



Glass Quarter
Supplementary Planning Document

December 2009

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Arabic

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Bengali

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Chinese

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Gujarati

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Punjabi

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Urdu

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Public Consultation

Public Consultation took place between Friday 18th September and Friday 30th October 2009, in accordance with the Statement of Community Involvement (November 2006). As part of the consultation, the Council hosted a 'drop-in' workshop, the purpose of the event was to answer any questions on the document and take into account the views of attendees.

The representations received and the authority's response to these can be found in the Consultation Statement available from: www.dudley.gov.uk/glassquarterspd

1 Introduction

- 1.1** This Supplementary Planning Document (SPD) provides a framework of information and guidance to inform new development and regeneration within an area of Dudley Metropolitan Borough that has been targeted as the 'Glass Quarter'. This is intended to support the evolution of this area as a hub for tourism, education and other businesses focused on glassworking and associated crafts.
- 1.2** The area affected by this document has been chosen to include both a focus of existing glass working businesses and visitor facilities, and an area with significant areas of historic landscape that make an important contribution to local character and identity. It is intended that regeneration and new development in this area: protect the continued presence of glassworking businesses; provide opportunities for increasing the number and variety of businesses involved in glassworking and other crafts; enhance the area's appeal to visitors; and protect the best features of the area's distinctive urban landscape. It is expected that this area will form a starting point for visitors to explore the borough's other attractions.
- 1.3** The document identifies opportunity sites where the Council expect to work with local landowners and businesses to promote the regeneration of sites to support existing glassworking businesses, provide opportunities for new businesses with glassworking and associated crafts and contribute to the promotion of a vibrant visitor economy. It is expected that this will lead to additional strategic planning and information needs.
- 1.4** Through a supporting Urban Historic Landscape Characterisation (HLC) study, buildings, areas and sites that make an important contribution to local character and distinctiveness are identified. These will be protected through the Council's Local Development Framework.
- 1.5** Urban design guidelines are set out to ensure that new developments respect and reflect local character and contribute to a 'sense of place' within the Glass Quarter that provides a high quality environment to live work and visit.
- 1.6** The SPD will expand on a number of key policies within the current Unitary Development Plan (UDP) (2005), principally with respect of Design and Development, Historic Environment and Employment and Economy. Its key role will be to provide more guidance and detail on how the policies within the UDP should be implemented with respect to the Glass Quarter.
- 1.7** The SPD has been produced with regard to National Planning Guidance, the Regional Spatial Strategy, the Development Plan (i.e. the Council's Adopted Unitary Development Plan (UDP) 2005), the emerging Black Country Joint Core Strategy, and the Community Strategy.

- 1.8** Whilst this guidance will not have equivalent status to Development Plan Documents, compliance with SPD guidance is a material consideration in the making of planning decisions and therefore carries significant weight in the decision making process.

Aim and Objectives of the SPD

- 1.9** The following paragraphs set out the key aim and objectives of the Glass Quarter SPD.

Aim of the SPD

- 1.10** The key aim of this guidance is to provide a framework to guide development and investment in the Glass Quarter whilst recognising and retaining its unique heritage, in order for it to evolve as a visitor destination to the benefit of local residents, businesses and visitors.

Objectives of the SPD

- To define an area that will form the focus of regeneration for the SPD, which should include existing businesses, historic assets and regeneration opportunities.
- To provide a detailed understanding of the historic environment's contribution to local character and distinctiveness within this area that will be protected and enhanced through sensitive management and regeneration.
- To build a 'sense of place' for the Glass Quarter through Design Guidance so that it can be developed and enhanced as a visitor destination.
- Provide a framework to guide the development of identified opportunity sites.
- To identify suitable locations for live/ work units to act as a catalyst for regeneration/ investment in the area.
- Provide a policy framework for the delivery of public realm improvements/ public art works.

2 Planning Policy Framework

- 2.1** Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that the determination of planning applications must be made in accordance with the Development Plan unless material considerations indicate otherwise.
- 2.2** The Development Plan comprises of the Regional Spatial Strategy (RSS) and the Local Development Framework (LDF) and the policies contained within these documents. The LDF consists of a suite of documents including Development Plan Documents, Area Action Plans and Supplementary Planning Documents. The Development Plan is a key material consideration used by Local Planning Authorities to assess planning applications received and to inform pre-application discussions with developers, landowners, consultants and the public.
- 2.3** The purpose of the Glass Quarter SPD is to set out the Council's aspirations for the future development of the Glass Quarter with particular reference to design, heritage and conservation issues. Rather than creating new policy the SPD will expand upon existing policies already set out within the Adopted UDP (October 2005).
- 2.4** Whilst this guidance will not have equivalent status to Development Plan Documents, compliance with SPD guidance is a material consideration in the making of planning decisions. The SPD when adopted will therefore carry significant weight in the decision making process.

National Policy Context

- 2.5** National planning policy guidance provides the context within which the regional and local policy is made. The key objectives of national guidance therefore need to be considered in the preparation and development of new planning documents. The national policy framework behind the development of the Glass Quarter SPD is expected to be as follows:
- Planning Policy Statement 1: Delivering Sustainable Development
- 2.6** Planning Policy Statement 1 (PPS1) sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system and stresses the need to improve the local environment through effective design and conservation.
- 2.7** "Planning should seek to maintain and improve the local environment and help to mitigate the effects of declining environmental quality through positive policies on issues such as design, conservation and the provision of public space." Para 18 pp. 7

- 2.8** "Good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning." Para 33 pp. 14
- Planning Policy Statement 9 (PPS9): Biodiversity and Geological Conservation
- 2.9** PPS9 sets out planning policies on protection of biodiversity and geological conservation through the planning system, which highlights the importance of local sites and their contribution to society.
- 2.10** "Local Nature Reserves and Local Sites, have a fundamental role to play in meeting overall national biodiversity targets; contributing to the quality of life and the well-being of the community; and in supporting research and education." Para 9 pp.6
- Planning Policy Guidance 15 (PPG15): Planning and the Historic Environment
- 2.11** PPG15 provides a full statement of Government policies for the identification and protection of historic buildings, conservation areas and other elements of the historic environment. The statement focuses on the need to sustain local distinctiveness through protection of our cultural heritage.
- 2.12** "The physical survival of our past are to be valued and protected for their own sake, as a central part of our cultural heritage and our sense of national identity.... Their presence adds to the quality of our lives, by enhancing the familiar and cherished local scene and sustaining the sense of local distinctiveness which is so important an aspect of the character and appearance of our towns, villages and countryside. The historic environment is also of immense importance for leisure and recreation." Para 1.1
- Consultation paper on a new Planning Policy Statement 15: Planning for the Historic Environment
- 2.13** The above consultation paper is an update of planning policy affecting archaeology, historic areas, buildings and landscapes. Once finalised, it will replace the current Planning Policy Guidance notes PPG 15 and 16.
- 2.14** "The draft PPS is central to the Government's aims for heritage reform. It reflects a more modern, integrated approach, moving beyond the outdated distinction between buildings and archaeology to embrace all of the historic environment." Para 1.9.
- Good Practice Guide on Planning for Tourism

- 2.15** This guidance cancelled *Planning Policy Guidance 21: Tourism* (PPG21) with effect from 1 September 2006. The guidance seeks to ensure that planning and the tourism industry work together effectively to facilitate, promote and deliver new tourism development in a sustainable way. The guidance also highlights the need to preserve buildings of architectural or historic interest due to the important contribution they have to the local area, enabling local distinctiveness.
- 2.16** “Great importance is attached to the preservation of buildings of architectural or historic interest both for their intrinsic qualities and for the contribution they make to our towns and villages, and to tourism.”
- 2.17** The following national guidance is also relevant to the production of the Glass Quarter SPD, which provides the context for both regional and local policy.
- Planning Policy Statement: Planning and Climate Change - Supplement to Planning Policy Statement 1
 - Planning Policy Statement 3: Housing
 - Consultation paper on a new Planning Policy Statement 4: Planning for Prosperous Economies
 - Planning Policy Statement 6: Planning for Town Centres
 - Planning Policy Statement 12: Local Spatial Planning
 - Planning Policy Statement 22: Renewable Energy
 - Planning Policy Statement 23: Planning and Pollution Control
 - Planning Policy Statement 25: Development and Flood Risk
 - Planning Policy Guidance 16; Archaeology and Planning
 - Planning Policy Guidance 17: Planning for Open Space, Sport and Recreation
 - Planning Policy Guidance 13: Transport.

Regional Policy Context

Regional Spatial Strategy

- 2.18** The West Midlands Regional Spatial Strategy (RSS) was originally approved in June 2004. The RSS sets out an overarching spatial strategy for the West Midlands region, and it is a statutory requirement that all Local Development Frameworks conform with its principles, policies and proposals.
- 2.19** A review of the West Midlands RSS began in May 2006 – the review was not intended as a re-examination of the fundamental underlying principles of the RSS, rather it was considered as a mechanism by which to further develop RSS policies that already existed in support of the underlying regional strategy. The Phase 1 Revision to RSS (The Black Country) was adopted in January 2008 and now acts as a sub-regional strategy for the Black Country.

2.20 The RSS makes specific reference to the importance of the Regions environmental, historical and cultural assets. Indeed a core element of the strategy is stated to be “Protecting and enhancing the Region’s environmental assets, and where appropriate making economic use of them ...” (Paragraph 3.6). There are a number of policies within the RSS which would support the development of a document which would steer the direction of new development in the Glass Quarter. The policies outlined below are considered of particular relevance:

- *Policy UR1 ‘Implementing Urban Renaissance – the MUAs’*: Encourages local authorities in partnership with regional agencies to undertake environmental improvements including greening programmes and conservation of the historic environment. It also seeks to promote improvements in the quality of urban design, architecture and public art and spaces.
- *Policy PA10 ‘Tourism and Culture’*: Encourages local authorities to include policies within their development plans which would support the development of key Regional tourism and cultural assets, e.g. Black Country Heritage attractions (Policy PA10, Pg. 56).
- *Policy QE1 ‘Conserving and Enhancing the Environment’*: Supports regeneration, particularly in the MUAs, which would restore degraded areas, conserve existing environmental assets (including reuse of redundant and under-used buildings of merit), and create new, high quality built and natural environments.
- *Policy QE3 ‘Creating a high quality built environment for all’*: Advocates that development plans and other strategies should promote the creation of high quality built environments. Amongst other things, attention should be paid to securing high quality townscapes, building design and urban spaces. This may be achieved through the use of architecture, urban design and landscape design, which respects regional and local character, culture and history.
- *Policy QE5 ‘Protection and enhancement of the Historic Environment’*: Asserts that development plans and other strategies should identify, protect, conserve and enhance the Region’s diverse historic environment and manage change in such a way that respects local character and distinctiveness. Of particular relevance to the Glass Quarter SPD is the requirement to protect areas of industrial heritage.
- *Policy QE6 ‘The conservation, enhancement and restoration of the Region’s landscape’*: Encourages local authorities to conserve, enhance and, where necessary, restore the quality, diversity and distinctiveness of landscape character throughout the Region’s urban and rural areas. This could be achieved through, amongst other things, protecting and, where possible, enhancing natural, man-made and historic features that contribute to the character of the landscape and townscape and local distinctiveness of the area.

- 2.21** Clearly the Glass Quarter has regional significance and is seen as a key contributor to urban regeneration and renaissance not only within the Borough but in the region as a whole.

RSS Phase 2 Review

- 2.22** The Phase 2 review covers housing figures, centres, employment land, centres, transport and waste. The Examination in Public for the Phase 2 revision has now closed. It took place between 28th April and 24th June 2009, the Panel report was received September 2009. The Phase 2 review is not expected to have any adverse implications concerning the Glass Quarter SPD.

West Midlands Economic Strategy (WMES) - Connecting to Success (2007)

- 2.23** The WMES focuses on 3 main components: business, place and people. The 'Place' section is most relevant to the SPD. 'Place' identifies the need to develop sustainable communities and maximise our cultural offer and natural assets.

Living Places Guidance

- 2.24** Culture is now recognised by national government as making a significant contribution to 'place making'. Living Places is a programme based on the agreement between five of the leading cultural agencies: Arts Council England, the Commission for Architecture and the Built Environment (CABE), English Heritage, the Museums, Libraries and Archives Council (MLA) and Sport England; their sponsoring department the Department for Culture, Media and Sport (DCMS) and the Department for Communities and Local Government (DCLG). The aim of the programme is to ensure that all communities can benefit from cultural and sporting opportunities.

- 2.25** Relevant guidance produced by CABE:

- 'Paved with gold: The real value of good street design' (CABE, 2007)
- 'Getting the most from your buildings and spaces' (CABE, 2006)

World Class Places: The Government Strategy for Improving Quality of Place (May 2009)

- 2.26** This publication lays out the Government's approach to improving quality of place – the way the places where we live and work are planned, designed, developed and maintained – and the steps we will be taking to build on recent progress.

- 2.27** "...improving quality of place is vital if the Government is to deliver on its commitments and make this country a fairer, safer, healthier, more prosperous and sustainable place." Para 1.1.

Local Policy Context

Dudley Unitary Development Plan (2005)

2.28 Dudley Council has many policies contained within its adopted Unitary Development Plan (2005) which have direct relevance to the Glass Quarter. The wider policy context can however be found in the design and development, historic environment and employment and economy chapters of the plan.

Design and Development

- Policy DD1; Urban Design
- Policy DD2; Mixed Use
- Policy DD7; Planning Obligations
- Policy DD10; Nature Conservation and Development

Historic Environment

- Policy HE1; Local Character and Distinctiveness
- Policy HE4; Conservation Areas
- Policy HE5; Buildings of Local Importance
- Policy HE6; Listed Buildings
- Policy HE7; Canals
- Policy HE8; Archaeology and Information
- Policy HE9; Scheduled Ancient Monuments and Other Sites of National Importance
- Policy HE10; Sites of Regional Importance (Ancient Monuments)
- Policy HE11; Archaeology and Preservation

Employment and Economy

- Policy EE5; Tourism

Local Development Framework and Supplementary Planning Documents

- Planning Obligations SPD
- Historic Environment SPD
- Nature Conservation SPD
- Open Space, Sport and Recreation SPD

Joint Core Strategy for the Black Country. Preferred Options Report (March 2008)

- 2.29** This document, not yet adopted, will be the key statutory plan for guiding urban renaissance in the Black Country. The Black Country is made up of the local authority areas of Dudley, Sandwell, Walsall and Wolverhampton. The aim of the Core Strategy, in line with the sustainability vision of the WMRSS, "...is to balance a high level of growth with the need to protect and enhance the Black Country for future generations of residents."
- 2.30** Draft Core Policy Area 14 - Ensuring High Quality Design in all New Development states that "architecturally varied designs which support local character and identity will be encouraged" which supports the key objectives of the SPD.
- 2.31** Draft Core Policy Area 15 – Protecting and Enhancing Local Character and Distinctiveness looks to maintain and enhance the "individual identity of the Black Country as a whole as well as that of its' complex mosaic of distinct and diverse communities" which again, accords with the aim of the SPD.
- 2.32** The emerging Joint Core Strategy for the Black Country Publication Document will include a tourism and culture policy in order to protect and promote cultural facilities and visitor attractions in the Black Country. The policy will refer to the industrial heritage of the area, highlighting the Glass Quarter as a visitor destination.

Dudley Borough Challenge: Community Strategy 2005 – 2020

- 2.33** The UDP provides the mechanisms for delivering the aspirations of the Dudley Borough Community Strategy (2005). The aim of the Community Strategy is to set out a vision up until the year 2020 for a prosperous and attractive Borough. The Community Strategy identifies a series of six key priorities, all of equal importance, which together contribute towards an overall vision for a 'Stronger Community'.

Dudley Borough Challenge Review 2009-2012. Consultation Draft 2009

2.34 The purpose of this review is to put forward a number of new and revised partnership objectives, framed with new strategic priorities, under the original themes of the Community Strategy that was launched in 2005. The revised strategy, currently under consultation sets out the Council's aspirations for improvements in the following theme areas:

- Jobs and Prosperity
- Environment and Housing
- Health and Well-being
- Heritage, Culture and Leisure
- Individual and Community Learning
- Community Safety

2.35 Progress within each of areas will contribute towards the creation of stronger communities and help deliver the national, local and regional objective of sustainable development within the Borough.

2.36 Creating a 'sense of place' for the Glass Quarter through effective urban design and encouraging investment in the area will play a significant role in contributing to the priorities identified within the Borough Challenge. It is therefore clear that the Glass Quarter SPD will have a key role in supporting the aims and objectives of the Community Strategy.

