

Chapter 6 – Potential Major Opportunity Sites and Development Options

Introduction

6.1 The analysis has identified a range of opportunities related to transport and movement, retail, housing and the public realm. We have also identified a number of sites where opportunities may exist for redevelopment. The potential opportunity sites identified, and options for them are outlined below.

Site A (Options) – Existing public car parks north of Birmingham Street (A458)

6.2 This site is currently occupied by large surface level public car parks located on the north-eastern edge of Stourbridge Town Centre outside the ring road (north of Birmingham Street). Given their isolated position from the town centre, site topography which restricts natural surveillance opportunities into the car parks, the car parks are hardly used by members of the public. There is potential therefore for redevelopment of these car parks with alternative uses which could help stimulate regeneration and support the vitality and viability of the adjacent town centre.

Site A Options

Option	Issues
<p><u>Option A1</u></p> <p>Redevelop Site A for new-build family housing. (Use Class C3 housing)</p>	<ul style="list-style-type: none"> - Loss of existing public car parks. This may discourage some potential shoppers or visitors. - Improvement of the appearance of a vacant and under-used urban brownfield site. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent town centre. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Residential uses are likely to require

	<p>highway access to be to an adoptable standard.</p> <ul style="list-style-type: none"> - Need to protect and sensitively enhance wildlife corridor. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Issues of flood risk along the River Stour. - Help meet a key housing need within the borough. - Use of an under-used brownfield site, positive sustainability implications. - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Site topography. Significant level changes from town centre to this site. - The potential impact on access and operation of the Civic Amenity site needs to be considered. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option A2</u></p> <p>Redevelop site for a new-build extra care housing facility (sheltered housing facility for the elderly)</p> <p>(‘Extra Care Housing’ is explained in the Glossary of terms section within the Appendix to this document).</p>	<ul style="list-style-type: none"> - Loss of existing public car parks. - This development would help meet a key affordable housing need within the Borough. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing

	<p>elsewhere.</p> <ul style="list-style-type: none"> - Need to protect and sensitively enhance wildlife corridor. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunity to enhance street scape. - The potential impact on access and operation of the Civic Amenity site needs to be considered. - Issues of flood risk along the River Stour. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Site topography. Significant level changes from town centre to this site. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required.
<p><u>Option A3</u></p> <p>Redevelop for a new-build mixed residential environment, comprising private general sale housing (family housing) and new-build extra care housing facility (sheltered housing facility for the elderly)</p>	<ul style="list-style-type: none"> - Loss of existing public car parks. - Help meet a key affordable housing need within the borough. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Need to protect and sensitively enhance wildlife corridor. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Issues of flood risk along the River Stour. - Residential uses are likely to require highway access to be to an adoptable standard. - Site topography. Significant level changes from town centre to this site. - The potential impact on access and

	<p>operation of the Civic Amenity site needs to be considered.</p> <ul style="list-style-type: none"> - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required.
<p><u>Option A4</u></p> <p>Redevelop Site A for a mixed-use development comprising new high quality offices and new-build housing (apartments) (Use Class C3).</p>	<ul style="list-style-type: none"> - Loss of existing public car parks. - Mixed office and residential uses would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Increase in vehicle congestion levels. - Need to protect and sensitively enhance wildlife corridor. - Use of an under-used brownfield site, positive sustainability implications. - Residential uses are likely to require highway access to be to an adoptable standard. - Office uses help introduce local job creation opportunities. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development. - Site topography. Significant level changes from town centre to this site. - The potential impact on access and operation of the Civic Amenity site needs to be considered. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required.
<p><u>Option A5</u></p> <p>Redevelop site with new high quality office uses.</p>	<ul style="list-style-type: none"> - Local job creation opportunities. - Enhance the appearance of the area - Site topography. Significant level changes from town centre to this site. - Issues of flood risk along the River Stour. - Need to protect and sensitively enhance wildlife corridor. - This site remains isolated and has

