

WARDS: Lye and Wollescote

AGENDA ITEM NO.

DUDLEY METROPOLITAN BOROUGH COUNCIL

STOURBRIDGE AREA COMMITTEE – 9th FEBRUARY 2004

REPORT OF THE DIRECTOR OF THE URBAN ENVIRONMENT

REVISED LYE ACTION PLAN

1.0 PURPOSE

- 1.1 To inform the Committee of the public response to the draft Lye Action Plan.
- 1.2 To seek support from the Committee for the revised proposals, and for their submission to the Council's Development Control Committee for final approval.

2.0 BACKGROUND

- 2.1 On 1st April 2003 a report was presented to this Committee regarding Lye Action Plan. The report sought the support of the Committee for the promotion of community planning initiatives in relation to the Plan, and for a series of public consultation events during the summer of 2003.
- 2.2 The plan is a forward thinking document that will guide development in the area by supplementing the policies of the Adopted and Revised Deposit Unitary Development Plan (UDP). It will also support the themes of the Neighbourhood Renewal Strategy and Dudley Borough Community Plan. In developing the plan, links have been made with current local initiatives such as the Lye, Rufford and Wollescote Sure Start Programme. The plan will also provide a strong base for future financial planning and resource bidding, in the context of the "Arc of Opportunity" Regeneration Zone.

- 2.3 The revised proposals take account of a range of responses, and comments from:
- Council Officers and outside agencies
 - Local Councillors
 - Community Groups, including Lye Area Regeneration Alliance (LARA) and Lye and Wollescote Partnership
 - Local Residents and Traders
- 2.4 The main public consultation events took place over a 6 week period from 17th June to 29th July 2003 at the following venues:
- LARA Community House, 54 Claycroft Place
 - Lye Community Centre, Cross Walks
 - Valley Road Youth Centre, Providence Street
 - Lye Community Project, High Street
 - Christ Church, High Street
 - Lye Library, Chapel Street
- 2.5 The consultation was publicised through:
- The local press
 - The Lye and Claycroft Fun Day Programme
 - The Lye and Stambermill Christ Church Newsletter
 - Public notices displayed in community venues and local shops
- 2.6 A variety of consultation was carried out including:
- Plan displays
 - Questionnaires
 - Youth art workshops
 - Lye and Claycroft fun day
 - Walkabouts
 - LARA public meeting
 - Councillors' surgeries
 - Lye and Wollescote Partnership Meeting
- 2.7 43 completed questionnaires were received, arising from the exercise, but general comments were received from many more people - over 200,, plus attendants at the Lye and Claycroft Fun Day. A summary of all of the comments, by topic, is contained within the revised plan.

2.8 Full copies of the revised plan will be available at the meeting. Significant additions and amendments are as follows:

- Enlarged industrial redevelopment opportunity site : Corus/Helix. This is a “strategic site” which might attract funding support for redevelopment.
- New Sure Start family centre site : On vacant land fronting the new road, to the rear of the market/church.
- Selection of alternative layout 2 (as identified in the draft plans) as the preferred indicative design layout for the key opportunity area around the new road. This locates the proposed new foodstore on land to the south-east of Station Road. This will be served by improved car parking, in line with public comment.

2.9 Surveys by the Traffic Division, suggest that the overall level of car parking proposed in the plan is adequate to meet projected need, and should be a considerable improvement in terms of quality.

2.10 Public comments about the need for improved open space, and recreation facilities need to be addressed in the preparation of detailed proposals for the land to the rear of the church, and the sports ground.

2.11 On sites within the shopping area, there are difficult issues regarding the balance of retail uses and restaurants, and these need to be carefully managed and monitored using planning control, new foodstore promotions and support and encouragement for property improvement using regeneration funding where available.

2.12 The plan carries forward the proposal for a new multi-purpose community facility. This is now likely to have a neighbourhood learning/job linking function as its focus. This may attract Regeneration Zone funding for Community Regeneration, initially for a feasibility study.

2.13 Subject to any further views from this Committee, the revised plan will now be submitted to the Development Control Committee for approval as “supplementary guidance” to the adopted, and review Unitary Development Plan.

3.0 PROPOSAL

3.1 It is proposed that this report be noted, and that the revised plan be submitted to Development Control Committee for final approval.

4.0 **FINANCE**

- 4.1 There are no direct financial consequences for the Council arising from the proposals, but the plan will be used as a platform for bidding into a variety of regeneration funding sources eg. Regeneration Zone (including local centres and community regeneration) - Advantage West Midlands.
- 4.2 Other sources of investment will be attracted by the proposals eg: Sure Start; private funding - including new foodstore.

5.0 **LAW**

- 5.1 Part 1 of the Local Government Act 2000 enables the Council to do anything, which it considers likely to achieve the promotion or improvement of the social, environmental or economic well being of the area.
- 5.2 The planning process is governed under the Town and Country Planning Act 1990.

6.0 **EQUAL OPPORTUNITIES**

- 6.1 The proposals contained within this report take into account the Council's equal opportunities policies and assist with the Council Plan's objective of achieving a fairer society.

7.0 **RECOMMENDATION**

- 7.1 That the proposal contained under section 3.0 of this report be approved.

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Director of the Urban Environment - John B. Millar

Contact Officer: Derek Pitt, ext 4143
 Jo Tolley, ext 4196

Background documents used in the preparation of this report:-

The Council Plan

Dudley Borough Unitary Development Plan (Adopted & Revised Deposit)

Local Neighbourhood Renewal Strategy

Dudley Borough Community Plan

Lye, Rufford and Wollescote Sure Start Delivery Plan

Lye Local Centre Action Plan : Stourbridge Area Committee Report (23/02/00)

The Communities Plan

Lye Local Centre Action Plan : Stourbridge Area Committee Report (01/04/03)