2.37 Meeting the objectives of the Community Strategy will also work towards the emerging policy agenda around 'place shaping'. As highlighted by the Lyons Inquiry, "'place shaping' is seen as the responsibility of local government and all the local partners in the public, voluntary and business sectors. It is about creating attractive, prosperous, vibrant, safe and strong communities where people want to live, work and do business."

3 Background and Context of the Study Area

Establishment of the Glass Industry in the Borough

- 3.1** The Stourbridge area has been a major glassmaking centre for over 400 years and there is still an important concentration of glass artists, producers and heritage attractions in the area today.
- 3.2** The prime component for glass making is sand, with fuel and fireclay for the furnaces being ancillary. It was therefore the abundance of sand in Stourbridge area that was key to the development of the industry.
- 3.3** The industry was established at the beginning of the 17th century by glassmakers from Lorraine in north-eastern France, who were attracted to the area by the availability of coal for fuel and fireclay for making furnaces and melting pots. The first written evidence of their presence appears in the Kingswinford Parish Register recording the baptism of John, the son of Paul and Bridget Tyzack on 26 April 1612.
- 3.4** The first products produced in the Stourbridge area were window glass and bottles, it was not until the end of the 17th century that the glasshouses began to make lead glass tableware. While cutting began in the early 18th century, it was not until the introduction of steam powered cutting machinery that cut glass became a significant part of the Stourbridge industry and for which the area is famous today.
- 3.5** From the 19th and into the 20th century the glass from Stourbridge was the higher level of production and this extended to the design and production of a vast array of glassware supplied to the British Empire and countries worldwide, including huge amounts of tableware to hotels, railways and shipping companies. Some companies produced chandeliers and lighting, and items diverse as glass furniture and billiard tables for palaces and superior residences. Perhaps one of the most famous commissions was the supply of glass by Stuart Crystal to the ocean liner the 'Titanic' in 1912.
- 3.6** The Glass Quarter has played host to a number of important craftsman. Born in Wordsley in 1836, John Northwood's chief claim to fame was the discovery of the lost art of cameo glass, originally a Roman technique. William Fritsche arrived in England around 1870 and was the finest copper wheel engraver ever to have worked in this country. Working for Thomas Webb, he executed traditional style engraving and helped to develop a new style called Rock Crystal. George Woodall (1850-1925) was the greatest cameo carver the world has ever known.

- 3.7** The area has also played its role in developing many talented glass artists who have learnt their craft locally and then established themselves around the world, in particular America, spreading the word of Stourbridge glass and what was being achieved here.

Recent History of the Glass Quarter

- 3.8** Like many other creative industries in the UK, the last 20 years has seen the loss of the major companies from the Stourbridge area and subsequently the loss of a significant number of jobs. The famous names of Thomas Webb and Sons Webb Corbett and Stuart Crystal factory in Wordsley have all gone from the area.
- 3.9** There are now two crystal manufacturers in the Borough. Tudor Crystal, one of the country's last manufacturers of hand-made lead crystal glassware are co-located with Plowden & Thompson, specialists in coloured and scientific glass, and are located in the Glass Quarter area. Brierley Hill Crystal/ Staffordshire Crystal is located in Brierley Hill.
- 3.10** Two formal education establishments provide hands-on training and degrees in glassmaking - the International Glass Centre and Wolverhampton University, which continue to attract and produce some of the finest glassmakers in the UK.
- 3.11** Dudley College and Wolverhampton University offer various glass courses, with approximately 100 full and part time students graduating per year. In general, they either relocate to other parts of the country or go overseas where there are a number of business support programmes with start up units and other initiatives to assist with the development of their business. Alternatively, those who cannot get this support do not continue with this art-form.
- 3.12** The Glass Makers of today are different in their products and methods to that of the 18th and 19th centuries. Studio glass has now become the focus of the Glass Quarter, and although they may appear to be quite different to the glass factories of the past, they are continuing the valuable traditions of craftsmanship and innovation which are hallmarks of the glass industry. As it pushes the artistic and technological boundaries of this most versatile material, studio glass providing new opportunities for glass makers, while complementing the work of established glass related businesses.

The Glass Quarter as a Visitor Destination

- 3.13 Glass studios and seeing artists at work, along with the heritage of past glass industry have provided the opportunity to develop the Glass Quarter a popular visitor destination. This is supported by the presence of glassmakers and related attractions within the immediate area.
- 3.14 The area has the potential to offer a destination comparable to the Jewellery Quarter in Birmingham or The Potteries around Stoke on Trent. The influx of new customers to experience glassmaking and understand the process involved in making this art form, would ensure that the Glass Quarter becomes a significant visitor destination and ensure the conservation of its distinctive character.
- 3.15 The combination of the area's heritage and the magnificent collections of British glass with the opportunity to see glass artists at work, and then buy a piece of glass which they have seen made appeals to visitors who now want to take part in 'experience tourism'.
- 3.16 In addition, events such as the International Festival of Glass and the British Glass Biennale, celebrates British Glass and in particular the glass heritage of Stourbridge.
- 3.17 Celebrating the areas rich heritage and promoting the area as a focal point for British Glass by providing the necessary infrastructure for business and visitors will provide the structure to establish the Stourbridge area as a world centre for glassmaking - putting it back on the 'global glass map'.

Existing Land Use Characteristics

- 3.18 The Glass Quarter today hosts a variety of land uses including residential, light industrial areas and commercial uses, as well as retail development within Amblecote Local Centre. The area typifies the 'urban village' pattern of development that can be found across the Black Country – particularly in regard to the scale and type of development, the existence of small local centres and the way that different, once physically distinct areas have gradually merged into one another (a particular case along the A491).
- 3.19 Once readily recognisable from the number of glass cones and large scale businesses within the area, the Glass Quarter is now a relatively undefined area with only a few buildings remain relating to the areas glass history – these include the Red House Glass Cone and the former Webb Corbett/Royal Doulton site, now home to the Ruskin Glass Centre and the Dial Glassworks in Stewkins.
- 3.20 A series of Public Art works were designed and installed around the Glass Quarter in the late 1990s in an attempt to define a gateway and sense of place. Works were located at various sites throughout the Glass Quarter

area, including the corner of Brettell Lane and High Street, the Red House Glass Cone and at top of Stewkins, the location of the Dial Glassworks where Plowden and Thompson are located.

- 3.21** Along with these key buildings, there are only a few other identifiers of the Glass Quarter – public art works along the A491 and white on brown tourism signs, however there is no other indication that visitors have arrived at or are within the Glass Quarter.
- 3.22** The Glass Quarter Urban HLC has indicated a fragmented historic townscape with clusters of significant historic components that are interspersed with areas of less historic value. Much of the more prominent glass-related built form has been lost over the years and now only a handful of ‘landmark’ buildings remain. These sit amongst a patchwork of land uses and residential types (differing in age, pattern and style). Historic street patterns and older terraced housing exist in many areas, and the canal is also a key heritage feature of the site, skirting around the western edge of the study area.

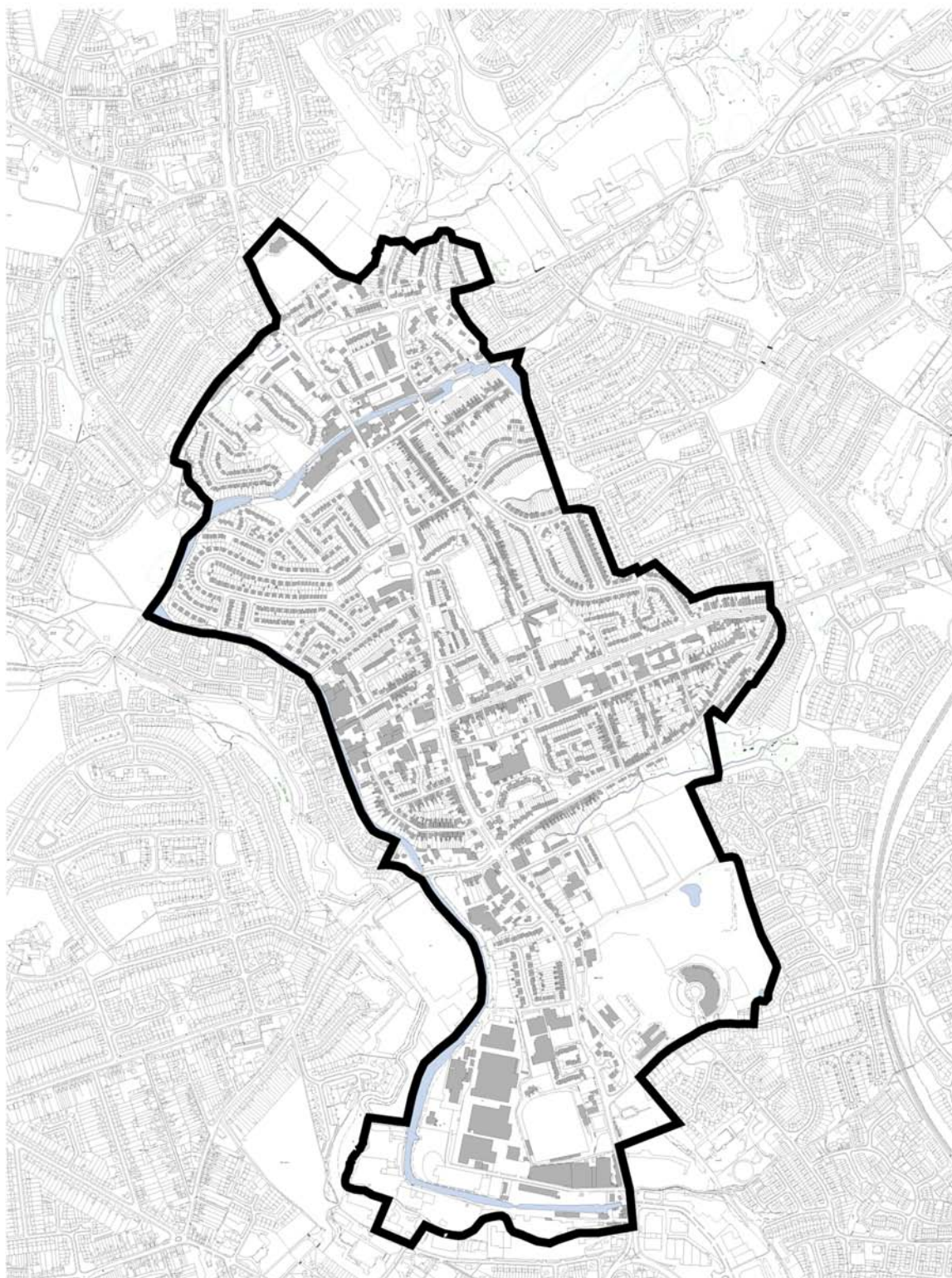
4 Boundary of the Glass Quarter SPD

- 4.1** The Glass industry had a widespread presence not only in Dudley but also the Black Country. However its historic focus in the West Midlands is located on the western side of the Borough, along a corridor partially defined by the courses of the A491 and the Stourbridge Branch Canal between Wordsley village in the north and Stourbridge Town Centre in the south. This includes parts of Stourbridge, Audnam, Amblecote and Wordsley. Although other glass houses were located elsewhere within the borough (notably along Brettell Lane to Brierley Hill and around Dudley town centre), this area contains the majority of the historic and continuing glass working sites and was most heavily influenced by developments in the glass industry from its origins in the early 17th century.
- 4.2** The Glass Quarter Urban HLC provides a detailed analysis of the study area, based on detailed research, site survey and analysis. This work identifies areas in which there is a heritage and /or land use connection to the glass industry e.g. buildings related to glass manufacturing - both existing and former sites, housing for glassmakers and their current contribution to today's urban environment. The Glass Quarter Urban HLC was therefore used as the basis for identifying the broad area in the front loading consultation undertaken in early 2009, which was determined by where there are the highest concentrations of such heritage features.
- 4.3** Whilst the importance of glass heritage across the Borough is recognised, a boundary has to be determined for the purposes of the SPD, in order to indicate a geographical coverage of where the policies apply. The boundary being proposed, shown in figure 6 is focused on a specific area of glass heritage and therefore does not extend to other areas which are not contiguous with the focused study area of the Glass Quarter Urban HLC. It is however noted that areas outside the boundary with relevance to the glass industry are recognised, but will not be subject to the policies and proposals contained in the document.
- 4.4** It is interesting to note the following quote from Charles Hajdamach book on British Glass in 1993, which supports the findings of the HLC.

“The term ‘Stourbridge’ is normally used when referring to glass from the districts of Wordsley, Brierley Hill and Amblecote, but it should be pointed that that most of the glassworks in the nineteenth century were situated outside the boundaries of the town of Stourbridge. The use of the term ‘Stourbridge Glass’ seems to have arisen in the last [twentieth century] when the glass companies used the facilities in Stourbridge, especially for banking and transport. Invoices and letterheads have the postal address as Stourbridge”

British Glass 1800-1914, Charles R Hajdamach (1993), p421.

- 4.5** The SPD boundary does not determine or limit the promotion of the glass industry to visitors as a destination. This is a separate issue and is promoted through the Council's Tourism Development Team in partnership with the glass related attractions and businesses.
- 4.6** The SPD will provide guidance which will assist in promoting, protecting and enhancing the significance of the Glass Quarter. The document will provide a framework to guide development and investment recognising and retaining its unique heritage, to the benefit of local residents, businesses and visitors.



Glass Quarter SPD Boundary

Figure 1

5 Historic Environment of the Glass Quarter

- 5.1** As previously discussed, the Glass Quarter was once the epicentre of glass production in Britain exporting fine glassware products that were internationally renowned in the 18th and 19th centuries and beyond. From the 17th century onwards within this relatively small area over fifty major glassworks were established and over time variously thrived, closed and were replaced. Of many of these there is now no visible trace but there is every likelihood that they survive below ground as archaeological remains, despite the sites now being turned over to other land uses. This is the “Hidden History” of the Glass Quarter insofar as today’s landscape and townscape is concerned and it has great potential to inform and excite in the future as more archaeological research is undertaken.
- 5.2** Those Glassworks that do visibly survive are now often iconic landmark structures within the wider historic environment of the Glass Quarter that still forms the physical backdrop to people’s everyday lives. Beyond the glassworks themselves, there is the whole historic infrastructure that serviced the industry and operated alongside it, canal and road transport systems, the houses of glassworkers, glass masters and others, schools, shops, churches and chapels, factories, parks and sports grounds. More modern developments such as housing estates may have colonised former industrial land or once open fields but they often in themselves reflect historic patterns of settlement and land use. Within the Glass Quarter the range of land uses and activities and varied physical and historic character accordingly gives rise to a distinctiveness that is well appreciated and valued by local communities.
- 5.3** Where physical evidence of this local character persists in the form of assets that make a positive contribution to local distinctiveness, such assets should be conserved and wherever possible enhanced. **New development should respect and respond to the positive characteristics of the locality such that local distinctiveness is reinforced in a complementary manner.** The overarching aim of Historic Environment Policies set out in the Development Plan for the Borough (2005) are to assist in maintaining the individual identity and character of the Glass Quarter as a whole as well as that of its’ distinct and diverse communities.

Historic Landscape Characterisation (HLC)

- 5.4** In order to provide a detailed context for the locally responsive operation of UDP Policy in the Glass Quarter, the Historic Environment Team has carried out detailed survey work in the form of the Glass Quarter Urban Historic Landscape Characterisation (HLC). An Urban HLC is a relatively new technique that provides a powerful analytical tool that can aid the better understanding and appreciation of local distinctiveness. It can be carried out strategically at a broad level of detail (Black Country HLC and Dudley Borough

Landscape and Townscape Character Study) and can also be focused at a more detailed and localised level, such as has been done for the Glass Quarter.