	<p>poor pedestrian/ cycle linkages to the town centre core.</p> <ul style="list-style-type: none"> - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option A6</u></p> <p>Redevelop Site A for industrial uses (comprising Use Class B1 light industry, B2 general industrial, B8 Warehousing, storage and distribution).</p>	<ul style="list-style-type: none"> - Local job creation opportunities. - Increased levels of vehicle congestion. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core. - Impact on wildlife corridor. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option A7</u></p> <p>Retain public car parks at this location. No redevelopment of Site A.</p>	<ul style="list-style-type: none"> - The site location is under used and detracts from the appearance and character of the area. -Site is not currently being used to its full potential. - There is a need to improve car park security. -Improving security measures may not increase usage of car parks given their isolated position from the town centre. - Need to ensure that the car parks do not continue to remain under-used by the public. - Missed opportunity to enhance the appearance of this area and urban design.
<p><u>Option A8</u></p> <p>Redevelop site for a mixed use development comprising leisure uses (e.g. indoor children’s play barn, indoor recreation) and hotel</p>	<ul style="list-style-type: none"> - Loss of existing public car parks. - Hotel development would help increase the vitality and vibrancy and promote tourism within the adjacent town centre. - Vehicle congestion. - Need to protect and sensitively

<p>development.</p>	<p>enhance wildlife corridor.</p> <ul style="list-style-type: none">- Is there sufficient demand for new hotel accommodation in this location?- This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas.- Impact on the adjacent highway network would need to be assessed. Mitigation works may be required.- Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
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Question 95 - Which of the options, or combination of options, for Site A do you prefer? Are there any other options for site A?



Aerial view of Site A



Site A – Existing public car parks located north of Birmingham Street (A458), on the north-east edge of the town centre. View looking west (Date photograph taken: 20th August 2009)

Site B (Options) – Mill Race Lane Trading Estate

6.3 Mill Race Lane Trading Estate is located outside the ring road on the north-east edge of the town centre. This area contains relatively modern warehouse style industrial buildings containing light industrial uses and some leisure uses. The location and size of the site provides an opportunity for a development which enhances the vitality and viability of the adjacent town centre, a development which provides high quality and visually attractive urban design which could sensitively enhance the River Stour corridor and strengthen its wildlife corridor and its outdoor recreational green space potential.

Site B Options

Option	Issues
<p><u>Option B1</u></p> <p>Redevelop Site B for new-build family housing (Use Class C3 housing)</p>	<ul style="list-style-type: none"> - Loss of existing employment land and relatively modern industrial units. - Improvement to the appearance of the area and opportunity to enhance streetscape. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Site topography. Significant level changes from town centre to this site. - Residential units would increase

	<p>vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere.</p> <ul style="list-style-type: none"> - Issues of flood risk along the River Stour. - Residential uses are likely to require highway access to be to an adoptable standard. - Need to protect and sensitively enhance wildlife corridor. - Help meet key affordable housing need arising in the borough. - Disruption to existing businesses. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Opportunity to introduce new wildlife friendly green space as part of redevelopment and strengthen River Stour wildlife corridor. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option B2</u></p> <p>Redevelop site for a new-build extra care housing facility (sheltered housing facility for the elderly)</p> <p>(‘Extra Care Housing’ is explained in the Glossary of terms section within the Appendix to this document).</p>	<ul style="list-style-type: none"> - Loss of existing employment land. - Disruption to existing businesses. - This development would help meet a key affordable housing need within the Borough. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand

	<p>for Greenfield release for housing elsewhere.</p> <ul style="list-style-type: none"> - Residential uses are likely to require highway access to be to an adoptable standard. - Opportunity to enhance street scape. - Issues of flood risk along the River Stour. - Loss of existing public car parks. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Opportunity to introduce new wildlife friendly green space as part of redevelopment and strengthen River Stour wildlife corridor. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option B3</u></p> <p>Redevelop site for a new-build mixed-use residential environment comprising family housing (general sale housing) and new extra care housing facility (sheltered housing facility for the elderly)</p>	<ul style="list-style-type: none"> - Loss of existing employment land. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. See above. - Issues of flood risk along the River Stour. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Disruption to existing businesses. - Mixed residential environment would help stimulate town centre vitality and viability. - Residential uses are likely to require highway access to be to an adoptable standard. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.

