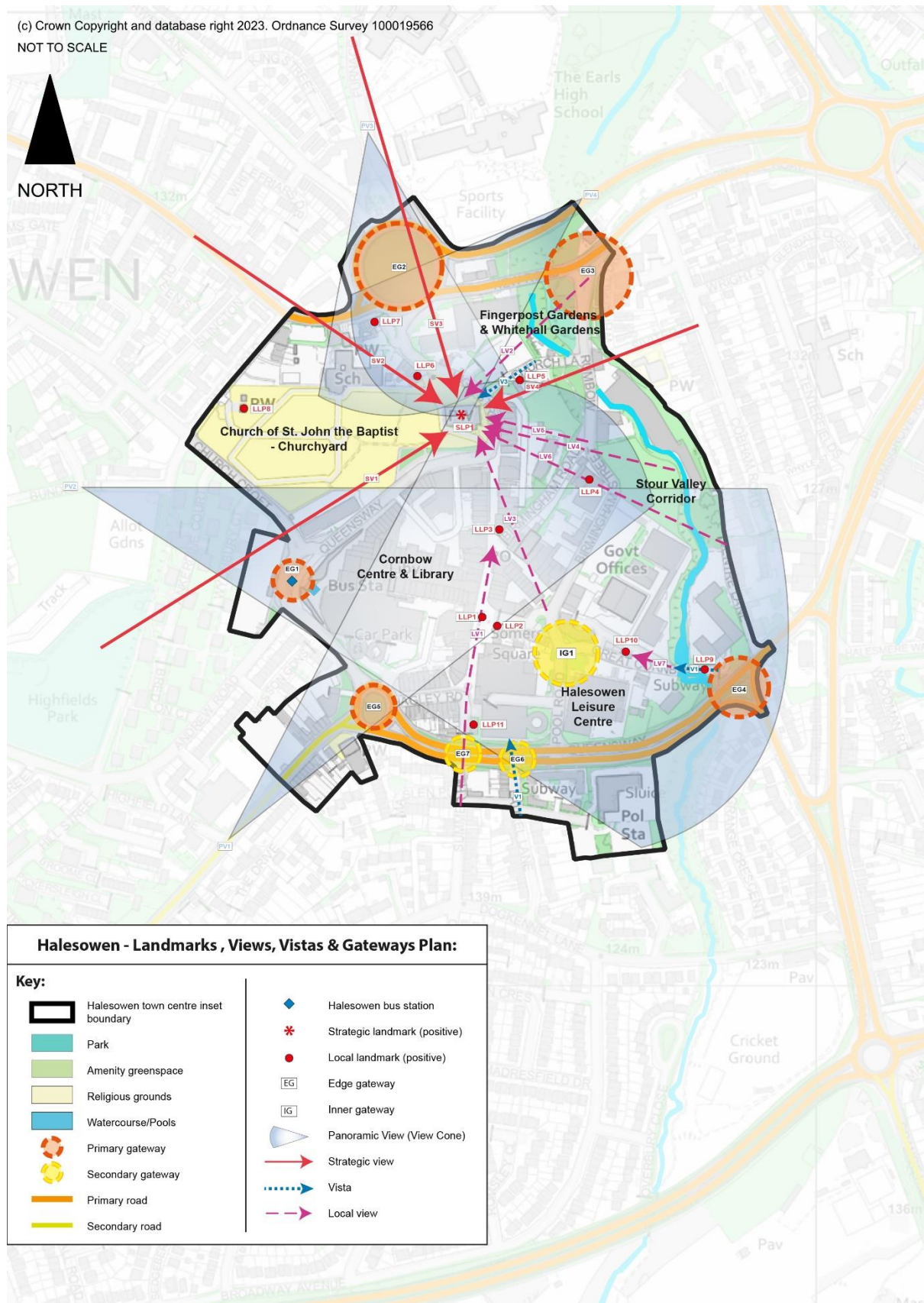
Justification

- 4.14. Views and landmarks within Halesowen help people find their way around the Town Centre and create a variety and interest to the townscape that reinforces its sense of place and gives local identity. Having an understanding and appreciation of the landmarks, views, vistas and gateways of the town will help

prevent the erection of out of scale, poorly designed or sited buildings and structures within particular sight-lines around the town.

- 4.15. The 'Landmarks, Views, Vistas and gateways' plan illustrates an urban design appraisal of views, vistas, features and gateways both at the local and strategic level that positively contribute to the legibility of the town. Historically significant strategic landmarks such as the Church of St John the Baptist (SLP1) and panoramic, strategic views are included along with vistas and local views. Where new development is likely to have an impact on an identified view or landmark, accurate visual representation of changes to the view will be required. Careful consideration will need to be paid to building materials and finishes, skylines and silhouettes.

Figure 4.1: Halesowen Landmarks, Views, Vistas and Gateways



Public Realm

- 4.16. The town's character is greatly influenced by its public realm, with some locations in need of upgrading. Public open spaces provide a focus for community activity and form connections within the town centre.

Policy DLPH5 Public Realm in Halesowen

- 1. The quality of streets and open spaces will be improved through development proposals or local initiatives having regard to the following measures:**
 - a. The provision of high-quality hard and soft landscaping, street furniture, lighting, signage and public art to help create a clear identity for Halesowen Town Centre. Developers are encouraged to prepare strategies to coordinate the choice and location of these features, including their role in linking places.**
 - b. Mature tree planting and other soft landscape elements to assist the 'greening' and ecological enhancement of the Town Centre.**
 - c. Streets and spaces will be designed so that pedestrians, cyclists, people with disabilities and vehicles can mix safely.**
 - d. Landscape proposals should create a safe, attractive, and comfortable external environment for all to enjoy, where the safety and security of people and properties is not compromised.**
 - e. All new development and townscape and landscape enhancements are required to be designed with ease of access for all users as a prime consideration at the outset. Proposals should be in accordance with Dudley Council's Access for All Supplementary Planning Document and are required to incorporate an Access Statement that shows how the principles of inclusive design have been integrated.**

Policy DLP5 Public Realm in Halesowen

- f. Existing landscape features will be protected where they make a significant contribution to the street scene.**
- g. Development in the vicinity of the various green spaces and features that already exist and those identified for improvement or enhancement on the Policies Map will be required to preserve their landscape character.**

Justification

- 4.17. The public realm can be defined as all areas that the public have access to 24 hours a day, such as streets, squares, paths, routes, open spaces and riversides. These components of the public realm form connections into, within and out from Halesowen Town Centre. Currently, the town's streets and spaces present a hard, urban environment where surface materials and some street furniture are worn and in need of updating.
- 4.18. Public open spaces provide a focus for community activity. There are currently few public spaces in the Town Centre, there being the central outdoor space in Hagley Street, Somers Square and Highfields Park, although the latter is somewhat apart from the main flows of people in the Town Centre. Significant public realm and spaces have become invisible due to poor built form and layout and poor streetscape definition, notably the historic route and original marketplace known as Great Cornbow, Little Cornbow and Bull Ring.
- 4.19. St. John the Baptist's Church and churchyard are together considered to be a Designed Landscape of High Historic Value and form the most significant historic landmark feature in the town. In addition, Little Cornbow, Great Cornbow and Bull Ring form an Area of High Historic Townscape Value. They are considered to be a historically important group of public realm and spaces, originally functioning as a principal route into the town and marketplace. Currently, these streets and spaces are greatly underutilised and would benefit from greater cohesion and enhancement to strengthen the character of this area.

- 4.20. A high proportion of historically significant streets within the Halesowen Town Centre have been identified for enhancement, with reference to the Halesowen Spatial Development Framework and the Halesowen Urban Historic Landscape Characterisation studies.
- 4.21. Opportunities for new public spaces will be gained through redevelopment of the opportunity sites. Public spaces may be smaller, high-quality spaces and act as relief spaces as part of the existing public realm and/or the riverside improvements.

