



# **Stourbridge Area Action Plan**

**Publication Stage Report**

**March 2012**

**For Public Consultation**

<http://www.dudley.gov.uk/planning>



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## Contact Information

For further information about this document, please contact

Planning Policy Section,  
Directorate of the Urban Environment (DUE),  
Dudley Metropolitan Borough Council,  
Planning Policy Section,  
3 St. James's Road, Dudley,  
West Midlands  
DY1 1HZ.

Tel: 01384 81 4081 or 01384 81 6810

E-mail: [Ldf@dudley.gov.uk](mailto:Ldf@dudley.gov.uk)

## General Information

This and other Local Development Framework documents are or will be made available on request in large copy print, audio version, Braille or languages other than English. If you require the document in one of these formats please contact:

Planning Policy Team, Directorate 3 St James's Road, Dudley, DY1 1HZ or tel 01384 816967 or email [Ldf@dudley.gov.uk](mailto:Ldf@dudley.gov.uk)

### Arabic

ستكون هذه مع بقية الوثائق لنظم العمل للتنمية المحلية متوفرة عند طلبها بطبعات مكبرة , وعلى الكاسيت , بريل , أو بلغات غير اللغة الانكليزية. فاذا كنت بحاجة لوثيقة لاحد من الاشكال المذكورة , رجاءا أتصل بفريق التخطيط لطريقة العمل ( **policy** ) , مجلس ددلي المحلي , ٣ سانت جيمسز رود , دي واي ١ ١ أيج زت. التلغون: ٨١٦٩٦٧ ٠١٣٨٤ . أیه میل [ldf@dudley.gov.uk](mailto:ldf@dudley.gov.uk)

### Bengali

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### Chinese

這及其它區域發展架構的文件可因應需要而製成大字版, 錄音帶, 盲人點字或英文以外的語文. 如你需要文件用以上其中一種形式, 請聯絡政策計劃小組 (Planning Policy Team), 城市環境保護署 (Directorate of the Urban Environment), 得利市政府, 3 St. James's Road, Dudley, DY1 1HZ. 電話: 01384 816967. 電郵: [ldf@dudley.gov.uk](mailto:ldf@dudley.gov.uk)

## Gujarati

આ તેમજ લોકલ ડિવેલોપમેન્ટ ફેમવર્કના અન્ય દસ્તાવેજો વિનંતી કરવાથી મોટા અક્ષરોમાં છાપેલા, ઓડિયો કેસેટ પર, બ્રેઇલમાં અથવા અંગ્રેજી સિવાયની બીજી ભાષાઓમાં મળી શકે છે અથવા મેળવી આપી શકાશે. જો તમને આમાંથી કોઈ સ્વરૂપમાં દસ્તાવેજ જોઈતો હોય, તો કૃપા કરીને આ સરનામે સંપર્ક કરો:  
 Planning Policy Team, Directorate of the Urban Environment, Dudley Metropolitan Borough Council, 3 St. James's Road, Dudley DY1 1HZ.  
 ફોન: 01384 816967 ઈમેઇલ: [ldf@dudley.gov.uk](mailto:ldf@dudley.gov.uk)

## Punjabi

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

## Urdu

یہ اور کئی ڈیولپمنٹ فریم ورک (منطقی اقدامات کا ڈھانچہ) سے متعلق دوسری دستاویزات برے حروف کی طباعت، آڈیو کیسٹ، بریل یا انگریزی زبان کے علاوہ زبانوں میں دستی کی صورت میں دستیاب ہیں یا درخواست پرفراہم کی جائیں گی۔ اگر آپ کو دستاویز ان میں سے کسی بھی شکل میں درکار ہے تو براہ کرم اپنی پلاننگ پالیسی ٹیم، ڈاؤن ٹورنٹ آف اربن اینوائرنمنٹ، ڈڈلی میٹروپولیٹن بورو کونسل، 3 سینٹ جیمز روڈ، ڈڈلی ڈی 1 1 ایچ ایچ کے ساتھ رابطہ قائم کریں۔ ٹیلیفون نمبر: 01384 816967، ای میل: [ldf@dudley.gov.uk](mailto:ldf@dudley.gov.uk)

## How to use this document

### Document structure:

- 1 This document is divided into the following main areas:-
  - The Vision and Aims (Section 3);
  - General policies and proposals on particular themes (e.g. Biodiversity) (Section 4);
  - Stourbridge Wharf regeneration proposals (Policy 28 - Section 4);
  - Key areas of change: The Major Opportunity Sites (Section 5);
  - Monitoring and Implementation (Section 6).

