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Arabic

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Bengali

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Chinese

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Gujarati

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

ਅਨੁਰੋਧ ਕਰਨ ਤੇ, ਇਹ ਡਾਕੂਮੈਂਟ (ਲਿਖਤ ਜਾਣਕਾਰੀ ਦਸਤਾਵੇਜ਼), ਅਤੇ ਸਥਾਨਕ ਵਿਕਾਸ ਯੋਜਨਾ (ਫਰੇਮਵਰਕ) ਸੰਬੰਧੀ ਹੋਰ ਡਾਕੂਮੈਂਟਸ ਵੱਡੇ ਪਰਿੰਟ, ਆਡੀਓ ਕੈਸੇਟ ਤੇ ਰੀਕਾਰਡ ਕੀਤੇ ਹੋਏ, ਬਰੇਲ ਫਾਰਮੈਟ, ਅਤੇ ਅੰਗ੍ਰੇਜ਼ੀ ਭਾਸ਼ਾ ਦੇ ਨਾਲ ਨਾਲ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚ ਵੀ ਮਿਲ ਸਕਦੇ ਹਨ ਜਾਂ ਮਿਲ ਸਕਣਗੇ। ਜੇਕਰ ਤੁਸੀਂ ਕੋਈ ਡਾਕੂਮੈਂਟ ਇਨ੍ਹਾਂ ਵਿੱਚੋਂ ਕਿਸੇ ਫਾਰਮੈਟ (ਬਣਤਰ) ਵਿੱਚ ਲੈਣਾ ਚਾਹੁੰਦੇ ਹੋ, ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖੇ ਪਤੇ ਤੇ ਸੰਪਰਕ ਕਰੋ: ਪਲੈਨਿੰਗ ਪੌਲੀਸੀ ਟੀਮ, ਡਾਇਰੈਕਟਰੇਟ ਆਫ ਦਿ ਅਰਬਨ ਇੰਨਵਾਇਰਨਮੈਂਟ, ਡਡਲੀ ਮੈਟਰੋਪੌਲਿਟਨ ਬਰੌ ਕਾਉਂਸਲ, 3 ਸੈਂਟ ਜੇਮਸਿਸ ਰੋਡ ਡਡਲੀ Planning Policy Team, Directorate of the urban environment, Dudley Metropolitan Borough Council, 3 St, James's Road, Dudley DY1 1HZ - ਟੈਲੀਫੋਨ ਨੰਬਰ: 01384-816967 - ਈ-ਮੇਲ ਪਤਾ: ldf@dudley.gov.uk

Urdu

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

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Chapter 1 – Introduction

Setting the scene

- 1.1 In April 2008, Dudley Council began work on the Stourbridge Area Action Plan. The Area Action Plan (AAP) will set the planning framework for the area, which will include Stourbridge Town Centre High Street and Lower High Street (located inside Stourbridge Ring Road), and existing employment areas to the north of Stourbridge Ring Road and established mixed development areas located to the south. The Area Action Plan, when adopted, will be the basis on which planning decisions are made within the area.
- 1.2 Two separate AAP boundaries are being proposed as part of this draft Options document consultation. Proposed boundary 1 covers Stourbridge Town Centre High Street and Lower High Street located inside Stourbridge Ring Road, and extends north to include existing employment areas at Mill Race Lane Trading Estate and Old Wharf Road, and extends south to the Union Street and Hagley Road junction. Proposed AAP boundary 2 covers a significantly reduced land area, focusing more on the core of the town centre (inside the ring road) and immediately adjacent industrial areas located on the northern edge of the ring road. Maps showing the extent of both proposed boundary options can be found in Chapter 6 (Issues, Opportunities and Challenges)) of this document.
- 1.3 The Area Action Plan will:
 - contain a vision for what we want to achieve in Stourbridge;
 - co-ordinate transport and public realm proposals in the town centre;
 - Identify opportunities to deliver new development, growth and regeneration;
 - The AAP will set out a strategy for its development and regeneration and will allocate sites within the AAP boundary for certain uses.
 - Protect areas particularly sensitive to change. For example areas of Historic interest and nature conservation sensitivity.
 - Identify short, medium and long term actions to manage growth and change. For example, the AAP will consider how the growth of the town centre should be proactively phased and implemented.