Policy DLPH6 Landscape and Public Realm/Open Space Network in Halesowen

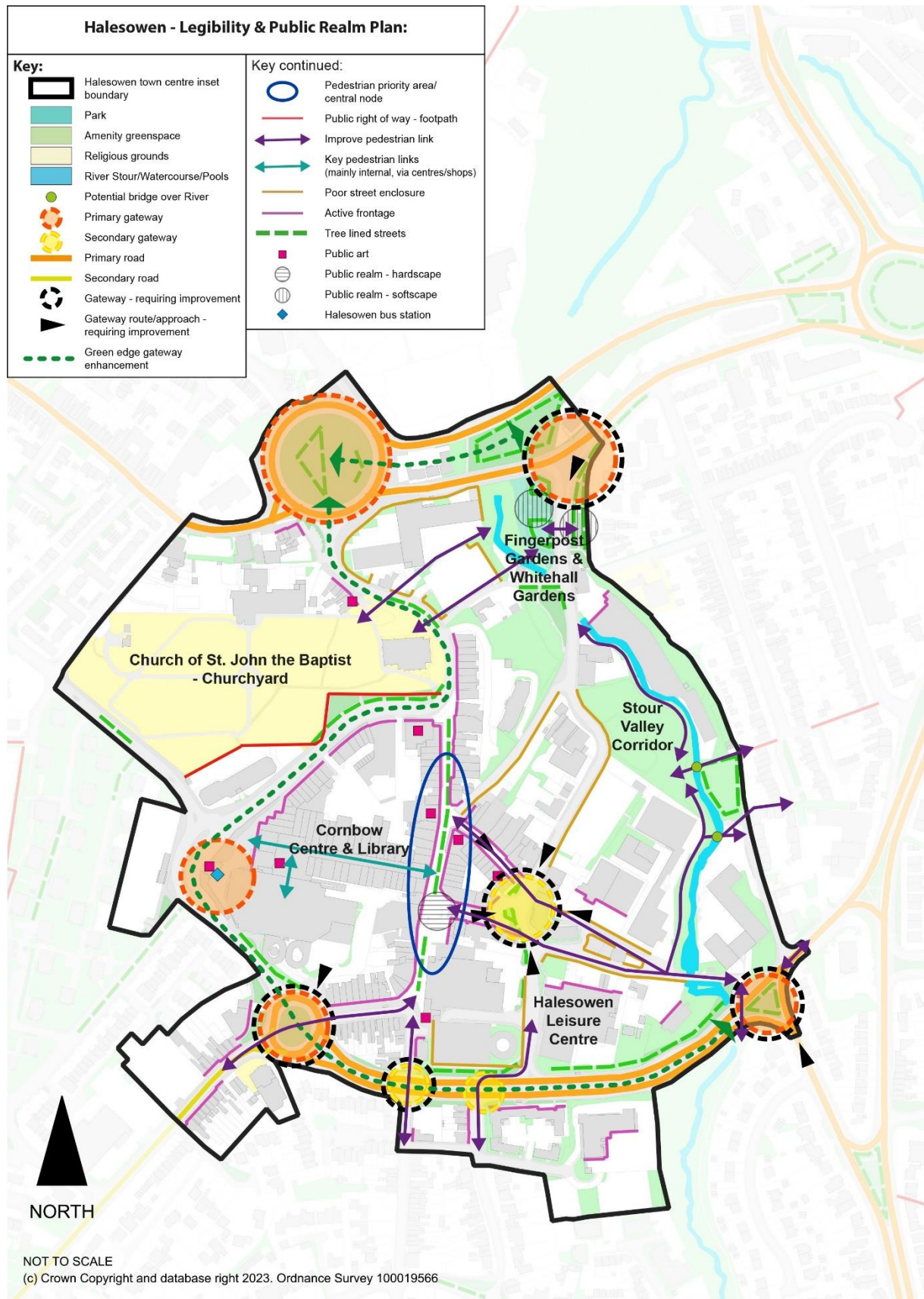
- 1. Development should safeguard existing open space provision from loss or harm and provide new spaces to create a hierarchy of inspiring landscape and public realm projects to form a unique selling point for and improve the image of Halesowen Town Centre.**
- 2. Development proposals should:**
 - a. Consider and provide ways of increasing the amount of on-site amenity green space and publicly accessible natural and semi-natural green space within the Town Centre (in particular at the north-eastern area of the Town Centre). Dudley Council's 'Open Space, Sport and Recreation' Supplementary Planning Document gives further guidance.**
 - b. Provide a hierarchy of external spaces that have clarity of purpose and function, demonstrating an understanding of the need for the retention of existing or creation of new landscape elements and spaces.**
 - c. Provide a range for choice and opportunity for children's play, including for children with disabilities where appropriate.**
 - d. Reflect and enhance the local identity of parks, open spaces and the public realm.**
 - e. Make the most of past heritage by retaining and integrating structures that can become the focus and setting for newly created or re-invigorated landscapes and public realm.**

Justification

- 4.22. Within the Halesowen Town Centre boundary, there are few public spaces or connected green spaces, and there is no town park in the Town Centre. Existing green spaces tend to be concealed and poorly connected within a predominately hard urban environment (e.g. New Road and the outer road networks, isolated grass verges, and occasional green spaces such as Rumbow/Fingerpost Gardens). Existing public spaces include St John the Baptist's churchyard, but this is cut off from the pedestrianised areas, and Somers Square within the primary shopping area, which provides a good example of new high quality public space.
- 4.23. There is also an under provision of natural and semi-natural green space especially in the north-eastern areas of the Town Centre. Creating better access and landscape enhancement to the currently underutilised River Stour corridor will offer an opportunity to begin to address this shortfall, by way of linear green space links, publicly accessible amenity green space and other improvements to the open space network.
- 4.24. Established outdoor play provision is located beyond the Town Centre Inset Plan boundary. Space to create new outdoor play provision within the Halesowen inset plan boundary will be limited, and therefore other forms of provision such as the ambition to create a riverside walk that has exercise, educational and leisure purposes with formal and informal nature spaces may bridge that gap in provision.
- 4.25. Dudley Council's Open Space Audit (2019) confirms that the surrounding urban area is reasonably well served by parks and gardens and green space. The Leasowes Historic Grade I listed Park is located within 1km of the Town Centre and Highfields Park is much closer. Huntingtree Park is just beyond and is one of the Healthy Hub Sites identified as part of the Dudley Healthy Town's Initiative. The route from Huntingtree Park to the Town Centre is designated as an active corridor, promoting cycling and walking. The park is in close proximity to Coombswood Wedge.

- 4.26. However, due to severance created by development, major roads and topography, pedestrian accessibility to these important spaces from the Town Centre is, in some instances, challenging and routes are unclear. The connections between green and open spaces are just as important as the spaces themselves. For people to visit their local green and open spaces, there must be easy and attractive routes for pedestrians, cyclists and people with disabilities. Therefore, where possible, pedestrian access should be improved.
- 4.27. Within Halesowen, many existing routes would benefit from landscape enhancement. Such enhancement will improve and define the open space network and improve the public realm overall. The Landscape and Public Realm Map indicates key streets that are highlighted for enhancement.

Figure 4.2: Halesowen legibility and public realm plan



Historic Environment

- 4.28. The historic environment and heritage assets are to be protected, conserved and enhanced as per Local Plan Policies DLP55-DLP62. This section sets out those characteristics of the most importance to the Halesowen Town Centre Inset Plan Area and town centre specific policies.

Policy DLP7 Conservation and Enhancement of Local Character and Distinctiveness in Halesowen

- 1. All development proposals should take account of the locally distinctive character of the area in which they are to be sited, including its historic character, and should respect and respond to its positive attributes. Physical assets (buildings, sites, or areas together with their settings) whether man-made or natural that positively contribute to the local character and distinctiveness of Halesowen’s landscape and townscape should be retained and wherever possible enhanced and their settings be respected.**
- 2. New development in Halesowen should be designed so as to reinforce and enhance local distinctiveness and full reference should be made in Design and Access Statements accompanying planning applications to the Halesowen Urban Historic Landscape Characterisation. Design and Access Statements should clearly set out the steps that have been taken to achieve locally responsive outcomes through either traditional or more contemporary design solutions.**
- 3. In respect of major individual developments or in relation to particularly environmentally sensitive areas, developers may in future themselves be required to commission more detailed “Local Area Character Appraisals” (as defined in the Dudley Historic Environment supplementary planning document, SPD) to inform specific land use proposals more fully.**
- 4. In cases where changes of character or demolition are unavoidable Dudley Council will seek to ensure that provision is made for an**

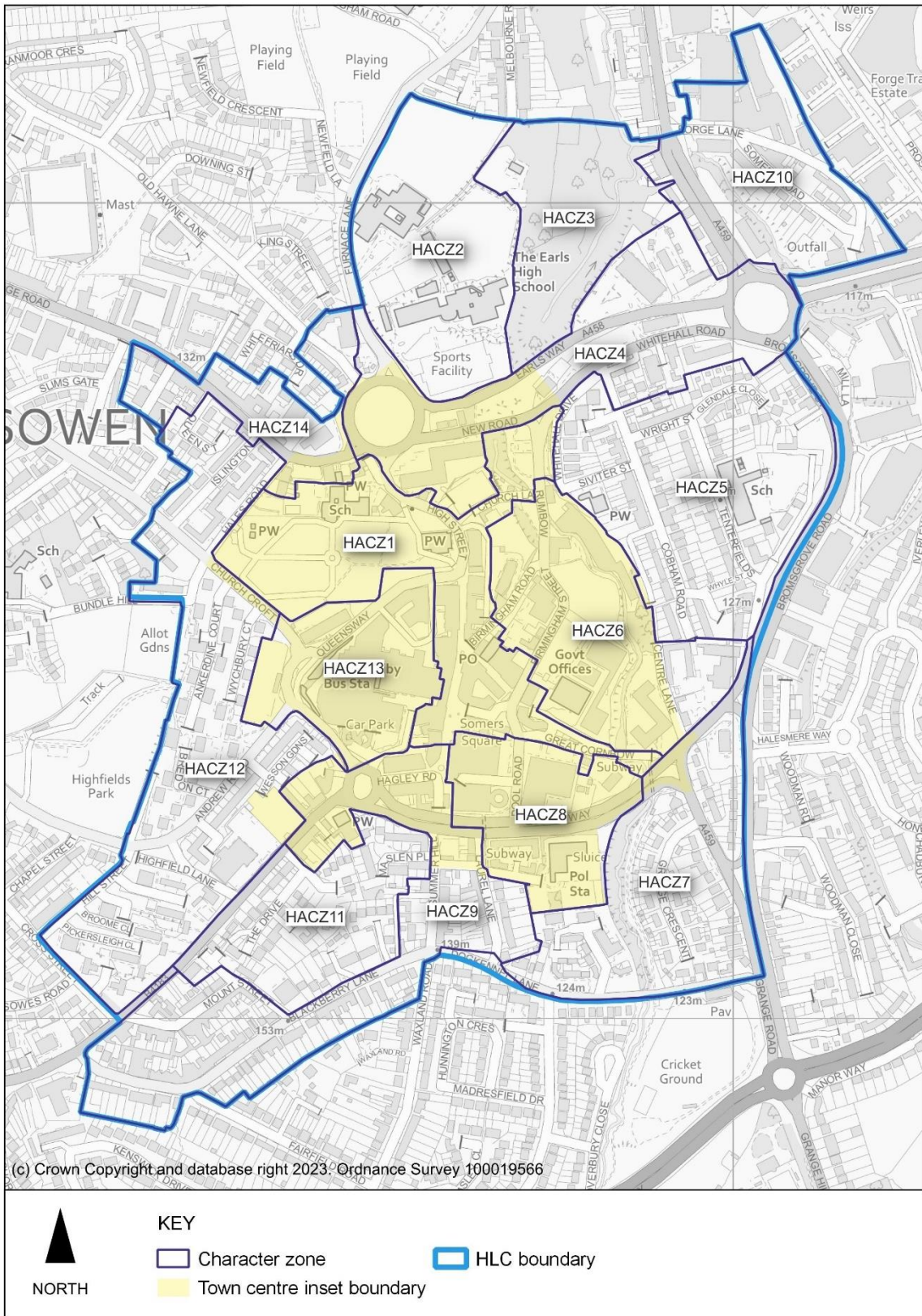
Policy DLP7 Conservation and Enhancement of Local Character and Distinctiveness in Halesowen

appropriate level of archaeological recording to take place prior to the alteration of the features concerned.

