



REGENERATING
DUDLEY
BOROUGH

IT'S OUR TIME
build • connect • grow

Portersfield Development Brief

A major regeneration opportunity site in Dudley Town Centre



To find out more visit
www.regeneratingdudley.org.uk

Dudley
Metropolitan Borough Council

Contents

1.0 Introduction

2.0 Understanding the Site's Context

3.0 Planning Policy Context

4.0 Development Principles and Illustrative Proposals

5.0 Implementation and Delivery

6.0 Conclusion

Appendix A - Relevant Development Plan Policies and Supplementary Planning Documents

Appendix B – Planning History

1. INTRODUCTION

Portersfield is a development opportunity site located within Dudley Town Centre, the main civic and administrative centre of Dudley Metropolitan Borough, located c.10km to the south-east of Wolverhampton and 13km to the north-west of Birmingham.

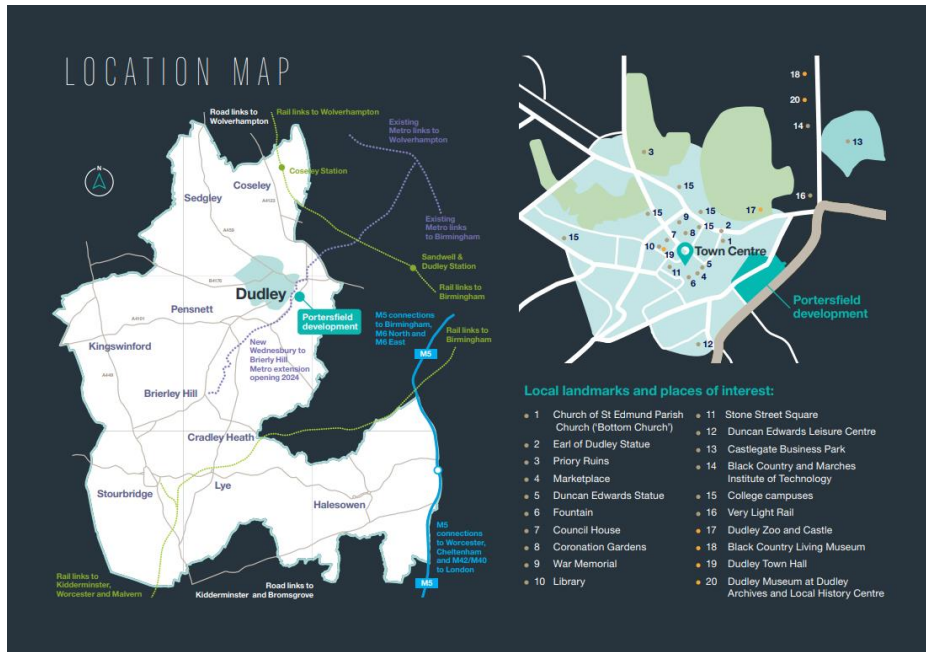


Figure 1 – Site Location plan, borough context

It is a key regeneration site being promoted by Dudley Metropolitan Borough Council (DMBC) through the Dudley

Area Action Plan (AAP) and the emerging new Dudley Local Plan¹, forming part of a wider £1 billion programme of investment in Dudley Borough.

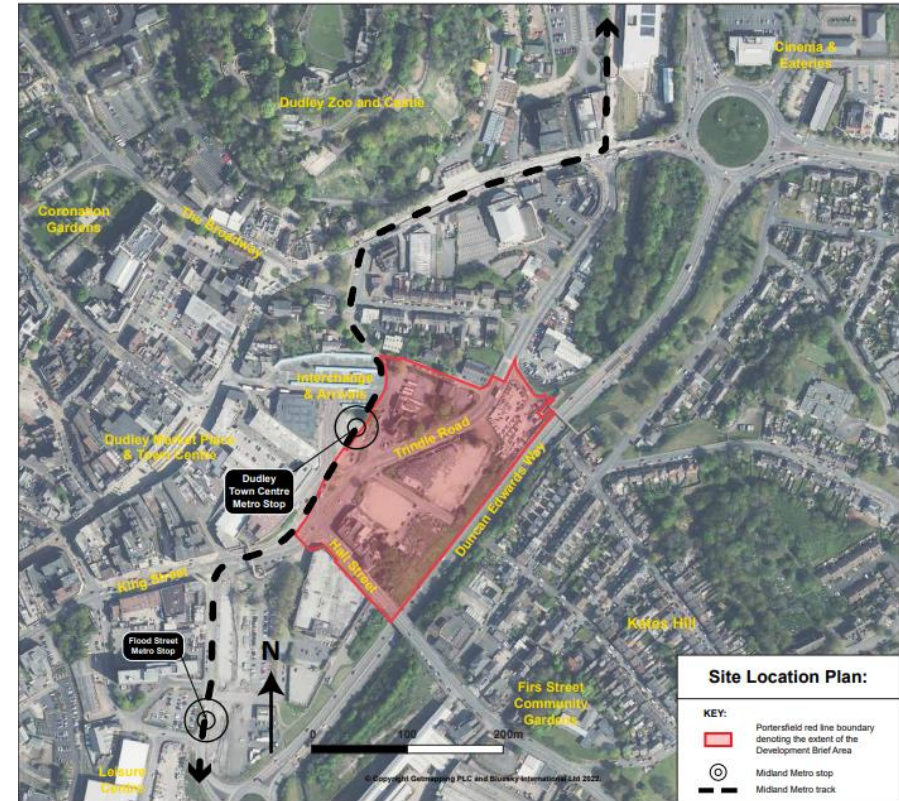


Figure 2 – Site location plan, town context

The site is strategically located directly opposite the new multi-million-pound transport Interchange and Metro stop and

¹ Draft subject of public consultation (10th November-22nd December 2023)

encompasses a total area of just over 9.2 acres/ 3.75 hectares (centred on NHR 394798 290290, nearest postcode DT2 7DS).

To the north, the site it is bounded by St Joseph Street and Claughton Road North, to the east by Duncan Edwards Way, to the south by Hall Street and to the west by Porters Field (which is adjacent to the new Metro stop) with Trindle Road running through its centre.

1.1 Purpose of the Development Brief

The purpose of this brief is to provide a framework for the comprehensive development of Portersfield, a proposed new urban quarter and key gateway site in Dudley town centre.

This document sets out the site-specific principles to guide development proposals. This will help to ensure that any development on the site is not only appropriate and meets the aspirations and needs of the council, the local community and the relevant development plan but that it is a market facing, deliverable, high quality and sustainable scheme within the historic town centre of Dudley.

The Development Brief has four main objectives:

- To create a site-specific vision to guide future development in a comprehensive manner which supports the wider aims of creating a new urban quarter in Dudley town centre.
- To provide a development framework and a clear set of site-specific development principles to inform the submission and

determination of planning applications and achieve a more comprehensive and holistic development in accordance with the Council's aspirations.

- To improve the efficiency of the planning and development process by reducing uncertainty and setting a framework for development that provides developers and the wider community with clear guidance on what is expected from the development.
- To raise the standard of design and to create a sustainable new quarter which is functional and engenders pride and a sense of place.

This brief has been prepared within the context of national and local policy, including the Dudley Area Action Plan (DAAP); it does not seek to create additional Local Plan policies but to help expand upon the existing policies as they relate to the site and provide development principles based on due diligence assessment undertaken by the Council, in order to help take forward the ambition, principles and framework set out in the Dudley AAP. Regard has also been had to the emerging planning policy context in terms of the new Dudley Local Plan².

This brief should therefore be read in conjunction with the relevant Development Plan policies, national policies and guidance and the Council's adopted Supplementary Planning Documents (**Appendix A**).

² <https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/>

In the majority of cases, this document, together with the relevant policies, provides sufficient clarity on the development principles required for the site. However, this brief should not be viewed as an alternative to the pre-application advice service offered by the local planning authority. The Council encourages pre-application discussion with the local planning authority for all applications to ensure that the process is as efficient as possible.

1.2 Community and Stakeholder Involvement

The development principles contained within this brief have been prepared following a public and stakeholder consultation exercise carried out by the Council between 26th July to 20th September 2023.

Members of the public were encouraged to fill in questionnaires which aimed to capture the local community's views and preferences regarding the options and proposals being consulted on. To view the consultation results please click on this link: <https://www.regeneratingdudley.org.uk/portersfield-consultation>

The feedback received throughout this consultation, but also from previous engagement exercises such as the Dudley People's Panel: <https://www.dudley.gov.uk/council-community/peoples-panel/> has influenced the proposals set out in this document.

1.3 Status of the Development Brief

The Development Brief has been endorsed by Dudley Council's Cabinet on the 20th March 2024. It will be used as a material

consideration in the determination of any planning applications for the site.

For the avoidance of any doubt, the Development Brief does not have the status of a Supplementary Planning Document and does not introduce new planning policy.

1.4 Scope of the Development Brief

This brief is structured as follows:

- Section 2 describes the site and surrounding area and the main constraints and opportunities;
- Section 3 provides an overview of the planning policy context that underpins the site;
- Section 4 outlines the Council's overarching vision and objectives for the site and provides the development principles and illustrative proposals for the site.
- Section 5 sets out proposed delivery arrangements.
- Appendix A sets out the relevant Development Plan policies, national policies and guidance and the Council's adopted Supplementary Planning Documents.
- Appendix B sets out the relevant past and live planning applications relating to the site.

2. UNDERSTANDING THE SITE'S CONTEXT

2.1 Site location and context

Portersfield is centrally located within Dudley Town Centre and is a major development opportunity site (OS) identified within the adopted Dudley Area Action Plan (Dudley AAP, 2017). It has recently also been identified as a 'Priority Site' within the draft Dudley Local Plan (2023). It is within a short walk of the primary shopping centre and key visitor attractions such as Dudley Castle and Zoo and leisure facilities such as the Duncan Edwards Leisure Centre (opened in 2022) and it lies adjacent to the proposed interchange and Midland Metro and therefore benefits from excellent connectivity to the rest of the West Midlands and beyond. It is a brownfield site containing a mixture of operational small businesses, vacant buildings and demolished buildings/cleared sites.

The Site is physically defined as follows:

- to the west, by Porters Field (small access road), the town centre shopping area and multimillion-pound new Dudley Interchange and Metro stop
- to the north by St Joseph Street (which is bounded by the Grade II listed Church of our Lady and St Thomas) and Claughton Road North.
- to the east by the A461 bypass (Duncan Edwards Way) which sits in a deep cutting, with the long-established residential communities of Kate's Hill located on the opposite side of it.

- to the south by the B417 (Hall Street) with the new Duncan Edwards Leisure Centre a short walk away.

Running through the centre of the Site is the B4171 (Trindle Road) which provides the primary vehicular access to the development site. From the north, Trindle Road is accessed via Castle Hill (A459) and from the south via the King Street/ Hall Street junction.

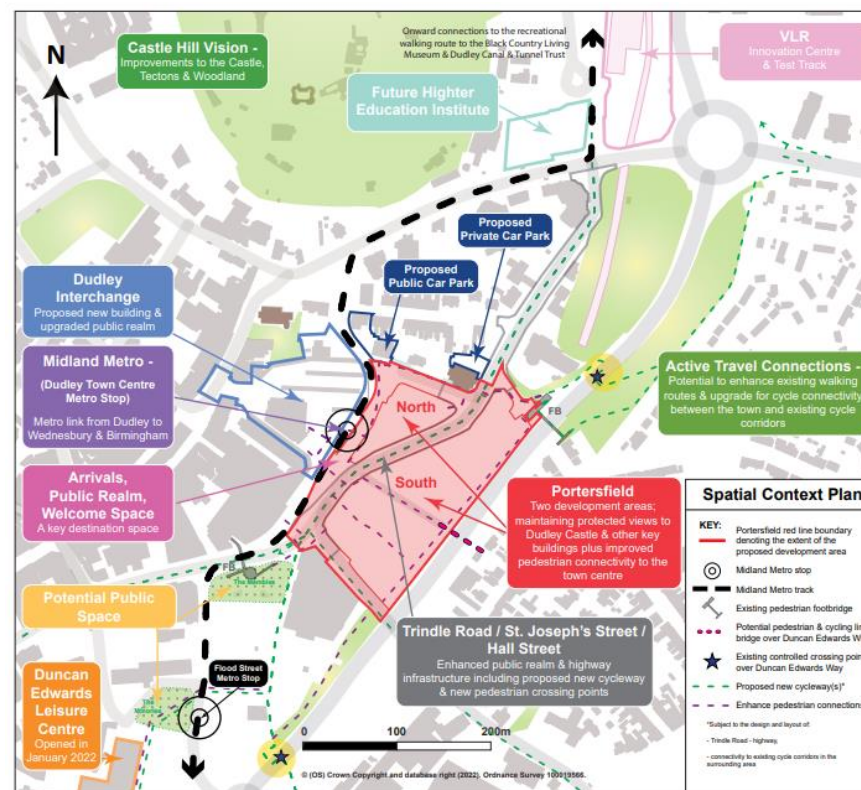


Figure 3 – Spatial context plan of the site

The site is approximately 9.2 acres/ 3.75 hectares with some of it falling within the Dudley Town Centre Conservation Area. The site is in multi-ownership, with Dudley MBC and Avenbury Properties Ltd being the major landowners.

It is in an elevated position, occupying key views of major landmarks such as Dudley Castle and St. Edmunds Church and with the demolition of Cavendish House in 2020, it provides an opportunity for these key views to be further enhanced.

The opportunity site can be broken down into 3 main development areas:

- Portersfield North (Area 1)
- Portersfield South (Area 2 and 3)

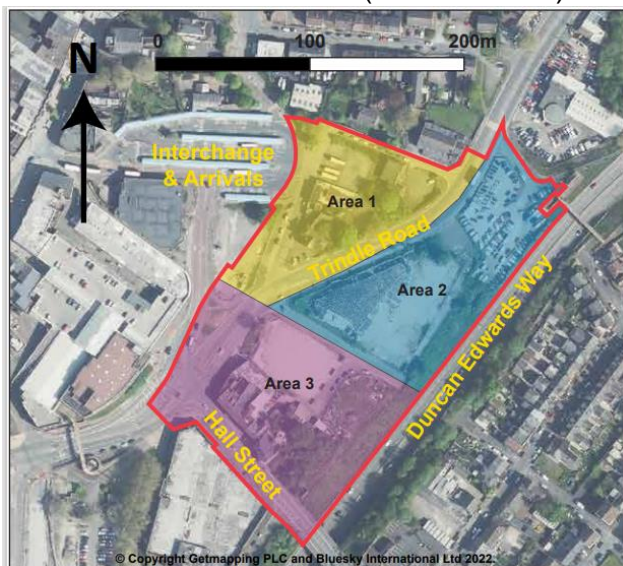


Figure 4 – Plan of the Portersfield development areas

This is a naming convention that has been used in the Public Consultation exercise and in technical reports (prepared as part of the Council’s due diligence exercise) and will therefore be adopted in this brief.

Portersfield North (Area 1) - Land north-west of Trindle Road. Currently occupied by a vacant public house (the Metro Bar, formerly the Empire Tavern), former restaurant, taxi business, surface car park, an area of fenced green space previously occupied by buildings and Nos 1-3 St Joseph’s Court. This area has the biggest interface with the new Dudley Interchange and Metro stop and will require the widening and re-alignment of St Joseph Street and changes made to Trindle Road and Porters Field (construction commenced in Spring 2024). Area 1 falls completely within the boundary of the Dudley Town Centre Conservation Area.

Portersfield South (Area 2) - Land to the south-east of Trindle Road and north of Porter Street, bounded to the east by Duncan Edwards Way. This area was previously occupied by Cavendish House (now demolished with crushed demolition arisings left in situ) and incorporates the access road Claughton Road North and car park, currently used as part of a vehicle sale area by Dudley Motors. Area 2 sits outside of the Dudley Town Centre Conservation Area.

Portersfield South (Area 3): The southern portion of the site between Porter Street in the north and Hall Street in the south. The area includes occupied and unoccupied residential and commercial properties fronting Hall Street and Trindle Road

with outbuildings and backplots to the rear, Phoenix Passage and the cleared site of a former furniture warehouse to the north. Half of Area 3 falls within the Dudley Town Centre Conservation Area, with Hall Street being identified as one of the 'Gateways' into the Conservation area.

2.2 Site's Surroundings and regeneration context

Due to the town centre location of the site, it is in close proximity of a number of key main leisure and education facilities. Within walking distance there are the main visitor attractions; Dudley Castle and Zoo, the Black Country Living Museum, the Dudley Canal Trust and the headquarters of the Black Country UNESCO Geopark.

Dudley College has a large campus on the edge of the centre and Castle Hill is home to a number of higher educational facilities providing degree level qualifications and delivering innovative research and development.