- 5.5** In this regard the Black Country HLC Project provides an overarching view that gives a Black Country wide context. The Dudley Borough Townscape and Landscape Character Study (Dudley Historic Environment SPD) has a local focus and gives a more detailed but still broad based definition of local character and relates it to the Borough's historic evolution. The Glass Quarter lies within the major character area named by the SPD as "The A491 Corridor".
- 5.6** The Historic Environment SPD (2006) includes guidance on the production of "Local Area Character Appraisals". These are needed in circumstances where it is deemed appropriate to secure a fine grained appreciation of detailed information about the local historic environment. This might be in order to sensitively guide new development or to inform proposals for enhancement of the local environment so both can be carried out in a complementary and historically sympathetic manner.
- 5.7** The Glass Quarter Urban HLC constitutes just such an appraisal. It includes considerable specific detail about local character and distinctiveness, those individual historic assets contributing to it and the relative significance of those assets in relation to the historic environment of the Glass Quarter as a whole. By identifying both positive and negative existing townscape and landscape elements and opportunities for future enhancement it forms a crucial part of the Evidence Base for this SPD. In particular it has supplied a spatially expressed framework of historical understanding upon which Urban Design analyses and proposals for change and enhancement have been mapped. This has enabled the Vision for the Glass Quarter to be rooted in a detailed appreciation of the historic environment and local distinctiveness.
- 5.8** **The full Glass Quarter Urban HLC document can be accessed at:www.dudley.gov.uk/glassquarterspd**

Historic Landscape Characterisation Methodology

- 5.9** The whole of the Glass Quarter was first assessed in relation to around 120 character areas identified by the Black Country HLC between 2004 and 2007 (based on current land use and period of origin e.g. 19th century terraced housing). The Black Country HLC had relied mainly upon a desk based assessment of historic mapping and did not set out to assess the relative significance of the landscape of each character area. Through survey work and townscape appraisal on the ground, the Historic Environment Team aggregated groups of these character areas into 15 Character Zones in the Glass Quarter. Each of these possessed a level of consistency in terms of date and land use and had distinctive characteristics that distinguished them

one from another. The boundaries of these Character Zones are shown on Figure 2. They have been numbered for ease of reference but are not otherwise distinguished in terms of their relative importance.

The 15 Character Zones are:

- **CZ1. Stourbridge Canal (Sixteen Locks) Conservation Area**
- **CZ2. Stourbridge Branch Canal (Amblecote) Conservation Area:**
- **CZ3. Stourbridge Branch Canal (Canal Street) Conservation Area**
- **CZ4. South Wordsley**
- **CZ5. Marine Crescent**
- **CZ6. Camp Hill west**
- **CZ7. Camp Hill east**
- **CZ8. John Street and environs**
- **CZ9. Brooklands and Oak Park Road**
- **CZ10. Stewkins and Platts Crescent**
- **CZ11. Audnam and Amblecote**
- **CZ12. Dennis Hall, Collis Street and environs**
- **CZ13. Coalbournbrook, Holloway End, Amblecote High Street South**
- **CZ14. Corbett Hospital and environs**
- **CZ15. Amblecote Canalside Industrial Area**

5.10 For each character zone a walk over survey was undertaken and an analysis prepared that considered the significance of buildings and spaces, and the contribution they make to the character and appearance of the historic environment. These were mapped for each character area, using a system of ranking the relative contribution of buildings and spaces to the overall quality of the historic environment and to local character and distinctiveness. The buildings and spaces were ranked through colour coding into those making a High, Medium, Neutral or Negative contribution to local character. Whilst individual character zone maps can be found in the Glass Quarter Urban HLC itself, figure 3 illustrates the combined results when the buildings identified were mapped at a lesser scale across the whole of the Glass Quarter.

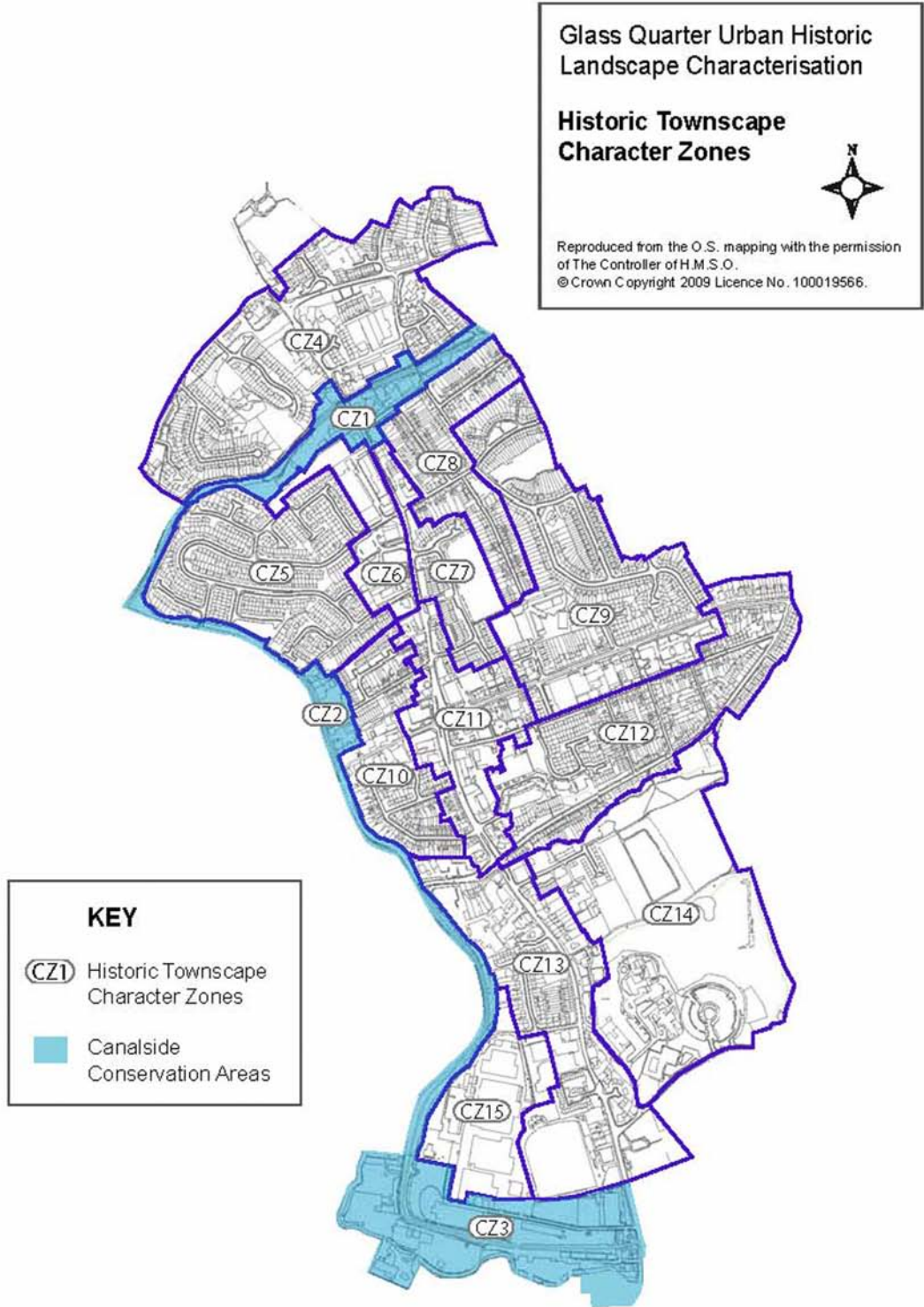


Figure 2

- 5.11** Descriptions of each character zone were prepared with a summary description of its townscape, architectural and historic character and archaeological potential. More specific information is provided on particular landscape features, including buildings that make a particularly important contribution to the historic character of the zone, noteworthy landmarks or areas of significant open space and important views. Each description also identifies any negative factors, which detract from the quality of the historic environment, as well as areas of 'neutral' character which make little contribution to the historic environment. Potential threats for further loss of historic character are noted to assess the sensitivity of each area to change and the opportunities for conserving and enhancing the historic environment.
- 5.12** Across the Glass Quarter area the analysis highlighted the existence of a number of areas that, although not formally designated as conservation areas, nevertheless exhibited a concentration of historic assets that in combination made a significant positive contribution to local character and distinctiveness. These areas would be particularly sensitive to change but offer potential to form the focus of regeneration and new development with a well defined sense of place. These areas have been identified as "Areas of High Historic Townscape Value" and they are shown in figure 4.
- 5.13** **As noted above the full Glass Quarter Urban HLC can be accessed at: www.dudley.gov.uk/glassquarterspd**

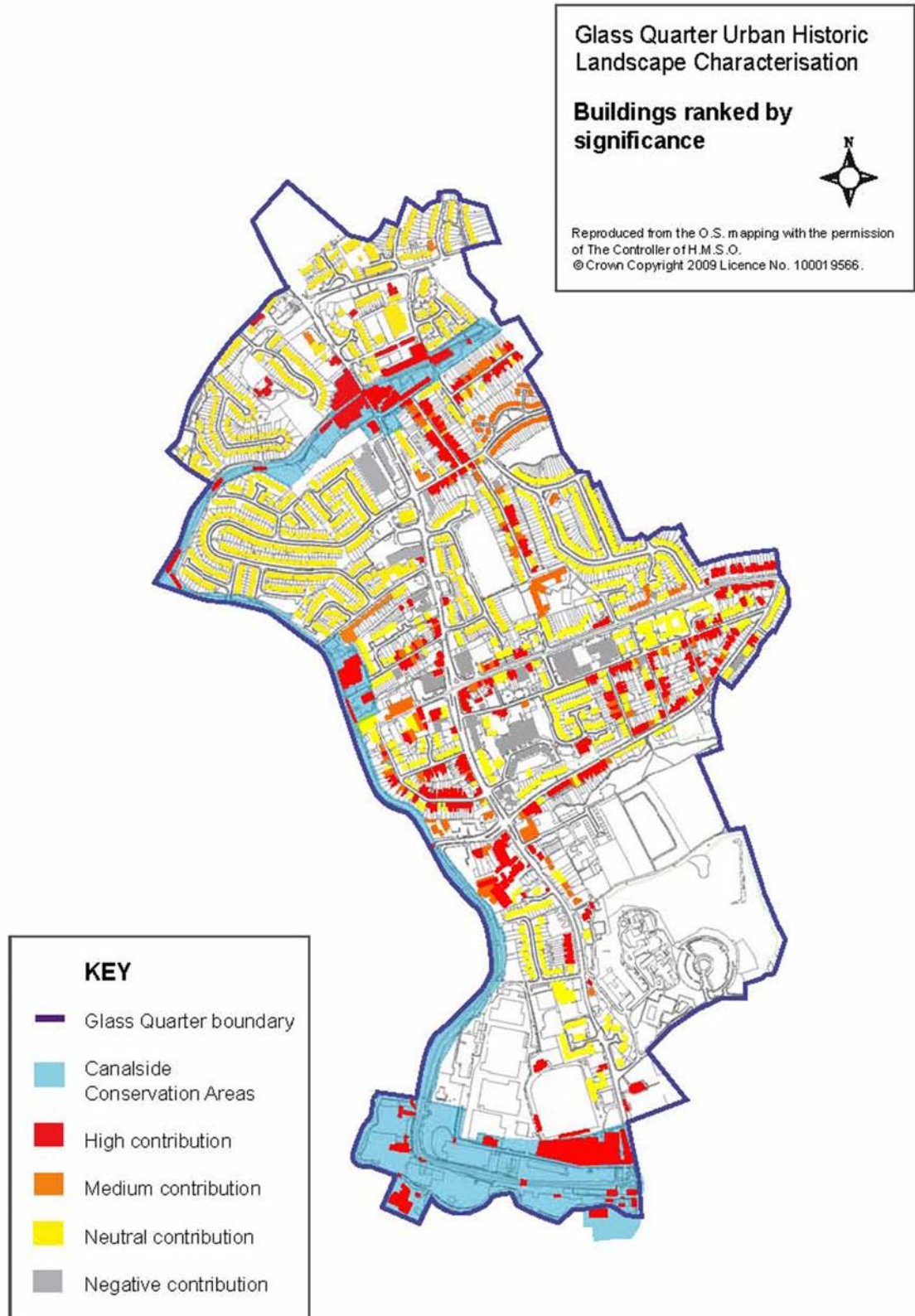


Figure 3

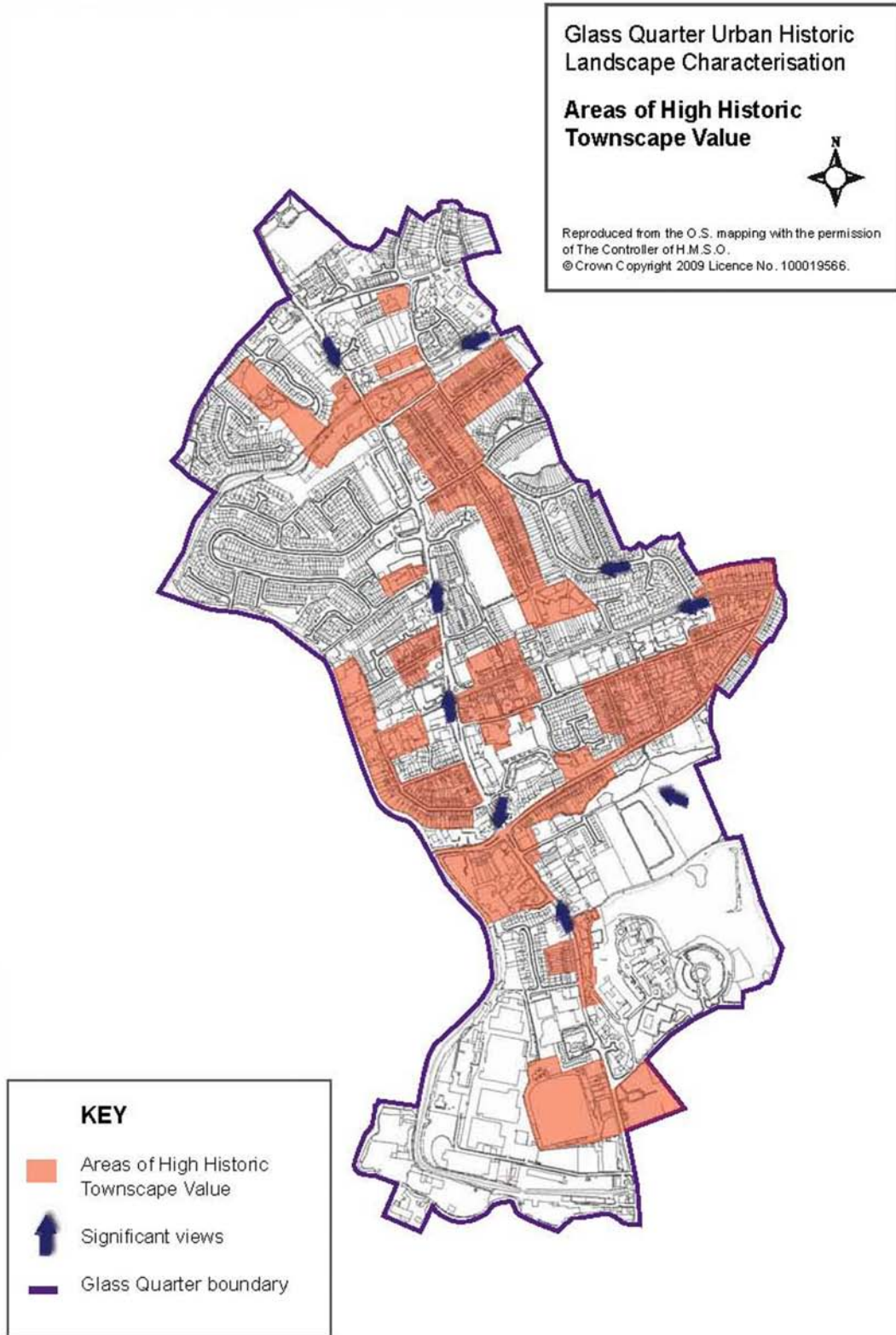


Figure 4

Applying the findings of the Glass Quarter Urban HLC to the future operation of UDP Historic Environment Policies.

- 5.14** It can readily be appreciated from the Areas of High Historic Townscape Value at figure 4 that today's Glass Quarter exhibits a somewhat fragmented historic townscape characterised by clusters of obviously significant historic townscape components that are interspersed with areas of less high intrinsic townscape value. The latter areas also nevertheless still contain a range of individual historic assets surviving with varying degrees of coherence. The Glass Quarter as a whole also represents a huge potential archaeological resource.
- 5.15** This fragmentation seems partly to be related to historic ebbs and flows as regards major industrial enterprises in the area including glassworks and the giving over of former industrial land to more modern land uses, particularly housing. Equally, formerly open land has over time increasingly been utilised in the same manner. A major factor in the fragmented feel of the area has also been the impact of ever increasing traffic flows having to be accommodated by increasing capacity on the main arterial highway network running through the heart of the Glass Quarter.
- 5.16** Clearly the Glass Quarter nevertheless possesses a wide range of special historic characteristics that define it as a distinctive and highly significant entity that deserves protection, enhancement and promotion. Equally clearly a whole suite of protective policy measures will be required to cater for those characteristics and the many different types of historic assets that the Glass Quarter exhibits.
- 5.17** In this regard the detailed findings of the Urban HLC must be used to inform land use appraisals and proposals for change in the Glass Quarter and will in future underpin the application of UDP Historic Environment Policy for the area.
- 5.18** In particular Policy HE1 Local Character and Distinctiveness specifically sets out to conserve the physical evidence of local character through resisting the loss of physical features that contribute to it and also requires that where new development is proposed every effort is made to ensure it consolidates or enhances the existing character of the locality. Implementation of the Policy is stated to be inter alia "Through the preparation of Local Area Character Appraisals".
- 5.19** For conservation areas, statutorily listed buildings and canals UDP Policies HE4, HE6 and HE7 will continue to apply as at present. However the Glass Quarter Urban HLC will assist by providing a detailed local context and a better understanding of the contribution such assets make to their locality and therefore of their historic significance and special interest.