Justification

- 4.29. Assets within Halesowen Town Centre help to shape the character, identity and visual quality of the town. It is essential that new development responds to, and respects, this existing character and context.
- 4.30. Where physical evidence of historic character persists in the form of assets that make a positive contribution to local distinctiveness, such assets should be conserved and wherever possible, enhanced. New development should respect and respond to the positive characteristics of the locality.
- 4.31. The Halesowen UHLC provides the evidence base to inform an understanding of the town's historic character. This evidence should be used in considering how new development proposals and the enhancement of existing townscapes and landscapes should respect the towns character.
- 4.32. The study describes the historical development of Halesowen and identifies 14 Historic Townscape Character Zones within the Town Centre and beyond Figure 4.3. For each Character Zone, individual buildings and spaces have been identified that contribute positively or otherwise to local character. Where physical evidence of historic character persists in the form of assets that make a positive contribution to local distinctiveness, such assets should be conserved and wherever possible enhanced. Locally significant areas of high historic townscape and landscape value have been identified alongside individual heritage assets of varying significance, including Archaeological Priority Areas (APAs).

Figure 4.3: Halesowen UHLC Boundary and Character Zones

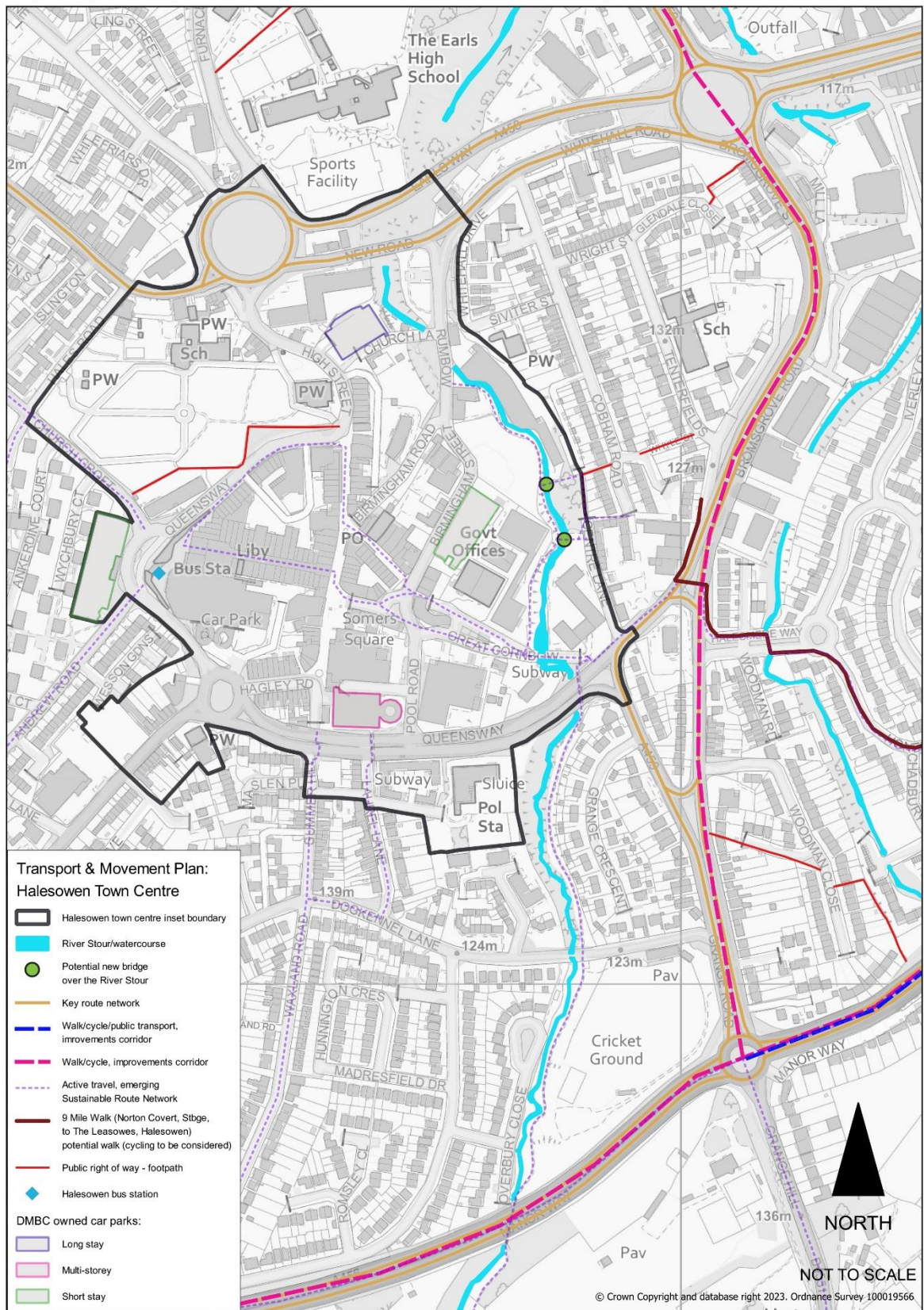


Policy DLPH8 Access and Movement in Halesowen

- 1. All development should retain and improve all useful, safe, and appropriate vehicular and pedestrian routes. Development should provide new routes that make access and movement easier, safer, more attractive and visually varied through and within built up areas.**
- 2. Development should ensure that:**
 - a. Streets link up and layouts are designed to encourage safer walking, cycling, use by people with disabilities, and access to public transport.**
 - b. Direct, convenient, and safe access is provided for pedestrians, cyclists, and people with disabilities.**
 - c. In new areas of residential development, new streets should be designed to prioritise pedestrians, cyclists, and people with disabilities.**
 - d. All development and townscape and landscape enhancements should seek to incorporate measures for the ease of access of everybody. This will ensure unhindered movement for everyone to and within Halesowen Town Centre and also along the River Stour corridor pathways. It will enable people with disabilities, the elderly and the infirm to have ease of access to, and avail themselves of, the facilities provided within the Town Centre. Proposals should be in accordance with Dudley Council's Access for All Supplementary Planning Document and are required to incorporate an Access Statement that shows how the principles of inclusive design have been integrated.**
 - e. In some instances, a proposal may have substantial benefits to the wider local community but may not be able to achieve full accessibility due to heritage assets status and therefore a considered pragmatic approach may be adopted.**

completely separated from other modes of movement, are poorly overlooked, vandalised, and have blind spots. Poor linkages have been identified where vehicle dominant roads create severance on pedestrian desire lines.

Figure 4.4: Transport and Movement Plan: Halesowen Town Centre



Halesowen Town Inset Plan Area Site Allocations

4.35. Halesowen Town Inset Plan area (Figure 4.4) has identified five ‘Opportunity Sites’ where redevelopment and regeneration would provide benefits to the Town Centre. These represent mixed use sites, including residential development. The opportunity sites do not preclude or diminish the importance of investment or change elsewhere within the centre. They simply reflect the Council’s wish to prioritise use of its resources to kick start and progress projects which will have a significant impact and act as a catalyst for wider change.

4.36. In addition, there are two sites identified for residential development with the Halesowen Town Inset Plan area. These are identified within Policy DLP10 as part of the overall housing land supply as summarised below.

Table 4.1: Summary of Halesowen Allocations

SITE	MIXED USE	RESIDENTIAL CAPACITY (INDICATIVE AND NOT A CAP)
Opportunity Sites		
Trinity Point (DLPHOS1)	Yes	87 dwellings
Link House and Pioneer House (DLPHOS2)	Yes	20 dwellings
Little Cornbow (DLPHOS3)	Yes	43 dwellings
Fountain House (DLPHOS4)	Yes	60 dwellings
Pool Road Car Park (DLPHOS5)	Yes	30 dwellings
Housing Allocations		
Will Thorne House (DLPHH1)	No	20 dwellings
Halesowen Police Station (DLPHH2)	No	30 dwellings

4.37. A policy is provided for each Opportunity Site which identifies the acceptable uses. For these Opportunity Sites, key design principles are provided as part of the evidence base to the local plan. The design principles are based on an assessment of land use, access and movement, layout and form, scale and mass, character and appearance and landscape and public realm. They

particularly reflect the heritage and character of Halesowen and demonstrate how the ambitions for these sites could be developed in a way that respects good design principles.