At Castle Gate, just outside the town centre, several leisure facilities are located (cinema/bowling alley and food and beverage outlets).

Over the past decade DMBC and its partners have put in place a significant regeneration strategy with a £1billion programme of investment and several significant projects for growth and investment already underway.



Figure 5 – Site surroundings and regeneration context

Key Landmark Buildings/Locations

1. Dudley Castle
2. Dudley Zoo
3. St Edmunds Church (Bottom Church)
4. Our Blessed Lady & St Thomas of Canterbury Catholic Church

Other significant Buildings/Locations

5. Health Innovation Higher Education Institute
6. VLR Centre
7. Dudley College – Broadway Campus
8. Dudley College – Evolve
9. Dudley Market Place
10. Churchill Precinct
11. Dudley Interchange
12. Duncan Edwards Way (Dual Carriageway)
13. Pedestrian footbridge over Duncan Edwards Way
14. Castle Gate Island
15. Pedestrian bridge over King Street

Since 2012 several public sector-led supported interventions have been implemented, as part of this regeneration programme, across Dudley town centre and its immediate environs, including:

- £11m investment at Castle Hill in 2014 which created a new entrance plaza, access road (Zoological Drive) and carpark for the Dudley visitor attractions (Dudley Zoo and Black Country Living Museum) as well as repair and architectural reinstatement of 5 of the listed Tecton structures located within the Zoo.
- The £6m Dudley and Sandwell Archives building which collects, preserves, and makes available archive and local studies material relating to the Dudley borough. The facility was completed 2013 and is also the home of the relocated Dudley Museum.
- £6m investment into connectivity and public realm within the Town Centre completed in 2015 to revitalise the High Street and Market.
- £5m investment to improve historic buildings within the town centre's Conservation Area through the Dudley Townscape Heritage Initiative which reinstated historic shopfronts and brought vacant upper floors into use. Phase 1 was delivered in 2008-15, Phase 2 started in 2017 and ended in 2024.
- £18m Duncan Edwards Leisure Centre to the south of the Portersfield site, which opened in January 2022.
- The £28m Very Light Rail National Innovation Centre (VLRNIC), and the £26.8m Black Country and Marches Institute of Technology (IOTT), which are fully operational.
- The £24m extension of the Black Country Living Museum which has seen the introduction of buildings from the 1940s to 1960s and a new visitor centre, car park and arrival point (one of the historic buildings re-erected at BCLM is one that once stood in the Portersfield Opportunity Site – see **Fig.31**).
- The £25m Health Innovation Dudley (HID) project is a partnership between the Council, the University of Worcester, and Dudley College of Technology; to the north of the Portersfield site. This project will contribute towards the development of a University Park as part of the wider Dudley Learning Quarter, hosting Research and Development into emerging and innovative sectors.
- In October 2023, the Government announced as part of its 'Long Term Plan for Towns' that Dudley Town Centre is one of 55 towns to receive £20m of funding over a 10-year period. This funding has three broad investment themes: Safety and security; High Streets, Heritage and Regeneration and Transport and Connectivity. All themes which underpin the vision and objectives of the Portersfield opportunity site.

In addition to the above, the site is enclosed by parcels of land undergoing substantial regeneration and change, each having

a major influence on the opportunities available for the Portersfield site:-

Wednesbury to Brierley Hill Metro extension

The Wednesbury to Dudley town centre section of the metro will be operational from winter 2024. Phase 2 of the line to Brierley Hill will follow with an estimated operational date of late 2027. There are 14 tram stops proposed along the route, one of which is immediately adjacent to the opportunity site on its north-western boundary and the other at Flood Street, also within a short walk of the site. Construction work is underway in the formulation of the track bed and metro stop (see **Fig.10** below). This is major influencing factor on how best to take forward the proposals for the Portersfield site.



Figure 6 – Artist impression of the new Flood Street Metro stop

New Dudley Interchange.

Another major influencing factor on Portersfield is the erection of a new Dudley Interchange located immediately adjacent to the Portersfield site on its western edge). The £24.2m scheme will provide a state-of-the-art multi-modal interchange connecting bus and metro services across the borough and the wider sub-region, alongside improved pedestrian, and cycle routes.

In order to provide improved bus access to the Interchange it requires the widening and re-alignment of St Joseph Street (which includes demolition of the properties in St Joseph's Court, Nos.1-3) and the creation of new public car park off Bourne Street (adjacent to Portersfield site on its northern edge – see **Fig.10** below). Full planning consent for this was granted in September 2022 with a construction period of 2024-25.



Figure 7 – Artist impression of the new Dudley Interchange building

Dudley Town Centre/Trindle Road Sustainable Connectivity package.

Running through the centre of the opportunity site is the Trindle Road (B4171) which will provide the primary vehicular access to the Portersfield opportunity site. For the public consultation exercise, the Council set out how it proposes to improve this road for pedestrians and cyclists by reducing it to a 20mph zone, provision of a new two-way segregated cycle path and the improvement/creation of pedestrian routes, including new crossing points. Funding was allocated from the Governments City Regions Sustainable Transport Settlement (CRSTS) for sustainable connectivity improvements to undertake this work. Subject to the preparation and approval of the required Business Case this funding will enable significant infrastructure and public realm improvements to be made to the main highway running through the centre of the opportunity site.



Figure 8 – Artist impression of the proposed new segregated cycle route running down Trindle Road

Former Cavendish House

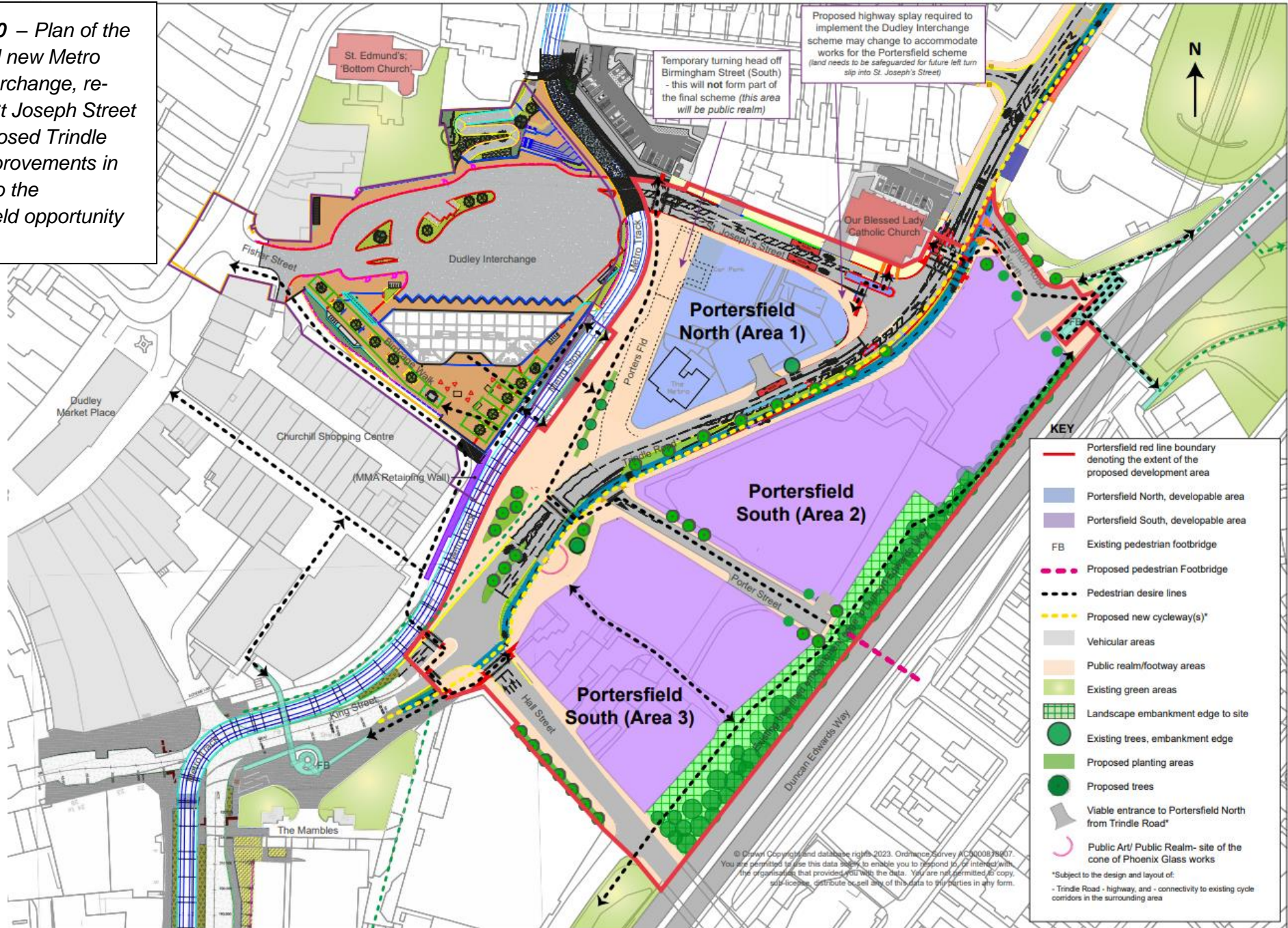
Investment has also taken place within the Portersfield opportunity site. In 2020 funding from the West Midlands Combined Authority (WMCA) facilitated the demolition of this 7 storey, vacant former office block, which stood within Portersfield South (Area 2) having had a negative impact upon the historic skyline of Dudley for the past 50 years. Its demolition has opened up the areas to enable positive placemaking opportunities for the Portersfield site.



Figure 9 – Former Cavendish House looking northwards from Porter Street

All of the above have helped to shape and define what is the Portersfield opportunity/development site illustrated on the following plan (**Figure 10**)

Figure 10 – Plan of the proposed new Metro stop, Interchange, re-aligned St Joseph Street and proposed Trindle Road improvements in relation to the Portersfield opportunity site.



2.3 Topography

Opportunities available for the Portersfield site have also been influenced by the topography of the site. The site is located on a significant ridge of limestone that forms part of the ‘Limestone way’ and Black Country Geopark ‘Geotrail’ and is therefore in an elevated position, with the south-western corner of the site on Trindle Road being the topographic high point.

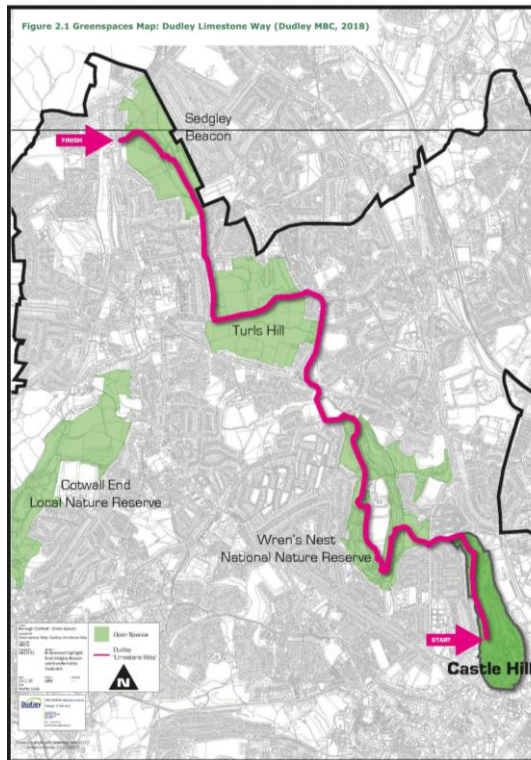


Figure 11 - Plan of the Limestone way/ Geotrail.

The road network drops away from this point, with Trindle Road falling to the north-east, Porters field falling to the north and Porter Street falling to the east. The A461 bypass (Duncan Edwards Way) defines the south-eastern boundary and is within a deep cutting.

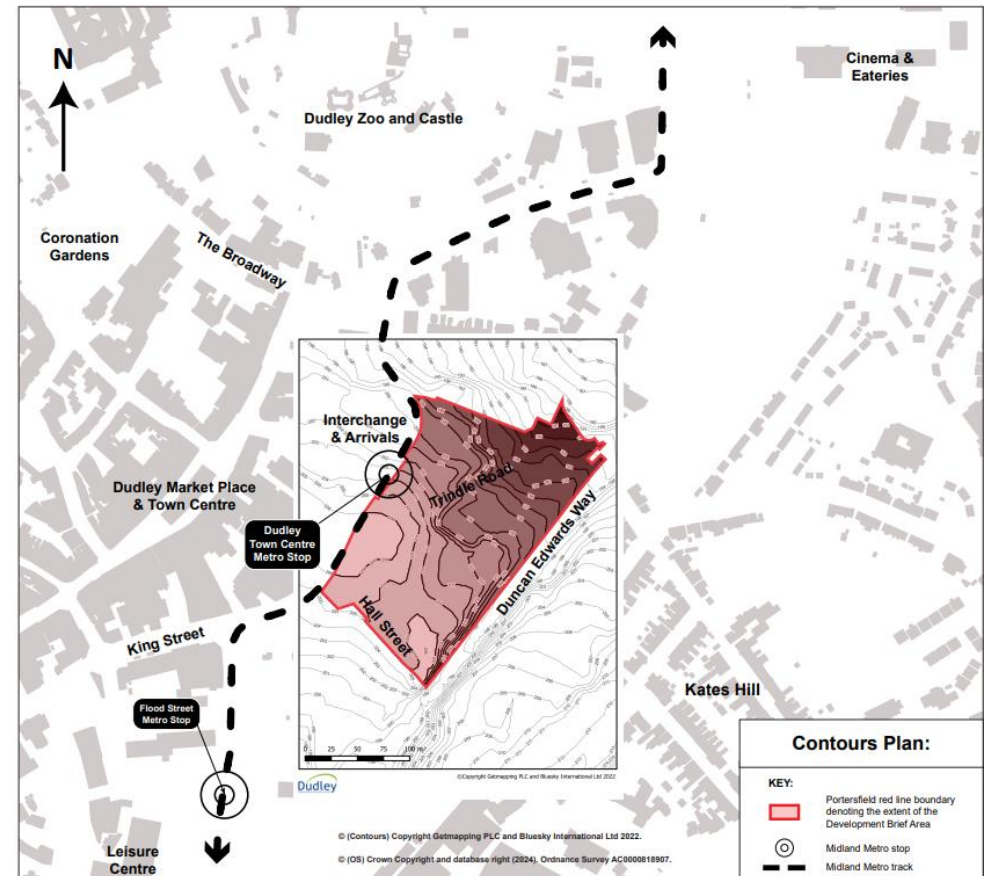


Figure 12 1m and 5m contours of the opportunity site

A topographical survey of all accessible areas in the ownership of Dudley MBC was undertaken in April 2022. The results demonstrate that the site slopes gently upwards in roughly south-westerly direction, lying at 189 m AOD at the intersection of Trindle Road and Claughton Road North; 197 m AOD at the intersection of Porters Field and St Joseph's Street; 204.5 m AOD at the intersection of Hall Street and Duncan Edwards Way; and 206.4 m AOD within the undeveloped island of land between Trindle Road and Birmingham Street.

Due to the site gradients, the individual plots within the site have been levelled, either through terracing into the slope or raising the ground level. The adjacent road levels appear relatively unaltered, with the exception of the northern end of Trindle Road which has been raised slightly, and the A461 cutting which has truncated the former continuations of Porter Street and Claughton Road.

The elevated position affords some long-range views from portions of the site, notably views to the north-west of Dudley Castle and Castle Hill from the top of Trindle Road and from the top of Trindle Road and from Claughton Road North, and north-eastwards across the wider landscape from the top of Trindle Road and Porter Street.

Dudley AAP Policy 5: *Landmarks, Views, Vistas and Gateways* identifies a number of landmarks, gateways, views and vistas that are important and need to be protected when formulating development proposals in the town centre. A number of these impact on the Portersfield opportunity site and therefore need

to be considered when formulating proposals for the site. The draft Dudley Local Plan (2023) Policy DLPD3: *Dudley Town Design- Landmarks, Views, Vistas and Gateways* carries this approach forward, with relevant updates.