## **How do I find out whether a particular new development proposal will be supported for a particular site?**

**.2** Firstly, you need to check where your site is located within the wider AAP boundary. If your site is located within one of the Opportunity Sites then you will need to refer to the 'Key Areas of Change' section (Section 5) of the AAP. The acceptable uses for each Opportunity Site are listed within this section.

## **What if my proposal site is located inside the Stourbridge Ring Road and is not located within an Opportunity Site. How do I find out which new development uses will be acceptable?**

**.3** For sites located inside the Stourbridge Ring Road and which are not located within an Opportunity Site, the following range of key town centre uses will be supported. These uses reflect those which are referred to as "town centre uses" within national planning guidance (paragraph 7 of Planning Policy Statement 4 [PPS4]), and will be supported within Stourbridge Town Centre subject to them being of an appropriate floorspace scale - refer to Policy 20 (The Town Centre) of this AAP.

- Class A1 Shops (retail);
- Class A2 Financial and professional services (Banks, Building Societies, Estate Agents, Solicitors Offices, etc);
- Class A3 Restaurants and cafés;
- Class A4 Drinking establishments (Pubs, Wine Bars)
- Class A5 Hot Food takeaways (Policy 22 Hot Food Takeaways will apply);
- Class D2 Leisure uses;
- Class B1a Offices;
- Class C3 Residential (e.g. Use of upper floors above shops for residential use)

## **Are there any other issues which need to be considered for sites located inside the Stourbridge Ring Road?**

**.4** Yes. You will need to check the Stourbridge AAP Proposals Map to see if the proposal site is located within the Primary and Secondary Frontages designation. If the site is located within the Protected Frontages designation then Policy 21 (Protected Frontages) (under Section 4) will apply. There may also be other designations covering the proposal site such as a Conservation Area. The Stourbridge AAP Proposals Plan would need to be checked to determine whether any other designations apply.

## 1 Introduction

**1.0.1** In April 2008, Dudley Council began work on the emerging draft Stourbridge Area Action Plan (AAP). The preparation of an AAP for Stourbridge Town Centre and its hinterland has for some time been one of the priorities of local planning policy: it features in the Local Development Scheme (LDS) and its progression to adoption is stated as a key activity in delivering Objective 1 of Priority JP3 of the Council Plan (2013) - *improving the vibrancy and attractiveness of the Borough's town centres*.

**1.0.2** Within the adopted Black Country Core Strategy (BCCS) (adopted February 2011), Stourbridge is identified within a network of town centres. As stated in Policy CEN4 of that plan, these centres form a distinctive and valued part of the Black Country's character. The general aim of the BCCS is to shape and revitalise these centres to meet the community's needs in the most accessible and sustainable way. The policies of the Stourbridge AAP seek to carry forward and provide a focus for these (sub-regional) strategic planning aims.

**1.0.3** The AAP has an end date of 2026 and essentially will guide new investment into Stourbridge Town Centre up to that date, including identifying where new shops and homes will be located, along with the transport infrastructure and new public spaces which are needed to help support that growth and benefit the local community and local environment in general. In summary, the broad aims of this AAP are to:-

- shape a vision for what Dudley Council and its community want to achieve in Stourbridge;
- co-ordinate and shape transport and public realm proposals in the town centre;
- identify opportunities to deliver new development, growth, regeneration and environmental enhancements;
- allocate sites within the AAP boundary for acceptable uses and provide parameters to help shape development on those sites so that development is of substantial benefit to the local community and the local environment;
- protect areas particularly sensitive to change: e.g. areas of historic interest and nature conservation sensitivity;
- reconnect the town centre to its hinterland, especially by providing measures which reduce the severance effect of the ring road;
- deliver high quality environmental improvements to transform the River Stour and Stourbridge Branch Canal corridor into a greened landscape, uplifting this area for informal recreation and nature conservation;
- improve the environmental quality of the town centre core for the benefit of shoppers, visitors and town centre businesses;
- identify short, medium and long term actions to manage growth and change: e.g. the AAP will consider how the spatial growth of the town centre should be proactively phased and implemented.