- 5.20** The Glass Quarter Urban HLC will, therefore, be used to test applications with regard to their responsiveness to the locally distinctive characteristics of the Glass Quarter as they are defined by the Urban HLC. Intending developers should accordingly utilise the framework provided by the Urban HLC to gain a greater understanding of the historic character of areas that they propose to change, using the knowledge gained to guide the design of appropriately sensitive proposals
- 5.21** It follows that Design and Access Statements accompanying planning applications must be prepared with full reference to the Glass Quarter Urban HLC and must clearly evidence how the proposals have taken account of its findings in order to produce a locally responsive high quality design that, wherever appropriate, also conserves significant historic assets.

6 Vision for the Glass Quarter

URBAN DESIGN FRAMEWORK AND GUIDELINES FOR NEW DEVELOPMENT

Methodology

6.1 Urban design advice has been provided using a three-part approach:

- Area analysis
- Guiding principles for new development
- Urban design framework to establish the context in which advice can be provided to help guide development and enhancement projects in the Glass Quarter

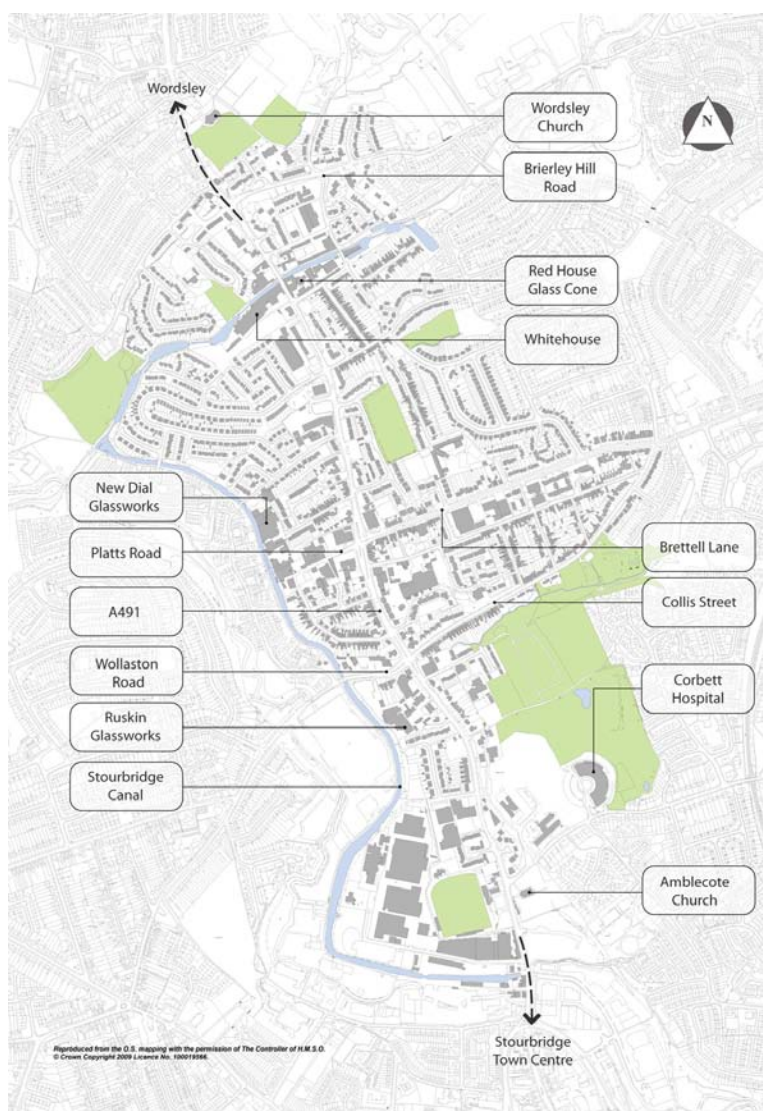


Figure 5 Key Routes and Buildings

Introduction to Analysis

6.2 The analysis (appendix 1) has taken the UDP and the Glass Quarter Urban HLC study as the starting points to identify elements that give the area its distinctive character. A set of urban design 'tools' have then been used to develop the advice. Part of this analysis included a study of the strengths, weaknesses, opportunities and threats to the area (the SWOT analysis can be found in appendix 2). Other aspects of the analysis involved:

- Identifying physical indications that help mark the area out within an otherwise built up spread of development, particularly senses of arrival into the area and boundary edges provided by different routes and development
- Identifying key transport movement routes for people, public transport, cycles, cars, commercial vehicles and boats, and analysing the role that these routes play in connecting the area
- Identifying a sense of enclosure – particularly the strengths of the main streets that connect through the area and if they help define the spaces
- Identifying the key views which underpin visual appreciation of the area and also those that establish connections to significant landmark buildings
- Identifying key spaces that help to link and define the area
- Identifying junctions of routes where visitors have a choice of direction and which are therefore important nodes in the movement network

6.3 The analysis has been split up into four sections:

- Legibility - a place that has a clear image and is easy to understand.
- Ease of Movement - a place that is easy to get to and move through.
- Frontages and Enclosure - a place where public and private spaces are clearly distinguished.
- Views - a place that has distinctive viewpoints to recognisable landmark features.

6.4 The detail of this analysis can be found in Appendix 1.

GUIDING PRINCIPLES

The guiding principles reflect the need to respect and promote the value of good design in the Glass Quarter, and to protect existing assets whilst also promoting sensitive enhancement to make the area a better place to live, work, play, visit and invest in.

Gateways

6.5 A sense of 'entrance' is important in reinforcing the appreciation of the Glass Quarter as a distinct area within an otherwise built up environment. Two major gateways can be identified: in the north at the junction of the A491 and Brierley Hill Road, and in the south on the A491 travelling northwards from the Stourbridge ring road.

- Enhance the principal gateways into the Glass Quarter along the inward approaches of the A491 through coherent signage, lighting, streetscape through co-ordinated street furniture and public art. Where development opportunities arise, design should address the street and contribute to the street scene.
- Development should be of an appropriate scale to mark the entrances without compromising or challenging key visual landmark buildings or obstructing key views and vistas to key landmark buildings.
- Enhance minor gateways with signage and design interpretation that offers visitors an understandable and enjoyable choice of direction through the Glass Quarter.

New Development

6.6 The scale, mass, height, built form and grain of development are important, distinctive qualities of the more historic areas and buildings are identified through the Glass Quarter Urban HLC. These buildings can be found throughout the Glass Quarter and are represented most often in terraces of two storey housing near larger industrial premises. This opportunity and other 'windfall' sites will provide an important chance to contribute positively to re-enforcing the character and heritage of the Glass Quarter through good design quality which will help unite elements of historic and physical character.

6.7 Built form and Design:

- Development of and along routes that connect through the Glass Quarter should provide enclosure and active edges. It is also important to provide street continuity and to reflect the predominant character of the buildings in the area.
- Built form should complement the existing historic grain which is predominantly two storeys in residential streets. Any scale of development above two storeys should not have a detrimental visual

impact to key views, vistas and other landmark features and should complement its neighbourhood and street context.

- As a minimum design standard, the facades of development should be active, with doors and windows facing onto the street or canal.
- Broken frontages which display gaps in development should be mended by infill development that has active frontages onto the street and positively contributes to the streetscene.
- The established building line that characterises the historic pattern of the street should be respected. New roofscape should complement the established skyline and townscape.
- Built form should follow the natural topography of the land and be appropriate to its local setting in terms of its scale and proportion.
- The junctions of routes should provide visually distinct elements that act as viewpoints which help announce the possible change of direction to the traveller from their approach.
- New development onto the canal should, where possible and appropriate, preserve any existing historic buildings and structures and also take design cues from them with respect to scale, mass, layout and materials.
- A pallet of materials can be identified which will help to re-enforce local character in the more historically distinctive streets within the Glass Quarter.

6.8 Live-work Units:

- Where appropriate, development should seek to provide live-work units that integrate small business with residential development in suitable locations in the area.

6.9 Landmark buildings:

- Where development opportunities for new landmark buildings occur, the development should respect key views and local context. Development should also be of a visual quality and significance that helps the traveller understand where they are in the Glass Quarter and how to move through it from place to place.
- Landmark site development will assist the distinctiveness of the Glass Quarter through height, physical presence on site, street frontage, quality of architectural detailing, type of use and the activity generated.

Movement (Figure 10, Appendix 1)

- 6.10** The A491 is the major active vehicular and pedestrian link through the glass quarter. It is a historic route and provides a north-south link from Stourbridge (to the south), through Amblecote, Wordsley and Kingswinford, up to Wolverhampton in the north. At times, the volume of traffic along the A491 and the nature of the road act to sever the eastern and western sides of the Quarter. However, it is important to recognise that the A491 has a strategic

role to play in moving traffic through the area, particularly public transport, and it also provides one of the strongest opportunities to help unify the area and re-enforce the sense of place experienced when travelling along the route.

- Enhance the pedestrian environment along the A491 through co-ordinated street furniture, surfacing, lighting, planting, decluttering, new signage and public art which unify the route and help establish a distinct identity where it runs through the Glass Quarter.
- Enhance the pedestrian footway space without impacting on vehicular flow.
- Enhance the potential for pedestrian crossing points at key junctions along the A491 within the Glass Quarter to assist east-west pedestrian movement patterns and connections.
- Seek to improve the built edges and enclosure around junctions through the positioning and design of new development at key interchanges of routes. Taller development would be suitable to help distinguish the junctions as markers of changes in routes. Such taller development should be related in scale, mass, form and height to the development that adjoins and faces it and should act to emphasise the junctions rather than overpower the scale of the existing urban form.
- Uses should be encouraged that take advantage of the increased footfall at junctions. These sites may be particularly important for the location of businesses and other uses that have a direct relationship with the glass industry. This could help emphasise the character and traditions of the area.
- Opportunity should be sought to improve the connections between the A491 and the Stourbridge Canal wherever possible by enhancement of existing connecting routes seeking opportunities to establish new connections through new development where possible and appropriate. Enhancement will include signage, public realm design, lighting and sensitive improvements to access points onto the canal which respect the heritage of the canalside environment.
- Enhance opportunities for pedestrian movement throughout the Glass Quarter by improving signage to entrance points, historic buildings and spaces, the canal and key connections to important related places outside the Glass Quarter – for example Stourbridge town centre and Wordsley.
- Where opportunities exist on publicly significant sites (such as corner sites, gateways, route junctions), markers should be provided to help the traveller find their way to places and activities within and outside of the Glass Quarter area.

Stourbridge Canal

6.11 The canal provides an important link with the traditions and heritage of the Glass Quarter, as well as providing an edge that helps define the area boundary. It is an important movement route for boats, pedestrians and cyclists, and offers a 'blue infrastructure' connection around the west and south of the area - this is in contrast to the busy, noisy principal road routes of the Glass Quarter. The canal would benefit from sensitive improvements to its environment as well as to the development that encloses it and assists its character.

- Seek opportunities to improve existing points of connection to the canal in order to improve the quality of pedestrian and cyclist access and also encourage greater use of the canal as an asset to the area.
- Seek opportunities to enhance the setting of the canal through new development which provides a positive and active frontage onto the canal wherever possible.
- Seek opportunities to enhance the open space setting to the fore of buildings that are set back from the canal.
- Seek opportunities to provide new publicly accessible connections to the canal through development opportunities, where possible and appropriate.
- Seek opportunities to improve the public realm of the canal environment; by way of path surfaces, lighting, public art, hard and soft landscaping.

Open space

6.12 Open space opportunities are tightly defined by existing development within the Glass Quarter. Open space is provided by spaces that accompany development either adjacent to the canal, as play areas or sports pitches or other formalised space such as allotments together with a range of other informal spaces.

- Seek opportunities to enhance the quality and provision of open space within the Glass Quarter in line with the Open Space, Sport and Recreation SPD (2007) and the Parks and Green Space Strategy (2009).
- Enhance the quality of open space through hardscape, softscape and planting to help emphasise routes, provide an enhanced amenity setting to the edges that define the space or the buildings and activities that are set within the space.
- Where new spaces are provided through on-site provision they should be overlooked and integrate connected development, and must enhance the activities of the place.
- Seek opportunities to enhance the setting of open spaces through boundary treatment.

Car Parking

- 6.13** Whilst walking, cycling and public transport are all promoted within the urban village character of the Glass Quarter, there still remains a need to address private residential vehicle parking provision and servicing access with all new development.
- Opportunities should be taken to provide streetscape enhancements including kerb build outs, planting and street furniture that will improve on-street residential parking appearance and use, including the benefits of natural surveillance that it brings in older housing areas.
 - Parking that is provided in courtyards as part of new development schemes should be provided in small courts of not more than 10 spaces that are overlooked to assist security.
 - Where the character of the street would not be detrimentally affected, parking should also be provided at the side of the plot to reduce its visual intrusion onto the street scene.

Key views (Figure 12, Appendix 1)

- 6.14** The topography within and outside of the Glass Quarter is an essential aspect of its character. It helps elevate parts of the area and assists with identifying key buildings and channelling views to these buildings and other spaces. This enhances awareness of their presence and re-enforces their significance as elements which make the Glass Quarter a distinct place to be in. Throughout the Glass Quarter there are key views to landmark elements as well as longer vistas to distant landscape. In many instances, the tight network of streets open sudden vistas of landmark buildings (like the Red House Glass Cone) or to longer landscape views - both help the traveller to progress through the Glass Quarter from one marker to another. Protecting and enhancing these views is an important contributor to the character and distinction of the Glass Quarter.
- Development should protect and re-enforce key views that are identified throughout the Glass Quarter.
 - Attention to related scale, mass, height, proportion, roofline, street enclosure and building line is required in order to ensure that new development opportunities promote the visual unity and appreciation of the area.
 - More locally, development should enhance the setting of historically significant buildings to promote the Glass Quarter and enable its character to be appreciated and added to.
 - Provide opportunities for the traveller to stop and enjoy the views. Seating and explanation boards combined as part of a coherent streetscape/ canalscape strategy can form a wider heritage trail throughout the Glass Quarter.