<p><u>Option B4</u></p> <p>Redevelop site for a mixed-use development comprising new offices and new housing (apartments).</p>	<ul style="list-style-type: none"> - This development retains employment uses at this site location and also incorporates new housing which would help increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Issues of flood risk along the River Stour. - Residential uses are likely to require highway access to be to an adoptable standard. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Disruption to existing businesses. - Increased vehicle congestion - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option B5</u></p> <p>Redevelop site with new high quality modern office uses. (Use Class B1 office uses)</p>	<ul style="list-style-type: none"> - Disruption to existing businesses. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Issues of flood risk along the River Stour. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option B6</u></p>	<ul style="list-style-type: none"> - This type of mixed-use development

<p>Redevelop site for mixed use development comprising local employment retention and new housing growth.</p>	<p>in this immediate location is supported and promoted in the emerging Black Country Joint Core Strategy (JCS) draft Publication Stage Report (November 2009) inside Regeneration Corridor 11b (Brierley Hill – Stourbridge) (page 107 of JCS).</p> <ul style="list-style-type: none"> - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Residential uses are likely to require highway access to be to an adoptable standard. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option B7</u></p> <p>Retain industrial uses at this location. No redevelopment of Site B.</p>	<ul style="list-style-type: none"> - Would avoid disruption to existing local businesses. - Urban design and green infrastructure planning could not be improved in this location. - Light pollution levels would not be significantly increased. - Opportunities to enhance green infrastructure (green open space) along the River Stour would be lost.
<p><u>Option B8</u></p> <p>Redevelop Site A for a mixed use development comprising leisure uses (e.g. indoor children’s play barn, indoor recreation uses) and hotel development.</p>	<ul style="list-style-type: none"> - Hotel development would help increase the vitality and vibrancy of the adjacent town centre. - Help promote tourism within the town centre. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Loss of existing public car parks. Potential increase in light pollution affecting the wildlife corridor. - Is there sufficient demand for new hotel accommodation in this location?

	<ul style="list-style-type: none">- This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core.- Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
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Question 96 - Which of the options, or combination of options, for Site B do you prefer? Are there any other options for site B?



Aerial view of Site B



Site B – Mill Race Lane Trading Estate. View looking south-east (Date photograph taken: 28th August 2009)

Site C (Options) – Industrial land located at Old Wharf Road.

6.4 Old Wharf Road is located outside the ring road on the northern edge of the town centre. This area closely borders the Stourbridge Branch Canal and River Stour networks and borders a designated Conservation Area. This area contains mixed light and heavy industrial uses and suffers from out-dated former factory premises. There is also a proportion of cleared industrial land awaiting redevelopment in this area. The location and size of the site provides an opportunity for a development which enhances the vitality and viability of the adjacent town centre, a development which provides high quality and visually attractive urban design which could sensitively enhance the canal side setting of the Conservation Area and strengthen this areas wildlife corridor and tourism outdoor recreational potential.

Site C Options

Option	Issues
<p><u>Option C1</u></p> <p>Redevelop Site C for new-build family housing (Use Class C3)</p>	<ul style="list-style-type: none"> - This type of development in this immediate location is supported and promoted in the emerging Black Country Joint Core Strategy (JCS) draft Publication Stage Report (November 2009) inside Regeneration Corridor 11b (Brierley Hill – Stourbridge) (page 107 of JCS). - Disruption to existing businesses. - This site has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Residential uses are likely to require highway access to be to an adoptable standard.