**ABOUT THIS CONSULTATION DOCUMENT - N.B. THIS SECTION TO BE DELETED FOR FINAL DOCUMENT**

**1.0.4** The Draft Issues and Options Stage (February 2010) of the AAP contained a series of (wide ranging) options for the planning of the area. This was then followed by a Preferred Options Stage (July 2011) which set out a preferred vision, along with focused strategies and policies, some of which are site specific (in relation to the Opportunity Sites).

**1.0.5** The Publications Stage Plan (March 2012) is the next stage of the AAP, shaped by the previous stages of the plan and the consultations carried out on the policies and proposals contained within those plans, and presents Dudley Council's evidenced and formed vision for the local planning of Stourbridge up to the year 2026. However this vision remains open to further scrutiny and reassessment as necessary, including, if required, an Examination in Public, and further public and other stakeholder consultation.

**1.0.6** The Publication Stage Plan's (March 2012) policies have been shaped by previous rounds of public and other stakeholder engagement associated with the progression of the former stages of the AAP: the initial evidence gathering (2008), the Draft Issues and Options Plan (2010) and the Preferred Options Plan (2011). This consultation has involved landowners, a proportion of town centre traders, developers and key interest groups, and included the display of information at libraries and at face-to-face public consultation events in The Ryemarket, where officers were present to respond to any questions and views offered by the community who attended.

**1.0.7** The period of public consultation on the Publications Stage Plan is due to commence late March 2012 and is to run for a period of 6 weeks. During this time, the document will be able to be viewed at the reception areas at 3 St James's Road Dudley, Mary Stevens Park, Stourbridge and Dudley Council Plus, as well as at all main libraries and on Dudley Council's website. It will also be the subject of other, similar publicity measures to those which were carried out on previous versions of the plan

**1.0.8** Full details of the consultation undertaken on the AAP plan can be found in the accompanying Consultation Statement. This document includes details on the various methods by which the community and other stakeholders were consulted and, in summary, what responses were received. The Consultation Statement can be viewed by following this link - <http://www.dudley.gov.uk/environment--planning/planning/planning-policy/local-development-framework/st-aap/community-statement>

**1.0.9** Also accompanying this AAP is a Sustainability Appraisal (SA) and a Habitats Regulation Assessment (HRA). The SA assesses the policies and proposals of the AAP against Sustainability Objectives including the degree to which those policies and proposals safeguard and improve community health, safety and well being and minimise Stourbridge's contribution to climate change. The HRA assess the impact of the policies and proposals of the AAP on an EU wide network of sites known as Natura 2000, representing sites of European nature conservation importance: the relevant sites being the Fens Pool Special

Area of Conservation (SAC) and The Severn Estuary SAC. The SA and HRA may be viewed by following the links - <http://www.dudley.gov.uk/environment--planning/planning/planning-policy/local-development-framework/st-aap/sustainability-appraisal> and .....

**1.0.10** The summary timetable, comprising earlier stages of the plan making process and the anticipated future timescale, is set out below:-

- **April 2008 - January 2010** - Research, evidence gathering and front loading engagement, including public consultation from 8th April 2008 to 30th June 2008. Formulation of Draft Options Plan.
- **February 2010 – April 2010** - Consultation on Draft 'Issues and Options' Plan.
- **April 2010 - April 2011** - Research, evidence gathering and stakeholder engagement and formulation of 'Preferred Options' report, including a feedback session to the issues raised at the Draft Issues and Options Plan in October 2010
- **July 2011 - August 2011** - public consultation on the 'Preferred Options Plan'
- **September 2011 - February 2012** - formulation of 'Publication Stage' Document
- **March 2012 - April 2012** - public consultation on the 'Publication Stage' Document
- **June 2012** - submission of AAP to The Planning Inspectorate
- **November 2012** - targeted anticipated Examination in Public (EIP) of the AAP
- **April 2013** - targeted anticipated adoption date for the AAP.

