

Meeting of the Cabinet – 7th December 2011

Report of the Director of the Urban Environment

Public consultation on the Halesowen Area Action Plan ‘Preferred Options’ stage document

Purpose of Report

1. To seek Cabinet approval for the Halesowen Area Action Plan (AAP) Preferred Options document to be used as a basis for statutory public consultation commencing in January 2012

Background

2. There is a need to produce a new planning policy document for Halesowen Town Centre to replace the saved policies and proposals for the area in the existing Dudley Unitary Development Plan. An Area Action Plan is considered the most suitable means of achieving this.
3. The Halesowen Area Action Plan will form part of Dudley Borough’s wider ‘Local Development Framework’. It will provide a vision for the Town Centre through to 2026, and through its policies and site allocations, it will set out how that vision will be delivered.
4. The Halesowen Area Action Plan will therefore be a planning policy document against which decisions on planning applications will be made for the period 2013 to 2026. It will consider such issues as:
 - Which areas need regenerating, and which need to be conserved.
 - What new development is needed and where this should happen.
 - Where the primary shopping area of the Town Centre is, thereby guiding retail and non-retail development to appropriate locations.
 - Whether any new or enhanced infrastructure is needed to service the Town Centre, such as public spaces, streets or green infrastructure.
 - What principles should guide new development, particularly in terms of urban design.
5. The Halesowen Area Action Plan ‘Preferred Options’ document sets out a vision, strategy and policies for the town centre which have been informed by earlier stage information gathering and the ‘Options’ stage consultation undertaken between July and September 2010, where much support was expressed for the key issues and suggested ways forward within the Plan.
6. The planning process requires that the community and other stakeholders are engaged in the preparation of development plan documents such as area action

plans – hence the need for this ‘Preferred Options’ stage document and its subsequent formal public consultation period commencing in January 2012.

7. The next stage in the process will be to prepare the Halesowen Area Action Plan ‘Publication’ stage document which is anticipated to be put before Cabinet in June 2012 for approval for a final round of statutory public consultation prior to formal submission to the Secretary of State in September of that year. The submitted plan will then be subject to a formal examination in public by with subsequent adoption by the Council anticipated during July 2013. Once adopted the Halesowen Area Action Plan will then form part of Dudley’s statutory planning framework. The Halesowen Area Action Plan ‘Preferred Options’ document is available in the Members Room or can be viewed electronically on the Council’s Committee Management Information System.

Finance

8. The Halesowen Area Action Plan will be funded from existing budgets and resources dedicated to the production of Development Plan Documents and other such statutory planning documents.

Law

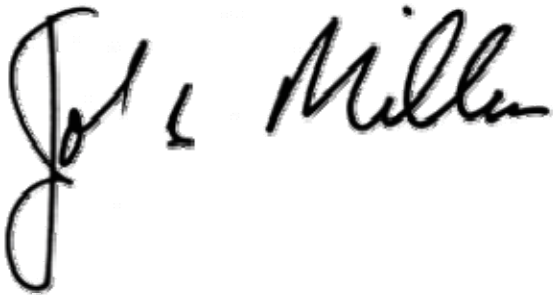
9. The production of the Halesowen Area Action Plan is necessary in order to update and replace the Halesowen chapter of the Dudley Unitary Development Plan (UDP).
10. This Area Action Plan for Halesowen will deliver those regeneration requirements for the town as set out in Regional Spatial Strategy and the Black Country Core Strategy. This Area Action Plan is a Development Plan Document and has to be produced in accordance with the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Development) (England) Regulations 2004 as amended by the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.
11. 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, social or environmental well-being of the area.

Equality Impact

12. The Halesowen Area Action Plan will set the planning framework for the development of Halesowen Town Centre up to 2026. The Area Action Plan will seek to ensure that sufficient homes, shops and employment, social and recreational facilities are planned and provided for in that time to meet the needs of the communities in the area. This will include meeting the needs of children and young people by seeking to provide sufficient facilities for them as well as having a positive effect for future generations.

Recommendation

13. That the Cabinet approves the Halesowen Area Action Plan (AAP) Preferred Options document as a basis for public consultation.



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List of Background Papers

Halesowen Area Action Plan (AAP) Preferred Options document – available in Members Room

Adopted Black Country Core Strategy (2011)
<http://blackcountrycorestrategy.dudley.gov.uk/>