	<ul style="list-style-type: none"> - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunity to enhance appearance of the Conservation Area along Stourbridge Branch Canal network. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent designated Conservation Area and canal network. - Issues of flood risk along the River Stour. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Opportunity to introduce new wildlife friendly green space as part of redevelopment and strengthen River Stour wildlife corridor. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option C2</u></p> <p>Retain a mix of industrial uses at this location.</p>	<ul style="list-style-type: none"> - The site location currently detracts from the appearance and character of adjacent Conservation Area. - Parcels of derelict and unsightly industrial land would remain.
<p><u>Option C3</u></p> <p>Redevelop this site with new high quality modern office development and new hotel development, all of an appropriate scale compatible with the non-strategic town centre location.</p>	<ul style="list-style-type: none"> - Disruption to existing businesses. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent designated Conservation Area. - Possible issues with regards to scale and bulk, depending on detailed design. - Impact on the adjacent highway network would need to be assessed.

	<p>Mitigation works may be required.</p> <ul style="list-style-type: none"> - This site has poor pedestrian/ cycle linkages to the town centre core. - Hotel development would help improve tourism potential to support vitality and viability of the town centre. - Is there sufficient demand for new hotel development in this location? - Impact of the proposal on the River Stour and Stourbridge Branch Canal wildlife corridor. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option C4</u></p> <p>Mixed-use development comprising new housing (apartments) and new high quality modern office development.</p>	<ul style="list-style-type: none"> - Disruption to existing businesses. - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Issues of flood risk along the River Stour. - Residential uses are likely to require highway access to be to an adoptable standard. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent designated. - Conservation Area. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option C5</u></p> <p>Redevelop this site with canal-based leisure uses to enhance this areas canal tourism potential.</p>	<ul style="list-style-type: none"> - Disruption to existing businesses. - Edge-of-centre location. Impact on the vitality and viability of the town centre primary shopping area located inside the ring road. - Issues of flood risk along the River

	<p>Stour.</p> <ul style="list-style-type: none"> - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent designated Conservation Area. - Possible issues with regards to scale and bulk, depending on detailed design. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core. - Improve tourism potential to support vitality and viability of the town centre. - Increased levels of light pollution from external lighting as part of the redevelopment could harm the existing wildlife corridor. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option C6</u></p> <p>Redevelop site for a new-build extra care housing facility (sheltered housing facility for the elderly)</p>	<ul style="list-style-type: none"> - This development would help meet a key affordable housing need within the Borough. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent designated Conservation Area. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Issues of flood risk along the River Stour. - Residential uses are likely to require highway access to be to an adoptable standard. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing

	<p>elsewhere. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.</p>
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Question 97 - Which of the options, or combination of options, for Site C do you prefer? Are there any other options for site C?



Aerial view of Site C



Site C – Existing industrial uses located along Old Wharf Road. Site contains older industrial units in comparison to Mill Race Lane Trading Estate. View looking west. (Date photograph taken: 25th August 2009)



Site C – View of cleared industrial land bordering Old Wharf Road. View looking north. (Date photograph taken: 25th August 2009)

Site D (Options) – Former industrial land north of Lowndes Road and Bradley Road (incorporating the Stourbridge Rolling Mills site)

6.5 Site D is located outside the ring road on the northern edge of the town centre. This area contains mainly cleared industrial land which is awaiting redevelopment. The adjacent Stourbridge Branch Canal Conservation Area, nearby Listed and Locally Buildings and the wildlife corridor located along the River Stour and Stourbridge Branch canal networks add to the sensitivity of this location. The location and size of the site provides an opportunity for a development which enhances the vitality and viability of the adjacent town centre, a development which provides high quality and visually attractive urban design which could sensitively enhance the canal side setting of the Conservation Area and strengthen this areas wildlife corridor and tourism outdoor recreational potential.

Site D Options

Option	Issues
<p><u>Option D1</u></p> <p>Redevelop Site D for new-build family</p>	<ul style="list-style-type: none"> - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Issues of flood risk along the River Stour.