**1.0.11** The Stourbridge AAP Publications Stage Document and response forms may be viewed and downloaded free of charge from the Dudley Council's Planning website on the following link - <http://www.dudley.gov.uk/environment--planning/planning/planning-policy/local-development-framework/st-aap>

1.12 Set out below is a list of the Publications Stage Policy headings.

## **THE STOURBRIDGE TOWNSCAPE**

Policy 1 - URBAN DESIGN

Policy 2 - PUBLIC REALM IMPROVEMENTS

Policy 3 - STOURBRIDGE RING ROAD

Policy 4 - PUBLIC OPEN SPACE

## **SUSTAINABLE DEVELOPMENT**

Policy 5 - URBAN HEAT ISLAND

Policy 6 - SUSTAINABLE URBAN DRAINAGE SYSTEMS (SUDs) AND FLOOD RISK

## **BIODIVERSITY IN STOURBRIDGE**

Policy 7 - SITES OF LOCAL IMPORTANCE FOR NATURE CONSERVATION (SLINCs)

Policy 8 - NATURE CONSERVATION

Policy 9 - DEVELOPMENT AND BIODIVERSITY

## **THE RIVER STOUR AND STOURBRIDGE BRANCH CANAL**

Policy 10 - THE RIVER STOUR

Policy 11 - STOURBRIDGE BRANCH CANAL

## **STOURBRIDGE'S HISTORIC ENVIRONMENT**

Policy 12 - CONSERVATION AND ENHANCEMENT OF LOCAL CHARACTER AND DISTINCTIVENESS IN STOURBRIDGE

Policy 13 - AREAS OF HIGH HISTORIC TOWNSCAPE VALUE (AHHTV)

Policy 14 - AREAS OF HIGH HISTORIC LANDSCAPE VALUE (AHHLV)

Policy 15 - ARCHAEOLOGICAL PRIORITY AREAS

## **ACCESS AND MOVEMENT IN STOURBRIDGE**

Policy 16 - ACCESS FOR ALL

Policy 17 - PEDESTRIAN ACCESS

Policy 18 - TOWN CENTRE STREETS IMPROVEMENT

Policy 19 - CYCLING

## **STOURBRIDGE TOWN - VITALITY AND VIABILITY**

Policy 20 - THE TOWN CENTRE

Policy 21 - PROTECTED FRONTAGES

Policy 22 - HOT FOOD TAKEAWAYS (A5 USES)

## **NEW HOMES AND JOBS IN STOURBRIDGE**

Policy 23 - HOUSING MIX AND TENURE

Policy 24 - EXTRA CARE HOUSING

Policy 25 - NEW HOUSING NEAR TO BUSINESS USES

Policy 26 - MIXED USE DEVELOPMENT

Policy 27 - LIVE/ WORK DEVELOPMENT (INTERCHANGE HOUSING/ BUSINESS USE ACCOMMODATION)

## **STOURBRIDGE WHARF**

Policy 28 - STOURBRIDGE WHARF

## **OPPORTUNITY SITES**

S1 - CROWN LANE

S2 - MARKET STREET

S3 - ANGEL PASSAGE SITE

S4 - HAGLEY ROAD

S5 - NORTH OF BIRMINGHAM STREET (COX HIRE SITE)

S6 - MILL RACE LANE

S7 - BRADLEY ROAD (EAST) (FORMER ROLLING MILLS SITE)

S8 - BRADLEY ROAD (WEST)

S9 - FOSTER AND RASTRICK SITE

S10 - LOWNDES ROAD

S11 - OLD WHARF ROAD

S12 - SCOTTS ROAD

### 2 Historical Context of Stourbridge

**2.0.1** The origins of the town of Stourbridge lie in the later medieval period when a small market settlement developed along the road from the bridge over the River Stour to a cross roads with the Bridgnorth to Coventry Road. These roads formed parts of national road routes from Wales to London and Bristol to Chester, creating an important potential centre for local and regional markets. The first reference to a bridge here dates from the mid 13th century, although at this time the settlement of Bedcote, to the west of the town centre, was the main settlement in the area and was itself subordinate to Oldswinford (to the south). The Stafford family held the Manor of Bedcote in the early 15th century and it appears that a more urban settlement developed there during and following their ownership. A chapel was founded on Lower High Street in 1430 by the Haley family and timber frames within several buildings along High Street and Lower High Street have been dated to the 15th century. The manor was granted to the Dean and Chapter of St. George's chapel in 1481 and a market charter, including two annual fairs, was granted in the following year.