How to use this Document

- 1.4 This document presents you with the key issues in Stourbridge and sets out some options for how the strategy should be developed. It is, first and foremost, a consultation document. Throughout the later sections you will find questions which are intended to get you thinking about how you consider Stourbridge should develop and what approach should be taken to the different areas within the centre. We would appreciate hearing your thoughts on this document between Friday, 26th February and Friday, 9th April 2010. You can do this by contacting us at:

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The Stourbridge Area Action Plan (AAP) draft Options document (February 2010) and Response Forms may be viewed and downloaded free of charge from the Council's planning website on the following link

www.dudley.gov.uk/environment-planning/planning/local-development-framework/stourbridge-aap

- 1.5 Printed reference copies of the Stourbridge AAP draft Options document are also available to view during normal office hours at the

Council's planning reception (3 St. James's Road, Dudley) and at Mary Steven's Park Council Offices public reception area and at all main Dudley Borough Libraries.

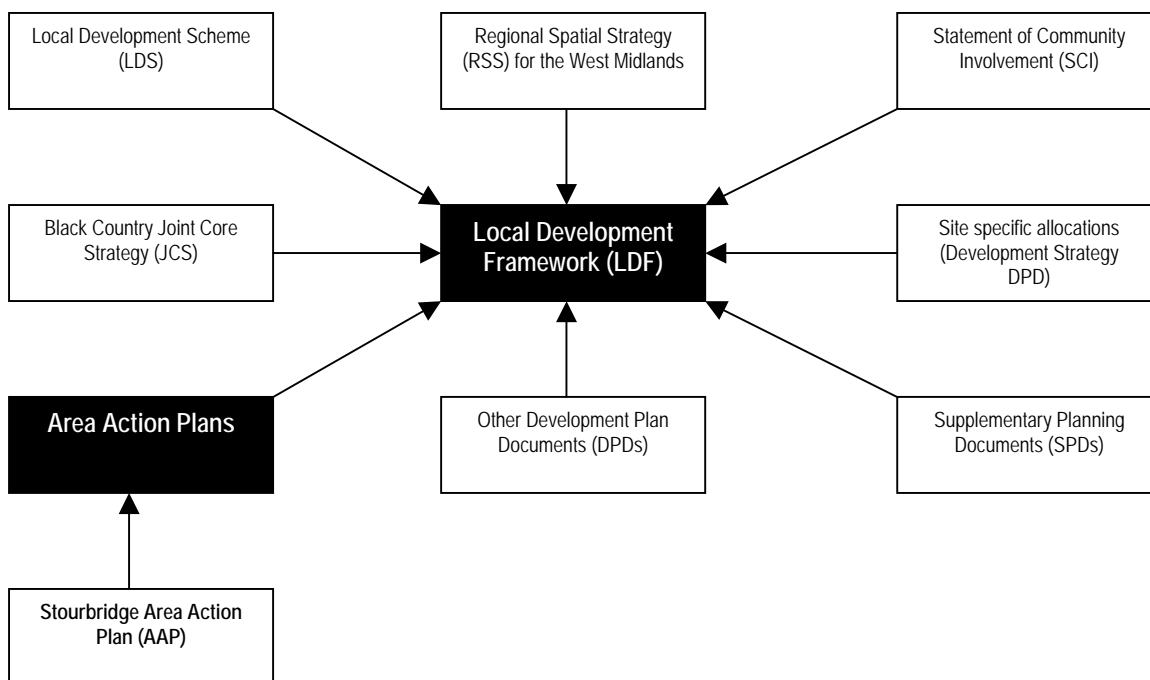
- 1.6 There will be further opportunities for engagement and Dudley Council will continue to engage with people on the options when a final draft AAP document is produced. This final draft AAP document will be subject to public consultation towards the end of 2010.
- 1.7 For more detailed information, this report can be read in conjunction with the Sustainability Appraisal (SA) report. The Sustainability Appraisal (SA) report assesses the various options from this document to see what the likely significant effects would be of those options and whether any of the options would be more sustainable than others. We invite your view on this document.
- 1.8 Your views would also be welcomed on the Baseline Report, a dynamic document containing data and evidence relating to the production of the Stourbridge Area Action Plan. It will be continually updated. Both this and the SA documents are available to view at www.dudley.gov.uk/environment-planning/planning/local-development-framework/saap.