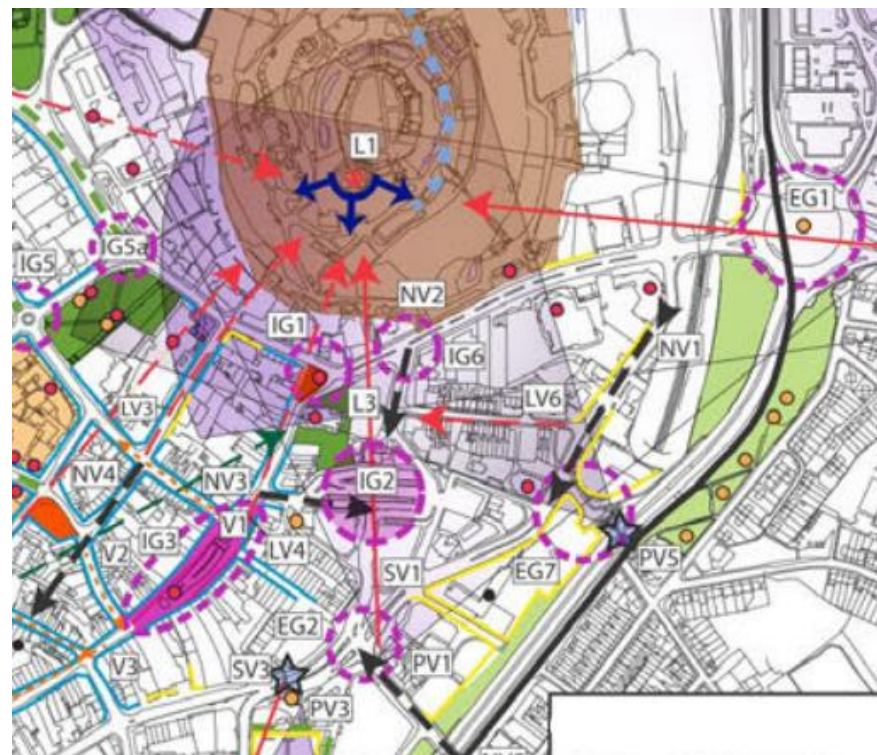


Figure 13 - Extract of Plan 2 from the Dudley AAP of the views, vista's, gateways and landmarks in Dudley

2.4 Existing urban grain and scale

The existing urban grain and scale of the land in and around the opportunity site is dominated by buildings that are between

2 and 4 storey, the majority however being around 3-storey, with the tallest building in the area being part of the Churchill Precinct (now that Cavendish House has been demolished). This scale of development is matched by the fine grain of the historic core.

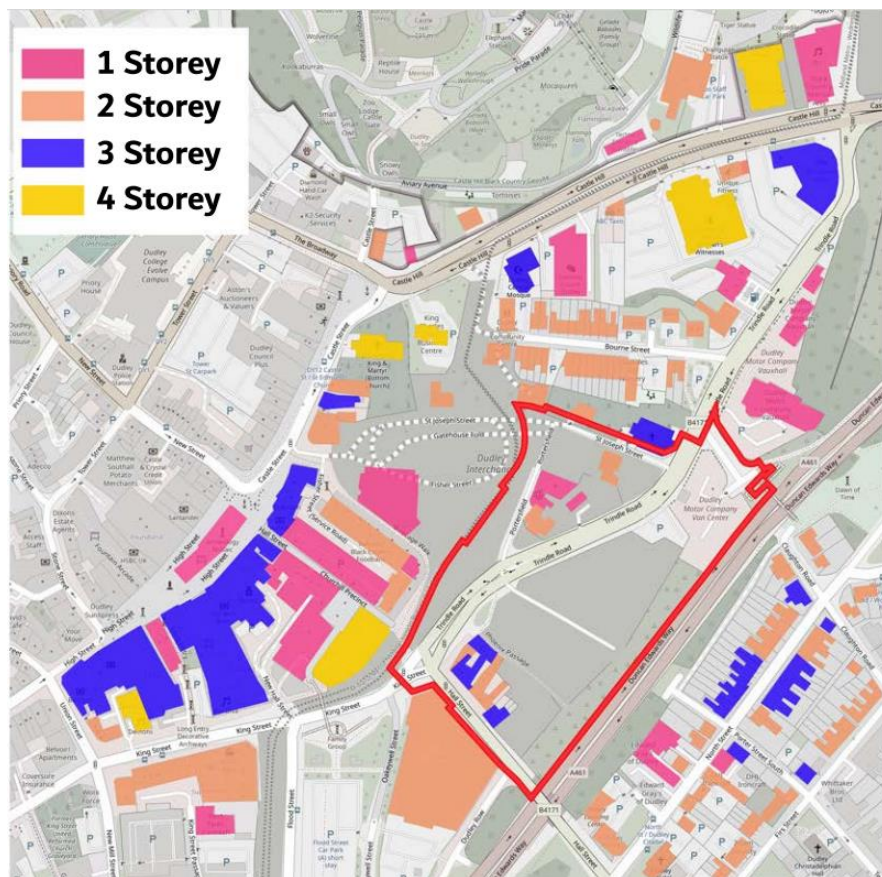


Figure 14 - Plan to illustrate storey heights of buildings within the context of the Portersfield Opportunity site.

Cavendish House was the 7-storey building that until 2020 stood within the opportunity site. The inappropriate scale and massing of this building is well documented with it being described in various sources to be an unsympathetic ‘Tall Building’ within the context of the town.

The scale of the development within this area has been very much dictated by the elevated position of it when viewed in-relation to Dudley Castle and it is why Policy 8 of the Dudley AAP provides clear development and design parameters, stipulating that any new development should be between 3 and 4 storey and only higher if supported by a detailed visual impact assessment.

The complex topography of area, its sensitivity to change and how the scale of the buildings in the area have had to adjust to suit the topography is best illustrated by the photo's below (**Figs.15, 16 and 17**).

They particularly illustrate how harmful Cavendish House was to the historic skyline of Dudley and within the context of the Portersfield opportunity site and the Dudley Town Centre Conservation Area. They also illustrate how Portersfield South (Areas 2 and 3) and The Metro Bar (which is 2-storey) sit at a much more elevated position than the two-storey red brick offices located just below it (fronting St Joseph Street), and all can be seen clearly in relation to the Grade I listed Dudley Castle, the Grade II* tower of St Edmunds and the Grade II listed Church of our Blessed Lady.

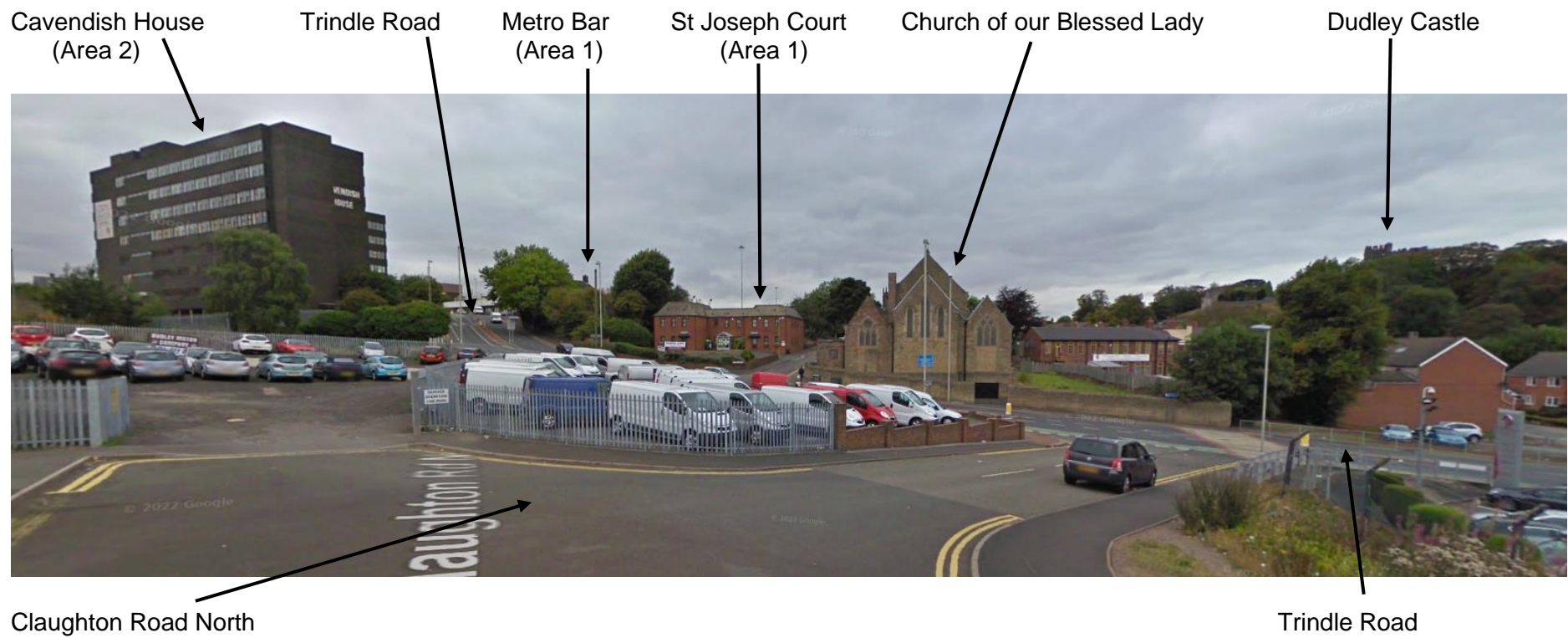


Figure 15 - Portersfield South (Area 2) and Portersfield North (Area 1) looking south-west c.2011



Figure 16 - Portersfield North (Area 1) and Portersfield South (Area 2) looking north c.2019

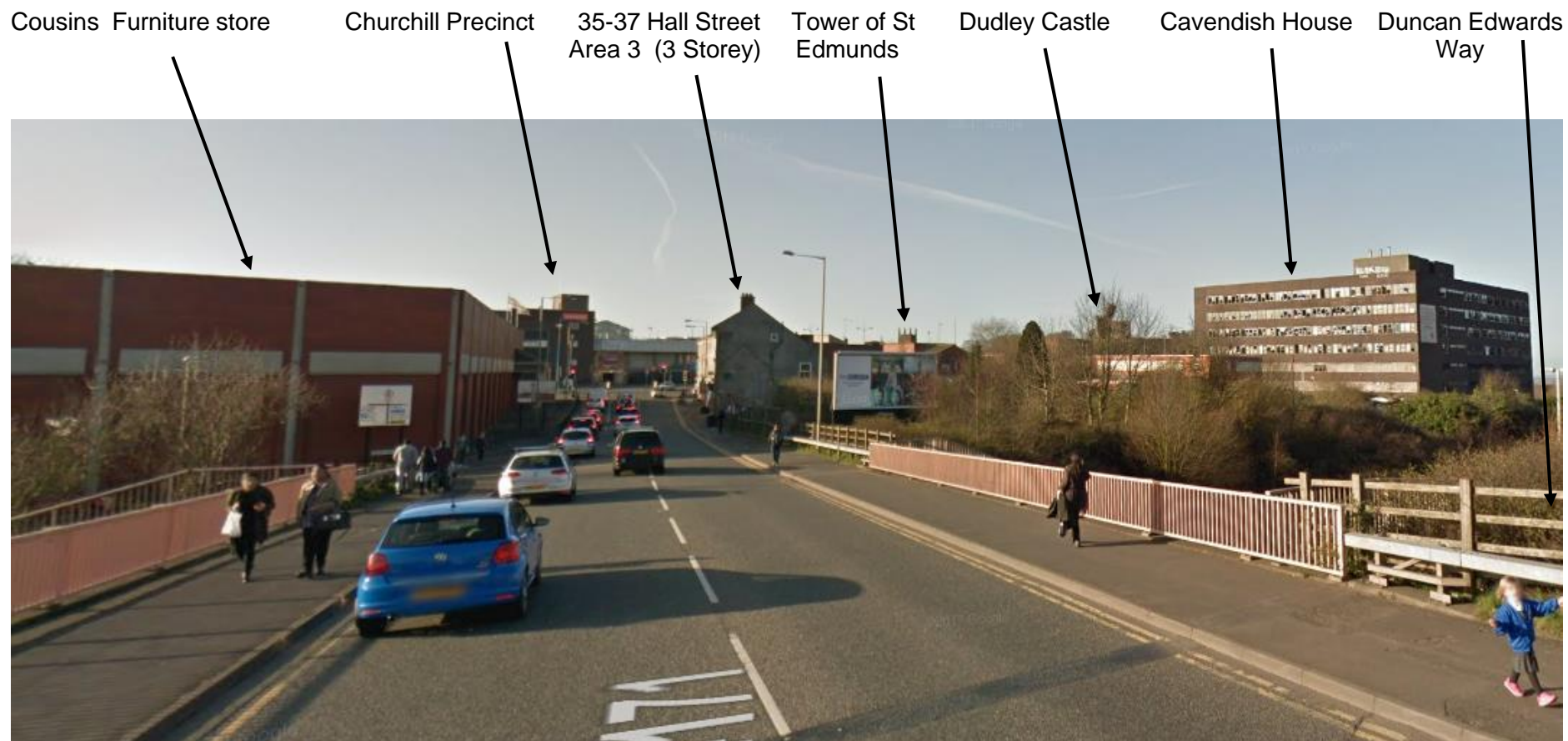


Figure 17 - View of Hall Street, Portersfield South (Area 3) looking west c.2017

2.5 Historic Environment context

The Portersfield opportunity site either falls within the Dudley Town Centre Conservation Area (a designated heritage asset) or is located immediately adjacent to it. Furthermore, it is clearly intervisible with the Castle Hill Conservation Area and with Dudley Castle, a Grade I listed structure and Scheduled Monument, all of which fall within the boundary of the Dudley AAP (2017) – see **Fig.18**.

Historic England is a statutory consultee on planning applications that are likely to affect Scheduled Monuments, Grade I and Grade II* listed buildings, accordingly, they will be a consultee on any forthcoming planning applications for this opportunity site.

Within the context of the Dudley AAP and its supporting Dudley Urban Historic Landscape Characterisation (UHLC) the site falls within three-character zones:

- Character Zone 9 (Dudley King Street and Prospect Hill);
- Character Zone 12 (Trindle Road, Commercial and Office Buildings);
- Character Zone 16 (Hall Street).

Within the site there are no listed buildings or scheduled monuments, there are however a number of non-designated heritage assets:

- The Metro Bar (formerly the Empire Tavern – HER 12898) located on the junction of Porters Field and Trindle Road in Portersfield North (Area 1), non-listed building in a Conservation Area, currently vacant and identified in the Dudley UHLC as a building of ‘high positive contribution’.
- The Phoenix Works, Archaeological Priority Area (APA) recorded on the Council’s Historic Environment Record (HER) as 4830 and 12503, located in Portersfield South (Area 3).
- The Hillman Leather works (HER 15834) located in Portersfield South (Area 2).
- The c.19th and early 20th century buildings which form the junction of Hall Street and Trindle Road and front the north side of Hall Street (Area 3), identified in the Dudley UHLC as being of ‘medium positive contribution’ and non-listed buildings in a conservation area.

Also of consideration are several designated and non-designated heritage assets, all within close proximity of the opportunity site:

- Dudley Castle, a Scheduled Monument and a Grade I listed structure, located within the Castle Hill Conservation Area.
- Church of St. Edmunds (‘Bottom Church’), Grade II* listed, HER 942.
- Roman Catholic Church of our Blessed Lady and St. Thomas, Grade II listed, HER 1011
- Spire of St. Thomas and St. Luke (‘Top Church’), HER 963, and

- Churchill Precinct, non-listed building in a Conservation Area, HER 15683

There are significant panoramic views of Dudley Castle, views to and from the Castle and skyline views where the spire of St. Thomas Church and the tower of St. Edmunds rise above the wider roofscape and provide key historic landmarks. These are views that have been successfully preserved for over 200+ years and need to be carefully considered when formulating proposals for this site.

As part of the Council’s due diligence exercise an Archaeological desk-based assessment has been undertaken on the site along with a Level 1 Archaeological Building Survey of the existing standing buildings which has resulted in the publication of an Archaeological Implications Assessment report. This due diligence work has established that there is the potential for archaeological remains, particularly in the southern part of the site, which has been identified in the Dudley AAP as an ‘Archaeological priority area’ (APA) due to the presence of the Phoenix Glass Works. Depending on the proposals coming forward a programme of pre-determination evaluation trial trenching may be required.

As the map regression below illustrates, the scale and grain of the area has historically been a traditional pattern of streets and public spaces with perimeter block development and active frontages, once well connected to the eastern part of the town (until the relationship was severed by the construction of the bypass in the 1990’s). The site falls outside of the mediaeval core of the town and that the predominant character of the area

in the mediaeval period right up until the late 18th century is likely to have been agricultural.

In the late 18th/early 19th century the land along Hall Street was developed. In c.1780 the Phoenix Glass Works had been founded on the site and by the mid-19th century the majority of the buildings standing in Hall Street had been built including the Victoria Brewery (No.30 Hall Street) and Nos. 41-42 Hall Street stood, later known as Hobbs Fish and Chip shop (now demolished and re-erected at the Black Country Living Museum).