Trinity Point

- 4.38. This opportunity site is situated between New Road (A458) and High Street, in the north of the Town Centre inset plan area, within the Town Centre Core Area. The site is dominated by Trinity Point, a large office block which marks a gateway into the Town Centre and by the two storey 'High Street car park' which services the northern part of the town.
- 4.39. The site has important boundary edges which will need to be appropriately addressed in any redevelopment scheme. To the north is New Road, a key approach road to the Town Centre. To the east, down a steep gradient is the River Stour and Fingerpost/Rumbow Gardens. To the west of the site is the Grade II listed Ivy House, the Grade II listed George Inn, the High Street and the Grade I listed Church of St. John the Baptist. To the south is Church Lane, which is abruptly abutted by the car park and where the Grade II listed Whitefriars is located (one of the few surviving timber framed buildings in Halesowen) and the Locally Listed dwelling known as Hay Moat (No.10 Church Lane). The southern half of this opportunity site falls within an Archaeological Priority Area (APA) and the site is adjacent to the Halesowen Area of High Historic Townscape Value (AHHTV). Consideration will need to be given to the impact of any scheme on the setting and significance of these designated and non-designated heritage assets and on any identified views and vista. Any development proposals will be required to positively enhance these assets and the river corridor by virtue of design and layout. In utilising this opportunity, a green link should also be provided composed of amenity focused green infrastructure. Any development within this block should establish frontages to New Road and High Street and recognise the relationship to, and impact upon, Rumbow and Church Lane.
- 4.40. There is potential risk of flooding along the River Stour within the Halesowen Town Inset Area boundary. Therefore, where development is being proposed, Policies DLP45 and DLP46 and national planning guidance set out in the

National Planning Policy Framework are applicable and the developer should seek further guidance from Dudley Council officers and the Environment Agency. Development alongside the River Stour should be set back 10m from the top of both bank slopes and applicants are required to submit site specific flood risk assessments (FRAs) in accordance with National Planning Policy Framework.

Policy DLPHOS1 Halesowen Town Centre Opportunity Site : Trinity Point	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Class E- Commercial, Business and Service uses excluding uses falling within Class E (g) (ii) and (iii) uses in line with Policy DLP24. 2. Residential developments (Class C3) with an indicative capacity of 87 dwellings, but this capacity may vary as part of any mixed-use development on the site. 3. Local Community and Learning uses (class F1&F2).

Link House and Pioneer House

4.41. This Opportunity site is comprised of Link House, a five-storey office building with car parking to the rear, along with the site of former Pioneer house. The site is outside of the Town Centre Core Area and fronts the northern end of Birmingham Street car park and Rumbow.

4.42. Development proposals should provide a strong frontage to Birmingham Street and Rumbow. An active and attractive frontage onto the River Stour together with an enhanced pedestrian route along it will be required. Development should be set back from the River Stour and have due regard to flood risk. All development proposals need to be sensitive and responsive to the historic

character and local distinctiveness and that site falls within an Archaeological Priory Area (APA).

- 4.43. Steep changes in topography, the route of the river and the existing urban form on this site all mean that access through this central area into the Town Centre from Tenterfields to the east of the River Stour is restricted and difficult. Provision of pedestrian access from the Tenterfields area is encouraged.
- 4.44. On the eastern side of the River Stour sits the Rumbow Works which provides valuable local employment and is expected to continue in its current use. Any redevelopment scheme will need to ensure that it does not adversely affect the operation of this employment use. Should the Rumbow Works site unexpectedly come forward in the future, it could form an appropriate extension to this development opportunity site and provision of a new east-west pedestrian access across the River Stour should be a high priority.
- 4.45. Where development is being proposed, Policies DLP45 and DLP46 and national planning guidance set out in the National Planning Policy Framework are applicable, and the developer should seek further guidance from Dudley Council officers and the Environment Agency. Development alongside the River Stour should be set back 10m from the top of both bank slopes, and applicants are required to submit site specific flood risk assessments (FRAs) in accordance with National Planning Policy Framework.

Policy DLPHOS2 Halesowen Town Centre Opportunity Site: Link House and Pioneer House	
Acceptable Land Uses	Mixed Use Development including: <ul style="list-style-type: none"> a. Class E- Commercial, Business and Service uses, excluding uses falling within Class E (g) (ii) and (iii) uses. b. Residential developments (class C2/C3) with an indicative capacity of 20 dwellings, but this

	<p>capacity may vary as part of any mixed-use developments on the site.</p>
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Little Cornbow

- 4.46. This Opportunity site is currently dominated by the Lifecentral church. Development in this area should provide active and attractive frontages onto areas of public space and pay regard to existing and potential linkages throughout the site. Cornbow is of particular significance as it is one of the original streets through the town centre and has great potential for improvement as a public space and key link into the town from southeast areas.

- 4.47. There is a major opportunity within this site to provide a strong frontage to Little Cornbow whilst retaining and enhancing the key route between Peckingham Street and Cornbow. Strong frontages should also be established along the riverside, together with an enhanced pedestrian route along it. This opportunity site, together with Site 3 'Link House and Pioneer House', should deliver a minimum of 35 residential units. All development proposals need to be sensitive and responsive to the historic character and local distinctiveness and that the site falls within an Archaeological Priory Area (APA).

- 4.48. Where development is being proposed, Policies DLP45 and DLP46 and national planning guidance set out in the National Planning Policy Framework are applicable, and the developer should seek further guidance from Dudley Council officers and the Environment Agency. Development alongside the River Stour should be set back 10m from the top of both bank slopes, and applicants are required to submit site specific flood risk assessments (FRAs) in accordance with National Planning Policy Framework.

Policy DLPHOS3 Halesowen Town Centre Opportunity Site: Little Cornbow	
Acceptable Land Uses	<p>1. Mixed Use Development:</p> <ul style="list-style-type: none"> a. Class E – Commercial, Business and service uses, excluding uses falling within Class E (g) (ii) and (iii) uses. b. Residential developments (Class C3) with an indicative capacity of 43 dwellings, but this capacity may vary as part of any mixed use developments on the site c. Local Community and Learning uses (F1 and F2).

Fountain House

- 4.49. Fountain House is a large office building which sits on the eastern bank of the River Stour located immediately adjacent to the Locally Listed Cornbow Bridge and Archaeological Priority Area (APA). It is largely unoccupied and has suffered from high and growing vacancy levels. This site should be put into more productive use through a change of use and/or redevelopment.
- 4.50. Combined with Development Opportunity Site 4 'Little Cornbow' there is an opportunity to significantly improve the quality of the built environment in this area, which will enhance the setting of the River Stour and establish a pedestrian route along the riverside, in accordance with Policy DLP54.
- 4.51. Where development is being proposed, Policies DLP45 and DLP46 and national planning guidance set out in the National Planning Policy Framework are applicable, and the developer should seek further guidance from Dudley Council officers and the Environment Agency. Development alongside the

River Stour should be set back 10m from the top of both bank slopes, and applicants are required to submit site specific flood risk assessments (FRAs) in accordance with National Planning Policy Framework.

Policy DLPHOS4 Halesowen Town Centre Opportunity Site: Fountain House	
Acceptable Land Uses	Mixed use development including: <ul style="list-style-type: none"> a) Class E – Commercial, Business and service uses, excluding uses falling within Class E (g) (ii) and (iii) uses. b) Residential developments (Class C3) with an indicative capacity of 60 dwellings, but this capacity may vary as part of any mixed use developments on the site c) Local Community and Learning uses (F1 and F2).

Pool Road Car Park

4.52. The existing Pool Road Multi Storey Car Park is in need of investment and, as a whole, the buildings on this site currently present a negative gateway into the Town Centre Core Area and to the adjacent Area of High Historic Townscape Value (AHHTV). Redevelopment will improve the quality of the car parking facilities, enhance frontages to Hagley Road and Summer Hill, and the views into and out of the AHHTV, and improve the quality of the built environment. All development proposals need to be sensitive and responsive to the historic character and local distinctiveness and that the site falls within an Archaeological Priory Area (APA).

4.53. Pool Road car park, designated long and short stay, services the south side of the town and provides convenient parking for both the Leisure Centre and Cornbow Hall.

- 4.54. Evidence demonstrates that there is a surplus of car parking available in the Town Centre, with ample short stay capacity available nearby at both Asda and Birmingham Street. Eroding some of this short stay surplus will enable a positive development to go forward for the overall benefit of the Town Centre. However, the loss of the long stay parking could affect the attractiveness of the town to investors and an element of long stay parking will therefore need to be re-provided for within the redevelopment of this site.
- 4.55. Where development is being proposed, Policies DLP45 and DLP46 and national planning guidance set out in the National Planning Policy Framework are applicable, and the developer should seek further guidance from Dudley Council officers and the Environment Agency. Development alongside the River Stour should be set back by 10m from the top of both bank slopes, and applicants are required to submit site specific flood risk assessments (FRAs) in accordance with National Planning Policy Framework.

Policy DLPHOS5 Halesowen Town Centre Opportunity Site: Pool Road Car Park	
Acceptable Land Uses	<ol style="list-style-type: none"> 1. Mixed use development including: <ol style="list-style-type: none"> a. Class E – Commercial, Business and service uses, excluding uses falling within Class E (g) (ii) and (iii) uses. b. Residential developments (Class C3) with an indicative capacity of 30 dwellings, but this capacity may vary as part of any mixed-use developments on the site c. Local Community and Learning uses (F1 and F2).

Evidence

- Black Country Historic Landscape Characterisation (2010)
- Black Country Historic Landscape Characterisation Study (2019)
- Borough-Wide Urban Historic Landscape Characterisation Study (2016/2023)
- Historic Environment Supplementary Planning Document (2017)
- Historic Landscape Characterisation for Halesowen
- Historic Environment Record (HER)
- [National Design Guide](#)
- Historic England Good Practice Advice Notes (GPAs) and Historic England Advice Notes (HEANs)

Delivery

- Historic Landscape Characterisation documents
- Development Management process including Design and Access Statements and Statements of Heritage Significance
- Supplementary Planning Documents
- A regularly updated and maintained Historic Environment Record (HER).