<p>housing (Use Class C3)</p>	<ul style="list-style-type: none"> - Possible issues with regards to scale and bulk, depending on detailed design. - Residential uses are likely to require highway access to be to an adoptable standard. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Need to protect and sensitively enhance wildlife corridor. - This type of development in this immediate location is supported and promoted in the emerging Black Country Joint Core Strategy (JCS) draft Publication Stage Report (November 2009) inside Regeneration Corridor 11b (Brierley Hill – Stourbridge) (page 107 of JCS). - Improvement of the appearance of a vacant and under-used urban brownfield site. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent designated Conservation Area. - Increased levels of light pollution from new street lighting as part of the redevelopment could harm the existing wildlife corridor. - Use of an under-used brownfield site, positive sustainability implications. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for Greenfield release for housing elsewhere. - Opportunity to introduce new wildlife friendly green space as part of redevelopment and strengthen River Stour wildlife corridor. - Issues of flood risk along the River Stour - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public
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	<p>transport accessibility need to be explored in order to help promote more sustainable development.</p>
<p><u>Option D2</u></p> <p>Redevelop site for new build housing (apartments) (Use Class C3)</p>	<p>(Issues as above)</p>
<p><u>Option D3</u></p> <p>Retain light and heavy industrial uses at this location.</p>	<ul style="list-style-type: none"> - Site location is derelict and under-used and detracts from the appearance and character of the Conservation Area and adjacent town centre. - Opportunities for including high quality urban design which could enhance the character and appearance of the Conservation Area would be lost. - Site is not currently being used to its full potential. - Would avoid disruption to existing local businesses.
<p><u>Option D4</u></p> <p>Redevelop this site with mixed-use development comprising new high quality office development and a new hotel development.</p>	<ul style="list-style-type: none"> - Vehicle congestion levels. - Use of an under-used brownfield site, positive sustainability implications. - Possible issues with regards to scale and bulk, depending on detailed design. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Impact of the proposal on the setting, appearance and character of the designated Conservation Area. Sensitive development required. - Issues of flood risk along the River Stour. - Mixed office and hotel development would increase vitality and vibrancy of the adjacent town centre. - Is there sufficient demand for new hotel accommodation in this location? - This site remains isolated and has

	<p>poor pedestrian/ cycle linkages to the town centre core.</p> <ul style="list-style-type: none"> - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option D5</u></p> <p>Mixed-use redevelopment comprising new housing (apartments), office accommodation and canal-based recreational uses.</p>	<p>(Housing issues – see above)</p> <ul style="list-style-type: none"> - Mixed-use development would help stimulate the vitality and viability of the adjacent town centre, promote canal-based tourism, and provide local job creation opportunities - Issues of flood risk along the River Stour. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Possible issues with regards to scale and bulk, depending on detailed design. - Residential uses are likely to require highway access to be to an adoptable standard. - Impact of the proposal on the River Stour and Stourbridge Branch Canal wildlife corridor. - This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option D6</u></p> <p>Redevelop site with mixed residential environment, comprising private sale general market family housing (Use Class C3) and a new-build Extra Care Housing facility (sheltered housing for the elderly).</p>	<ul style="list-style-type: none"> - Improvement of the appearance of a derelict and under-used urban brownfield site. - Need to protect and sensitively enhance wildlife corridor. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent town centre and Conservation Area. - Residential uses are likely to require highway access to be to an adoptable

	<p>standard.</p> <ul style="list-style-type: none">- Help create sustainable, inclusive, mixed residential community.- Impact on the adjacent highway network would need to be assessed. Mitigation works may be required.- This site remains isolated and has poor pedestrian/ cycle linkages to the town centre core and to outlying residential areas.- Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere.- Issues of flood risk along the River Stour.- Help meet a key housing need within the borough.- Use of an under-used brownfield site, positive sustainability implications.- Additional residential units in this location would increase vehicle congestion levels on the nearby highway network.- Increased levels of light pollution from new street lighting as part of the redevelopment possibly harm the existing wildlife corridor.- Issues of flood risk along the River Stour.- Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
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Question 98 - Which of the options, or combination of options, for Site D do you prefer? Are there any other options for site D?