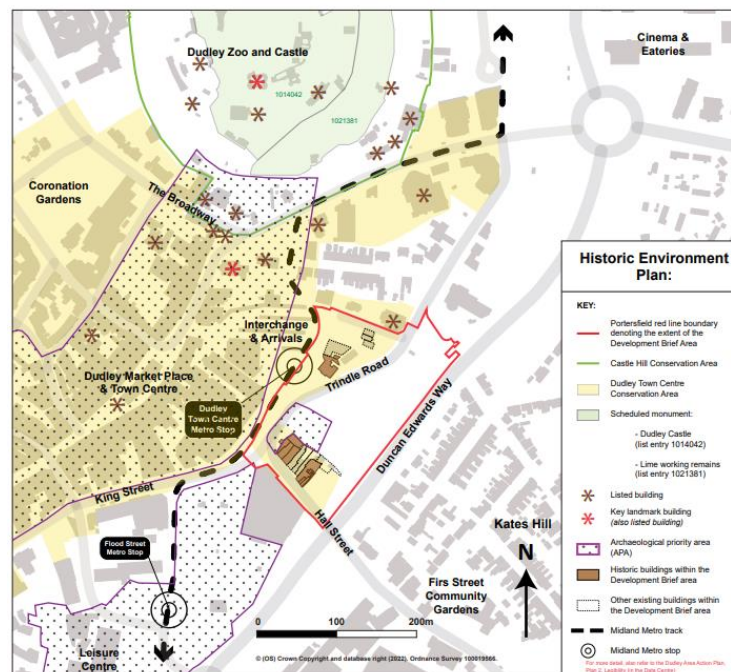


Figure 18 – Historic Environment plan



Figure 19 – Modern Aerial Photograph

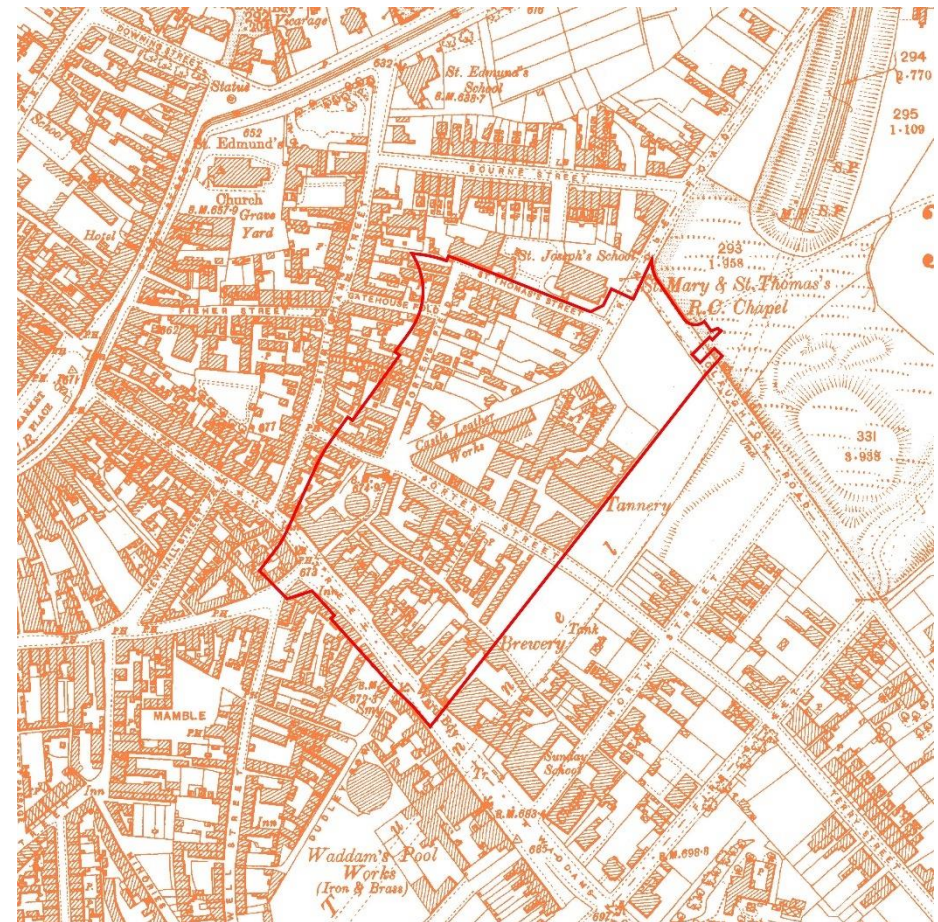


Figure 20 – Second edition Ordnance Survey (1903 – 1912)

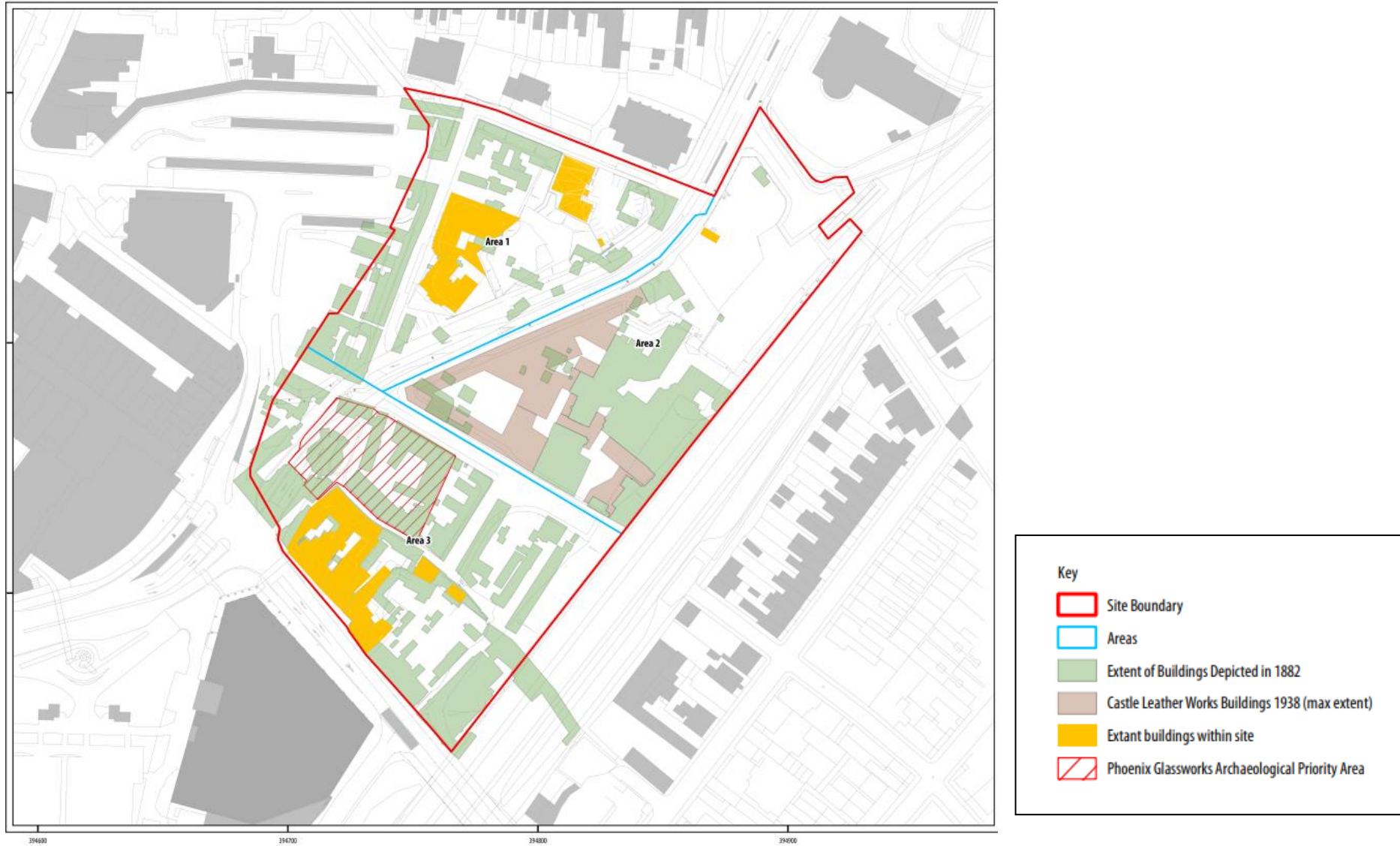


Figure 21 – Location of Phoenix Glass Works and 19th and 20th century structures within the site .

Proposals brought forward for the Portersfield site will need be supported by a detailed Heritage Impact Assessment which will describe the significance of any heritage assets affected, including any contribution made by their setting. There will also be a requirement for an archaeological evaluation and watching brief, depending on the extent of the proposals.

The proposals will also need to demonstrate how they are in accordance with the statutory requirements laid out in the Planning (Listed Buildings and Conservation Areas) Act 1990 and associated national and local plan policies. In determining planning applications, Local Planning Authorities have a statutory duty under the provisions of sections 66 (1) and 72 (1) of above Act when exercising planning powers to have ‘special regard’ to certain matters. Section 72 (1) of the above act sets out what a local planning authority must do when exercising its duties in a conservation:-

‘In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area’.

Section 66 (1) of the above act sets out the general duty of an LPA in respect of exercising planning functions in respect of listed buildings:-

‘In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any feature

of special architectural interest or historic interest which it possesses’.

Section 74 of the same act specifically refers to the Control of demolition in Conservation Areas. It and the NPPF require clear and convincing justification for the demolition of non-listed buildings in a conservation area that are considered to be of positive contribution. For further information please refer to the Historic Environment SPD and to the Conservation Area Character Appraisals for Castle Hill and Dudley Town Centre (available in Appendix A).

2.6 Geotechnical and Ground Conditions

The underlying solid geology of the opportunity site is recorded by the British Geological Society (BGS) as Pennine Lower Coal Measures Formation, formed between 318 and 319 million years ago. This is described as: *Interbedded grey mudstone, siltstone and pale grey sandstone, commonly with mudstones containing marine fossils in the lower part, and more numerous and thicker coal seams in the upper part.*

Numerous boreholes have been taken within the opportunity site as part of ground investigations in 2021 and 2023. These recorded ‘made ground’ deposits of at least 1.3 m depth, commonly reaching depths of between 1.6 m and 3.6 m.

The site falls within the defined Development High Risk Area therefore within the development site and surrounding area there are coal mining features and hazards which need to be

considered. Other constraints include Tunnels from existing train facilities.

A number of potentially contaminative former land uses have been identified on site including an engineering works, a tannery, a leather works, two breweries, a Territorial Army garage and a few unnamed works.

2.7. Utilities

The bulk of utilities are along Trindle road. There is large sewer towards the existing car showroom. Numerous underground utilities traverse the opportunity site, these include medium and low voltage power networks; telecommunications and fibreoptics networks; Low Pressure (LP) mains gas; and mains water, surface water and foul sewer public drainage networks. All identified underground utilities enter the site from the north-east along Trindle Road. Above-ground utilities within the opportunity site are limited to streetlamps placed as regular intervals along Trindle Road, Hall Street, Porter Street and Claughton Road North (see **Fig.23** – Constraints plan).

2.8 Transport and movement Context

Figure.22 illustrates the existing connectivity, movement and parking within the context of the opportunity site, but it also illustrates the various opportunities for how the Portersfield site can improve those connections.

Highways: The site is well connected by road to the M5 via junction 2 on the A4123 Birmingham New Road (located approx. 3 miles from the town centre). The development site is served by Trindle Road (B4171) which will provide the primary vehicular access to the development site(s). From the north, Trindle Road is accessed via Castle Hill (A459) and from the south via the King Street/ Hall Street junction, which following the completion of Metro, will be a 3-armed signalised junction. Previous development layouts for the site considered the realignment of Trindle Road to the eastern boundary of the site adjacent to Duncan Edwards Way (A461) but this is no longer proposed. Trindle Road along with an improved and widened St. Joseph Street will also form one of 2 key access points for buses to access/egress the new Interchange. The other being via Castle Street and Fisher Street to the west of the Interchange (see **Fig.10** and **Fig.22**).

Rail: Tipton Train Station or Dudley Port provides the town's nearest train stations, approximately 2-3 miles north of the town centre.

Metro: The proposed Wednesbury to Brierley Metro extension runs on street, adjacent to the north-western boundary of the site with a Metro Stop positioned directly between the development site and the new Dudley Interchange and the Flood Street stop within a short walk.

Dudley Interchange: The proposed Interchange will update and renew the existing bus infrastructure and includes a new building and supporting highway access arrangements.

Walking and Cycling Routes: Currently good pedestrian and cycle infrastructure to the site is very limited. The current street environment is heavily dominated by vehicular traffic, with unclear routing for pedestrians and cyclists. There is a key east-west pedestrian desire line between the Kates' Hill residential area and the Town Centre. This desire line is partially served by an existing pedestrian footbridge over Duncan Edwards Way. The development however will seek to facilitate improved infrastructure to support an additional east-west link with the introduction of an additional bridge over the bypass and enhancements made to existing public rights of way within the opportunity site.

Department for Transport Local Transport Note (LTN) 1/20 compliant cycling infrastructure is required to support wider town centre aspirations to improve cycle access and provide continuity of the Sustrans National Cycle Network route 54 (NCN54) through the site running south to north. Improvements to Trindle Road itself will be required to provide this, which should be supported by wider quality pedestrian and cycle access both within and connecting to the site, which are essential to support the wider town centre sustainable connectivity aspirations (see **Fig.10** and **Fig.22**)



Figure 22 – Movement and Parking Plan

2.9. Noise

Due to the proximity of the site to the Dudley Southern Bypass (see **Fig.23**), any new development will require consideration to be given to road traffic noise with a view to achieving internal ambient noise levels in accordance with BS 8233: 2014, Guidance on sound insulation and noise reduction for buildings. There are no existing surveys to demonstrate this noise level at present but, based on typical road traffic noise levels reported in BS 8233:2014, at 20m from the bypass it would be anticipated that development(s) would be exposed to around 68-78dB as a $L_{Aeq, 16hr}$, which in accordance with ProPG: Planning & Noise (2017), would be classed as high risk.

In the case of a proposed development on this site a developer will therefore be required to undertake and submit a noise impact assessment to determine the likely impacts of road traffic noise and design an appropriate scheme of mitigation to address this and meet internal ambient noise levels set out in BS 8233: 2014 (Para. 7.7.2, Table 4 Indoor ambient noise levels for dwellings). When assessing noise and developing a scheme of mitigation measures due regard must be had to the principles set out in ProPG: Planning & Noise (2017), and the Local Authority expect any development to demonstrate good acoustic design from the outset. Noise mitigation measures could include, but are not limited to, a combination of measures including:

- Good acoustic design, i.e. the placement of windows to habitable rooms, outdoor amenity areas etc. away from the noise source
- Adopting an appropriate setback for new development
- Providing an acoustic bund and/or barrier between the Dudley Southern Bypass and the development site
- Providing enhanced glazing and suitable ventilation (e.g. mechanical or acoustic background ventilation) to any habitable rooms exposed to road traffic noise to achieve suitable ambient indoor levels in accordance with BS 8233: 2014.

Further to the above, any new mixed-use developments may require consideration to be given to any commercial noise sources that may impact on any existing or proposed noise sensitive receptors, e.g. residential dwellings. Where this is the case, the Local Planning Authority would expect to see an assessment of any such noise undertaken in accordance with BS 4142: 2014 Methods for rating and assessing industrial and commercial sound and, where necessary, a suitable scheme of mitigation measures proposed to minimise any adverse effect in accordance with Planning Practice Guidance: Noise.

2.10 Odour

Where any new development includes potential sources of odour, e.g. extraction flues for cooking fume, consideration will need to be given to any potential impacts on existing and/or

proposed sensitive receptors and appropriate mitigation measures included as necessary.

2.11 Air Quality

Due to the scale of the site any new development will likely require an air quality impact assessment and potentially a damage cost calculation, in accordance with the Black Country Air Quality SPD and with regard to the West Midlands Low Emissions Towns & Cities Programme, Good Practice Air Quality Planning Guidance. Any formal application(s) would be assessed in accordance with the Black Country Air Quality SPD and Dudley MBC would advise a developer seek to agree the scope and methodology of an air quality assessment from the outset before commencing works.

2.12 Existing Buildings

The former Cavendish House was demolished in 2020 leaving no existing buildings standing within Area 2 (Portersfield South). In Area 1 (Portersfield North) consent is in-place for the demolition of 1-3 St Joseph's Court and the funding for that has been secured with demolition due to commence in 2024. All of the other buildings located within Area 1 (which includes the former Metro Bar) and in Area 3 (Hall Street) still remain (see **Fig.21, 23, 30, 33, 35 and 43**). All of the remaining buildings are located within the Dudley Town Centre Conservation Area, therefore the buildings that are identified to be of a positive contribution (e.g. the Metro Bar, 30 Trindle Road and 27, 28-29, 30 and 34-37 Hall Street), 'clear and convincing'

justification will be required should proposals come forward for their demolition and replacement. Please refer to the NPPF and the relevant policies in the Dudley AAP and local plan.