Why do we need an Area Action Plan?

- 1.9 The Planning and Compulsory Purchase Act 2004 transformed the system of development planning in order to create a more holistic planning system. The new planning system aims to speed up the planning process, making it more flexible and responsive to changes in local circumstances and enabling a greater degree of public engagement at all stages in plan-making.
- 1.10 The new system brought about a process whereby the existing Dudley Unitary Development Plan (UDP) would be gradually phased out and replaced with a Local Development Framework (LDF). This would be made up of a Statement of Community Involvement (SCI), and Annual Monitoring Report (AMR) and a Local Development Scheme and a series of Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). More details about these documents can be found by referring to the Council's planning website at: www.dudley.gov.uk/environment-planning/planning/local-development-framework.
- 1.11 Area Action Plans (AAPs) are a type of Development Plan Document (DPD) which are deemed appropriate for town centres or specific areas where significant change or redevelopment is anticipated. Dudley Council are preparing this Area Action Plan (AAP) for Stourbridge for the period at least up to 2026 as a great degree of investment and

change is proposed in the area. The future for Stourbridge is exciting and challenging and there is a clear need to develop this Area Action Plan to enable growth and development to proceed. Further details about how this Area Action Plan fits into the planning framework for Dudley can be found in Figure 1 below.

Figure 1 The relationship of the Stourbridge Area Action Plan (AAP) with Dudley Borough Local Development Framework (LDF) and other Plans and Strategies



How this Area Action Plan will be prepared.

1.12 This Stourbridge Area Action Plan (AAP) will be prepared in the following stages:

April 2008 - January 2010

Research, evidence gathering and front loading engagement.

February 2010 – April 2010

Issues and Options stage (draft) AAP document – 6-weeks public engagement stage (and engagement on a Sustainability Appraisal (SA) of the options, which will be used to inform the final draft AAP document (Publication stage document)).

December 2010 – January 2011

Draft Publication stage AAP document. Public engagement stage which will inform the preparation of the draft Area Action Plan (AAP) for submission to the Secretary of the State

May 2011

Submission to Secretary of State and Statutory Public Consultation.

September 2011

Examination

May 2012

Adoption

Ongoing

Review and monitoring

1.13 Most of the information gathered during the first phase of this process is contained within the Baseline Report.

1.14 This Stourbridge AAP emerging draft Options document report presents the issues and options which have arisen from the evidence gathering stage and frontloading consultation previously undertaken. This Stourbridge AAP draft Options document report will be subject to public engagement. The purpose of this report is to discuss the various options for the regeneration and development of Stourbridge. The engagement undertaken on the draft options document will be used to inform the draft “Publication Stage” Stourbridge AAP document, which is the next stage in the Area Action Plan process.

A Partnership Approach

- 1.15 Guiding regeneration within Stourbridge requires a co-ordinated and consistent effort. Substantial investment will be required from private sector partners and the public sector. These private sector partners include Stourbridge Chamber of Trade (comprising of local Stourbridge traders and other business owners operating within the town centre), Advantage West Midlands (AWM), major land owners within Stourbridge, Dudley Primary Care Trust (PCT), West Midlands Police, British Waterways, local colleges, Connexions, Jobcentre Plus and English Partnerships.
- 1.16 In Stourbridge, there is a history of partnership working. The Stourbridge Chamber of Trade and Town Centre Management group includes the Council, local Stourbridge Town Centre traders and other local businesses and meets on a bi-monthly basis to consider key issues and concerns affecting local traders and physical, social and economic regeneration matters connected to the town centre.