Aerial view of Site D



Site D – View of derelict industrial units located between Canal Street and Bradley Road. Former Stourbridge Rolling Mills site. View looking west (Date photograph taken: 25th August 2009)



Site D – View of cleared industrial land located between Canal Street and Bradley Road. Former Stourbridge Rolling Mills site. View looking west (Date photograph taken: 25th August 2009)



Site D – View of cleared industrial land located north of Lowndes Road. View looking from Stourbridge Branch Canal south towards Lowndes Road. View looking west (Date photograph taken: 25th August 2009)

Site E (Options) – Angel Passage site (Foster Street).

- 6.6 Site E is located immediately east of St. John's Road (Stourbridge Ring Road) and south of Birmingham Street (A458). Site E comprises Foster Street East and Angel Passage. The site currently makes a poor contribution to the character of the town as it contains derelict former vehicle repair buildings. Other uses within the Site D land parcel include a car sales business, a petrol filling station and the former bus station site. Site D is an edge-of-centre site separated the existing High Street (the heart of the town centre) by Stourbridge Ring Road. The location and size of the site provides an opportunity for a development which enhances the vitality and viability of the adjacent town centre

and a development which provides active frontages facing onto St. John's Road and Birmingham Street.

Site E Options

Option	Issues
<p><u>Option E1</u></p> <p>Redevelop Site E for a mixed-use development comprising new high quality offices and new-build housing (apartments) (Use Class C3).</p>	<ul style="list-style-type: none"> - Opportunity to enhance appearance of the town, removing poor quality development. - Disruption to existing businesses. - Potential to provide residential units which would increase vitality and vibrancy of town centre and help reduce demand for Greenfield release for housing elsewhere. - This site has poor pedestrian/ cycle linkages to the town centre core. - Site location has good access to public transport interchanges (rail and bus stations). - Residential uses are likely to require highway access to be to an adoptable standard. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Vehicle access to Site E would have to be via A458 Birmingham Street. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development. - Local job creation opportunities. - New office accommodation would help to support local job creation and attract inward investment to the town centre. - This type of development is unlikely to harm the vitality and viability of the adjacent town centre. - Is there sufficient demand for new office accommodation within the town centre? - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network.
<p><u>Option E2</u></p>	<ul style="list-style-type: none"> - Disruption to existing businesses.

<p>Redevelop site solely with new-build family housing. (Use Class C3 housing)</p>	<ul style="list-style-type: none"> - Additional residential units in this location would increase vehicle congestion levels on the nearby highway network. - Residential uses are likely to require highway access to be to an adoptable standard. - Site location has good access to public transport interchanges (rail and bus stations). - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Vehicle access to Site E would have to be via the A458 Birmingham Street. <p>(Housing issues – see above)</p>
<p><u>Option E3</u></p> <p>Redevelop site new-build housing (apartments) (Use Class C3).</p>	<p>(Housing issues - see above)</p>
<p><u>Option E4</u></p> <p>Redevelop site for new high quality offices only.</p>	<ul style="list-style-type: none"> - Disruption to existing businesses. - Traffic congestion. - Site location has good access to public transport interchanges (rail and bus stations). - Local job creation opportunities. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Vehicle access to Site E would have to be via the A458 Birmingham Street. - Site location has good access to public transport interchanges (rail and bus stations). - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.

<p><u>Option E5</u></p> <p>Redevelop site for a new hotel development.</p>	<ul style="list-style-type: none">- Traffic congestion.- Disruption to existing businesses.- Opportunity to introduce new high quality urban design which can improve the appearance and setting of the adjacent town centre.- This site has poor pedestrian/ cycle linkages to the town centre core (severance effect of ring road).- Site location has good access to public transport interchanges (rail and bus stations).- Impact on the adjacent highway network would need to be assessed. Mitigation works may be required.- Vehicle access to Site E would have to be via the A458 Birmingham Street.- Hotel development would help improve tourism potential to support vitality and viability of town centre.- Is there sufficient demand for new hotel accommodation in this location?- Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
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Question 99 - Which of the options, or combination of options, for Site E do you prefer? Are there any other options for site E?