2.13 Bio-Diversity Net Gain

In line with the requirements of the Environment Act 2021, all planning permissions granted in England from February 2024 will have to deliver at least 10% biodiversity net gain. Developers should demonstrate that they have tried to maximise habitat retention and creation on site, before considering off-site locations. Within the site there are a number of existing trees and the opportunity for enhancement of the landscape buffer located adjacent to Duncan Edwards Way.

2.14 Due Diligence

Dudley Council has undertaken a variety of pro-active site survey works in relation to the Porterfield site. This helps to remove uncertainty and provides vital information to any prospective developer of the site. The Surveys include:-

- Topographic surveys of all land ownerships
- Ecology reports
- Tree surveys
- Invasive plant surveys
- Stage I (desktop) and Stage II (invasive) ground surveys and boreholes to identify any adverse ground conditions.

- Historic buildings and Archaeological surveys

issues that will need to be considered in developing proposals for the Site.

2.15 Land Ownership

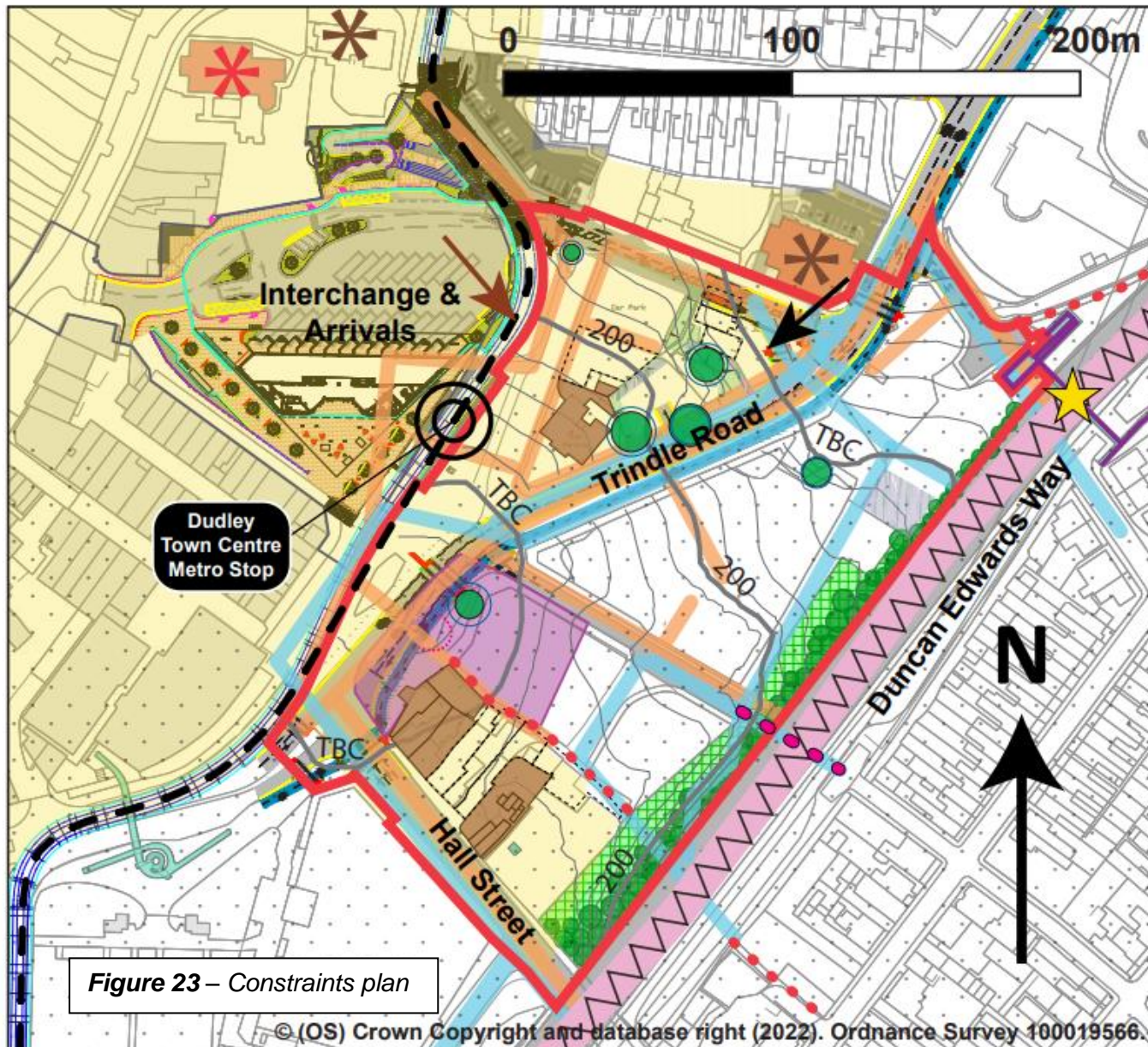
The site is in multi-ownership, with Dudley MBC and Avenbury Properties Ltd being the major landowners. To deliver comprehensive regeneration at Portersfield, Dudley MBC will pursue a collaborative approach and if required, compulsory acquisition.

2.16 Soft Market Testing (SMT)

In 2022 a soft market testing exercise was undertaken by the Council. A predominantly residential scheme was considered the most viable reflecting market demand at that time. This has been reviewed in late 2023, and a similar conclusion reached.

2.17 Constraints and Opportunities

All of the above together, create a series of constraints and opportunities for the Portersfield Opportunity site, factors that will influence the ultimate form of the development Site. The constraints plan (**Fig.23**) and list of constraints and opportunities (**Fig.24**) below seek to give a picture of the main



Constraints Plan:

KEY:

- Portersfield red line boundary denoting the extent of the Development Brief Area
- 1m Contours (2012): 200m
- Duncan Edwards Way (DEW); dual carriageway
- ★ Pedestrian bridge over DEW/view point
- ⚡ Noise & pollution issues
- Midland Metro track
- ⊙ Midland Metro stop
- Designated Dudley Town Centre conservation area
- Church
- ✳ Key landmark building, listed
- ✳ Other listed buildings
- Historic buildings - explore retention
- Other existing buildings - demolish?
- Utilities underground*
- Below ground surface & foul water drainage systems*
- Landscape embankment edge to site
- Existing trees along embankment edge
- Portersfield north embankments / level differences
- Japanese knotweed
- Existing trees within the Pfield site
- Root protection area
- Coal Authority development risk (high risk area)
- Archeological priority area (APA)
- Proposed new bridge across Duncan Edwards Way (pedestrian & cycle)
- Public right of way; definitive footpath
- Public right of way; non-definitive footpath
- Proposed public art piece - denoting the footprint of the former Phoenix Glass Cone
- ↖ The exact boundary line to this location to be confirmed as subject to further highway design (land needs to be safeguarded for future left turn slip into St. Joseph's Street)
- ↘ The exact boundary line to the western edge should align with the Metro Clearance Line (see cross section in the Data Centre). Note also some Metro infrastructure (dms, duct chambers & 4no. lighting columns) that is on the Portersfield side of the red line boundary where maintenance access is required - TBC during detailed design

* Please refer to the Avision Young Technical Due Diligence Report for Portersfield and to the Dudley Area Action Plan (DAAP) Plan 2 (Legibility); also DAAP Plan 4 (Opportunity); Site 2 Opportunities and Constraints Plan; also the Dudley Conservation Area Character Appraisal for more information (see Data Centre).

Figure 24 – Constraints and Opportunities

- Constraints**
- The Site's topography
 - Noise from Duncan Edwards Way bypass (although it is situated in an embankment) .
 - Existing Public Rights of Way across the site.
 - Underlying archaeology
 - Existing utilities and associated maintenance buffers.
 - Drainage easement across the rear of the site
 - Conservation Area and existing heritage buildings
 - Protected views and vista's
 - Existing Trees
 - Trindle Road
 - Interface with Metro

- Opportunities**
- Creation of a new urban quarter and key Gateway site by a comprehensive development
 - The Site is well-related to the existing town and within walking distance of a number of services and facilities including the adjacent Metro/Interchange
 - Significant opportunity for sustainable travel and to improve walking and cycling.
 - Opportunities for sustainable drainage by conveying surface water run off within attractive green infrastructure corridors.
 - Provide additional landscape buffering and creation of a 'linear park' along the eastern boundary of the site next to Duncan Edwards Way
 - Bringing vacant buildings/land back into use and make efficient use of land through the application of appropriate densities.
 - Creation of a Destination space/place next to the Metro
 - Opportunities to create quality architecture that takes inspiration from the local character and distinctiveness of the Dudley Town Centre Conservation area and responds positive to the existing form of Dudley:
 - Provision of affordable as well as open market dwellings to meet the needs of residents.
 - Improved active frontages to the new Interchange.

3.0 PLANNING POLICY CONTEXT

The Portersfield site, which is the subject to this Brief, is guided by the policies, in particular Policy 8, set out in the Dudley Area Action Plan (DAAP), adopted by DMBC in 2017.

Alongside the DAAP is national policy and the following Development Plan documents, Black Country Core Strategy (2011) and the Dudley Borough Development Strategy (2017).

A new Dudley Local Plan is in the process of being prepared which, when adopted, will replace the existing adopted planning policies set out above. The draft Local Plan was subject to its first stage of public consultation in November-December 2023.

National Planning Policy Framework (NPPF)

The revised NPPF sets out the Government’s planning policies for England and how these should be applied. It provides the framework within which locally prepared plans for housing and other development can be produced.

Planning law requires that applications for planning permissions be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF must be considered when preparing the development plan and is a material consideration in planning decisions. Planning policies and decisions must also reflect relevant international obligations and statutory requirements.

National Design Guide

The National Design Guide (NDG) published by the Ministry of Housing, Communities and Local Government (MHCLG) in September 2019 further reinforces the way in which the design process can be used to ensure the delivery of quality places:

“In a well-designed place, an integrated design process brings the ten characteristics together in a mutually supporting way. They interact to create an overall character of place.” (Para. 13, NDG 2019)

The NDG outlines and illustrates the Government’s priorities for well-designed place in the form of ten characteristics, based on national planning policy, planning guidance and objectives for good design.

The ten characteristics contribute towards the cross-discipline themes for good design set out in the NPPF and fall under three broad aims:

- To create physical character;
- To help to nurture and sustain a sense of community; and
- To positively addresses environmental issues affecting climate.

This Development Brief embodies the aims and aspirations of the ten characteristics set out in the National Design Guide and

provides evidence for Context, Uses, Built Form and Identity (Community and Placemaking), Movement, Nature and Public Space (Green Infrastructure), Homes and buildings (Character Areas), Resources (Sustainable Drainage System) and Lifespan (Phasing and Delivery).

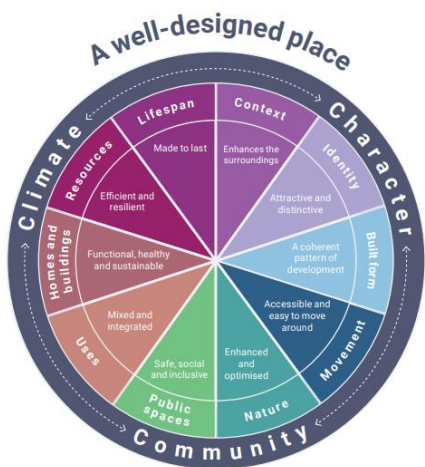


Figure 25 – NDG, The ten characteristics of well-designed places

Local Planning Policy and Guidance

There are a number of Local Plan policies of specific or generic relevance to the subject area. However, the policies referred to in this section are the most strategically relevant in the preparation of this Development Brief.

The NPPF promotes the use of design codes and design guides by local planning authorities and specifies that they set out the principles consistent with the National Design Guide and Design Code. Dudley Council was a National Design Code Pathfinder Pilot for the development of a Design Code for Lye and the Stour Valley. The Council will use its experience from this pilot project to produce a borough – wide Design Code.

Black Country Core Strategy (BCCS) 2011

The Black Country encompasses the areas administered by Dudley Metropolitan Borough Council (MBC), Sandwell MBC, Walsall Council, and the City of Wolverhampton Council. The four authorities worked together to produce the existing Black Country Core Strategy, which was adopted in 2011. The existing Core Strategy is a Tier One Development Plan and provides the strategic framework for various Site Allocation Documents and Area Action Plans (Tier Two Plans), which themselves set out local policies and site allocations for individual authority areas.

The site is located within Regeneration Corridor 11a (Dudley to Brierley Hill) – and therefore one of the foci for the BCCS Growth Strategy (BCCS Policy CSP1 – The Growth Network) – the spatial vision for RC11a includes the provision of new housing development close to Dudley Town Centre. The existing Core Strategy³ covers the period between 2006 and 2026. The strategic policies relevant to the preparation of this

³ <https://blackcountryplan.dudley.gov.uk/t1/p2/>

Development Brief are included in Appendix A. Other policies will be relevant to the determination of any planning application.

Dudley Borough Development Strategy March 2017

The Dudley Borough Development Strategy⁴ was adopted in 2017 and forms the Tier 2 Dudley Local Plan. The key strategic policies relevant to the preparation of this Development Brief are included in Appendix A. Other policies will be relevant to the determination of any planning application.

Dudley Area Action Plan (AAP)

The Dudley AAP⁵ was adopted in 2017 and it sets out the vision, objectives and spatial strategy for future development in Dudley town centre up to 2026 and specific to this site is *Policy 8 - 'Development Opportunity Site 2: Trindle Road/Hall Street/Birdcage Walk'* (OS2) where acceptable uses and development design parameters have been provided for the Portersfield site. All other DAAP policies relevant to this Development Brief are included in Appendix A.

Supplementary Planning Documents (SPDs)

In addition to policies contained within the Development Plans, proposed developments will also be required to accord with other local adopted supplementary planning guidance that may be relevant. The relevant SPDs and guidance are set out in Appendix A.

⁴ <https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/dudley-borough-development-strategy/>

It is envisaged that some SPDs will be reviewed and updated in light of the review of the emerging Draft Dudley Local Plan and additional SPDs may emerge. Details of all updated/new guidance will be given appropriate weight in the determination of planning applications dependent on its status.

Conservation Area Character Appraisals and Conservation Area Management Plans

The Dudley Town Centre Conservation Area Appraisal and the Dudley UHLC describes in detail this opportunity area identifying the issues affecting it and its sensitivity to change, the key heritage assets to be considered and, more importantly, the potential opportunities and priorities for enhancement. Full reference to this information will be expected when formulating proposals for the site and when preparing Heritage and Design and Access Statements.

Other key considerations are:

- The impact on any underlying archaeology such as the Phoenix Glass Works, identified as an 'Archaeological Priority Area' (APA) (HER 12503).
- A Visual Impact Assessment and 3D modelling, in accordance with the requirements of the Dudley AAP (Policy 5, Landmarks, Views, Vista's and Gateways)

⁵ <https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/dudley-area-action-plan/>

- The provisions of sections 66 (1) and 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Emerging new Dudley Local Plan

The Council is currently preparing a new Local Plan for the borough which, when adopted, will replace all of the existing adopted local planning policies. The draft Local Plan was subject to its first stage of public consultation in November-December 2023. Part One of the draft Local Plan includes a range of strategic and non-strategic planning policies to guide future development within the borough including housing and employment land requirements. Part Two of the draft Local Plan includes site specific allocations and chapters for each of the borough's centres, including Dudley town centre.

The Dudley town centre chapter proposes to take forward several of the Dudley AAP site allocations and policies (as updated to reflect changed circumstances) including those related to design and the historic environment. The emerging draft policies from the town centre chapter relevant to this Development Brief are included in Appendix A. The current opportunity site of OS2- Trindle Road/Hall Street/Birdcage Walk is taken forward as a 'Priority Site' within the draft Local Plan (DLPDPS2- Land at Trindle Road/Hall Street/Birdcage Walk (Portersfield)). This policy sets out the acceptable land uses, indicative capacity and a series of infrastructure and design considerations. It recognises that the context for the

town centre policies has changed since the adoption of the AAP (for example, the changing roles of town centres and the Use Class Order updates) and seeks to reflect this in an updated approach for acceptable land uses on the site.

Wider Town Centre Context

Both the adopted AAP and emerging new Dudley Local Plan set out a vision for the ongoing regeneration of the town, building on its existing strengths and maximising opportunities from ongoing investment, including in the Metro links and a range of key development projects (as outlined in Section 2). The documents identify several other development sites in and around the town centre which will collectively help to drive regeneration of Dudley alongside the Portersfield site. Directly to the west of the Portersfield site lies Land at King Street/Flood Street (Opportunity Site 1 within the AAP and Priority Site DLPDPS1 within the draft Local Plan) which has the potential for a mixed-use redevelopment, complementing proposals at Portersfield. Other town centre opportunity sites also offer the potential for mixed-use redevelopments, contributing to improving the town centre offer and raising the profile of Dudley town centre overall.