FRAMEWORK PLAN

- 6.15** The framework plan shown in figure 6 interprets the analysis and identifies opportunities where the guiding principles can be applied to the study area. These principles help promote development and enhancements that respect the best from the past whilst also delivering a vibrant future for the Glass Quarter.
- 6.16** New development opportunities play a significant part in building a stronger sense of place for the Glass Quarter and providing a high quality pedestrian environment. This can be achieved by providing active street frontages, improving street enclosure, defining important junctions and providing improved physical and visual connections within and out of the site, and to key Glass Quarter landmarks. At a more detailed level, development opportunities can re-energise the Glass Quarter by introducing new forms of living and working through the sensitive and innovative use of materials, built form, height, scale, proportion, roofscape and materials that echo the best of the Glass Quarter design and introduces development that complements this.
- 6.17** The area has a range of activity level from high vehicle flow and pedestrian footfall along the A491 to relative quietness in the residential streets and canal side environment beyond. Improving the quality of the living and travelling experience in the area is a challenge. The A491 is, and will remain, a strategically important north-south trafficked through-route for the western part of Dudley Borough. The road divides the Glass Quarter into western and eastern parts, but it does have the potential to act as a key site for improving visitor experience. An improved streetscape will strengthen the Glass Quarter identity by advertising the quarter and assisting in its distinction. This can be complemented by development that helps enclose the street and provides frontages that promote interest and activity related to the Glass Quarter. Improvements to the canalside environment are also important in order to make the most of this under utilised feature, to improve routes and connections in the area, and to add to the Glass Quarter identity.
- 6.18** **When submitting planning applications, developers should have regard to the guiding principles provided in order to enhance the design of new development and create a 'sense of place' in the Glass Quarter. This should be reflected in Design and Access Statements accompanying planning applications with full reference to the urban design framework provided in this SPD.**

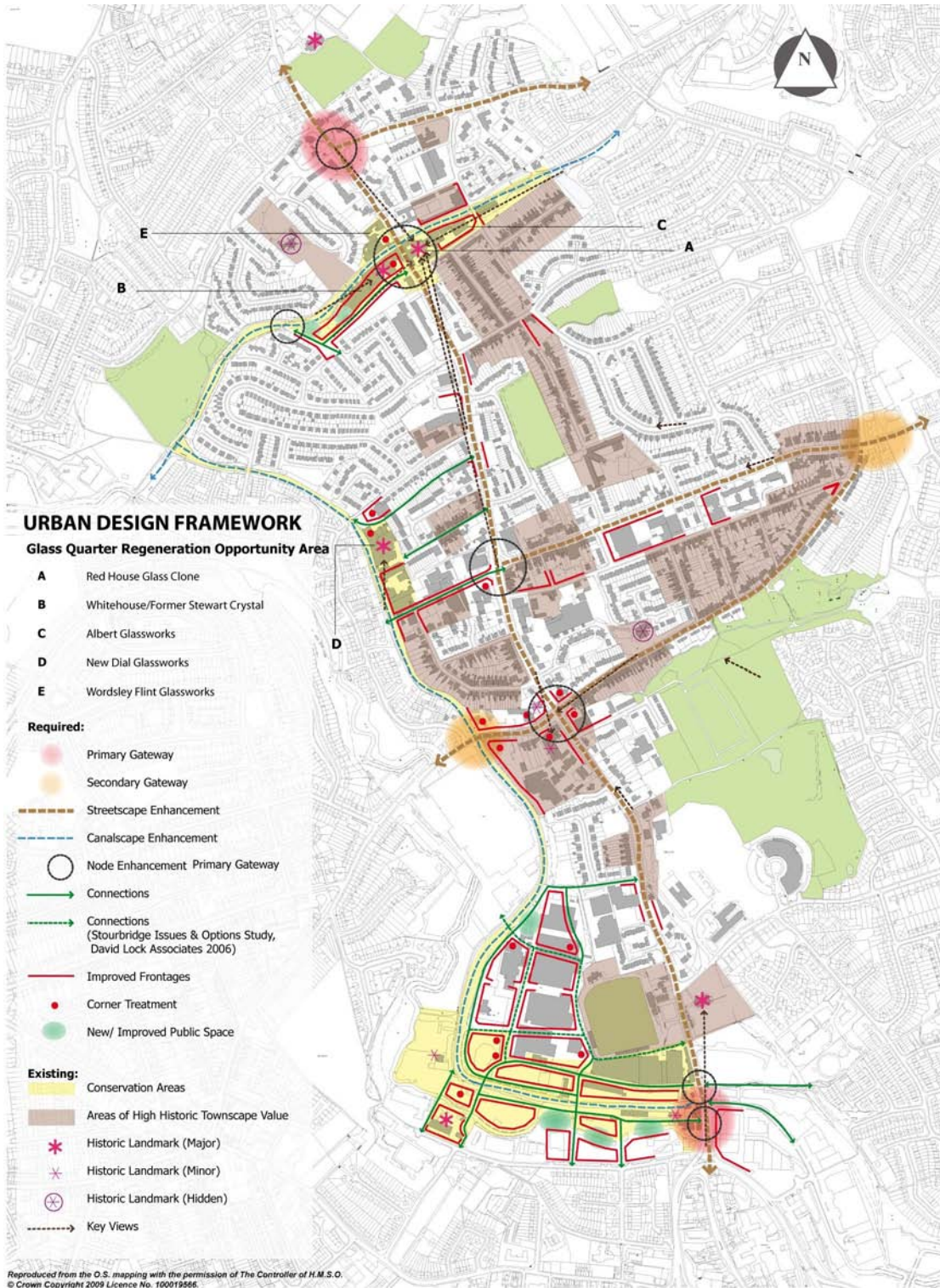


Figure 6 Framework Plan

PLANNING PACKAGE- REQUIREMENTS OF DEVELOPERS WHEN SUBMITTING FORTHCOMING PLANNING APPLICATIONS AND POTENTIAL S.106 AGREEMENTS

Planning application requirements

- 6.19** Dudley MBC's "Validation of Planning Applications" (April 2008) states under Para 15 that assessments to support applications are required "where development impacts upon significant features of the historic environment including impacts upon locally distinctive townscapes and landscapes."
- 6.20** This would therefore apply to the Glass Quarter due to its significant historic townscape identified through the Urban HLC study. Planning applications, therefore, proposed within the Glass Quarter boundary and supported by a design and access statement, must include a historic environment assessment. The assessment, incorporated within a design and access statement, should assess the development's potential impact on the character of the area and consideration as to the mitigation of any negative impacts following the guidance within PPG15: Planning and the Historic Environment and PPG16: Archaeology and Planning.
- 6.21** As stated in chapters 5 and 6, Design and Access Statements supporting planning applications in the Glass Quarter must also be prepared with full reference to the Glass Quarter Urban HLC study and the Urban Design Framework and must clearly evidence how the proposals have taken account of its findings in order to produce a locally responsive high quality design that, wherever appropriate, also conserves significant historic assets.
- 6.22** Design and access statements are required for all planning applications other than engineering or mining operations, development within the curtilage of a dwellinghouse (unless in a conservation area or other designated area) and changes of use(except if there are elevational changes).
- 6.23** Planning applications which propose development in the Glass Quarter and particularly those proposed on development opportunity sites will be expected to accord with the design guidelines outlined in the urban design framework of this SPD. It is hoped that by following this framework new development will complement the unique characteristics of the Glass Quarter through the sensitive and innovative use of materials, built form, height, scale and proportion.

Planning Obligations

- 6.24** Within the Glass Quarter, there are buildings, areas, landscapes and features that make an important contribution to local character which must be conserved and enhanced. In order to assist Dudley MBC in achieving this objective, planning obligations will be sought.
- 6.25** The justification for requiring planning obligations in respect of the Historic Environment is set out in Circular 05/2005 Planning Obligations (Para B11) and Policy DD7 of the Unitary Development Plan (UDP). The Council's Planning Obligations SPD (March 2009) provides more guidance and detail on how Policy DD7 and other associated policies should be implemented in relation to how the Council will secure planning obligations in connection with planning approvals and how this will be applied in particular areas.
- 6.26** Where required, emphasis on sections 2.7 'Historic Environment' and 2.12 'Public Realm' of the Planning Obligations SPD will be placed on planning obligations within the Glass Quarter. It should be noted that all the planning obligations in the SPD detailed below also still apply to developments proposed within the Glass Quarter where necessary, as those proposed in the rest of the borough.
- 6.27** Planning Obligations:
- Affordable Housing
 - Economic and Community Development
 - Education
 - Environmental Protection
 - Highway infrastructure works
 - Site specific measures
 - Libraries
 - Nature Conservation
 - Open Space, Sport and Recreation
 - Public Art
 - Public Realm
 - Public Transport Infrastructure and Service Improvements
 - Travel Plans
- 6.28** Historic Environment and Public Realm planning obligation monies received in the Glass Quarter locality will be prioritised to be spent in buildings, landscapes and features that make an important contribution to local character, in order to conserve and enhance these assets. These areas include the canal network, industrial heritage, as well as distinctive townscapes identified through the Historic Landscape Characterisation. Public Realm monies are aimed at being spent within town centres; however there may be scope to distribute monies elsewhere in the Glass Quarter.

- 6.29** Planning obligations can be provided on-site by developers, as well as via a financial contribution for off-site provision. This may be particularly relevant for developments which affect the historic environment, for example through the restoration of historical assets, preserving the heritage of the Glass Quarter.
- 6.30** Unique assets and landscapes of the Glass Quarter would benefit from planning obligation contributions in order to protect and enhance the area, and promote it as a visitor destination.
- 6.31** Further information in relation to the Council's approach to securing Planning Obligations can be found in the Council's Planning Obligations Supplementary Planning Document (March 2009) available from: <http://www.dudley.gov.uk/environment--planning/planning/local-development-framework/planning-obs-spd>
- 6.32** It is important to note that the Community Infrastructure Levy (CIL), when introduced, will require consideration when new development is proposed in the Glass Quarter, in order to deliver local infrastructure and public services in the area. The consultation document on the proposals and draft regulations for the CIL (July 2009) states that "The Community Infrastructure Levy (CIL) will be a new charge which local authorities in England and Wales will be empowered, but not required, to charge on most types of new development in their area. CIL charges will be based on simple formulae which relate the size of the charge to the size and character of the development paying it. The proceeds of the levy will be spent on local and sub-regional infrastructure to support the development of the area."

7 Next Steps

Issues and Opportunities

- 7.1** In 2008, the Glass Quarter attracted in the region of 45,000 visitors to its' visitor attractions and events. This is in addition to the visitors who come to the Glass Quarter specifically to see and purchase glass - either from the retail outlets or directly from the artists. The International Festival of Glass, held every two years attracts in the region of 12,000 visitors from all over the world with its numbers growing at each event. The Glass Quarter has the opportunity to make itself a unique destination, in which people wish to live, visit and base their business in, and this SPD will assist with this.
- 7.2** The Glass Quarter area needs to develop its future by sustaining existing businesses and expertise and encouraging the establishment of new enterprises, such as studio glass artists. While this will require the provision of additional business space, providing the infrastructure required to encourage visitors will also be vital to the successful development of the Glass Quarter as a visitor destination.
- 7.3** The SPD provides guidance to inform proposals for new developments and to protect the character and identity of the area whilst encouraging investment in the area. However, other initiatives will be required to bring about the place-shaping that is necessary to achieve the vision set out for this area. In the past, schemes to raise the profile of the Glass Quarter have included public art and the preparation of development briefs to inform the redevelopment of specific sites. As such, the SPD should form one element of a wide development framework for the Glass Quarter and the Borough as a whole.

Supporting Business and Regeneration

- 7.4** The Glass Quarter area contains around 18 glass related businesses employing approximately 50 people, whilst numerous other businesses are located in the wider area. As such, it is already an important area within the region for glass. However, to increase the number of glass related businesses locating within the Glass Quarter, further support needs to be made available.
- 7.5** Glass is an expensive medium in which to start a new business. The costs associated with setting up a studio can be prohibitive and therefore the Glass Quarter needs to provide the necessary infrastructure to support these new businesses. Examples of other creative 'Quarters' around the country have shown that new business developments need to specifically consider the needs of glass artists and therefore the Glass Quarter should be seeking this type of development. Business units of varying sizes, potentially with shared facilities such as furnaces or cutting rooms, would encourage and support glass artists to establish their businesses within the Glass Quarter.

- 7.6** The Red House Glass Cone currently provides a small number of studios for new glass related businesses while the Ruskin Glass Centre also has glass studios available to glass artists. Plowden and Thompson at the New Dial Glassworks have also provided studio space for artists using both blown glass and hot lamp working and now host a number of training courses as well as an outlet for Tudor Crystal. As part of the Ruskin Glass Centre's future development plans, there are proposals for additional workshops, incubator units and some shared facilities, however there will still be a need for 'grow-on' units within the Glass Quarter to ensure that these businesses remain within the area.
- 7.7** The Council will need to work closely with landowners and businesses to encourage regeneration that protects the best of the existing character of the area whilst encouraging the development of new business space and visitor facilities.

Preparation of development briefs for Glass Quarter Regeneration Opportunity Sites to assist in their delivery and implementation

- 7.8** The Framework Plan shown in Figure 6 identifies Glass Quarter Regeneration Opportunity Areas, listed below. These sites have been identified as those which make a significant contribution to the character of the Glass Quarter in terms of their heritage and existing value or potential as prominent visitor destinations. Both the Red House Glass Cone and Ruskin Mill have set a precedent in the area for developing innovative heritage attractions, whilst retaining the historic character, which future development will aim to achieve through the SPD.
- 7.9** Glass Quarter Regeneration Opportunity Sites comprise:
- A Red House Glass Cone
 - B Whitehouse/Former Stuart Crystal
 - C Albert Glassworks
 - D New Dial Glassworks
 - E Wordsley Flint Glassworks
- 7.10** The Glass Quarter urban design framework has provided guiding principles to inform potential future development within the area as a whole including these opportunity sites. However, given the sensitive nature of these sites development briefs will be required in order to help them come forward for development effectively. These should deliver the objectives of the SPD and accord with local, regional and national policy, as well as aiming to achieve the aspirations of landowners and businesses.
- 7.11** The majority of development briefs will normally be prepared by the Council in collaboration with landowners and developers, as well as other affected parties, including the public.

- 7.12** Building on the urban design framework, the level of detail in development briefs will vary according to the individual requirements of the site. It is anticipated that the development briefs will contain a site appraisal, including an assessment of historic buildings and features that will require sensitive treatment, as well as the appropriate development and design principles, infrastructure requirements and likely timing of implementation.
- 7.13** It is expected that development briefs produced for sites within the Glass Quarter will have a strong emphasis on protecting and enhancing the area's historic environment, using the Glass Quarter Urban HLC as an evidence base. This may include, for example guidance on the protection/management of important features within a site. They will also indicate the Council's requirements regarding any proposed development, in terms of its access, layout, density, landscaping, open space and the design of buildings.

Developing the Glass Quarter Destination

- 7.14** The Urban Design Framework sets out opportunities for place-making to improve the Glass Quarter as a place to work, live and visit. It identifies a number of potential enhancements to the environment of the Glass Quarter including improvements to the streetscape, canalside environment and pedestrian connections, including connections to the canalside and road crossing and junction and 'node' enhancements, areas of public open space, improved footpath surfacing and improvement to frontages and corner sites.
- 7.15** To improve the visibility of existing glass and craft focussed businesses, centres and heritage assets, additional signposting may be required within and at the gateways to the Glass Quarter area. A review of transport and access facilities to the Glass Quarter and locations within it may also be required to inform the improvement of existing arrangements or provision of additional facilities. Enhancements should also benefit other local businesses and residents.
- 7.16** As stated in Chapter 5, the archaeology of the Glass Quarter is a resource of national importance. However, in many instances new developments have provided little reference to the former use of sites. If the Glass Quarter is to be developed as a visitor destination, reference to the area's former buildings, companies and important events should be noted and included in developments. This can be both physical on site, but also through websites, leaflets and other means by which visitors and residents can learn about their local heritage. As such the archaeological resource could better complement the more visible upstanding heritage of buildings and spaces and the ongoing traditions of glass working.
- 7.17** Implementing these enhancements will require access to resources and funding, as well as prioritisation of the improvements in relation to other environmental enhancements within the Borough. The development of the

Glass Quarter as a destination of benefit to local residents, businesses and visitors conforms to the objectives of the Dudley Borough Economic Strategy and the Council's Cultural Strategy at a strategic level. Both of these documents are due to be reviewed in 2010. The potential to support the enhancement of the Glass Quarter area as a visitor destination should form a key area of consideration within this review process. Within the revised documents it would be desirable to address the following needs:

- A review of economic activity within Glass Quarter area;
- A review of transport and access within the Glass Quarter area to inform preparation of an action plan for enhancement and access to funding opportunities;
- A review of public realm and signage within the Glass Quarter area to inform preparation of a strategy, in line with the principles of "Streets for All, West Midlands" (English Heritage, 2005);
- A review of the promotion of the Glass Quarter as a visitor destination to inform the inclusion of actions within the Council's Tourism Action Plan.

Protecting Character and Identity

7.18 The Urban HLC, which acts a valuable resource for guiding development in the Glass Quarter, highlights a wide range of historical assets both above and below ground that in combination define the Quarter's distinctive character. The study identifies both areas and individual sites and structures that deserve protection, enhancement and promotion. Accordingly, in line with the relative significance of the assets in question there is a need to define appropriate levels of protection and decide what form of designation might best afford that protection.

7.19 Conservation Areas are a statutory designation made under the Planning (Listed Buildings and Conservation Areas) Act 1990. Conservation Area designation affords broader protection than listing individual buildings: all the features, listed or otherwise, within the area, are recognised as part of its character. Within a conservation area the local authority has the ability to exercise further controls over:

- demolition
- minor developments
- the protection of trees

Areas of High Historic Townscape Value (Figure 4, Chapter 5)

7.20 Areas of High Historic Townscape Value (AHHTV) where UDP Policy HE1 will be stringently applied in order to protect local distinctiveness have been defined and are shown in Figure 3. In future, certain AHHTV may justify the undertaking of Conservation Area Character Appraisals to analyse whether

they in fact possess sufficient “special architectural or historic interest” as to justify formal designation as conservation areas. Early candidates for such appraisals would be within Character Zones CZ13 in the environs of Amblecote Church and the Holloway and Zone CZ8, John Street and environs. Not only should existing townscape in these areas be conserved and enhanced but the opportunity should be taken to create complementary good quality townscape through extension, new build or development.