**2.0.2** Henry VII renewed the town's charter in 1486 and it is believed that a town hall at the junctions of Lower High Street, Coventry Street and Crown Lane had been built by that date. By 1538 Stourbridge contained 10 messuages (houses with gardens), 30 smaller cottages, 30 tofts (vacant plots), 2 dovecotes and 2 mills along with areas of farm, woodland and riverbanks. The 16th century historian Habington wrote that "*Sturbridge is now best known to us by a bridge over the river Sture, whearunto the towne ... extende the itsealfe in a fayre and well inhabited street*". The chapel in Lower High Street was closed in 1547 but was used by Edward VI to endow a new Grammar School in 1552.

**2.0.3** By the end of the 16th century it appears that the town's roads had expanded from the central High Street/Lower High Street route to include Crown Lane, Rye Market Street (modern Market Street), Angel Street, Bedcote Lane (modern Birmingham Street) and Church Street, as well as a narrow lane running along the river bank called le Clyff. However, development onto these roads appears to have been limited. The town was notable for the number of inns and alehouses after which several of these streets were named.

**2.0.4** During the 17th century development along High Street appears to have intensified, including the building of a large house for the Sparry family (now the Talbot Hotel) and endowment of almshouses. The early decades of this century also saw the development of ironworking and glass working industries, which grew to have a major role on the development of the town. By the mid-17th century religious non-conformity had become entrenched in the town, leading to the construction of a number of dissenting meeting houses in the late 17th and early 18th centuries.

**2.0.5** Between 1728 and 1735 the townsfolk built St Thomas's Church, formalising the route of Market Street, stating their independence from Oldswinford Parish. A new vicarage followed on the opposite side of Market Street which was soon joined by town houses. The town's open fields were enclosed during the mid-18th century

allowing expansion of the town outwards onto the surrounding farmland. The first turnpike roads were constructed during the mid and later 18th century including the route north from the centre of the town to Wordsley Green, the road from Stourbridge to Bromsgrove (Church Street and Red Hill), the road to Coley Gate at Cradley (Birmingham Street) and the Hagley Road.

**2.0.6** The Stourbridge Canal was constructed between 1776 and 1779 to serve the industries developing around the town centre. By 1780 the development of New Road as a genteel boulevard had begun in addition to Court Passage, Scotts Road and Bradley Road (both to the north west of the town centre) and Angel Passage to the east. The town's common land was enclosed in the 1780s. In addition to expansion of the town, the 18th century also saw redevelopment of properties throughout the town, and along Lower High Street in particular. The Foster family built their mansion (now Nos. 7 and 8 Lower High Street) in the 1770s and a new Presbyterian Chapel was constructed on Lower High Street in 1788. The town's swelling population required the construction of numerous places of worship during the early 19th century. This appears to have been focused along New Road and included a Methodist Church built in 1805, a Roman Catholic Church constructed in 1823/24, a Baptist Chapel just to the south at Upper Park Street in 1836 and a New Connexion Chapel at New Road in the same year.

**2.0.7** The town's industries saw a major expansion during the early 19th century including the development of John Bradley's Ironworks to either side of the much older 'Royal Forge' and along the southern side of the Stourbridge Canal. Through the partnership of John Bradley and James Foster these works became part of a swathe of ironworking concerns that stretched along the Stour from the east side of the bridge over the River Stour at the Foster and Orme's Town Mill to the Foster and Rastrick Foundry (built in 1820) at Lowndes Road in the west. Other industrial works along the river banks included leather works owned by the Pitman, Turney and Palfrey families. Despite the prosperity of the town some areas of housing were particularly cramped and unpleasant. In the east of the town the area between Coventry Street and Angel Street was considered to be particularly disreputable.