4. DEVELOPMENT PRINCIPLES AND ILLUSTRATIVE PROPOSALS

4.1 Vision and Objectives

The Dudley AAP provides the vision and objectives for Dudley Town Centre and identifies ‘Development Opportunity Sites’ where major development and regeneration should be focused. Portersfield is one of the opportunity sites identified and Policy 8 ‘*Opportunity Site 2: Trindle Road/Hall Street/Birdcage Walk*’ sets out a number of ‘Development Design Parameters’ for this opportunity site. As noted, key principles of the AAP and the development opportunity site have also been taken forward in the emerging new Dudley Local Plan (2023).

Building upon the vision in the AAP, in 2023 the Council undertook a public consultation exercise on the Portersfield site where it set out the goals for the Portersfield development and it listed a number of proposals on how best to deliver those goals.

This has now shaped the vision and objectives for the Portersfield development and provides the framework for the development principles set out below.

Vision

To create a new urban quarter (Portersfield North and Portersfield South) that is attractive and distinctive, connecting new and existing communities and helping to support economic, social and environmental benefits for local people and Dudley’s businesses and residents.

Objectives

The Portersfield Development will create:

1. A welcoming ‘arrival and destination space’ for the town and borough with high-quality public spaces that take advantage of the key views of Dudley Castle and its closeness to the new transport interchange.
2. A high-quality and healthy quarter that enhances the environment and supports people’s wellbeing by providing high quality streets and green corridors to support and encourage walking and cycling.
3. Improved roads and junctions and public spaces that are accessible to everyone and support bus access to the new interchange and give people the confidence to move around the town safely.
4. Celebrating the town’s heritage by enhancing the character and appearance of key arrival points into the town and creating new and improved views of the town’s unique heritage assets, such as Dudley Castle, ensuring that its dominance over the historic skyline of the town is preserved.
5. A viable, residential-led development bringing a further mix of life and vitality into the town centre with appropriate mixed-use development at the ground floor in appropriate locations in order to provide an active frontage to the Interchange and complement town centre uses in this location.

4.2 Portersfield Development Principles.

The following principles should be adopted in the development of a scheme for Portersfield:

Overarching Principle

A comprehensive development, that supports the viability and vitality of Dudley Town Centre – through a new high-quality gateway and community neighbourhood for Dudley. A flagship regeneration scheme that sets the bar for the next 20 years and connects effectively with the metro, the interchange and the town centre, delivered through a comprehensive scheme in partnership with the private sector.

Development Principle 1

For 'Portersfield North' (Area 1) to provide a key role as a welcoming 'arrivals/ destination space', with a minimum 10m zone of pedestrian public space next to the new metro stop that positively responds to the site and to the views to and from Dudley Castle. Ground floor commercial uses to provide active frontages to the Interchange and public space.

Development Principle 2

For Hall Street (Area 3, Portersfield South), the street where Hobbs Fish and Chip shop originally stood, to be regenerated back into the gateway street it once was with buildings that have a varied roof and building line, are appropriate in scale and bring improved enhanced public spaces around them with the introduction of more trees.

Development Principle 3

A new residential-led urban quarter that brings vacant land and floorspace back into use with built form that adopts a traditional pattern of streets and public spaces, with perimeter block development and active frontages adjacent to the Metro that works with the site and preserves the historic skyline/roofscape of Dudley Town Centre.

Development Principle 4

For new development facing Duncan Edwards way to present a positive image of the town when seen from the bypass and Kate's Hill providing new and improved views of Dudley Castle and sees the introduction of buffer planting along the bypass with trees and wildflowers and the creation of a 'linear park' to provide improved north-south pedestrian movement.

Development Principle 5

Safeguarding of Porter Street so it can eventually be reconnected back to Porter Street South and to the Kate's Hill community, by the provision of a new foot and cycle bridge over Duncan Edwards Way.

Development Principle 6

Improvement of the 'landing point' for pedestrians using the existing footbridge on Claughton Road North (Area 2), by improving the public space around it so it is much more welcoming.

Development Principle 7

For Trindle Road to be enhanced by the provision of a new two-way segregated cycle path along Trindle Road, introduction of a 20mph zone, improvement and/or creation of pedestrian crossing points to improve the connectivity of the site and measures to support bus movements and access to the Interchange as appropriate.

Development Principle 8

A new quarter where buildings are zero carbon ready⁶, avoiding the need for expensive future retrofit. Future Home Standards comes into effect in England in 2025.

⁶ Zero-carbon-ready buildings (ZCRB) are highly energy-efficient and resilient buildings that either use renewable energy directly, or rely on a source of energy supply that can be fully decarbonised, such as electricity.

Development Principle 1 - Destination Space/Place

Due to Portersfield North (Area 1) being highly intervisible with Dudley Castle but also due to its importance as key gateway/arrivals point into the town centre, proposals for Portersfield North need to be designed so that the built form and public realm in this area creates a 'destination space/place for the town'.



Figure 26 – Portersfield North looking north, with Metro Bar in the foreground and Dudley Castle and St Edmunds in the distance.

As can be seen from the below historic photographs, the Portersfield North area has historically performed that role. The below historic photograph shows the Portersfield opportunity site when viewed from Dudley Castle, with a large green public space in the foreground with the existing Metro Bar overlooking it. This high-quality public realm also extended in-front of the Churchill Precinct (as can be seen from the below image), designed to frame the impressive key views of Dudley Castle.



Figure 27 – Photo of the opportunity site c.1960's



Figure 28 – Photo of the Churchill Precinct c.1970's.

The Metro track in parts of this area will be approximately 1.3m lower than the surrounding land, therefore making the north-south connection on the Portersfield side of the Metro track important and necessary as there will be limited east-west links across the track in this location.

New development will be expected to integrate with the proposed metro and the new Dudley Interchange in terms of its scale but also in terms of providing the same high quality hard and soft landscaping.

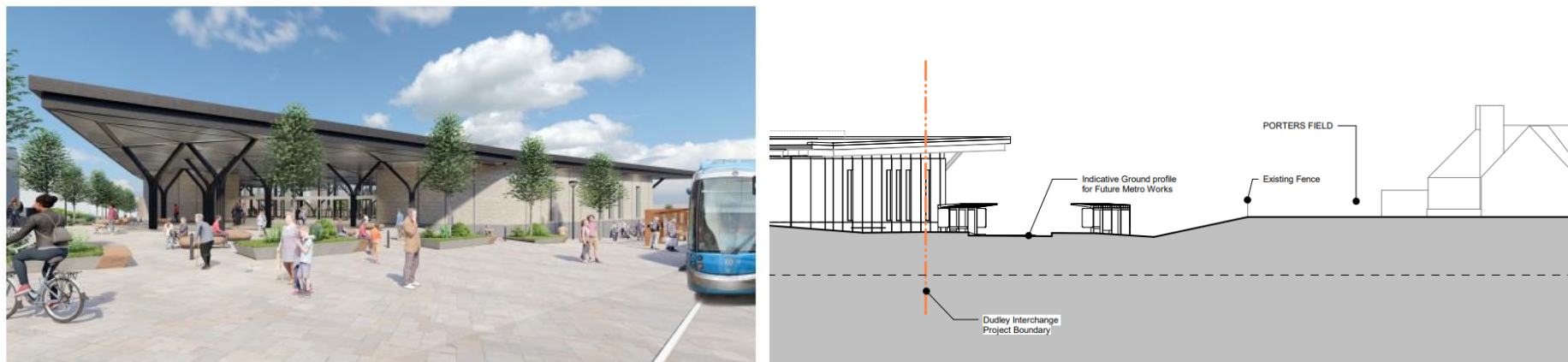


Figure 29 – 3D views of the Interchange and landscaped piazza linking with the Metro platform and cross section of the new Interchange building in relation to existing Metro Bar and Portersfield North (Area 1)

It is proposed that traffic will be removed from Porters Field and that the whole area between the Metro Stop and Portersfield North will be pedestrianised. Depending on the commercial uses coming forward at the ground floor of Portersfield North (overlooking the Metro), it may be possible for some of the existing road (Porters Field) to become an area that can be used to support the ground floor commercial uses, such as a space for out-door seating.

Located within Portersfield North is the 1930's Metro Bar (former Empire Tavern). It is a non-listed building located in the Dudley Town Centre Conservation Area, deemed to be of 'positive contribution' therefore the repair and conversion of this currently vacant building would need to be fully explored as part of the proposals coming forward.

Due to the proposal to pedestrianize Porters Field, the use of the space in-front of the Metro Bar as a carpark will cease (with servicing for this plot proposed to come in from the rear off a new access point from Trindle Road – see **Fig.10**) and the ground to be re-profiled and landscaped so it can be used as an outdoor seating area, related to a ground floor commercial use.

Figure 30 - Precedent images



The Metro Bar when in use



Precedent images outdoor seating areas associated with a commercial ground floor use



Precedent images of active elevations and spaces in the interface between Portersfield North and the Metro stop



Precedent images of public realm spaces with level differences

Development Principle 2 – Hall Street (Portersfield South, Area 3)

Hall Street (Area 3) is a significant gateway into Dudley town centre and is where Hobbs Fish and Chip Shop (41-42 Hall Street) once stood (now re-located at BCLM). Currently it is a very neglected looking gateway into the town with overgrown gap sites and historic buildings in a poor state of repair. The Council's vision for this area is for Hall Street to be 'regenerated back into the gateway street it once was, with varied roof styles, enhanced public realm and proposals that will preserve and enhance the character and appearance of the Dudley Town Centre Conservation Area'.



Figure 31- Hall Street with 41-42 Hall Street in-situ



Figure 32 - Hall street today – a large, overgrown gap site

The gap sites now visible in Hall Street are where Nos.38, 39, 40 and 41-42 Hall Street once stood and they, and the neglected appearance of the existing buildings standing within this area provide a very poor impression of the town centre therefore a comprehensive approach to addressing this is required.

Historically Hall Street had a well-articulated and varied roof line and whilst elements of this still survive on the north side of the street in Area 3, the southern side of the street has changed considerably with the demolition of the buildings on its Southern side and replacement with what is currently Cousins Furniture store.

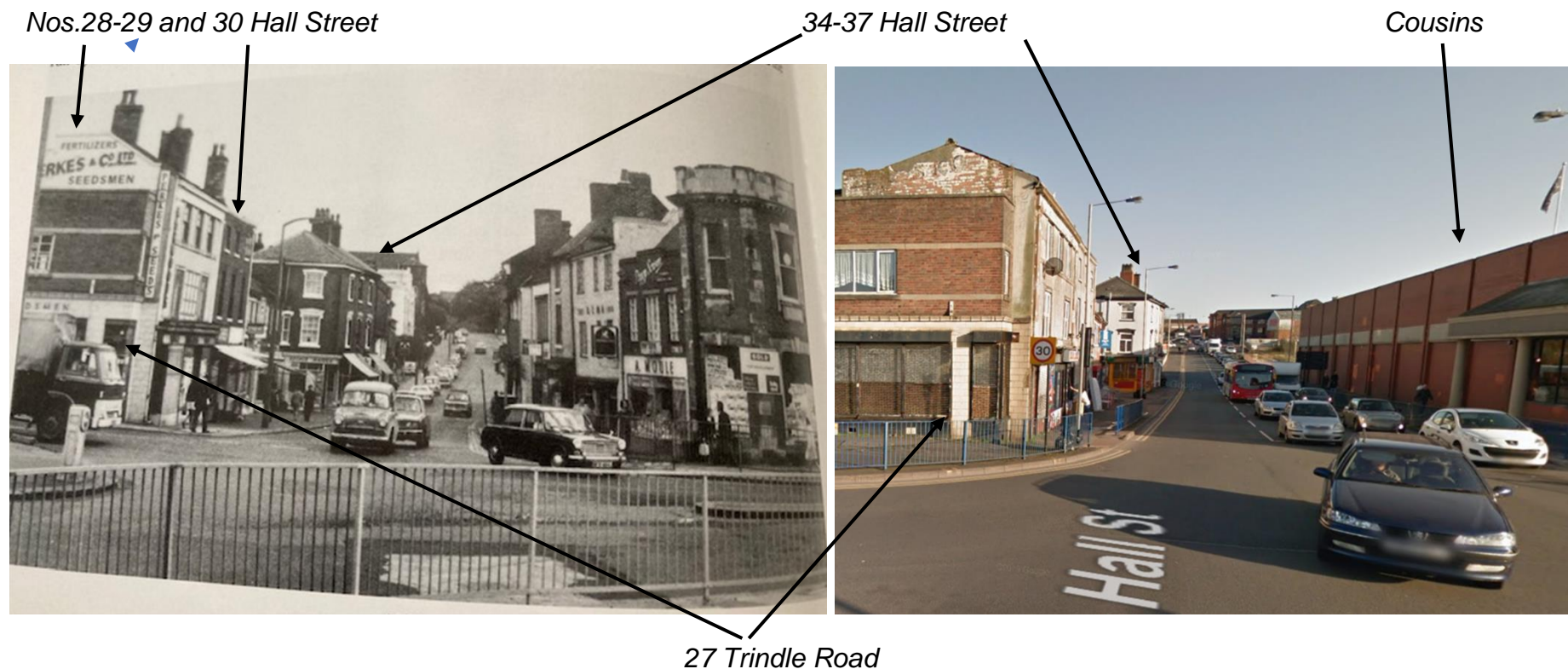


Figure 33 - Hall Street looking south-east

The Council is looking for any development proposals that come forward to Hall Street to provide variety in the roof line and for the scale of the roof to be in proportion with the dimensions of the buildings they serve, monotonous rooflines and elevations will not be supported. In the public consultation the Council provided an indicative image of how Hall Street could come forward. This assumes

that there is the potential that some of the existing historic building identified to be of positive contribution are retained and that any new-build is knitted sympathetically into the gaps.



Figure 34 - Artist impression of how Hall Street could look

Figure 35 - Precedent images of how Hall Street could be improved



27 and 30 Trindle Road
sympathetically extended upwards
with an additional floor



Nos.28-29 and 30 Hall Street repaired and
original architectural features reinstated



Nos. 31, 32 and 33 Hall Street
demolished and replaced with
sympathetic new build

Nos.34-37
retained, and
sympathetic new
build erected
adjacent to it on
the sites of
Nos.38 – 42 Hall
Street



Development Principle 3 – Residential-led Quarter

A new urban quarter that brings vacant land and floorspace back into use with built form that adopts a traditional pattern of streets and public spaces, with perimeter block development and active frontages that works with the site and preserves the historic skyline/roofscape of Dudley Town Centre. It is anticipated that residential development should be the predominant land use in the Portersfield Quarter – see **Development brief section 4.3** for further information.

Development Principle 4 – Creating a positive image of the town

Requires that development facing Duncan Edwards way presents a positive image of the town when seen from the bypass and Kate’s Hill, providing new and improved views of Dudley Castle and sees the introduction of buffer planting along the bypass with trees and wildflowers in order to help mitigate noise and the creation of a ‘linear park’ which will provide a 2m wide path designed to improve the north-south pedestrian links.



Figure 36 Location of proposed linear park marked with a yellow arrow and proposed new bridge with a red arrow and precedent image of verge planting with wild flowers

Development Principle 5 – Safeguarding of Porter Street

Safeguarding of Porter Street so it can eventually be reconnected back to Porter Street South and to the Kate’s Hill community, by the provision of a new foot and cycle bridge over Duncan Edwards Way. Good pedestrian / cycle links are a key factor in reducing car dependency, particularly for sustainable sites such as Portersfield. The current perceived segregation of the site for pedestrians and cyclists, which is mainly due to the poor pedestrian/cycle links across the Southern bypass to the east of the site and Trindle Road running through its centre, gives the site a feeling of being an ‘island’ to pedestrians and cyclists. The proposed new bridge over Duncan Edwards Way will address this, the Council will therefore proactively seek external funding to support with its delivery (also see **Fig.44**).



Figure 37 - Location of proposed new footbridge



Figure 38 - 3D visual of proposed new bridge straddling Duncan Edwards Way

Development Principle 6 – Improved pedestrian landing point

Improvement of the 'landing point' for pedestrians using the existing footbridge on Cloughton Road North (Area 2), by improving the public space around it so it is much more welcoming. Currently this is a very bleak and unwelcoming space dominated by an overly engineered vehicle turning point and hard landscaping. The area needs to be softened with landscaping and trees.



Figure 39 - Cloughton Road North and precedent image of trees and soft landscaping

Development Principle 7 – Enhancing of Trindle Road

For Trindle Road to be enhanced by the provision of a new two-way segregated cycle path along Trindle Road, introduction of a 20mph zone, improvement and/or creation of pedestrian crossing points to improve the connectivity of the site and measures to support bus movements and access to the Interchange as appropriate.