Identification of Buildings for the Statutory and Local List

- 7.21** The Glass Quarter Urban HLC has identified individual buildings of particular local historic interest and significance that should be considered for inclusion on the Council’s own Local List listed below and shown in Figure 7. They would thereby be afforded the protection of UDP Policy HE5 “Buildings of Local Historic Importance” that sets out to resist the demolition or inappropriate alteration of such buildings and to protect their setting. Identification through the Urban HLC on the basis of the buildings making a particularly notable contribution to local distinctiveness will assist in giving weight to arguments for their retention and conservation, particularly in the context of planning appeals. It is considered that others might in future be put forward to English Heritage for consideration for the Statutory List that affords more stringent protection.
- 7.22** Designation of these important buildings and areas in the future will flag up their importance to the planning process, through the application of Historic Environment policies such as HE1, HE5, HE6, HE8, HE9, HE10 and HE11 within the UDP. This will assist in giving weight to arguments for the retention and conservation of these features.

Proposed Listed Buildings (Figure 7)

- Wordsley Flint Glassworks, High Street [HBSMR: 4813]
- Titan Works, Junction of High Street and Old Wharf Road [HBSMR: 12031]
- Hospital Lodge and Gate, No. 43 High Street [HBSMR: 7160]
- Holy Trinity Church, Junction of High Street and Vicarage Road, Amblecote [HBSMR: 7654]
- The Ruskin Glass Centre, mid 20th century glasshouse, Wollaston Road frontage, Coalbournhill Glassworks [HBSMR:4806]

Proposed Locally Listed Buildings (Figure 7)

- Albert Glassworks frontage range, Bridge Street [HBSMR: 4812]
- Cast iron "Coalbrookdale" bridge over canal arm entrance to Bradley's Iron Works [HBSMR: 7239]
- No. 20 George Street, Audnam [HBSMR:12867]
- Platts Glassworks Buildings, Platts Road [HBSMR: 4835]

- Audnam House (No. 42), High Street, Amblecote, part of Audnam Bank Glassworks [HBSMR: 4810]
- Old Dial Public House, No. 17, High Street, Audnam [HBSMR: 12863]
- Maverick's (formerly The White Horse Public House) Junction of High Street and Brettell Lane, Amblecote [HBSMR: 12864]
- No. 136 King William Street [HBSMR: 12847]
- Fish Inn, Junction of High Street and Wollaston Road, Amblecote [HBSMR: 12848]
- Summer House and Garden Wall, 113, High Street, Amblecote [HBSMR: 12280]

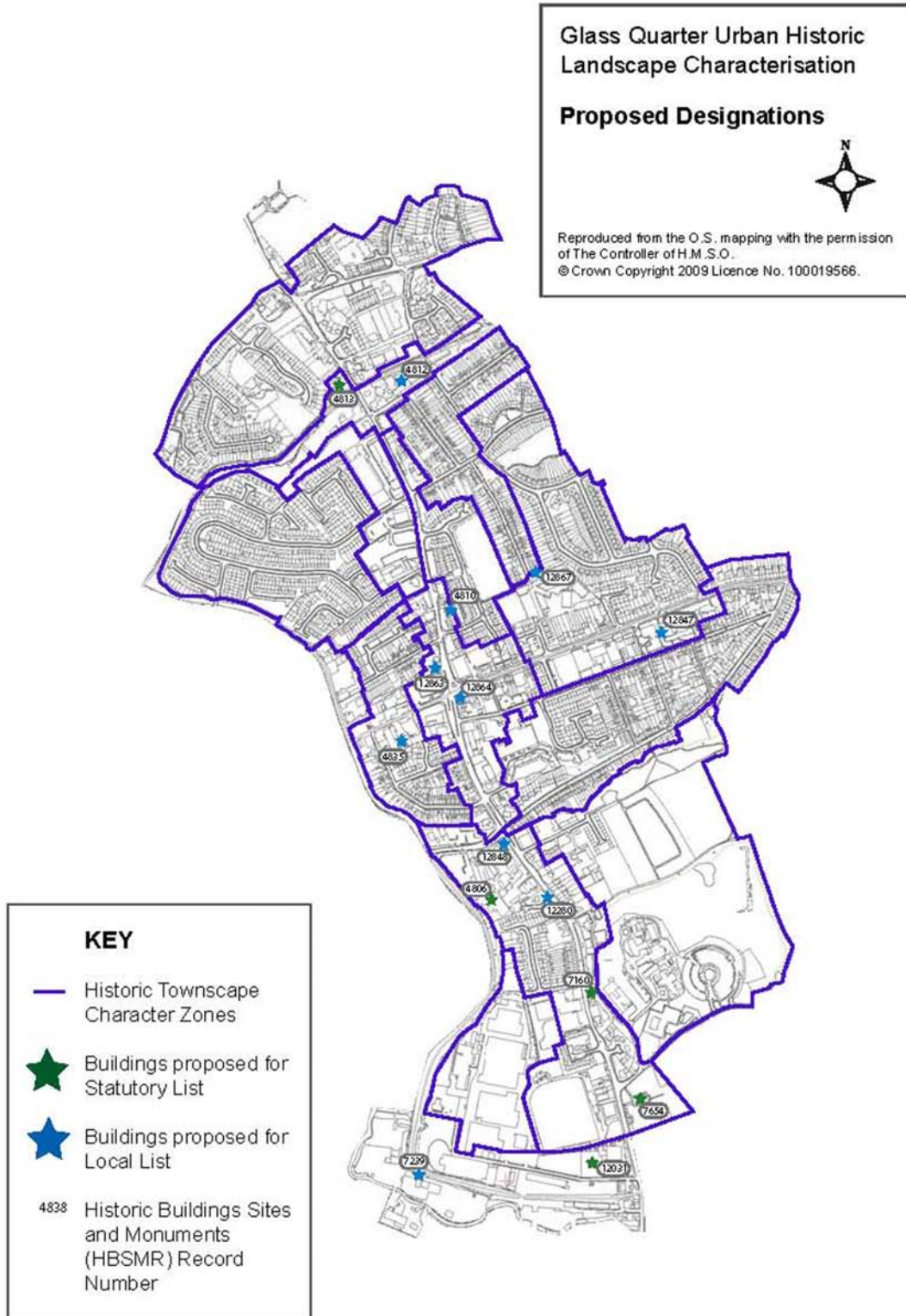


Figure 7

Proposed Archaeological Priority Areas

The Urban HLC also maps out a series of Archaeological Priority Areas (listed below and shown in figure 8) that are mainly the sites of historic glassworks. Almost by definition these will be of regional and often of national importance and UDP Archaeology Policies HE8, HE9, HE10 and HE11 will apply. The policy objective will be to ensure the preservation in situ of important remains with a presumption against any development which does not ensure that Scheduled Ancient Monuments and non-scheduled sites of national importance remain intact and that their setting is not prejudiced.

- Albert Glassworks, Bridge Street [HBSMR: 4812]
- Wordsley Flint Glassworks, High Street [HBSMR: 4813]
- Site of Kinver Street Glassworks [HBSMR: 4814]
- Site of Audnam Bank Glassworks [HBSMR: 4810]
- Site of Jacob's Well Glassworks [HBSMR: 4833]
- Platts Glassworks [HBSMR: 4835]
- Dial Glassworks [HBSMR: 4809]
- Parkfield Glassworks, King William Street, Amblecote [HBSMR: 4808]
- Site of Coalbournbrook and Coalbournhill Glassworks [HBSMR: 4838 & 4806]
- Site of Holloway End Glassworks, Westlands Gardens, High Street, Amblecote [HBSMR: 4805]
- Site of Haden's Premier Glass Works, Brettell Lane [HBSMR:4837]
- New Dial Glassworks (Plowden & Thompson), Stewkins [HBSMR: 2734]

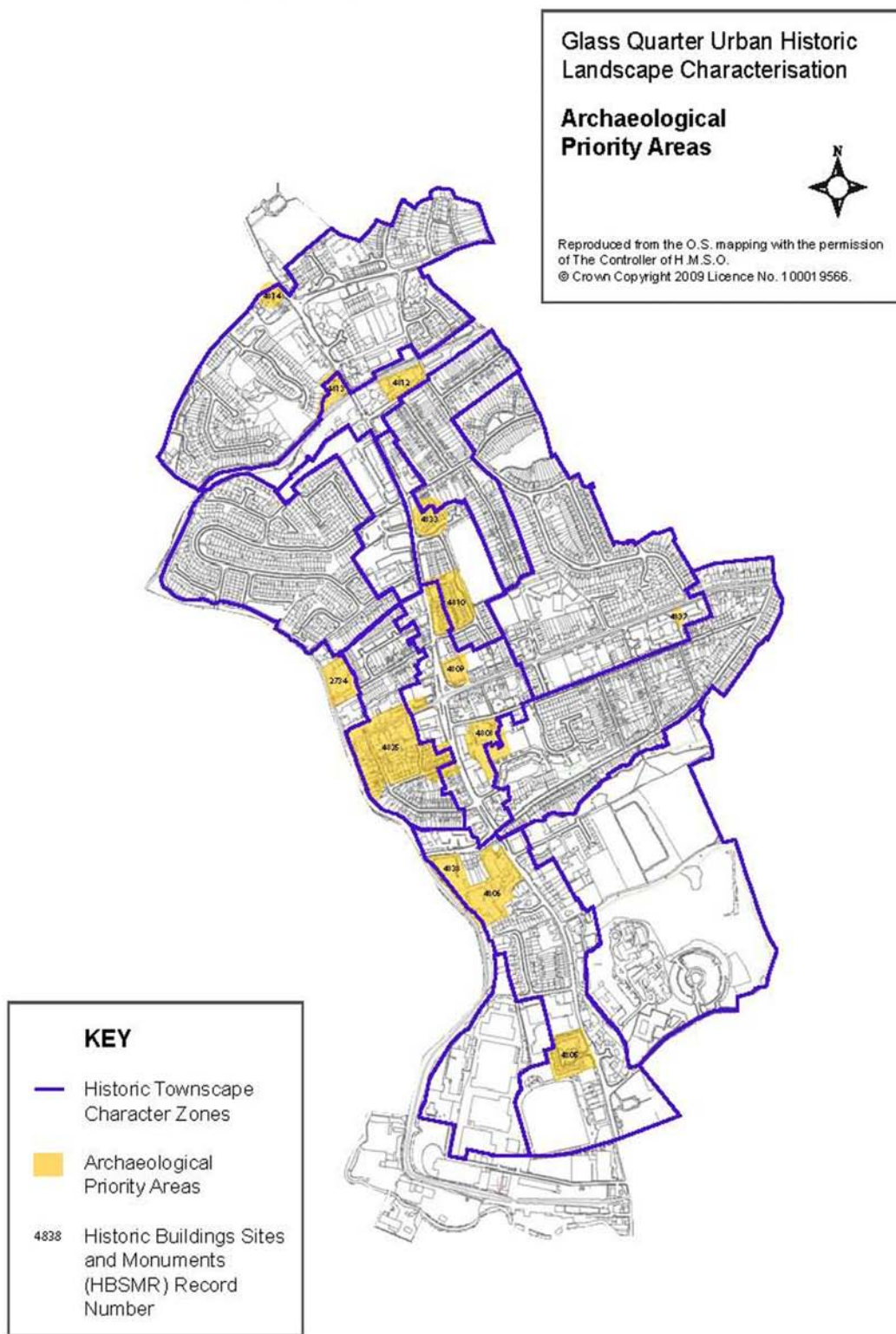


Figure 8

7.23 In general in respect of these and any other areas of potential archaeological significance that may be identified and included in the Dudley Council Historic Buildings Sites and Monuments Record in the future the Council will:

- expect developers as part of any planning application to provide adequate information to allow the full and proper consideration of the impact of the proposed development on archaeological remains through desk top archaeological appraisal and as the Council deems appropriate subsequent physical site evaluation/building recording.
- resist development that would have a damaging impact upon significant archaeological remains and where potentially negative impacts have been identified expect developers to devise and put forward for agreement suitable measures designed to mitigate such impact in order to preserve buildings, structures or buried deposits in situ.
- where preservation in situ would be unreasonable seek to ensure that provision is made for an appropriate level of archaeological investigation and recording of any building, structure or buried deposit of interest prior to the commencement of development, site clearance or infrastructure works and for appropriate publication of the results.

7.24 Full descriptions and other details can be found in Appendix 2 of the full Glass Quarter Urban HLC which can be accessed via this web link: <http://www.dudley.gov.uk/glassquarterspd>

5 Glossary of Terms

GLOSSARY

AHHTV Active Frontages/ Active Edges-Buildings with many entrances, windows and balconies fronting onto streets, roads and public space. Buildings where the ground floor offers activity and helps enliven the public realm.

Areas of High Historic Townscape Value - Areas that are recognised as discrete areas of townscape of acknowledged importance.

CIL Community Infrastructure Levy - A proposed charge which local authorities in England and Wales will be empowered, but not required to charge on most types of new development in their area.

Gateway- An area, space or location where visitors feel a sense of arrival to a place.

HBSMR Historic Buildings and Sites and Monuments Record - A comprehensive database linked to Geographic Information System for the management of Historic Environment Records.

HLC Heritage Landscape Characterisation - An analytical tool that can aid the better understanding and appreciation of historic character and local distinctiveness of the landscape. It can be carried out strategically at a broad level of detail (Black Country HLC and Dudley Borough Landscape and Townscape Character Study) and can also be focused at a more detailed and localised level, such as the Urban HLC that has been done for the Glass Quarter.

Infill Development-New buildings on a relatively small site between existing buildings.

LDF Local Development Framework - A non-statutory term used to describe a folder of documents, which includes all the local planning authority's local development documents. An LDF is comprised of:

- Development Plan Documents (which form part of the statutory development plan)
- Supplementary Planning Documents

The local development framework will also comprise of:

- the Statement of Community Involvement
- the Local Development Scheme
- the Annual Monitoring Report
- any Local Development Orders or Simplified Planning Zones that may have been added

LDS **Landmark**-A building or structure that stands out against background buildings and landscape, and is often perceived as a point of reference in the urban scene.

Local Development Scheme - The local planning authority's time-scaled programme for the preparation of Local Development Documents that must be agreed with government and reviewed every year.

Node- A place where routes and activity are concentrated, or a point of interchange in a street network (for example road junctions, a crossing or a convergence of paths).

Permeability- The degree to which an area has a choice of usable, pleasant, convenient and safe routes through it.

Planning Obligation - A legal instrument under Section 106 of the 1990 Town and Country Planning Act which restricts or regulates the use of the development or land. It may also ensure the delivery of infrastructure associated with a development (see Planning Gain). Sometimes called "Section 106" agreements.

Public Space/ Public Realm-The areas of a place (whether publicly or privately owned) that are available, without charge, for everyone to see, use and enjoy, including streets, squares and parks.

RSS **Regional Spatial Strategy** - The part of the Development Plan which is decided at a regional level and which sets the strategy for the Regions of England. Local Development Frameworks must be in general conformity with the Regional Spatial Strategy.

SPD **Skyline** - The appearance of the upper parts of the buildings against the sky.

Supplementary Planning Document - A Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.

Street Enclosure-A sense of defined space along streets, created from the location, size and design of surrounding buildings and structures.

Street Furniture-Structures in public space, such as bus shelters, litter bins, seating, lighting and signs.

UDP **Townscape** -The visual appearance of an urban area – the appearance of streets and buildings distinctive to a particular locality.

Unitary Development Plan - An old-style development plan prepared by a Metropolitan District or Borough and some Unitary Local Authorities, which contains policies equivalent to those in both a structure plan and local plan. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.

ACRONYMS

CABE	Commission for Architecture and the Built Environment
DCLG	Department of Communities and Local Government
DCMS	Department of Culture, Media and Sport
DMBC	Dudley Metropolitan Borough Council
MLA	Museums, Libraries and Archives Council

Appendix 1 - Urban Design Analysis

- .1 The Urban Design Analysis has been split up into four sections:
- Legibility - a place that has a clear image and is easy to understand.
 - Ease of Movement - a place that is easy to get to and move through.
 - Frontages and Enclosure - a place where public and private spaces are clearly distinguished.
 - Views - a place that has distinctive viewpoints to recognisable landmark features.

LEGIBILITY

- .2 Assess legibility by looking at how existing development provides recognisable routes, intersections and landmarks that help people find their way around.



**Red House Glass Cone
and Whitehouse Site**

Key landmarks (e.g., Red House Glass Cone and Whitehouse site) linked to canal corridor or main A491 route, publicly viewable as a composition of place, and offer a snapshot of the Glass Quarter. There is potential to reuse the Whitehouse site and address its importance as a view along the canal and within the Quarter. The Ruskin Glass Centre also has an important association with glass making. Its appearance and relationship to the canal could be improved.



**Local district - Primrose Hill,
Wordsley**

There are a variety of districts within the study area including residential (both pre-war and post-war housing), light industrial areas and commercial uses. Certain districts have historical references - some can be identified more specifically as glass making or canal/heritage districts.