Aerial view of Site E



Site E – View across Angel Passage site. View looking south across Carols Mercedes Car dealership (rear car parking area) towards Stourbridge Bus Station (adjacent to Foster Street East). (Date photograph taken: 25th January 2010)



Site E – Northern tip of the Angel Passage site. View taken adjacent to Birmingham Street (A458) looking north-west across car sales uses (some car sales premises now derelict). (Date photograph taken: 25th January 2010)

Site F (Options) – Robin Woods Centre, Enville Street.

- 6.7 Located on the western edge of the town centre (outside the ring road), between Scotts Road and Enville Street. The site land parcel consists of a recently cleared site which borders mainly established residential

areas and educational uses. The site is limited in its overall land parcel size however it still presents an opportunity to include new high quality development with good quality urban design which could include active frontages facing onto the street scene along Enville Street and Scott Road and enhance the vitality and viability of the adjacent town centre.

Site F Options

Option	Issues
<p><u>Option F1</u></p> <p>Redevelop site F for new-build housing (apartments) (Use Class C3 residential).</p>	<ul style="list-style-type: none"> - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential uses are likely to require highway access to be to an adoptable standard. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option F2</u></p> <p>Redevelop site for new retail (small shops)</p>	<ul style="list-style-type: none"> - Improvement of the appearance of a vacant and under-used urban brownfield site. - Edge of centre site location. - Potential adverse impact on the primary shopping area within the town centre (inside the ring road). - Highway safety issues. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be

	<p>explored in order to help promote more sustainable development.</p>
<p><u>Option F3</u></p> <p>Redevelop site for new high quality offices only.</p>	<ul style="list-style-type: none"> - Local employment creation benefits. - Improvement of the appearance of a vacant and under-used urban brownfield site. - Traffic congestion and highway safety issues. - Stimulate town centre vitality and viability. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option F4</u></p> <p>Redevelop site for a mixed-use development comprising new high quality offices and new-build housing (apartments) (Use Class C3).</p>	<p>(Residential issues as detailed above)</p> <ul style="list-style-type: none"> - Office uses local employment creation benefits. - Improvement of the appearance of a vacant and under-used urban brownfield site. - Mixed office and residential uses would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Improvement of the appearance of a vacant and under-used urban brownfield site. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential uses are likely to require highway access to be to an adoptable standard. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.

Question 100 - Which of the options, or combination of options, for Site F do you prefer? Are there any other options for site F?



Aerial view of Site F



Site F – View of Robin Woods Centre, located between Enville Street and Scott's Road (located adjacent number 20 Scott's Road). View looking north-west (Date photograph taken: 20th August 2009)

Site G (Options) – Commercial uses (car sales) adjacent to Union Street and 65a Hagley Road.

6.8 Site G comprises existing car sales uses and is situated between 65a Hagley Road and Union Street south of the town centre (outside the ring road). High quality development could strengthen the street frontage onto Hagley Road and Union Street and help enhance the vitality and viability of the adjacent town centre.

Site G Options

Option	Issues
<p><u>Option G1</u></p> <p>Retain existing car sales use at this location. Do not redevelop this site or change its use.</p>	<ul style="list-style-type: none"> - Protecting existing business currently occupying this site location.
<p><u>Option G2</u></p> <p>Redevelop this site for new-build family housing or apartments (Use Class C3).</p>	<ul style="list-style-type: none"> - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Opportunity to introduce new high quality urban design which could improve the appearance and setting of the adjacent town centre. - Possible issues with scale and bulk, depending on detailed design. - Disruption to existing businesses. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential uses are likely to require highway access to be to an adoptable standard. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option G3</u></p>	<ul style="list-style-type: none"> - Office uses would increase vitality