See **Figs. 8** and **10** and Development brief, section 4.3 for more information.

Development Principle 8 – Future Proofing development

A new quarter where buildings are zero carbon ready, avoiding the need for expensive future retrofit. For the existing historic buildings proposed for retention, Historic England best practice should be followed on how to improve energy efficiency in historic buildings <https://historicengland.org.uk/images-books/publications/eehb-how-to-improve-energy-efficiency/> and a 'Whole life' carbon assessment should be undertaken for the whole scheme. See Development brief, section 4.3 for more information.

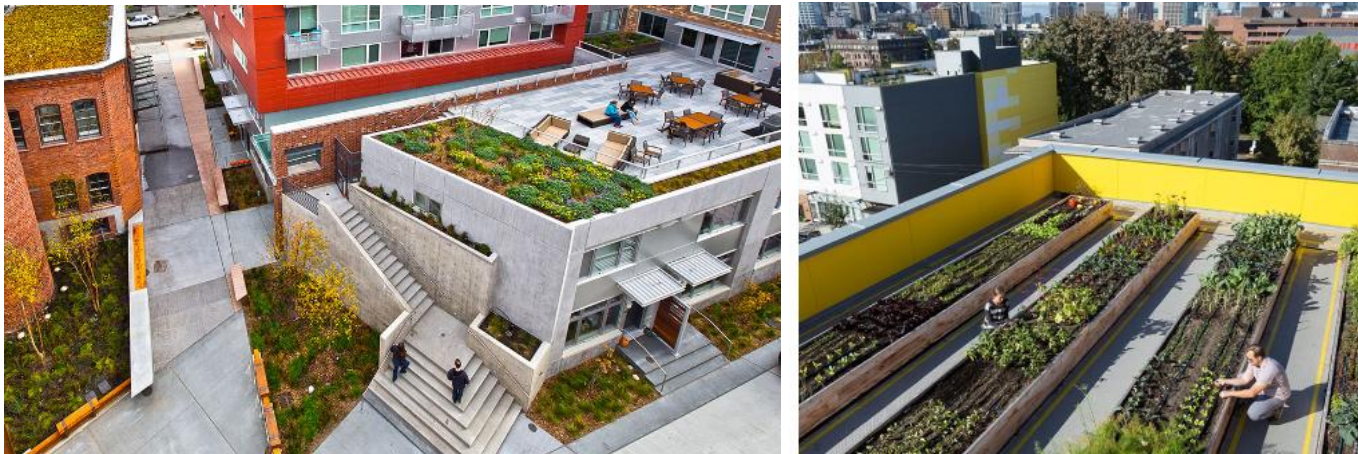


Figure 40 Green roofs, Urban farming (above) and integrated solar panels below



4.3 Development brief

Mix of uses

Residential development should be the predominant land use. Commercial ground floor uses would be appropriate for Portersfield North (Area 1), particularly in the area that overlooks the Metro stop on Porter Field. It may also be appropriate on the corner of Trindle Road and Hall Street (Area 3). These uses could be small-scale shops, restaurants and cafés, business or leisure that complement the existing retail offer in the town centre.

Built form

Built form should respond to the scale and grain of the town centre with new development providing a series of perimeter blocks that will integrate and improve connections to the existing urban structure (retail, interchange and existing residential communities). Development will generally be 3 and 4 storeys in height, proposals for any localised focal buildings up to 5 storeys will be the subject to a detailed visual impact assessment.

New buildings should work with the topography to ensure strong active frontages onto the proposed public realm next to the Metro. New buildings should provide or be suitably articulated or orientated at the corners of junctions and gateways, in particular Hall Street, Trindle Road, Claughton Road North/Trindle Road/ and St Joseph Street to enhance the approaches into the town. It should also acknowledge the

Grade II Listed Our Blessed Lady & St. Thomas of Canterbury Catholic Church, located just outside of the proposed boundary of the site and any impact on its setting is another key consideration.

Development must consider and integrate with existing buildings of historic interest/importance such as Our Blessed Lady & St. Thomas of Canterbury Catholic Church.

For Hall Street in particular, buildings will be required to have a varied and well-articulated roof line.

Key frontages

Key frontages – well defined development should front Porters Field, St Joseph Street, Hall Street and Trindle Road with frontages also onto Porter Street and Claughton Road North.

Buildings adjoining the bypass need to be designed with two objectives in mind:

- the need to mitigate against the noise from the bypass; and
- the need to ensure that the scheme presents a positive image when seen from the bypass.

Blank gable ends will not be acceptable for buildings adjoining the bypass. Whilst these elevations should probably not include habitable rooms, some fenestration (which may be fixed),

together with mechanical ventilation for these rooms would help to improve the appearance of the scheme from the bypass.

Character and Layout

The siting, plot layout and massing of any proposed development should be responsive to the Castle Hill Woodland and listed and historically important local landmark buildings (St. Edmunds Church), key views, the roof scape, skyline of Dudley, views out to the south of this area and the two conservation areas. New development will need to ensure that key views are protected.

New development will be expected to integrate with the proposed metro and the new Dudley Interchange, providing good and legible pedestrian and cycle routes. All new buildings should contribute to the enhancement of the existing public realm, new streets, and spaces, through the provision of high quality hard and soft landscaping which will enrich and improve the character of this area.

In addition to relevant planning policies, all proposed development should closely follow the guidance set out in the Dudley Residential Design Guide SPD (2023). Key development principles should include:

- The layout and appearance of development should sensitively respond to the heritage, topography and landscape character of the site(s).

- Green infrastructure and public realm provided in/around the site should be designed as a connective element which encourages pedestrian movement and cycling and avoids the creation of a fragmented place.
- Building density should reflect the town centre location as well as the surrounding character of the area.
- Buildings are to be generally 3-4 storeys in height with a maximum height of 3 storey (residential scale) in Portersfield North (Area 1).
- Buildings in Portersfield North (Area 1), should provide commercial uses at ground floor to create active frontages adjacent to the metro stop and interchange. Development will need to provide sense of arrival and an attractive entrance to a gateway site.
- If the scheme is to include Town houses, they are more appropriately suited to be sited in Portersfield South in Area 2 located on the site nearest the Church/Claughton Road North) or in Area 3, at the rear of Hall Street, overlooking Phoenix Passage.
- Taller building of up to 4-storeys, including apartments, are more suited to Porterfield South (Areas 2 and 3) fronting onto Porter Street, Trindle Road and next to the proposed linear park.
- A variety of housing types are to be provided, including town houses and apartments. Please refer to the most recent housing needs assessment available on the Council's website.

- The affordable housing tenure mix is to be agreed with the Council in accordance with the most recent housing needs assessment.
- Layouts need to be in accordance with nationally described space standards⁷.

Housing Mix and Affordable Housing Provision

Policy HOU2 (Housing Density, Type and Accessibility) of the Black Country Core Strategy (BCCS) requires all developments to achieve a minimum of 35 dwellings per hectare. Table 8 of Policy HOU2 sets out the density of developments according to their accessibility, therefore accessible developments in the strategic and town centres will be expected to have higher densities as they are closer to public transport and other services, subject to meeting with other policy requirements.

Market Housing

It is anticipated that the majority of the housing will be the provision of open market housing for rent or sale. A mix of dwelling types in accordance with Policy HOU2 of the BCCS will be required to provide choice and meet local needs.

Affordable Housing

Affordable housing contributes to the creation of sustainable mixed communities. In accordance with Policy HOU3 of the BCCS, housing development for schemes of 15 dwellings or

more requires that 25% of dwelling provided on the site are affordable. The size, types and tenures of dwellings provided will be determined on the basis of local need and will be informed by the most recent housing needs assessment. In addition, contributions may be required towards local school places.

Housing Mix

As per local plan policy (BCCS HOU2), developments will need to provide for a mix of housing that contributes towards a balance of house types and sizes. Unless further local information is provided that justifies a diversion away from the housing mix identified in the most up to version of the Council's Housing Market Assessment (SHMA), housing developments will be expected to meet the housing mix as set in the HMA.

Community Infrastructure Levy (CIL) and other Developer Contributions

Dudley MBC adopted CIL in 2015. Residential development is liable for CIL. The site currently falls within Zone 1, which has a £0 rate and thus no CIL charge. However, any proposed retail floor space is liable for CIL. The Council updates the CIL Indexation rates annually from the 1st January. Details are published on the Council's website⁸. Dependent upon the detailed proposals, other developer contributions may be

⁷ Nationally Described Space Standards are set of national standards for the design of homes and they include minimum dimensions and design criteria.

⁸ <https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/community-infrastructure-levy/>

Portersfield Development Brief – March 2024

required, including those towards education and health infrastructure provision.

Figure 41 – *Precedent images of contemporary apartment blocks and town houses*



Figure 42 – Precedent image of contemporary town houses



Potential approach for Hall Street (above) and for land next to Cloughton Road/ St Mary's Church (below)



Potential approach for facing into Phoenix Passage (above and below)





Sustainability and energy efficiency

All development proposals for the site will need to meet the local and national standards for sustainable development. This

includes mitigating and adapting to climate change, minimising carbon emissions and promoting renewal energy and ensuring that the risk of flooding is not increased. In line with national policy all new developments for residential uses will need to be built to Future Homes Standards from 2025. Relevant policies related to sustainable development and energy efficiency in adopted Development Plans and SPDs are set out in **Appendix A.**

Treatment of existing buildings

Within the site there are a number of standing buildings (**Fig.43**). The Council requires that retention, repair, conversion, architectural reinstatement, and sympathetic extension of the following buildings is fully explored as part of the scheme as they are buildings that fall within the Dudley Town Centre Conservation Area and have been identified as being of positive contribution. Clear and convincing justification will be required for schemes that propose the loss of these buildings:

- Metro Bar (former Empire Tavern) – *marked as building 9 on Fig.43*
- Nos.27 and 30 Trindle Road (*marked as buildings 1 and 8 on Fig.43*)
- Nos. 28-29, 30, and 34-37 Hall Street (*marked as buildings 2, 3 and 6 on Fig.43*)



Figure 43 – Plan of existing standing buildings

Demolition and redevelopment of the other standing buildings within the opportunity site (No.11 Porters Field marked as building 10 on Fig.43 and Nos.31, 32 and 33 Hall Street - marked as buildings 4 and 5 on Fig.43) is supported in-principle subject to the local planning authority being satisfied that what they are proposed to be replaced with is sympathetic within the context of Dudley Town Centre Conservation Area. Consent

already in-place for demolition of Nos.1-3 Trindle Road (St Joseph's Court), building 7 on **Fig.43**.

The Council has successfully overseen the repair, architectural reinstatement and the bringing of vacant floor space back into use for a number of historic buildings in Dudley town centre, for further information see the Historic Environment SPD and <https://www.dudley.gov.uk/residents/planning/historic-environment/historic-buildings-and-structures/heritage-led-regeneration/>

Servicing and vehicular access

Principal points of vehicular access should be taken from Trindle Road and Porter Street and Claughton Road North. Servicing and limited parking for 'Portersfield North' (Area 1) will come directly off Trindle Road into the central plateau, there will be no servicing or parking made available from Porters Field (as this is to become a pedestrianised area) or St Joseph Street (as this is for the use of buses going to the Interchange so will effectively be bus-only except for access to the existing properties to the north and this will be protected and enforceable through appropriate traffic regulation orders).

For Portersfield South (Area 2), Porter Street and Claughton Road North will provide access into these parcels. The Council will want to limit any other access points coming off Trindle Road into Portersfield South (Area 2) so not to compromise the proposed segregated cycle path running up Trindle Road.

For Portersfield South (Area 3) access will be provided via Porter Street and Little Street.

Cycle and Car Parking

The Portersfield site has a very sustainable location therefore minimal parking provision is required with the exception of the provision of disabled parking facilities. Any parking should be accommodated within courtyards and largely enclosed by development or in semi-basement areas (taking advantage of the topography of the site). Parking should be well overlooked and carefully landscaped to minimise visual impact. Charging for EV's should be incorporated within the scheme parking provision.

Pedestrian linkages including new footbridge over bypass

Good pedestrian / cycle links are a key factor in reducing car dependency, particularly for sustainable sites such as Portersfield. The current perceived segregation of the site for pedestrians and cyclists, which is mainly due to the poor pedestrian/cycle links across the Southern bypass to the east of the site and Trindle Road running through its centre, gives the site a feeling of being an 'island' to pedestrians and cyclists.

On this basis, the development should ensure that the perceived segregation of the site for pedestrians and cyclists is reduced, and that direct and safe access is possible for pedestrians and cyclists along optimum desire lines to local amenities and public transport services. The scheme therefore

needs to be designed so that the environment around the existing footbridge located in Cloughton Road North is improved and that a new pedestrian/cycle link is provided in the form of a new bridge crossing Duncan Edwards Way.

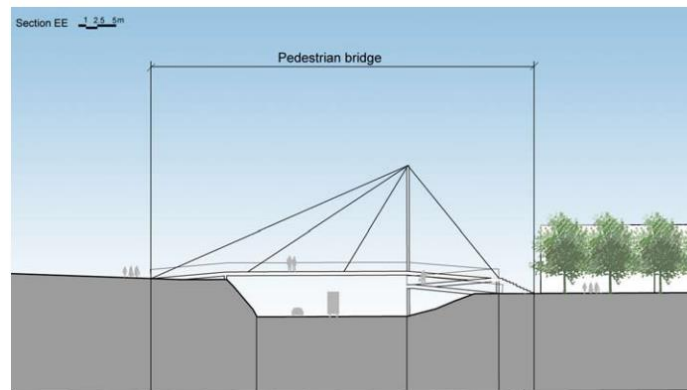


Figure 44 – Illustrative plan of proposed new bridge over the A461.

Public realm

Four key public realm elements should be incorporated into the development (see **Fig.48**):

(1). The first is a new 'destination space/place' between the Metro stop and Portersfield North to take advantage of the excellent views of the Castle and to create a focus for the new Portersfield Quarter. The quality and feel of this area in terms of the palette of materials will need to match with the hard and soft landscaping strategy being brought forward for the new Interchange building thereby providing the feeling that this is

one coherent space. Careful consideration may need to be given to re-profiling some of the ground levels in Portersfield North in order to design out any awkward retaining structures or ramps in this important interface between the development site and the Metro (see **Development Principle 1**).

(2). The second is a new green space on the Porter Street axis, which will become an important pedestrian route from Kate’s Hill to the town centre via the new footbridge, where it will be important to establish a high-quality street environment with good levels of natural surveillance (see **Development Principle 5**).

(3). The third is a new greenspace on the axis between the existing footbridge and the Catholic Church on Trindle Road. As part of this space, design proposals should be considered for improving the “landing point” from the existing footbridge on Cloughton Road North and enhancing the safety and security for pedestrians using this crossing. The route from the landing point of this footbridge to Trindle Road should be designed as an attractive pedestrian route, overlooked by new development to encourage natural surveillance (see **Development Principle 6**).

(4). The fourth is a new ‘linear park’ that will run along the eastern boundary of the opportunity site providing an attractive, well overlooked pedestrian route which will link in with Phoenix Passage and the other key east-west links through the

opportunity site. It also provides important pedestrian links to the new Leisure centre (see **Development Principle 4**).

Public art

The Council wishes to promote public art within the scheme. With the use of enhanced public realm materials, reference should be made to the location of the cone belonging to the former Phoenix Glass works (which once stood within the site).



Figure 45 – outline of Dudley Flint glass works in Stone Street Square

The Council is also keen to promote public art that can form part of a wider wayfinding strategy for the town. Accordingly,

public art that signposts the entrance to Phoenix Passage (see **Fig.46**) is to be incorporated into the scheme and the Council will be looking to see the incorporation of at least two bronze ground plaques into the scheme that can form part of the wider Dudley Time trail:<https://www.dudley.gov.uk/things-to-do/discover-dudley/the-dudley-time-trail/>



Figure 46 – Green Man Entry

There is also a requirement that a commemorative blue plaque be installed on the new buildings that will be erected on the site of the former Hobbs Fish and Chips Shop, providing important links between the scheme and the Black Country Living Museum where this building now stands:
<https://www.dudley.gov.uk/things-to-do/arts/public-art/commemorative-plaque-scheme/>



Figure 47 – Blue Plaque and Dudley Time Trail

Bio-Diversity Net Gain

In line with the requirements of the Environment Act 2021, all planning permissions granted in England from February 2024 will have to deliver at least 10% biodiversity net gain. Developers should demonstrate that they have tried to maximise habitat retention and creation on site, before considering off-site locations.