Stourbridge Canal

The canal towpath acts as a route for pedestrians and cyclists whilst also offering views of the locks and other landmarks. There is potential to improve the landscaping along the towpath, create spaces to enjoy the views from, and to also strengthen the connections with the Glass Quarter heritage and identity.

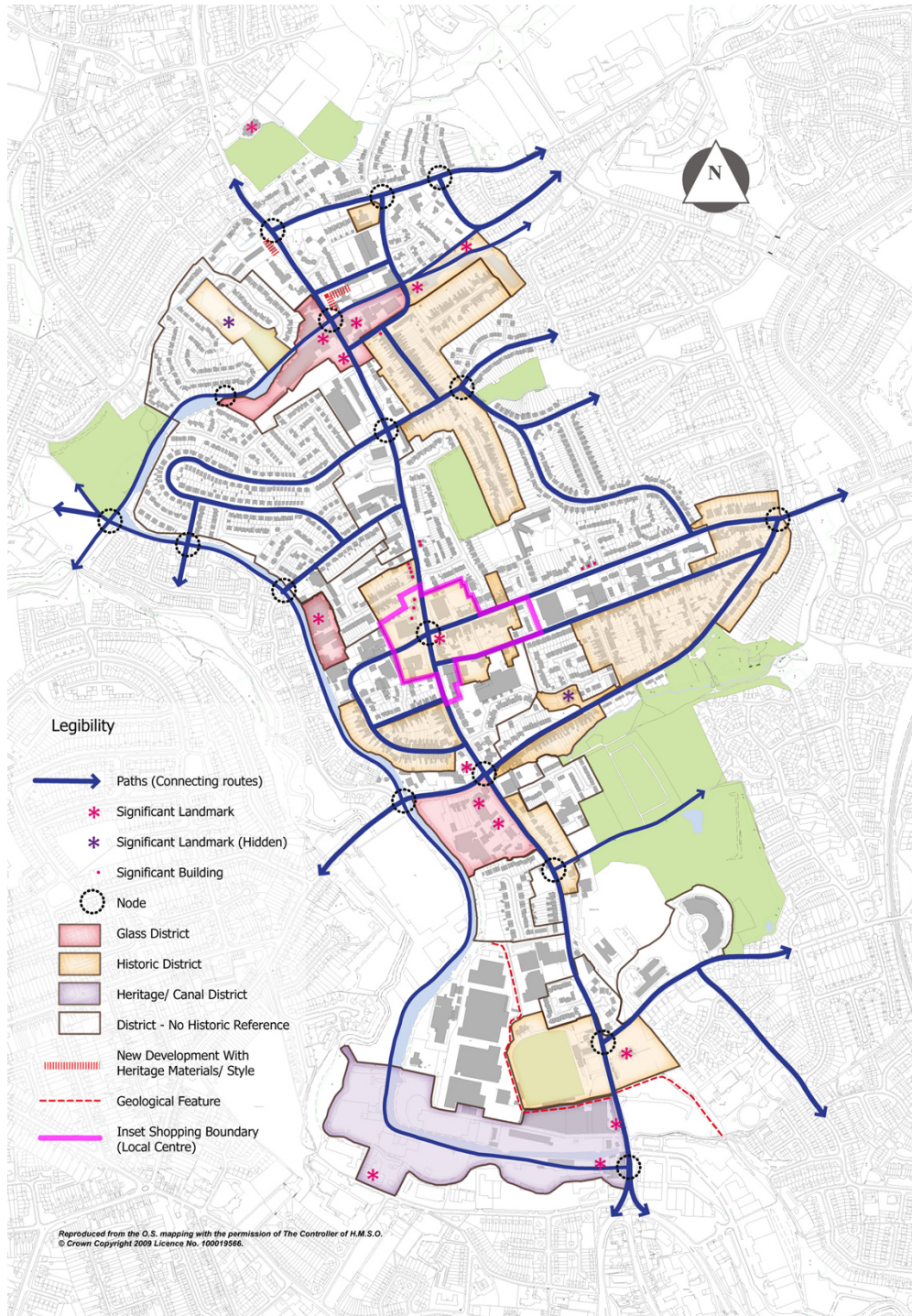


Figure 9 Legibility

EASE OF MOVEMENT

- .3 Assess ease of movement by looking at accessibility and local permeability - how places connect to each other, how land uses and transport are integrated, and how pedestrians and vehicles are accommodated.



The A491

The A491 acts as a spine running north-south through the area, also providing a public transport corridor. The poor quality pedestrian and visual environment along this spine challenges and questions a meaningful and definable character.



The Canal Towpath

The canal towpath provides a tranquil daytime pedestrian and cycle corridor route. As a former method for transporting materials and products associated with the historic glass industry, a better canalscape design/interpretation would add value and meaning.



Red House Glass Cone

Often poor quality settings to important features - the landmarks and character of the Glass Quarter are undermined, and quality of place also affects visitor experience. Narrow pavements along the A491 (particularly around, and on the approach to the Red House Glass Cone). Canal towpath connections are also hampered by steep access points.

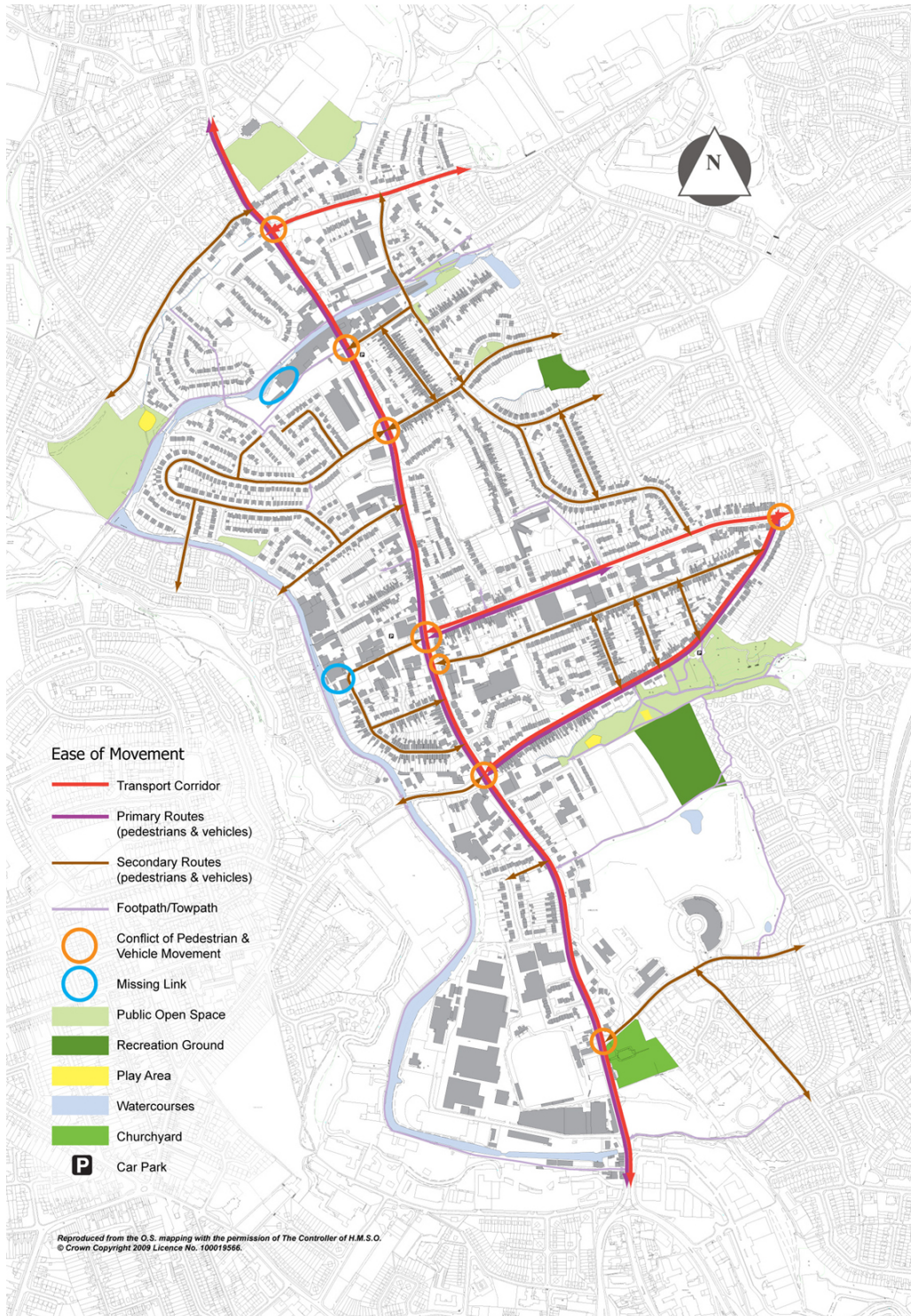


Figure 10 Ease of Movement

FRONTAGES AND ENCLOSURE

- .4 Assess the continuity of street frontages of existing development, and the sense of enclosure this creates. Assess how clearly public and private spaces are defined and differentiated.



John Street, Wordsley

Older residential street patterns in the more historic districts (e.g., the linear streets off Collis Street) have urban grain and active edges that present strong, characterful frontages to the street, provide good surveillance and lend a sense of cohesiveness to the place.



Public/private boundary treatment

The mix of housing type and land uses within the site creates a range of public/private space definition. Not all is successful and some spaces are left with poor enclosure and poor frontages. However, there are also some positive arrangements. For example, built form sitting close to the public pavement, with brick detailed low walls providing defence of private space, leaving opportunity for soft landscaping and also adding individual character to the street scene across the Glass Quarter.



Red House Glass Cone

Many important historic buildings have dead, inactive frontages, unfortunately facing onto public spaces. This reduces legibility and sense of meaning/function, and produces a harsh, uninviting image to the visitor and passer-by. The Whitehouse site represents a positive

opportunity to produce an active edge to the canal.

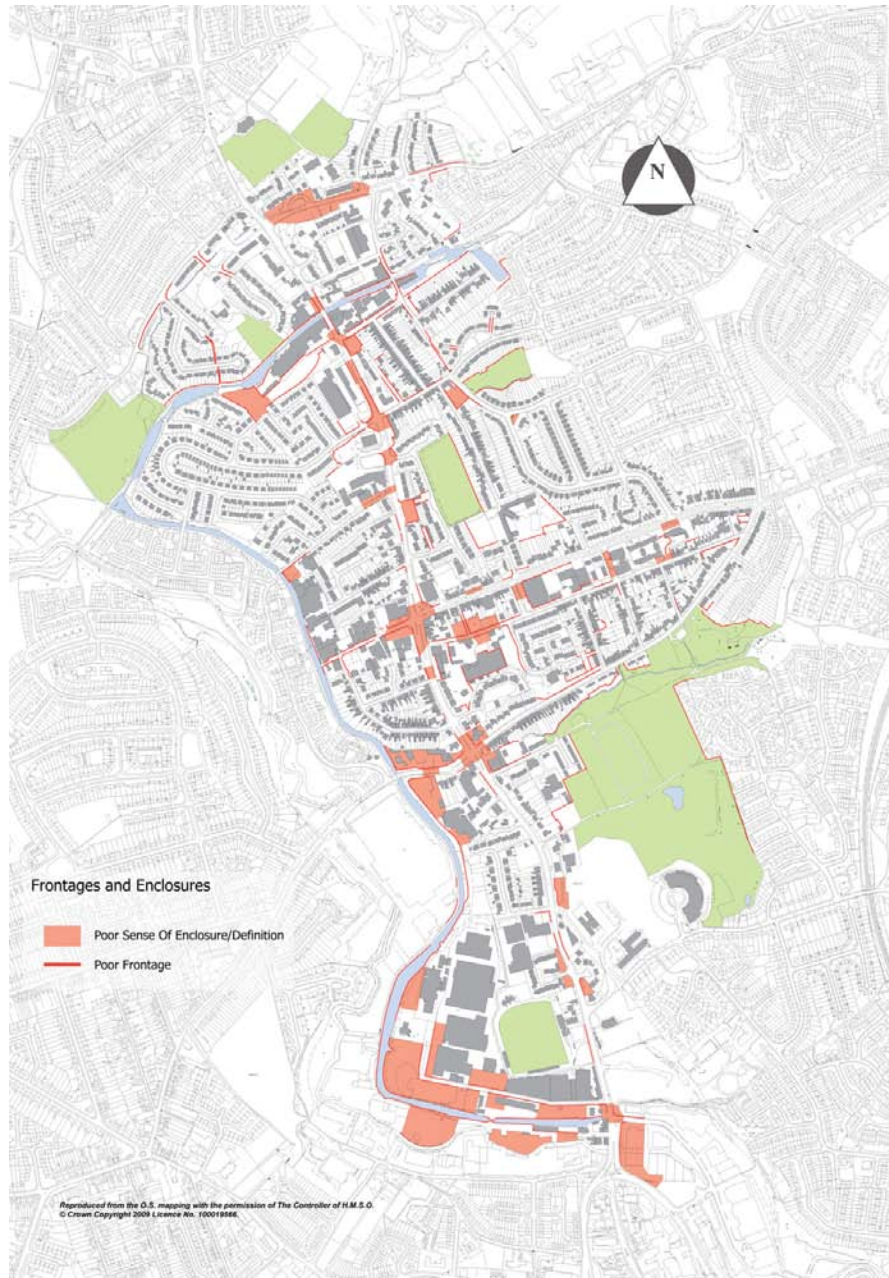


Figure 11 Frontages and Enclosure

IEWS

- .5 Assess the quantity and quality of views to landmarks and landscape from key public spaces and routes.



Canal locks and Red House Glass Cone

Iconic view to the major landmark – along the canal to the Red House Glass Cone. Still similar to how this viewpoint/vista looked in past history. Important to protect and enhance such views, particularly when so few historical landmarks remain (in comparison to the many original glass cones that once occupied the area).



Glass Quarter landscape views

Positive view corridors out to the near and far distant green countryside edge from the Glass Quarter area. Views accessed via the canal, towpath and canal bridge. Landscape views can also be seen from the topographically higher residential districts to the east of the site, and down along the linear streets running perpendicular to Brettell Lane/Collis Street.



Poor quality public space along the canal towpath

Dead edge views of the backs of un-connected residential developments that have been sandwiched into the spaces left between, or over from former industrial uses. Spaces seem unwelcoming and poorly defined.

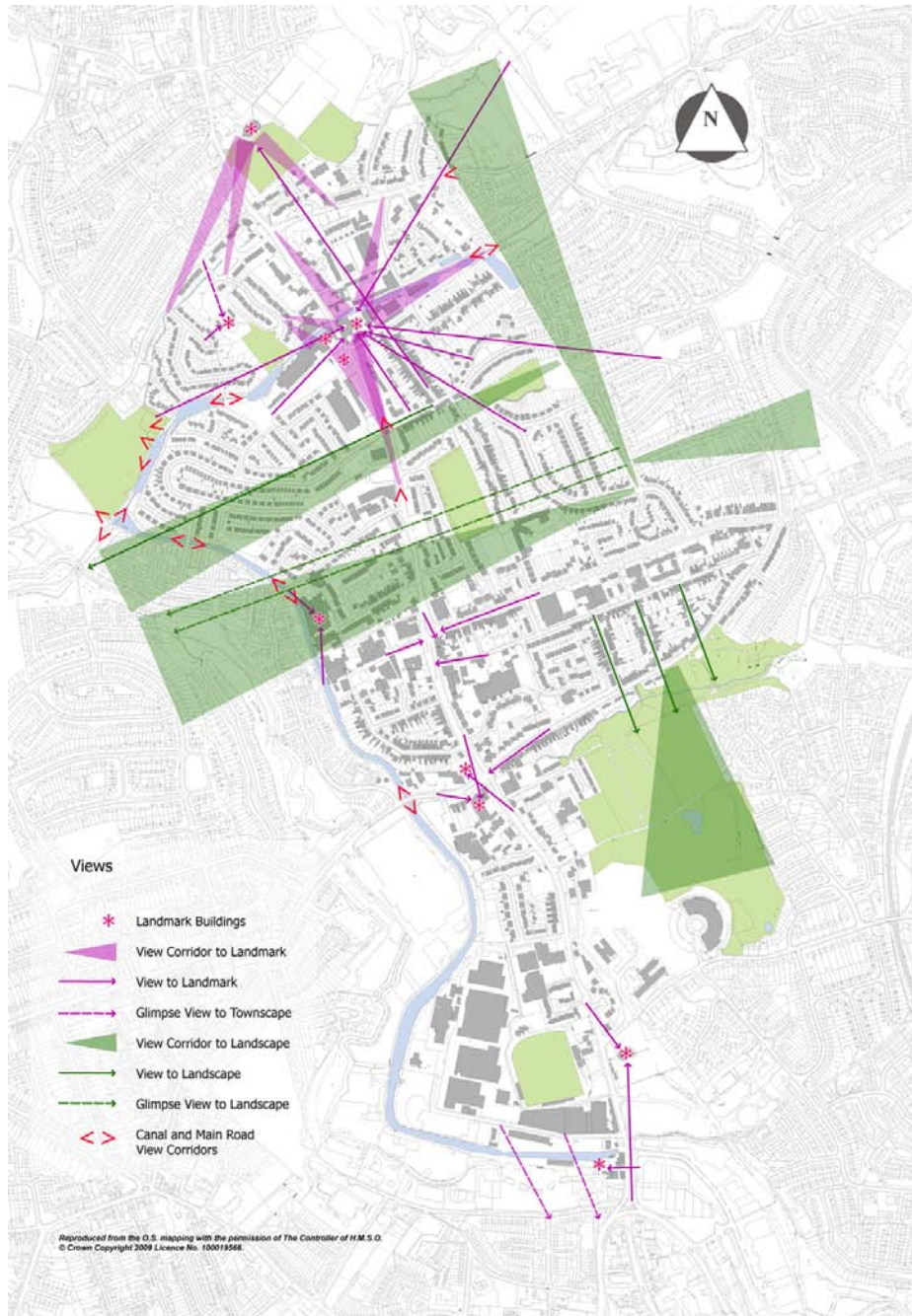


Figure 12 Views

KEY FINDINGS FROM ANALYSIS

Legibility

- .6 Distinct edges were found to be provided by physical barriers to the movement of people - such as the canal. Distinct entrances and visual gateways to the quarter were identified along the A491. The area includes several landmark buildings of varying physical scale which can be seen from many different locations (eg. the Red House Glass Cone), and also more modest landmarks that mark the junction of routes dividing the area. All help mark places and assist people to find their way around. The area includes buildings and uses that are strongly associated with the glass industry as well as historical streets and original glass workers housing that recognise the physical influence of the industry in the area.