<p>Redevelop site for new high quality offices.</p>	<p>and vibrancy of the adjacent town centre.</p> <ul style="list-style-type: none"> - Increase in vehicle congestion levels. - Disruption to existing car sales business. - Possible issues with regards to scale and bulk, depending on detailed design. - Local job creation opportunities. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option G4</u></p> <p>Redevelop site for a new-build extra care housing facility (sheltered housing facility for the elderly)</p>	<ul style="list-style-type: none"> - This development would help meet a key affordable housing need within the Borough. - Residential units would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Need to protect and sensitively enhance wildlife corridor. - This site has poor quality pedestrian linkages to the town centre core. - Opportunity to enhance street scape. - This site has poor pedestrian/ cycle linkages to the town centre core. - Disruption to existing businesses. - Possible issues with regards to scale and bulk, depending on detailed design. - Overall site land parcel size may be insufficient to accommodate this type of use (viability and deliverability). - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential uses are likely to require highway access to be to an adoptable standard.

	<ul style="list-style-type: none"> - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option G5</u></p> <p>Mixed-use development comprising new high quality offices and new-build housing (apartments) (Use Class C3).</p>	<ul style="list-style-type: none"> - Mixed office and residential uses would increase vitality and vibrancy of the adjacent town centre and help reduce demand for greenfield release for housing elsewhere. - Increase in vehicle congestion levels. - Opportunity to improve streetscape and introduce high quality urban design. - Positive sustainability implications. - Office uses help introduce local job creation opportunities. - This site has poor pedestrian/ cycle linkages to the town centre core. - Disruption to existing businesses. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Residential uses are likely to require highway access to be to an adoptable standard. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.
<p><u>Option G6</u></p> <p>Redevelop part of site fronting onto Hagley Road with shops (small shops) (Class A1 retail)</p>	<ul style="list-style-type: none"> - Unsustainable location for new retail, edge of centre location. - Highway safety issues. - Edge-of-centre site location. - Potential adverse impact on the primary shopping area within the town centre (inside the ring road). - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.

<p><u>Option G7</u></p> <p>Redevelop site for a new hotel development.</p>	<ul style="list-style-type: none"> - Disruption to existing businesses. - Opportunity to introduce new high quality urban design which can improve the appearance and setting of street scene. - This site has poor pedestrian linkages to the town centre core. - Is there sufficient demand for new hotel accommodation in this location? - Hotel development would help increase the vitality and vibrancy of the adjacent town centre and encourage tourism. - Viability and deliverability of redeveloping Site G to accommodate hotel development currently unclear. - This site has poor pedestrian/ cycle linkages to the town centre core. - Impact on the adjacent highway network would need to be assessed. Mitigation works may be required. - Opportunities to improve public transport accessibility need to be explored in order to help promote more sustainable development.

Question 101 - Which of the options, or combination of options, for Site G do you prefer? Are there any other options for site G?



Aerial view of Site G



Site G – View of existing commercial uses (car parking area within Evans Halshaw Stourbridge Peugeot car sales premises) bordering Union Street and Nene Close. View looking north (Date photograph taken: 28th August 2009)



Site G – View of existing commercial uses (Evans Halshaw Stourbridge Peugeot car sales premises) bordering Union Street and Nene Close. View looking north from Union Street (Date photograph taken: 28th August 2009)



Site G – View of existing commercial uses (car parking area within Evans Halshaw Stourbridge Peugeot car sales premises) bordering Union Street. View looking north. (Date photograph taken: 28th August 2009)



Site G – View of existing commercial uses (Evans Halshaw Stourbridge Peugeot Car dealership) fronting onto Hagley Road, Stourbridge. View looking west. (Date photograph taken: 28th August 2009)

Question 102

Are there any opportunity sites that we have missed from the above list? If so, where are they and why do you feel they should be included?