

Meeting of the Cabinet – 14th March 2012

Report of the Director of the Urban Environment

Public Consultation on the Design in Brierley Hill Town Centre Supplementary Planning Document

Purpose of Report

1. To seek Cabinet approval for the six weeks public consultation on the draft Design in Brierley Hill Town Centre Supplementary Planning Document (SPD).

Background

2. The adopted Black Country Core Strategy designates Brierley Hill as the Strategic Town Centre for Dudley Borough, including Merry Hill, the Waterfront and Brierley Hill High Street. The newly adopted Brierley Hill Area Action Plan has been prepared in parallel with the Black Country Core Strategy and it contains a vision for the future of Brierley Hill to 2026 and a number of objectives to achieve that vision as well as a strategy to guide development and allocate sites for certain uses.
3. The Area Action Plan prioritises retail development at Merry Hill as the catalyst for the wider regeneration of the town centre. Provision is also made for new retail development on the High Street together with supporting town centre uses including homes, education, leisure and office uses. The strategy sets out a plan for improved accessibility which includes new streets, public spaces and public transport interchanges. These proposals consider the historic environment and character of Brierley Hill and maximise opportunities for new green infrastructure including wildlife corridors.
4. This Supplementary Planning Document aims to improve the quality of Brierley Hill's urban environment and encourage a high standard of design for the new developments occurring under the framework of the Area Action Plan.
5. There is a statutory process that the Council must go through in order to produce a Supplementary Planning Document. Work on this document began in mid 2010 when evidence was gathered about the issues that the Supplementary Planning Document should respond to. A period of frontloading consultation was undertaken in September 2010 where residents, local businesses, developers and statutory bodies were given the opportunity to comment on the proposed content of the SPD. This involved a letter being sent out to interested parties and invited response to a set of questions regarding the SPD. During the consultation period, two presentations were also given to the Brierley Hill Town Centre Partnership and the Brierley Hill Civic Society which enabled those interested to give their opinions on the issues that the document should respond to. There

were numerous representations and comments received which were then used to help inform this draft document.

6. When adopted, the Design in Brierley Hill Town Centre Supplementary Planning Document will sit alongside the Brierley Hill Area Action Plan and will form part of Dudley's statutory planning framework, the 'Local Development Framework', which is gradually replacing the Unitary Development Plan and it will be used to ensure good design when making decisions on planning applications in the area.
7. A paper copy of the Design in Brierley Hill Town Centre Supplementary Planning Document is available to view in the Members Room and an electronic copy is also available to view on the Council's website (follow the links to Meetings and Decisions).

Finance

8. The Design in Brierley Hill Town Centre Supplementary Planning Document will be funded from Dudley Council's existing budgets and resources dedicated to the production of Local Development Documents and other such statutory planning documents.

Law

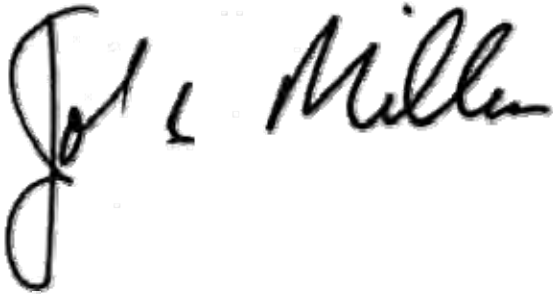
9. The production of the Design in Brierley Hill Town Centre Supplementary Planning Document is in accordance with the Planning and Compulsory Purchase Act 2004 and must be in accordance with its regulations.
10. In addition, Section 2 of the Local Government Act 2000, allows the Council to do anything that it considers is likely to promote or improve the economic or environmental well-being of the area.

Equality Impact

11. The proposals take into account the Council's Policy on Equality and Diversity. The Design in Brierley Hill Town Centre Supplementary Planning Document will set the guidance to ensure good design in the development of the Brierley Hill area to 2026. The Design in Brierley Hill Town Centre Supplementary Planning Document will seek to ensure that homes, shops and employment, community and recreational facilities are designed to meet the needs of the people in the area. This will include meeting the needs of children and young people as well as having a positive effect for future generations.

Recommendation

12. It is recommended that the Design in Brierley Hill Town Centre Supplementary Planning Document be approved for a six week consultation.



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List of Background Papers

Brierley Hill Area Action Plan

<http://www.dudley.gov.uk/environment-planning/planning/planning-policy/local-development-framework/bhill-aap/>

Design in Brierley Hill Town Centre Supplementary Planning Document – available in Member's room and on the Committee Management Information System.

Black Country Core Strategy

<http://www.dudley.gov.uk/environment-planning/planning/planning-policy/local-development-framework/bccs/>