Ease of Movement

- .7 The area is strongly held together through the presence of a highly connected network of streets and spaces. These take the traveller through areas that reveal a legacy of mixed use relating to the Glass Quarter, where industry, housing, movement channels, public houses, shops and places of worship could be found in close proximity to one another.

Frontages and Enclosure

- .8 Many streets, and the built development blocks which they define, have active frontage development which focuses activity onto the public realm. This helps security by providing natural surveillance and overlooking onto the routes that are used by people moving through the area. Analysis has identified where frontages could be improved in order to assist security, add life to the streets, and strengthen the image of the place.

Views

- .9 Views are important within the Glass Quarter to help link key visual elements together and assist people in finding their way around. They can create welcome surprise when a view to a key place or building is suddenly revealed and can help distinguish a location when moving from one key point to another. Several key views have been identified - many to the Red House Glass Cone which is perhaps the strongest existing physical indicator of the Glass Quarter's heritage. The close network of streets offers passing glimpses of the cone before the traveller arrives on routes immediately around the landmark, or on the A491 approaches, where there are strong vistas of the cone. One of the most iconic images of the Black Country is the view to the Cone westward down the flight of sixteen locks in the conservation area. However, for many travellers the views of the Red House Glass Cone along the A491 remain the most experienced.

Appendix 2 - Urban Design SWOT Analysis

Urban Design Glass Quarter 'SWOT' Analysis

MOVEMENT

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> A491 is a direct connecting through-route (N to S) A491 public transport corridor A491 tourist route Strong connections east: Brierley Hill Rd, Brettell Lane & Collis St Routes out to SW: Wollaston Rd & High St In theory, good network of connections between the local centres High levels of permeability within older housing areas 	<ul style="list-style-type: none"> A491 physically and visually separates E and W Vehicle dominated, congested and noisy Poor pedestrian environment: narrow pavements, difficult pedestrian crossing opportunities – are crossings in areas where pedestrians want to cross? High levels of street clutter Poor, incoherent streetscape Poor image and first impression of GQ – an 'anywhere' section of A491 No sense of arrival for visitors No obvious stopping areas for cars Main roads intimidating and confusing for both pedestrians and drivers Poor pedestrian links between Stourbridge TC and Glass Quarter 	<ul style="list-style-type: none"> Holistic streetscape along A491, coordination between all elements, referencing the GQ Widen footpaths (especially in areas with high footfall) Further improvements to pedestrian crossing points Improve/ increase parking areas and signage to these areas (for the canal and important GQ buildings) Improve links between A491 and canal Improve pedestrian links between Stourbridge TC and Glass Quarter Coordinated approach to canalscape Improve hard and soft landscaping along canal 	<ul style="list-style-type: none"> Increased traffic and congestion Further degradation of the pedestrian environment Lack of canal environment maintenance A poorer visitor experience Negative perceptions of area – spiral of decline New development sites not providing permeability and wider connections (insular developments)

<ul style="list-style-type: none"> • Walkable area/ distances • Canal – similar route to A491 but vastly different character • Tranquil route through site • Continuous towpath on west edge of canal • Tourist movement, local movement, amenity space • Historical associations with GQ heritage 	<ul style="list-style-type: none"> • Post 1920s housing areas: poor legibility, self-contained developments, lack of connections/ relationship with wider area • Many back gardens onto public space • Lack of connections between A491 and canal • Canal – poor towpath surface and landscape • Poorly maintained • No canalscape, lack of continuity • Poor signage • Safety – lack of surveillance or lighting (evening use compromised – the canal is only a pleasant alternative to A491 in daytime) • Nowhere to sit and enjoy the canal • Changing topography levels can make access to canal difficult/ unsafe • Canal & A491 - no GQ/ heritage interpretation or relevance. Visitor is not directed or informed. 	<ul style="list-style-type: none"> • SUDs and linear park along canal – benefit biodiversity and sustainability • Take advantage of the old housing fronting onto the canal towpath – they add interest/ variety/ surveillance/ heritage associations • Heritage/ public art trail along canal and A491 • Enhance the canal setting through new development – positive contribution, appropriate development, complimentary • Must make good use of development sites – these are potential transformation spaces 	<ul style="list-style-type: none"> • New developments not providing any positive contributions to GQ • Building and public space developments could increase the flood risk from River Stour
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FRONTAGES AND ENCLOSURE

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ● Pre 1920s housing blocks – active fronts, constituted streets, good sense of enclosure, good surveillance ● Often small scale mixed use in these areas – the original local centres 	<ul style="list-style-type: none"> ● Many inactive fronts and poor enclosure along A491 ● Disjointed plots and a jumbled mix of uses ● Lack of visual interest along A491 ● Many of the buildings are set back due to poor quality of A491 ● Topography and level changes cause blank street level frontages ● Particularly poor frontages at tourist hub (Redhouse Cone complex and Whitehouse former works) ● Main approach to Glass complex has inactive frontages and wide, unenclosed junctions ● Poor frontages onto canal ● Poor sense of enclosure/ definition at nodes – wide carriageways, vehicle dominated – not designed at a pedestrian scale ● light industrial plots with inactive fronts 	<ul style="list-style-type: none"> ● Maximise frontages on Glass complex – enhance streetscene, add to local identity, improve tourist experience ● Improve sense of enclosure at junctions – aid legibility, establish a defined viewpoint at end of linear street vistas, make them more pedestrian friendly, add to character of GQ ● Ensure all redevelopment sites and opportunity sites contribute positively to public space and local identity 	<ul style="list-style-type: none"> ● Poor quality frontages continue to detract from the area ● Lack of surveillance – poor pedestrian experience, safety issues, negative perception of place ● Decreased use of spaces and place ● Further deterioration of A491 and canal

VIEWS

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ● Key localised views and vistas to glass cone and glass complex ● Several longer distance views to glass cone and Wordsley Church ● Immediate local views from canal to glass cone area and Dial Works – further emphasises connection between glass making and historical transportation methods/ routes ● Character reference to glass making ● Important for GQ context – adds meaning and helps to define/ reinforce/ substantiate history, place and quarter ● Views to significant buildings/ key landmarks provide localised visual interest – views receptors, break up general residential built form ● Iconic views of the glass cone and 16 locks 	<ul style="list-style-type: none"> ● Glass cone and glass making context drastically weakened due to lack of remaining cones/ glass making buildings ● Poor quality setting to glass cone – views degraded due to Whitehouse site ● Key historical GQ sites have very poor visibility and are only viewable from immediate, inner setting – contribute nothing visually to GQ (Wordsley Hall and Dennis Hall) ● Lack of notable/ historic/ visually interesting landmarks along A491 corridor – reduces legibility and sense of place – A491 not a place in its own right ● Derelict industrial units along canal – detract from GQ, degrades views and quality of GQ experience 	<ul style="list-style-type: none"> ● Protect and enhance views to glass cone and historically valuable sites ● Enhance/ reinforce GQ identity along A491 corridor and surrounding area ● Landscape and public realm improvements ● Enhance quality of built form ● Nodes should be hubs of activity and character – improve legibility, create full stops to vistas, give purpose, value and meaning ● Improve visual setting of Whitehouse and glass cone ● Establish Ruskin Mill as a noteworthy viewpoint – external visual enhancement to building 	<ul style="list-style-type: none"> ● Redevelopment closing/ blocking the views and vistas to significant buildings and distant land/townscape ● Reference points (to aid both legibility and GQ identity) are lost ● Insensitive redevelopment reducing quality of views ● Further street clutter, congestion and heavily trafficked environment

<ul style="list-style-type: none"> ● Certain nodes have more characterful, older built form ● Wider panoramic views to distant hills/ landscape/ greenbelt/ townscape (out to west, north and east of area) ● Long views south from Collis Stand vistas down streets running perpendicular to Collis St, out over Corbett open space ● Adds positive quality, links to open space 	<ul style="list-style-type: none"> ● Clutter along A491, lessens visual clarity, interrupts views and vistas, detracts from sense of place ● Lack of activity and dead edge back gardens onto canal ● Lack of seating along canal – nowhere to sit and enjoy views 	<p>to substantiate its connection with GQ (eg lighting strategy)</p> <ul style="list-style-type: none"> ● Provide places to stop and enjoy views ● Combine quality viewing points as a trail to help explain, interpret, reinforce and explore GQ 	
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DISTRICTS, LANDMARKS, EDGES, NODES, USES

Strengths	Weaknesses	Opportunities	Threats
<p>Districts</p> <ul style="list-style-type: none"> • Areas of pre 1920s housing are legible, permeable, well connected, robust, adaptable and positively contribute to the streetscene (e.g. surveillance). The material and style have historical/ GQ references • Districts provide local character • Districts are at a human scale • Quiet residential districts away from main streets and through traffic • Diversity of districts (built form) – something for everyone, mini communities, almost self contained • Glass related districts and canal related districts <p>Landmarks</p> <ul style="list-style-type: none"> • Local clusters of historic/ significant buildings and landmarks 	<ul style="list-style-type: none"> • Ill defined paths between land uses • Paths do not connect A491 with canal • Some clear conflict between uses – the mix of plots within districts (perhaps more to do with poor design than mix of use? E.g. Inactive frontages on car garages) • Some districts have problems with gardens backing onto public space – weakening quality of space • Conflict between recreation and modern industry along southern section of canal – 	<ul style="list-style-type: none"> • Reinforce nodes based on pedestrian movement, activity and experience rather than vehicle dominance/ carriageway structure • Canal has human scale nodes but limited pedestrian footfall, whereas A491 has high pedestrian footfall but nodes not at a human scale – opportunity to readdress this imbalance • New landmarks and nodes along A491 (at a human scale) • Make a feature of nodes along canal – encourage areas of social interaction • Capitalise on potential for sustainable neighbourhoods 	<ul style="list-style-type: none"> • Economic vitality – remaining commercial glass industry disappears (e.g. Dial Works) • Perception of GQ further reduced • A491 a deterrent to tourism and residential living • More properties setting back from, or turning backs on A491 due to poor quality environment • A491 is a main arterial, well connected routes – it should benefit commerce and industry sited along it. • Threat that this will be further compromised

<ul style="list-style-type: none"> ● Proximity between glass landmarks and canal ● Significant landmarks and buildings apart from those directly related to glass making <p>Edges</p> <ul style="list-style-type: none"> ● Canal defines western edge (question inclusion of Marine Crescent area – unconnected to identity of GQ?) ● Topography defines northern edge (higher ground beyond Brierley Hill Rd) ● Eastern edge tentatively defined/justified by glass cone views? (Oakfield Tavern area) ● South-eastern edge defined by views to accessible public amenity space south of Collis St ● Borrowed views of Corbett Hospital open space – does this justify ‘an edge’ and inclusion into study area? 	<p>recreational opportunities compromised (although older glass working industrial buildings would/could add to public space and visitor experience)</p> <ul style="list-style-type: none"> ● Not much older, characterful industrial form remaining ● Some historic/significant buildings unclear of form and function ● Nodes along A491 are traffic generated – perception of nodes due to busy traffic junctions along main corridor and public transport route 	<ul style="list-style-type: none"> ● Major opportunity to promote mixed use, Walkable, vibrant urban village ● Potential to exploit and add meaning to opportunity sites and previous glass industry sites (whilst still adhering to good design regarding definition, routes, connections, urban grain, plot arrangement) ● Momentum of change – forward looking, new forms and ideas can be considered ● A ‘past place’ to a ‘present place’ ● Learn lessons from positive and negative past developments/districts ● Many different districts within the GQ – what is 	<ul style="list-style-type: none"> ● Poor quality/irrelevant development in opportunity sites ● Positive balance of uses gets lost in mono-residential developments ● Poorly managed change from old, enduring, tried and tested urban grain to new approach ● Continued loss of GQ reference points – less to build/establish a ‘quarter’ upon ● Reduced provision for glass industry education, teaching, workshops ● Narrow tourist remit – what about metal working? Are other areas being forgotten? ● Loss of other histories
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<ul style="list-style-type: none"> ● Canal corridor defines southern edge ● Canal edge positively contributes in terms of visual interest, connections and tourism <p>Nodes</p> <ul style="list-style-type: none"> ● Well established physical/ locational nodes along A491 (but need reinforcement) ● Subtle nodes along the canal at intersection of towpaths, bridges and locks ● Smaller scale nodes within districts <p>Uses</p> <ul style="list-style-type: none"> ● Variety of uses (as supported by UDP) – fine grain diverse mix ● Lots of land plots available to continue to support mixed use ● Close relationship between live, work and recreation ● Theoretically, therefore supports vibrant, walkable and sustainable lifestyles ● The area is more than just the ‘GQ’ 		<p>21st century district to be like?</p> <ul style="list-style-type: none"> ● Widen GQ tourism/ leisure remit for place justification 	
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THE 'GLASS QUARTER'

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ● Glass related buildings and landmarks – Redhouse Cone and complex, Whitehouse former works, Dial Works, Bonded Warehouse, Ruskin Mill, Dennis Hall, Wordsley Hall, the canal ● Strong history/ heritage of glass making in study area ● There are identifiable glass related districts and canal related districts ● Arrangement of physical spatial assets – the canal and A491 (comparisons with Broad Street and Brindley Place canal – vibrant tourist hub) ● The area is already the 'Glass Quarter' (in name at least) – is project to strengthen/ justify this? ● Momentum of change in area 	<ul style="list-style-type: none"> ● Relatively few glass related landmarks remain (compared to original 30+ cones) to build/substantiate a 'quarter' based on glass history of site ● Certain landmarks visually contribute nothing to GQ (they can't be seen/ difficult to find/ the buildings are in a poor state of repair/ poor quality setting to landmarks) ● GQ has no sense of place ● The distance between key GQ cues - poor pedestrian environment on routes between GQ features – A491, streetscape, access, legibility, signage, irrelevant townscape (in terms of GQ) ● Large areas of residential/ light industrial that has little significance to GQ 	<ul style="list-style-type: none"> ● Knit together the features of the GQ (landmark buildings, routes, canal) to establish/ reinforce a visitor destination/ trail ● Define history, place and quarter ● Exploit existing mixed use of area and walkable small local neighbourhoods ● Create a vibrant urban village based on much more than just the 'GQ' tourism agenda ● An urban village where glass related buildings/features/ trails can also be discovered ● Many land plots that could be developed – opportunities to focus on moving forward 	<ul style="list-style-type: none"> ● Substantiating a 'Glass Quarter' with minimal existing glass related industry – an industry that is no longer viable in this context/ location/ scale? ● 'GQ' label and tourism focus takes priority – is the label a help or hindrance to good urban design/ place making in the study area? ● Pre-occupied with 'the GQ' ● Imagining a fake reality – is there really enough to build GQ on? ● Attempting to re-establish/ re-create history – superficial/ no depth of meaning ● Disparity in assessing area in terms of value to place/ value to GQ?