Monitoring Indicators

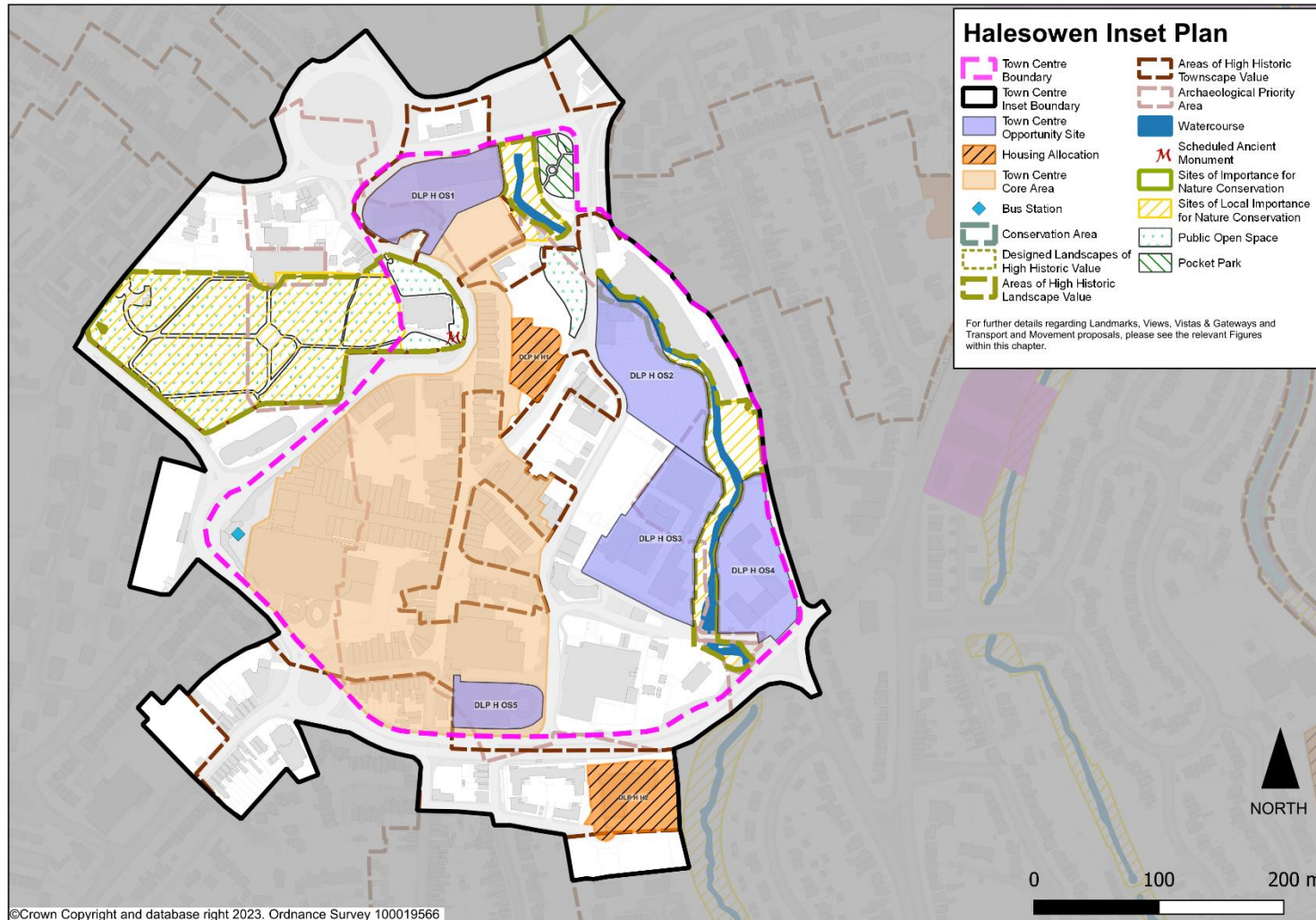
Table 4.2: Halesowen Monitoring Indicators

Policy	Indicator	Target
DLP H1- Halesowen Town Centre Core Area	Number of applications approved within Town Centre Core Area for uses outside of acceptable uses (as set out in DLP24)	Target: 0
DLP H2- Education in Halesowen	No net loss of education facilities	Target:0
DLP H3- Urban Character and Appearance	Number of Planning Permissions contrary to the	Target: 0

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Policy	Indicator	Target
	recommendations of the LPA Historic Environment or Urban Design officer.	
DLP H4- Halesowen Town Design- Landmarks, Views, Vistas and Gateways	Number of Planning Permissions contrary to the recommendations of the LPA Historic Environment or Urban Design officer.	Target: 0
DLP H5- Public Realm in Halesowen	Percentage of relevant applications to include public realm improvements	Target: 100%
DLP H6- Landscape and Public Realm/Open Space		
DLP H7- Conservation and Enhancement of Local Character and Distinctiveness in Halesowen	Number of Planning Permissions contrary to the recommendations of the LPA Historic Environment or Urban Design officer.	Target: 0
DLP H8- Access and Movement in Halesowen	Delivery of identified sustainable transport projects	In accordance with policy

Figure 4.5 Halesowen Inset Plan



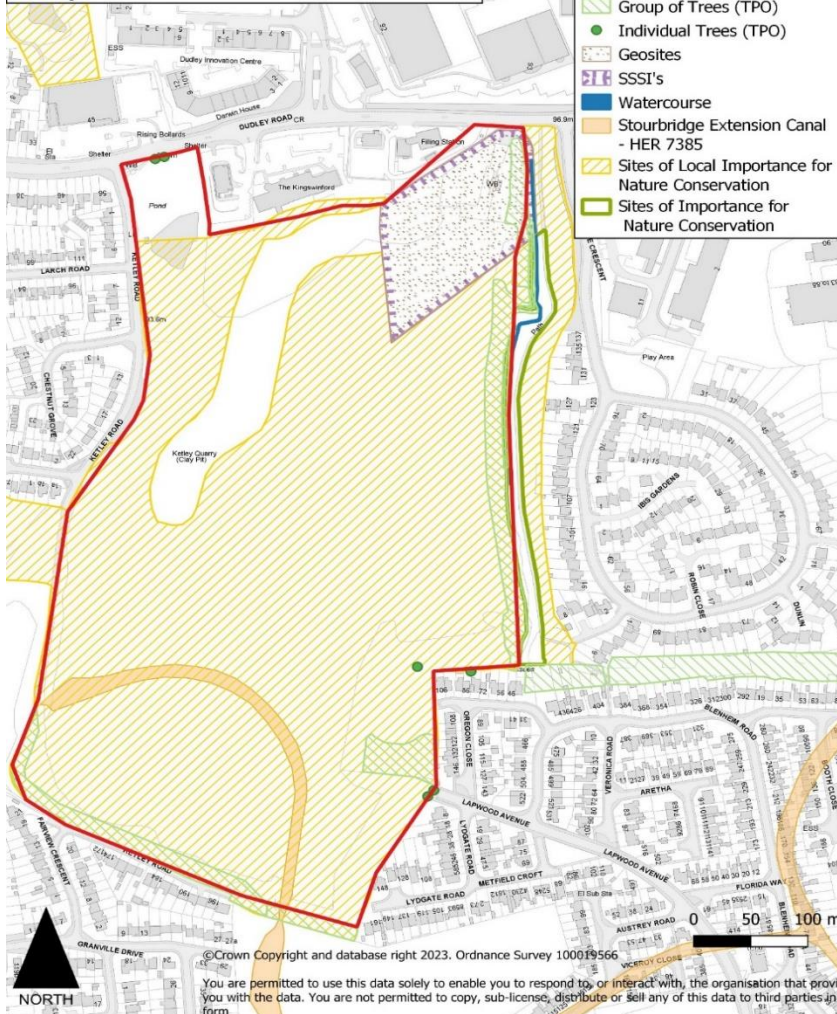
5. Housing Allocations

Ketley Quarry

Policy DLPKQH1 (Priority Site) Land at Ketley Quarry, Kingswinford



SITE DLP KQ H1: Ketley Quarry, Kingswinford
 Scale: To Fit
 Priority Site Plan



Policy DLPKQH1 (Priority Site) Land at Ketley Quarry, Kingswinford

- 1. Land at Ketley Quarry, Kingswinford will be allocated for new residential growth. The site's gross area is 21.37ha of which 14.90ha developable for up to 650 dwellings based on 40-45dph.**
- 2. The estimated phasing of delivery is:**
 - 2025/26 – 40 units**
 - 2026/27 – 40 units**
 - 2027/28 - 40 Units**
 - 2028/33 – 240 units**
 - 2033/38 – 240 units**
 - 2038/41 – 50 units**
- 3. There will be a requirement for the development of the site to deliver homes and infrastructure of the highest quality design and functionality, and to accommodate the required infrastructure provision in appropriate locations. The key planning requirements for the Ketley Quarry priority site are set out below. Other standard policy requirements, as set out in the DLP, other local plan documents and SPDs, will also apply.**
- 4. The cumulative impact of Ketley Quarry and other nearby allocations (housing and employment) will need to be considered, in terms of:**
 - a. School place impacts**
 - b. Highways impacts**
 - c. Delivery of biodiversity net gain**
 - d. Delivery of recreational open space improvements**
- 5. Once the DLP has been adopted, the allocation should be developed in accordance with the criteria identified in respect of all other relevant general policy requirements, including any necessary developer contributions.**

Policy DLPKQH1 (Priority Site) Land at Ketley Quarry, Kingswinford

6. School Place Requirements

- a. It is currently anticipated that both primary and secondary school place requirements arising from housing developments in the northwest of Dudley over plan period will be capable of being met through extensions to existing primary and secondary schools, to be provided through developer contributions. Pedestrian and public transport improvements to increase accessibility to local primary and secondary schools may be required in accordance with Policy DLP11.