4.4 Illustrative Layout

The illustrative layout shown on the next page (**Fig.48**) is one possible response to the requirements of the brief set out above. It sets out the main principles of the development. Whilst the developer's response to the site can incorporate changes from the illustrative layout in this brief, the key features of the scheme which must be delivered are the overarching vision and objectives and the 8 main development principles set out above.

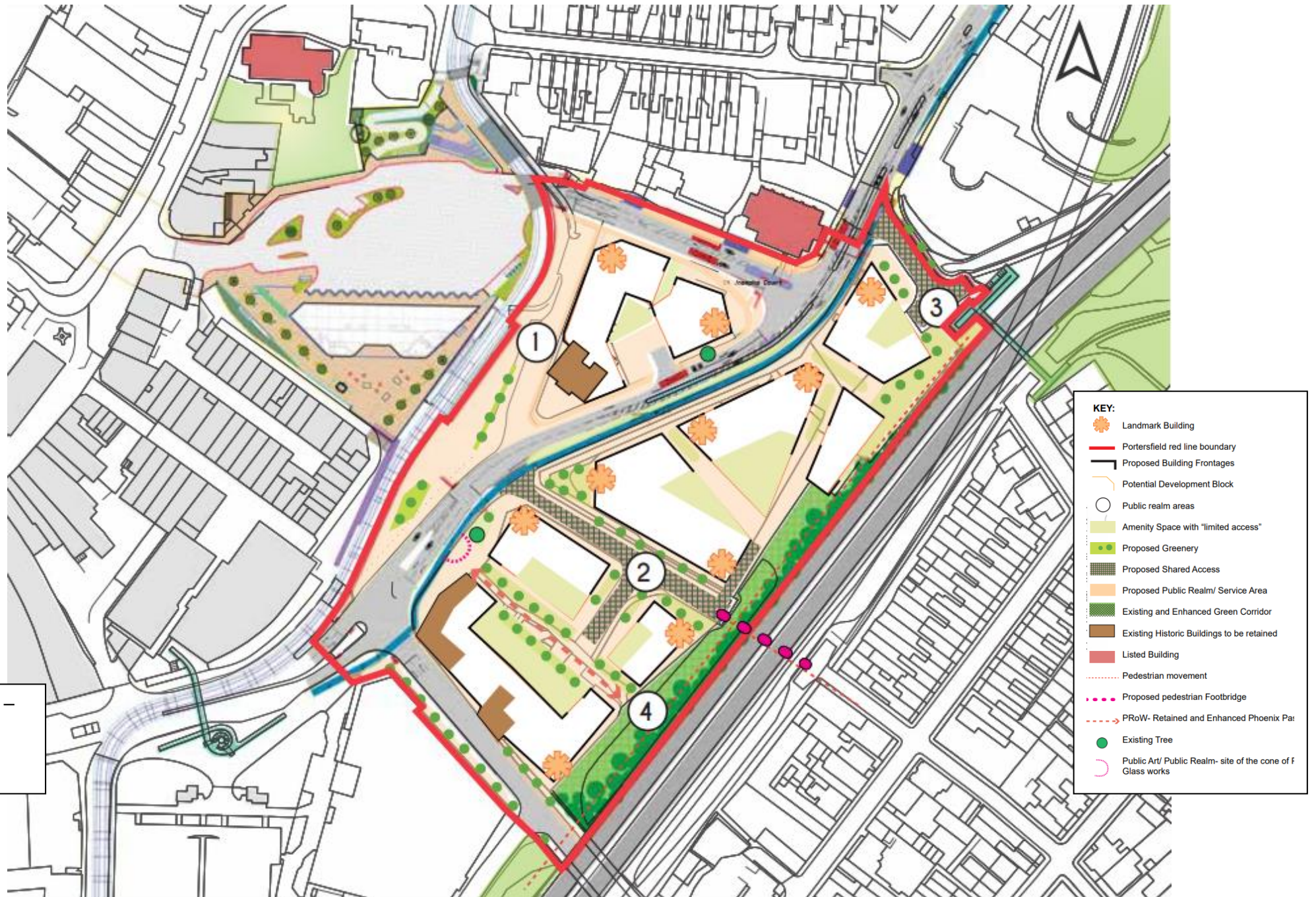


Figure 48 –
Illustrative
Layout

4.5 Submission of Planning Applications

The Council encourages pre-application discussion with the local planning authority for all applications to ensure that the process is as efficient as possible. For further information please visit the Council's website:

<https://www.dudley.gov.uk/residents/planning/planning-services/apply-for-planning-permission/pre-application-advice/>

Early engagement with statutory consultees is also strongly advised.

Applications for planning permission will be considered having regard to the policies of the AAP and other relevant Development Plans and guidance as set out in section 3 above and other material consideration such as the National Planning Policy Framework and Planning Practice Guidance.

The local planning authority will need to assess whether development proposals meet the vision and objectives of the relevant policies in the Development Plans. This Development Brief will be used as a material consideration as set out in section 4 above.

All planning applications will need to be considered in the wider context of other material planning considerations, most notably its impact on designated and non-designated heritage assets, including the setting and views into and out of Dudley Town Centre and Castle Hill Conservation Areas, the setting of Dudley Castle, (a Grade I listed structure and Scheduled Ancient Monument) as well as other matters such as impact on highways, impact to metro and neighbour amenity. Any outline

applications should include details of means of access, appearance, layout and scale.

Other material considerations will include relevant Supplementary Planning Documents (SPDs). A list of the relevant policy and guidance that has informed this Development Brief is provided in **Appendix A**.

5. IMPLEMENTATION AND DELIVERY

5.1 Delivery vehicle

Dudley Metropolitan Borough Council (DMBC) is looking to work with a development partner to deliver this opportunity site. It is anticipated this will be controlled through a Development Agreement, between the Council, the appointed development partner and other interest parties as appropriate. For further information please visit the Council's Regenerating Dudley webpage: <https://www.regeneratingdudley.org.uk/>

5.2 Phasing, Implementation and Infrastructure

A comprehensive approach will be required to the delivery of the site to ensure a high quality of design and successful integration with the surrounding urban context.

Accordingly, the preferred option will be to assemble a single development site. However, the Council will accept the phased delivery of the development, as long as the development principles outlined in this brief are met and it can be demonstrated that phased development would not prejudice the comprehensive development of the whole site in due course.

As part of any planning application at the Portersfield site, details will be required of the development phasing, to ensure it reflects the comprehensive development requirements set out in this development brief and the development principles. The key principle underpinning the delivery strategy is that the

comprehensive and integrated infrastructure, services, and facilities are put in place at the earliest possible opportunity with key mitigation measures prioritised. The project is to be led by investment in, and provision of infrastructure for the whole site, to ensure that the scheme can respond flexibly to market conditions and demand.

5.3 Mitigation and development management

As part of the any planning submission an understanding of the proposed Mitigation and Management Strategy for the scheme must be provided and address the key development principles and the following key topics:

- Connectivity and sustainable transport – the need for enhanced connectivity to the new metro stations and interchange, the town centre and over the bypass; and the provision of cycleways and new footways.
- Public Realm and landscaping – to deliver the step change in urban quality as set out in this development brief and provide the areas of quality public open space to enhance the attractiveness and value of the development sites.
- Phasing Strategy – this must demonstrate how the strategic infrastructure required for the scheme, as identified in this development brief, will be delivered.
- Development Management - It is important that the delivery of the project on the ground is achieved in a coordinated and timely manner. The applicant will need to set out how it will manage the delivery process and ensure it is

coordinated and aligned with any DMBC works, to minimise unnecessary delays and disruption.

The approved Phasing Strategy, Mitigation Strategy and Management Strategy must be secured by planning conditions, and legal agreements as required. Agreed mitigation measures must be implemented in accordance with the approved phasing plan, with full implementation prior to the occupation of the final development phase. Measures to encourage sustainable movement, such as pedestrian and cycle improvements with connectivity to metro, interchange and the town centre, will be prioritised, alongside the high-quality public realm.

Conclusion

This development brief will guide the comprehensive development of the Portersfield urban quarter. It has been prepared in accordance with policy requirements as set out in the Dudley Area Action Plan (DAAP). As well as including the required detail, the Development Brief also reflects the detailed key delivery requirements and place shaping principles as set out in the policies.

Appendix A - Relevant Development Plan Policies and Supplementary Planning Documents

Black Country Core Strategy (BCCS) 2011

Key strategic policies relevant to the preparation of this Development Brief include:

- Policy ENV 2 Historic Character and Local Distinctiveness
- Policy ENV 3 Design Quality
- Policy DEL 1 Infrastructure Provision
- Policy HOU 2 Housing Density, Type and Accessibility
- Policy HOU 3 Delivering Affordable Housing

Dudley Borough Development Strategy (DBDS) 2017

Key strategic policies relevant to the preparation of this Development Brief include:

- Policy S8 Local Character and Distinctiveness
- Policy S9 Conservation Areas
- Policy S10 Listed Buildings
- Policy S11 Buildings of Special or Local Historic Importance
- Policy S15 Heritage Assets of Archaeological Interest, Scheduled Ancient Monuments and Archaeological Priority Areas
- Policy S16 Transport Infrastructure Improvements

- Policy S17 Access and Impact of Development on the Transport Network
- Policy S18 Cycling
- Policy L1 Housing Development, Extensions and alterations to existing Dwellings
- Policy L3 Affordable Housing in New Developments
- Policy L4 Type tenure and location of affordable housing in New Developments

Dudley Area Action Plan (AAP) 2017

The relevant policies to this Development Brief include:

- Policy 1 Sustainable Development
- Policy 2 Design Quality
- Policy 3 Urban Structure and Built Form
- Policy 4 Sense of Place and Connectivity
- Policy 5 Landmarks, Views, Vistas and Gateways
- Policy 6 Sustainable Urban Drainage Systems (SUDS) and Flood Risk
- Policy 8 Development Opportunity Site 2: Trindle Road/Hall Street/Birdcage Walk
- Policy 15 Retail Floorspace
- Policy 17 Land uses outside Dudley's Primary Shopping Area
- Policy 18 Housing within the Dudley Area Action Plan Boundary
- Policy 20 Leisure and Tourism

- Policy 21 Conservation and Enhancement of Local Character and Distinctiveness in Dudley
- Policy 22 Dudley Town Centre Conservation Area
- Policy 23 Castle Hill Conservation Area
- Policy 24 Archaeological Priority Areas
- Policy 25 Access and Movement
- Policy 26 Managing and Developing the Highway Network in the Town Centre
- Policy 28 Walking and Cycling
- Policy 29 Car Parking
- Policy 30 Landscape, Survey, Analysis and Design Principles
- Policy 32 Public Realm
- Policy 33 Nature Conservation

Supplementary Planning Documents (SPDs)

- CIL Charging Schedule (2015) (updated 2017)
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/community-infrastructure-levy/>
- Design for Community Safety Supplementary Planning Guidance (2002)
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/design-for-community-safety-supplementary-planning-guidance/>
- Black Country Air Quality Supplementary Planning Document (2016)

- <https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/black-country-air-quality-spd/>
- Historic Environment Supplementary Planning Document (2017)
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/historic-environment-supplementary-planning-document/>
- Nature Conservation Supplementary Planning Document (2016)
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/nature-conservation-supplementary-planning-document/>
- Parking Standards Supplementary Planning Document (2017)
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/parking-standards-supplementary-planning-document/>
- Planning Obligations Supplementary Planning Document (2016)
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/parking-standards-supplementary-planning-document/>
- Residential Guide SPD
<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/residential-design-guidance-spd/>
- Shopfront and Advertisement Supplementary Planning Document (2017)

<https://www.dudley.gov.uk/residents/planning/planning-policy/dudley-local-plan/shopfronts-spd/>

Emerging draft Dudley Local Plan (2023)- Dudley town centre policies

The key relevant policies to this Development Brief include:

- Policy DLPD1- Development in Dudley Town Centre and Town Centre Core Area
- Policy DLPD3- Dudley Town Design- Landmarks, Views, Vistas and Gateways
- Policy DLPD4- Public Realm in Dudley Town
- Policy DLPD5- Conservation and Enhancement of Local Character and Distinctiveness in Dudley
- Policy DLPD6- Dudley Town Centre Conservation Area
- Policy DLPD7- Castle Hill Conservation Area
- Policy DLPD8 Sustainable Transport and Active Travel in Dudley Town Centre
- Policy DLPDPS2 (Priority Site) Land at Trindle Road/Hall Street/Birdcage Walk (Portersfield).

Appendix B - Relevant Planning History

Application No	Proposal	Decision	Decision Date
P08/0578	Demolition of existing building (Cavendish House) and erection of Health Centre (D1)	Withdrawn	27 May 2008
P08/1132	Demolition of existing building (Cavendish House) & erection of Health Centre (D1) with ancillary offices, cafe, creche, pharmacy and meeting and training facilities together with associated access, car parking and landscaping (outline) (access, appearance, layout and scale to be considered) (resubmission of withdrawn application P08/0578)	Granted	13 October 2008
P12/0581	Demolition of existing buildings and erection of Foodstore (A1), car park and petrol filling station together with associated access works, servicing and landscaping.	Granted	17 January 2013
P12/0582	Conservation Area Consent for demolition of existing buildings and erection of Foodstore (A1), car park and petrol filling station together with associated access works, servicing and landscaping.	Granted	14 January 2013
P12/1042	Redevelopment to provide retail superstore (A1), further retail, service and leisure accommodation (A1, A3, D2), conversion, redevelopment and alteration of premises along Hall Street to accommodate A1, A2, A3, A4, A5, B1 uses, taxi rank and office, transport interchange, public space, petrol filling station, highways and access works, car parking, landscaping and associated works (outline) (access to be considered) (amended proposal)	Granted	15 April 2013
P12/1043	Conservation Area Consent for demolition of former public house, restaurant, office, retail and service units with flats above, vacant building, other buildings and structures	Granted	3 April 2013
P18/1730	Demolition of existing bus station buildings and shelters, Cooperative/Farm Foods building, 3 Birmingham Street, Warehouse rear of 21 to 23 Bourne Street and St Joseph's Court. Construction of new public transport interchange and associated works. Realignment of St Joseph's Street and new link road from Trindle Road to Duncan Edwards Way together with associated highway and junction works including footways and cycle ways. Provision of soft and hard landscaping, with new car parking on the site	Granted	5 March 2019

Portersfield Development Brief – March 2024

	of 3 Birmingham Street and to the side/rear of Our Blessed Lady and St Thomas of Canterbury RC church (Outline, all matters reserved).		
P19/0165/PN11B	Prior Notification under Schedule 2, Part 11 for demolition of buildings to include former Cavendish House and Retail Building (No. 55 Trindle Road)	Granted	21 February 2019
P18/0590	Outline application DEMOLITION, REMODELLING AND REMEDIATION; REDEVELOPMENT TO ALLOW: RETAIL, SERVICE AND LEISURE ACCOMMODATION (USE CLASSES A1/E(A), A2/E(C), A3/E(B), A4/DRINKING ESTABLISHMENT (SUI GENERIS), A5/HOT FOOD TAKEAWAY (SUI GENERIS), D2/E(D)/F2); STUDENT ACCOMMODATION (C2); DWELLING HOUSES (C3); HOTEL ACCOMMODATION (C1); OFFICES (B1A/E(G)); NON-RESIDENTIAL INSTITUTION USES (D1/E(E-F)/F1); CAR SHOWROOM (SUI GENERIS); TAXI RANK; PUBLIC SPACE; HIGHWAYS, ACCESS AND PEDESTRIAN CONNECTIVITY WORKS; CAR PARKING; LANDSCAPING; ASSOCIATED WORKS (OUTLINE, ALL MATTERS RESERVED)	Granted	18 November 2021
P21/1558	Residential development (outline) (All Matters Reserved) (Resubmission of refused application P20/1588)	Granted	8 th October 2021
P22/0618	K Motor Services, Phoenix Passage, Dudley, DY2 7DL – Outline application (with all matters reserved) for the erection of 7 x 1-bed studio flats with associated parking.	Granted	22 nd July 2022
P22/0672	Dudley Bus Station, Dudley Town Centre, East of Castle Street & West of Duncan Edwards Street, Dudley, DY2 7AD - Demolition of existing Bus Station buildings and shelters and buildings in 3 Birmingham Street. Construction of a new Transport Interchange and associated works.	Granted	13 th September 2022
P23/0248	Outline planning permission for development of Extra Care or residential/retirement accommodation (up to 70 units) with ground remodelling, access, landscaping and associated works (approval of layout, access, appearance and scale)	Pending	TBC
P23/0249	Development of build to rent residential accommodation (up to 160 units) with ground remodelling, access, landscaping and associated works (Outline) (Access to be considered)	Pending	TBC
P23/0690	Variation of condition 2 (plan numbers) of planning permission P22/0672 amendments to the design of the bus interchange and public realm works.	Approved	3 rd August 2023