7. Highways Requirements

- a. Highway infrastructure is necessary for any development to function effectively and to minimise impacts on surrounding road junctions. It is considered that there should be appropriate vehicular access. The number of access points required and their precise location should be subject to further detailed transport assessment. A cycling and walking network which includes active travel routes around priority sites should form a key part of the site layout providing connections to all nearby local amenities, including local primary schools and local centres.

8. Nature Conservation and Net Biodiversity Gain Requirements

- a. There is a statutory designation for features of geological significance (SSSI) at the north of the site. The SSSI designation is a geological outcrop of the Etruria Formation, created during the Carboniferous Period (359-299 million years ago). The wider site is designated as a SLINC. The vast majority of the site is a disused quarry and is made up of bare ground and large mounds of quarry spoil. Parts of the quarry have become vegetated with early successional species and tall ruderal vegetation.

Policy DLPKQH1 (Priority Site) Land at Ketley Quarry, Kingswinford

- b. The disused Tansey Green branch railway line runs to the east of the site, providing a further link to Fens Pool Nature Reserve to the south. Dawley Brook to the east of the site is designated as a SINC. The site also contains three distinct areas of woodland, with the belt to the east and southwest of the site acting as a boundary feature.**
- c. Bat and bird surveys, including for barn owls, will need to be carried out in the abandoned farmhouse and surrounding buildings. Other surveys such as reptile and badger surveys may also be required**
- d. Policy DLP32- Nature Recovery Network and Biodiversity Net Gain will apply to this site.**

9. Historic Environment Requirements

- a. This allocation is the site of the former Ketley Colliery (HER 7963) recorded as being mostly abandoned by the production of the first edition OS in 1884. It also contains the site of Ketley Quarry (also recorded on the first edition OS), which is one of the ‘Geo-sites’ located within the Black Country Geopark, (see Policy DLP35) [Ketley Quarry Geosite](#)**
- b. Located in the northwestern corner of this allocation, adjacent to the road, is the site of a weighbridge and its associated Weights and Measures building (HER 15424). The buildings first appeared on the Fourth Edition OS (1937-1948). Any proposed development should seek to incorporate these heritage assets into any future proposals for this part of the site along with suitable interpretation information.**
- c. Located in the southern part of the allocation is the site of Stourbridge Extension Canal (HER 7385), built during the 1830s and opened in 1840. Proposals for the site should seek to include sympathetic ways of revealing the significance of this heritage asset.**

10. Recreational Open Space Requirements

Policy DLPKQH1 (Priority Site) Land at Ketley Quarry, Kingswinford

- a. It will be necessary to provide good-quality walking and cycle routes within the developments, which can provide easy, quick and safe access to nearby open spaces and the countryside.

11. Sustainable Drainage Requirements

- a. Naturalised sustainable drainage systems that are sufficient to retain greenfield runoff rates should be provided for the site, in accordance with Policy DLP46. An allowance for the space necessary to accommodate the systems has been made when defining the indicative net developable area. This allowance may be adjusted when the site is subject to a more detailed planning application.

12. Local Wastewater Treatment Capacity

- a. This site is served by Roundhill WwTW and it is not anticipated that there are any issues with the site handling additional flows during the Plan period.

13. Design Principles

- a. New development will have a density of no more than 40-45dph and will also retain a network of public open space across the site. Any proposed development should create a permeable layout by connecting the surrounding vehicle roads and pedestrian routes with a network of public open space and tree-lined streets. Layouts should incorporate 'back-to-back garden' housing and avoid the rear or sides of gardens facing the streets and public realm. Existing trees and on-site biodiversity value (according to the outcome of robust surveys) must be safeguarded and incorporated into the proposed layouts. These assets should form part of the publicly accessible open space and should not be located within any private plots, except in exceptional circumstance. Corner plots should be designed to address both aspects e.g. consider and propose a dual building frontage to

Policy DLPKQH1 (Priority Site) Land at Ketley Quarry, Kingswinford

minimise blank/dead frontages. All public open space should be overlooked by housing.

6. Housing

6.1. Housing allocations to deliver growth over the plan period in accordance with the Council’s Spatial Strategy are set out below. Alongside the Priority Site allocations, the following housing allocations (Table 6.1) will be delivered to contribute to the borough’s housing target up to 2041.

Table 6.1: Dudley Housing Site Allocations

DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP KQH1	206	Ketley Quarry, Dudley Road, Kingswinford	Residential	650	21.37	14.90	Brownfield	Kingswinford South	RC1
DLP H001	19	Cookley Works, Leys Road, Brockmoor, Brierley Hill	Residential	70	2.16	1.62	Brownfield	Brockmoor and Pensnett	RC2
DLP H002	22	Land at Old Wharf Road, Stourbridge	Residential	256	7.02	4.20	Brownfield	Amblecote	RC2
DLP H003	30	Long Lane/Maltmill Lane, Shell Corner	Residential	13	0.36	0.36	Brownfield	Halesowen North	Outside of Growth Network

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H004	32	Caledonia Sewage Works	Residential	140	6.24	3.97	Brownfield	Lye and Stourbridge	RC3
DLP H005	35	Clinic Drive Lye	Residential	71	0.91	0.68	Brownfield	Lye and Stourbridge	RC3
DLP H006	87	Land off Ruiton St/ Colwall Rd Gornal	Residential	19	0.46	0.46	Greenfield	_Gornal Wood	Outside of Growth Network
DLP H007	91	Bourne Street, Coseley	Residential	72	2.57		Brownfield	Upper Gornal and Woodsetton	Outside of Growth Network
DLP H008	101	Land adj. To 49 Highfields Road	Residential	13	0.40	0.40	Brownfield	Coseley East	RC4
DLP H009	138	Springfield Works, Pearson Street, Lye	Residential	11	0.25	0.25	Brownfield	Cradley and Wollescote	Part of the site is within RC3
DLP H010	149	Land at Plant Street, Mill Street and Bridge Street, Wordsley	Residential	43	1.29	0.97	Brownfield	Wordsley / Brierley Hill	Outside of Growth Network
DLP H011	151	Leys Road/Moor Street, Brierley Hill	Residential	78	2.60	1.95	Brownfield	Brierley Hill	RC2

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H012	155	Quantum Works, Enville Street, Stourbridge	Residential	14	0.36	0.36	Brownfield	Wollaston and Stourbridge	Outside of Growth Network
DLP H013	157	Balds Lane, Lye	Residential	89	2.60	1.95	Brownfield	Cradley and Wollescote	Majority of the site is within RC3
DLP H014	158	Rufford Road, Stourbridge	Residential	16	0.41	0.41	Brownfield	Pedmore and Stourbridge	RC3
DLP H015	159	Lyde Green	Residential	27	0.69	0.69	Brownfield	Cradley and Wollescote	RC3
DLP H016	162	Land at corner of Saltwells Road and Halesowen Road, Netherton	Residential	63	1.40	1.40	Brownfield	Quarry Bank and Dudley Wood	RC2
DLP H017	164	Land off Thorns Road, Lye (North)	Residential	184	6.14	4.6	Brownfield	Quarry Bank and Dudley Wood	RC3
DLP H018	181	Bull Street, Dudley	Residential	80	2.06		Brownfield	St James's	Part of the site is within RC2
DLP H019	189	St Marks House, Brook Street	Residential	13	0.29	0.29	Brownfield	Cradley and Wollescote	RC3

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H020	190	Shaw Road/New Road, Dudley	Residential	16	0.39	0.39	Brownfield	St Thomas's	RC2
DLP H021	200	The Straits/Majors Fold, Lower Gornal	Residential	23	0.64	0.64	Greenfield	Gornal Wood	Outside of Growth Network
DLP H022	205	Ridge Hill	Residential	103	4.16	4.16	Brownfield	Wordsley	Outside of Growth Network
DLP H023	302	Industrial land at Marriott Road and Cradley Road	Residential	41	1.03	1.03	Brownfield	Netherton, Woodside and St Andrews	Part of the site is within RC2
DLP H024	304	Hayes Lane, Stour Vale Road	Residential	58	1.45	1.09	Brownfield	Lye and Stourbridge	RC3
DLP H025	327	Land at Blowers Green Road, Dudley	Residential	63	1.88	1.41	Brownfield	St Thomas's	RC2
DLP H026	331	Land Adj.Rear 84-86 Lyde Green, Halesowen	Residential	22	0.50	0.50	Brownfield	Cradley and Wollescote	RC3

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H027	332	Former Factory Site, Park Lane, Cradley	Residential	80	3.60	2.00	Brownfield	Cradley and Wollescote	RC3
DLP H028	336	Former MEB Headquarters, Mucklow Hill	Residential	60	1.50	1.50	Brownfield	Halesowen South	Outside of Growth Network
DLP H029	82a	Foredraft Street, Cradley (2 sites A and B)	Residential	18	0.53	0.53	Brownfield	Cradley and Wollescote	RC3
DLP H030	H10.4	Former Ibstock Works	Residential	148	7.6		Brownfield	Brockmoor and Pensnett	RC1
DLP H031	H16.1	Land at Birmingham New Road	Residential	472	26.4		Brownfield	Coseley East	RC4
DLP H032	399	Old Dock, Dudley	Residential	111	3.3	2.45	Brownfield	St James's	RC2
DLP H033	406 / H11B.21	North Street Industrial Estate	Residential	63	1.58		Brownfield	Brierley Hill	RC2
DLP H034	SA-0132-DUD	Marriott Road	Residential	105	3.50	2.60	Brownfield	Netherton, Woodside	Part of the site is within RC2

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
								and St Andrews	
DLP H035	402	Vee Bee Filtration, Old Wharf Road	Residential	36	0.28	0.28	Brownfield	Wollaston and Stourbridge Town	RC2
DLP H036	403	Brockmoor Foundry North, Leys Road	Residential	60	1.9		Brownfield	Brierley Hill	RC2
DLP H037	308	Land between Heath Road and Copse Road, Netherton	Residential	27	0.76	0.57	Greenfield	Quarry Bank and Dudley Wood	Outside of Growth Network
DLP H038	312	Land rear of Salcombe Grove, Coseley	Residential	38	1.1	0.8	Greenfield	Coseley East Ward	RC4
DLP H039	321	Land rear of Two Gates Lane, Cradley	Residential	24	0.68	0.51	Greenfield	Hayley Green and Cradley South	RC3

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H040	341	Land adjacent 32 Whitegates Road, Coseley	Residential	10	0.25	0.25	Greenfield	Coseley East	RC4
DLP H041	346	Hampshire House, 434 High Street, Kingswinford	Residential	30	0.44	0.44	Brownfield	Kingswinford North and Wall Heath	RC1
DLP H042	358	Land rear of 294 to 364 Stourbridge Road, Halesowen	Residential	45	1.34	1.00	GF and BF	Belle Vale	Outside of Growth Network
DLP H043	374	Land at Corporation Road and Cavell Road, Dudley	Residential	10	0.42	0.42	Greenfield	St Thomas's	RC2
DLP H044	375	Land adjacent to Pear Tree Lane, Coseley	Residential	38	0.99	0.74	Greenfield	Coseley East	RC4
DLP H045	378	St Peter's Road, Netherton	Residential	22	0.29	0.29	Brownfield	Netherton, Woodside and St Andrews	Outside of Growth Network

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H046	382	Former New Hawne Colliery, Haysech Road, Halesowen	Residential	15	0.63	0.63	Brownfield	Belle Vale	Outside of Growth Network
DLP H047	383	Baptist End Road, Netherton (Former Arley Court and Compton Court)	Residential	49	1.45	1.09	Brownfield	Netherton, Woodside and St. Andrews	RC2
DLP H048	360	Sandvik, Halesowen	Residential		1.50	1.50	Brownfield	Halesowen South	Outside of Growth Network
DLP H049	303 / SA-303	Site at Wellington Road and Dock Lane	Residential	130	2.20	1.65	Brownfield	St James's	RC2
DLP H050	400 / SA-373	National Works, Hall Street, Dudley (Nuttalls)	Residential	150	3.02	2.23	Brownfield	St Thomas's	RC2
DLP H051	405	Land adjacent to Nuttalls	Residential	36	0.8	0.8	Brownfield	St Thomas's	RC2

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H052	390	Derelict building opposite 206 to 218 Moor Street	Residential	30	0.26	0.26	Brownfield	Brierley Hill	RC2
DLP H053	395	Land off Lower Valley Road	Residential	17	0.4	0.4	Greenfield	Brierley Hill	RC2
DLP H054	398	Former recycling site, Moor Street	Residential	80	0.81	0.81	Brownfield	Brierley Hill	RC2
DLP H055	391	Vacant land at Darkhouse Lane	Residential	13	0.63	0.63	Brownfield	Coseley East	RC4
DLP H056	392	Fiddlers Arms, 16 Straits Road	Residential	9	0.27	0.27	Brownfield	Gornal Wood	Outside of Growth Network
DLP H057	401	Pens Meadow School, Ridge Hill	Residential	30	1.01	0.76	Brownfield	Wordsley	Outside of Growth Network
DLP H058	410	Land at Norton Crescent, Coseley	Residential	12	0.56		Greenfield	Coseley East	RC4
DLP H059	409	Land at Highfields Road/Highmoor Close, Coseley'	Residential	12	0.49	0.35	Greenfield	Coseley East	RC4

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DLP Site Reference	Site ref (CFS/ SHLAA ref at present/ Dev Strat)	Site name	Proposed use	Indicative capacity	Gross site area (Ha)	Net site area (Ha)	Brownfield/ Greenfield	Ward	Regeneration Corridor
DLP H060	408	Holloway Street West, Gornal	Residential	24	0.61		Brownfield	Gornal Wood	Outside of Growth Network
DLP H061	411	Church Road, Netherton	Residential	29	0.88	0.66	Brownfield	Netherton Woodside and St Andrews	RC2
DLP H062	407	Saltwells Education Centre	Residential	1.4	1.1	50	Brownfield	Quarry Bank and Dudley Wood	RC2

7. Gypsy and Traveller Sites

7.1 The following sites in Table 7.1 will be carry forward allocations from existing plans or sites with existing permissions.

Table 7.1: Dudley Gypsy and Traveller Pitch Carried Forward Allocations

DLP Site Reference	Previous local plan allocation (replaced unless stated)	Site name and address	Appropriate uses	Pitch capacity/In use/Available	Gross site area (ha)	Indicative net developable area (ha)	Brownfield	Anticipated delivery timescale	Regeneration Corridor
DLP GT001	DBDS – L5	Delph Lane, Brierley Hill	Gypsy and Traveller Pitches	5/0/5	0.12	0.12	Yes	Existing allocation	Outside of Growth Network
DLP GT002	DBDS – L5	Holbeache Lane, Wall Heath	Gypsy and Traveller Pitches	4/4/0	0.24	0.24	Yes	Existing allocation	Outside of Growth Network
DLP GT003	DBDS – L5	Dudley Road, Lye	Gypsy and Traveller Pitches	6/6/0	0.3	0.3	Yes	Existing allocation	RC3
DLP GT004	DBDS – L5	Smithy Lane, Pensnett	Gypsy and Traveller Pitches	16/8/8	0.45	0.45	Yes	Existing allocation	Outside of Growth Network

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DLP Site Reference	Previous local plan allocation (replaced unless stated)	Site name and address	Appropriate uses	Pitch capacity/In use/Available	Gross site area (ha)	Indicative net developable area (ha)	Brownfield	Anticipated delivery timescale	Regeneration Corridor
DLP GT005	DBDS – L5	Oak Lane, Pensnett	Gypsy and Traveller Pitches	22/21/1	1.1	1.1	Yes	Existing allocation	Outside of Growth Network
DLP GT006	Not previously allocated	Saltbrook Scrapyard, Salbrook Road, Halesowen	Gypsy and Traveller Pitches	2/2/0	2.92	2.19	Yes	Existing	RC3

8. Employment Sites

8.1. The following sites will be allocated to ensure that the borough’s employment land target identified in Policy DLP18 is met.

Table 8.1: Dudley Employment Site Allocations

DLP site reference	Site name and address	Proposed use	Indicative capacity (employment land floorspace sqm)	Gross site area (Ha)	Net site area (Ha)	Ward	Regeneration Corridor
DLPE01	Fountain Lane/Budden Road, Coseley	Mixed Employment Uses B2/B8/E(g)	5000	1.79	1.79	Coseley East	RC4
DLPE02	Moor Street Freight Depot	Mixed Employment Uses B2/B8/E(g)	9,000	2.02	2.02	Brierley Hill	RC2
DLPE03	Tansey Green (south)	Mixed Employment Uses B2/B8/E(g)	6600	1.66	1.66	Brockmoor and Pensnett	RC1
DLPE04	Hillcrest Business Park, New Road	Mixed Employment Uses B2/B8/E(g)	1600	0.42	0.42	Netherton, Woodside and St.Andrew	RC2
DLPE05	Narrowboat Way	Mixed Employment Uses B2/B8/E(g)	5,000	1.43	1.43	Netherton, Woodside and St. Andrews	RC2

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DLP site reference	Site name and address	Proposed use	Indicative capacity (employment land floorspace sqm)	Gross site area (Ha)	Net site area (Ha)	Ward	Regeneration Corridor
DLPE06	Steelpark Road, Halesowen	Mixed Employment Uses B2/B8/E(g)	2,700	0.44	0.44	Halesowen North	Outside of Growth Network
DLPE07	Bean Road, Coseley	Mixed Employment Uses B2/B8/E(g)	4,000	2.16	2.16	Coseley East	RC4
DLPE08	Westminster Industrial Estate, Cradley Road, Netherton	Mixed Employment Uses B2/B8/E(g)	1,600	0.48	0.48	Quarry Bank and Dudley Wood	Outside of Growth Network
DLPE09	Land off Amber Way, Coombeswood Industrial Park	Mixed Employment Uses B2/B8/E(g)	1,800	0.45	0.45	Halesowen North	Outside of Growth Network
DLPE10	Land adjacent to railway, Pedmore Road (Blackbrook Salvage)	Mixed Employment Uses B2/B8/E(g)	3700	0.93	0.93	Netherton, Woodside and St. Andrews	RC2
DLPE11	Hardstanding area south of Silver End Trading Estate	Mixed Employment Uses B2/B8/E(g)	1700	0.43	0.43	Brierley Hill	RC2

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DLP site reference	Site name and address	Proposed use	Indicative capacity (employment land floorspace sqm)	Gross site area (Ha)	Net site area (Ha)	Ward	Regeneration Corridor
DLPE12	Land off Timmis Road, Lye	Mixed Employment Uses B2/B8/E(g)	2300	0.59	0.59	Lye and Stourbridge North	RC3
DLPE13	Coopers Bank Road, Gornal	Mixed Employment Uses B2/B8/E(g)	2600	0.67	0.67	Gornal	Outside of Growth Network
DLPE14	Gibbons Industrial Park, Pensnett	Mixed Employment Uses (B2/B8/E(g))	4400	1.42	1.42	Kingswinford South	RC1
DLPE15	Hulbert Drive, Blackbrook Valley	Mixed Employment Uses B2/B8/E(g)	3900	2.13	2.13	Netherton, Woodside and Sr. Andrews	RC2
DLPE16	Grazebrook Park	Mixed Employment Uses B2/B8/E(g)	1700	0.37	0.37	Netherton, Woodside and St. Andrews	RC2

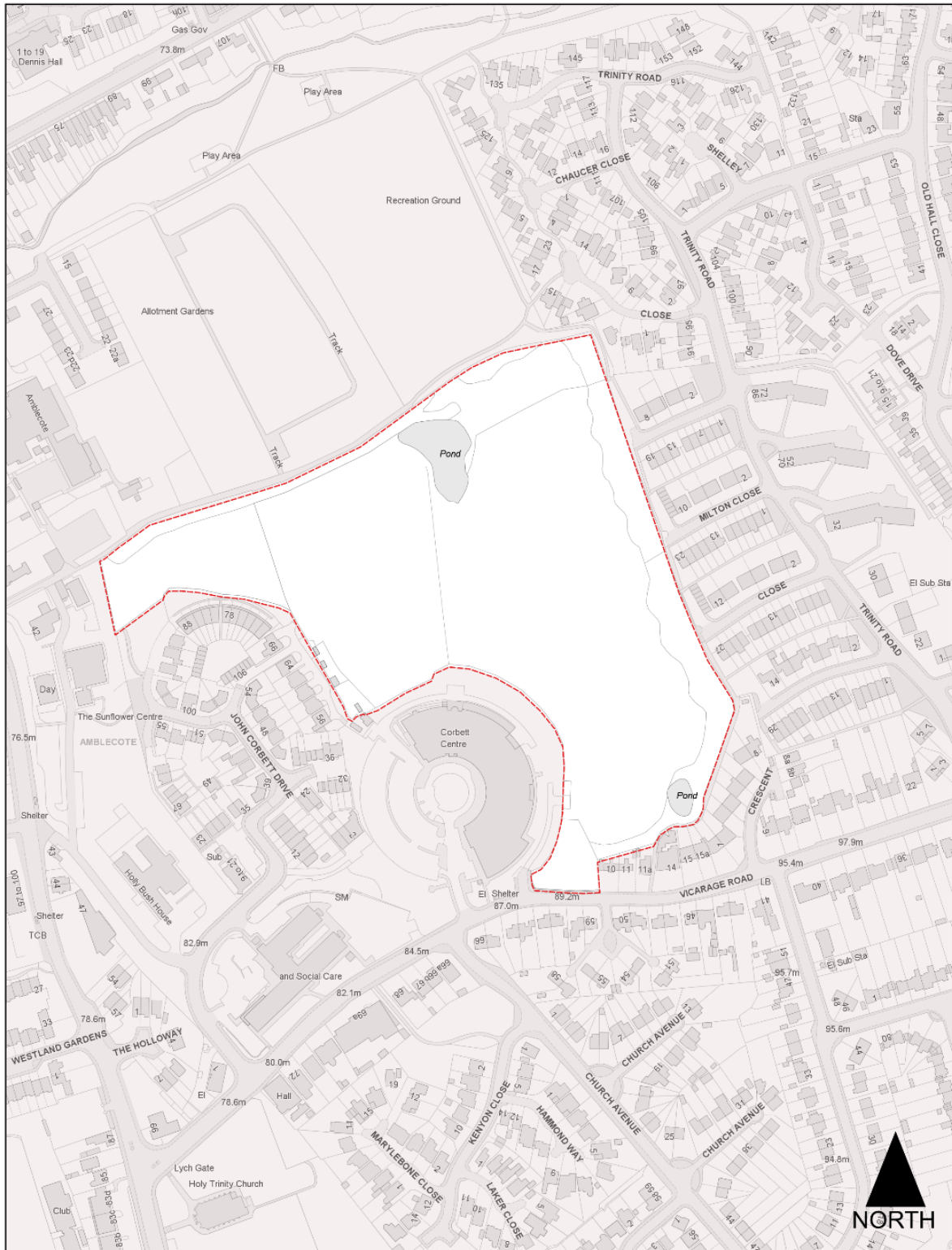
9. Local Green Space

Local Green Space Designations

9.1. A Local Green Space designation is a way to provide special protection for green areas of particular importance to local communities. The Council has designated an area of green space for special protection, as outlined in the policy table below. The Local Green Space has been put forward by the local community, with a strong evidence base, due to its local importance. The area has been identified on the Proposals Map.

Policy DLPLGS1 Corbett Meadow Local Green Space
<ol style="list-style-type: none">1. The area shown on the Proposals Map is allocated as Corbett Meadow Local Green Space. In line with national policy the site will be protected from inappropriate development, unless there are very special circumstances that outweigh the harm to the site.2. The views of the local community will also need to be taken into account when considering any development proposals on the site.3. Designation of land as Local Green Space is set out in the NPPF, allowing communities to identify and protect green areas of particular importance to them. It has been demonstrated that Corbett Meadow meets the criteria set out the NPPF. The site of the meadow was purchased by local philanthropist John Corbett in 1892 to provide a hospital and the gardens and public grounds were to be used for the purposes of a public park. The site supports a variety of wildlife and is made up of flower-rich lowland meadow pasture, many wooded areas of veteran age and natural ponds.

Figure 9.1 Corbett Meadow Local Green Space



Key

 Local Green Space Designation

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Justification

- 9.2. Corbett Meadow is former parkland for the 18th century house called ‘The Hill’, which from c.1893 became Corbett Hospital. The Georgian mansion was erected c.1724 by John Grove, a local glass master. In the mid-18th century, it was occupied by Thomas Rogers, also a glass master. In the 19th century it was purchased by John Corbett, known locally as ‘The Salt King’ who in 1891 presented the house to the Trustees of Amblecote Urban District Council, together with an endowment of £20,000 for its use as an 18-bed hospital. The house was converted and extended by the Architect/Builder Thomas Robinson in 1892-93 who also erected the gate lodge, a brick and half-timbered building with plaster relief of the Corbett crest and iron gates.
- 9.3. Whilst the principal House was demolished and its footprint subsequently developed c.2006, its associated parkland and trees still exist along with its gate lodge and iron entrance gates, both Locally Listed. The historic character and distinctiveness that this surviving landscape is derived from its past uses and its strong associations with people (now and through time) as well as from its existing visual features (two ponds, sweeping tracks of pasture, parkland trees, boundary treatments) and the spaces between.

10. Biodiversity Net Gain (BNG) Offsetting Sites

Table 10.1: Biodiversity Net Gain (BNG) Offsetting Sites

Site Ref	Site Name	Gross Site Area (Ha)	Ward	Further Info
DLP BNG001	Alder Coppice	8.88	Sedgley	Council owned site
DLP BNG002	Barrow Hill and Coopers Bank	76.26	Gornal	Council owned site
DLP BNG003	Beacon Hill Quarry	3.54	Sedgley	Council owned site
DLP BNG004	Bob's Coppice	9.55	Quarry Bank and Dudley Wood	Council owned site
DLP BNG005	Buckpool and The Leys	47.74	Brockmoor and Pensnett / Wordsley	Council owned site
DLP BNG006	Bumble Hole Nature Reserve	11.37	Netherton, Woodside and St Andrews and St Thomas's	Council owned site
DLP BNG007	Caslon Wood	4.51	Cradley and Wollescote	Council owned site
DLP BNG008	Coombeswood Wedge	12.1	Halesowen North	Council owned site

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Site Ref	Site Name	Gross Site Area (Ha)	Ward	Further Info
DLP BNG009	Cotwall End and Turner's Hill	56.52	Gornal/Sedgley	Council owned site
DLP BNG010	Fens Pool	50.26	Brockmoor and Pensnett	Council owned site
DLP BNG011	Ham Dingle	4.64	Pedmore and Stourbridge East	Council owned site
DLP BNG012	Hawne Park	4.65	Belle Vale	Council owned site
DLP BNG013	Meers Coppice	3.23	Quarry Bank and Dudley Wood	Council owned site
DLP BNG014	Norton Crescent	6.12	Norton	Council owned site
DLP BNG015	Saltwells Nature Reserve	109.03	Netherton, Woodside and St Andrews and St Thomas's/Quarry Bank and Dudley Wood	Council owned site
DLP BNG016	Stambermill	5.43	Lye and Stourbridge North	Council owned site
DLP BNG017	Swan Brook Valley	12.12	Upper Gornal and Woodsetton	Council owned site

Site Ref	Site Name	Gross Site Area (Ha)	Ward	Further Info
DLP BNG018	The Leasowes	65.01	Halesowen South	Council owned site
DLP BNG019	Turks Hill	45.33	Sedgley/Upper Gornal and Woodsetton	Council owned site
DLP BNG020	Wollescote Dingle	3.53	Cradley and Wollescote/Pedmore and Stourbridge East	Council owned site
DLP BNG021	Wrens Next Nature Reserve	60.02	Castle and Priory/Upper Gornal and Woodsetton	Council owned site

- 10.1. This list is indicative and subject to change and may be refined subject to further survey/baseline assessment work for Regulation 19 of the DLP
- 10.2. The DLP requires development to identify and incorporate BNG in line with Policy DLP32. Biodiversity net gain should be measurable as demonstrated by the latest DEFRA Metric.
- 10.3. Delivery is expected within the development site in the first instance. Where this cannot be achieved on site, developers may purchase credits for a BNG offsetting site. The list of sites in table 10.1 are sites considered suitable for BNG offsetting in Dudley.

Figure 10.1 Biodiversity Net Gain (BNG) Offsetting Sites