**2.0.8** During the mid-Victorian period the town expanded southwards along major routes, field lanes and newly planned streets on former fields to the south and south-west, forming the network of streets referred to as Stourbridge's 'Old Quarter'. A second Anglican Church (St John's) was built in 1860 to serve the town's ballooning population. A County Court was constructed on Hagley Road in the mid 19th century with a County Police Station built in 1885 on New Road replacing an earlier Court house and jail. An impressive red brick town hall was built on Market Street in 1887, providing a new focus for the civic identity of the town. A hospital was endowed through a legacy from John Corbett in 1893.

**2.0.9** Public baths were opened in 1910 on the site now occupied by the Crystal Leisure Centre. In 1903 the construction of a new Library and School of Art commenced on Hagley Road and a small park was laid out in the same year at Greenfield Avenue. During the period between the two World Wars, Dudley Council constructed affordable housing on land to the north west of the town centre around

Scotts Road and Beauty Bank Crescent and to the east at Parkfield Road. New housing provision was accompanied by the clearance of poor quality housing around Angel Street in the 1920s. This provided land on which an omnibus depot was developed as well as a new road named after St. John's Church.

**2.0.10** In 1969 a new ring road was opened to relieve the town's chronic traffic congestion. This involved the demolition of number of historic streets including Duke Street, Mill Street and The Hemplands. The new highways scheme also introduced a one-way traffic system to the town centre.

**2.0.11** The Ryemarket Shopping Centre was officially opened in 1973 creating a major new commercial area within the town centre and in 1983 the town's historic market hall was largely demolished to allow the construction of the Crown Centre complex. Both complexes included large multi-storey car parks. Construction of a new leisure centre began in 1989, replacing the town's public baths. In 1994 the town's bus station and railway station were redeveloped. A large new store was opened on High Street by Wilkinson's in 1996. In 2001 the former Congregationalist Meeting House on Lower High Street was demolished due to long term redundancy and dilapidation and the site was subsequently redeveloped.

### 3 Vision

#### 3.1 A Vision for Stourbridge in 2026

**3.1.1** The vision for Stourbridge is a statement of where Dudley Council and its community want to get to and what this Area Action Plan (AAP) needs to deliver to realise this vision.

**3.1.2** The AAP Vision is set out below and as shown on The Vision Plan has been informed by, and framed within, the context of Stourbridge's role as a Town Centre, as defined in the Black Country Core Strategy (BCCS) (adopted February 2011). The vision has also been informed by the Dudley Borough Community Strategy, "Dudley Borough Challenge" (2005 – 2020) and Council Plan (2013), and the views of the local community and other stakeholders along with rigorous evidence gathering.

**3.1.3** Dudley Council will continue to work in partnership with the community and other stakeholders and agencies to develop this shared vision and, in particular, enable the delivery of new shopping facilities and housing led regeneration within a much enhanced environment, with an emphasis on providing green infrastructure improvements and enabling the centre to be better integrated in with, and thereby serve, its hinterland.

## **Vision for Stourbridge**

By 2026, Stourbridge will be a vibrant and inclusive town, retaining its market town character while embracing arts and creative industries and sustainable urban living.

It will be a thriving and prosperous town centre offering a wide range of shops and services, including excellent leisure and cultural facilities and a varied and vibrant evening economy.

The town will be more accessible to the local community and visitors through improvements to its connectivity, particularly by creating a network of safe and attractive surface level routes across the ring road for pedestrians and cyclists.

A high quality built environment and public realm will have been created which will preserve and enhance Stourbridge's unique historic character and local distinctiveness, while also incorporating energy efficiency measures and natural wildlife features.

The River Stour and Stourbridge Branch Canal networks will see strengthening and expansion improvements, leading to the rediscovery of the River Stour as a recreational and nature conservation resource for everyone in the community.

More people will live on the edge of the town centre in well designed and sustainable homes which will have addressed a variety of local needs and make the most of the riverside and canal side setting.

The tourism and recreational value of the river and canal corridor will also have been sensitively enhanced to provide a good quality attraction for visitors and residents.

This will particularly be at Stourbridge Wharf, where that area's canal heritage and cultural and entertainment potential will have been positively exploited, and where facilities for creative and locally distinctive industry will have been provided.

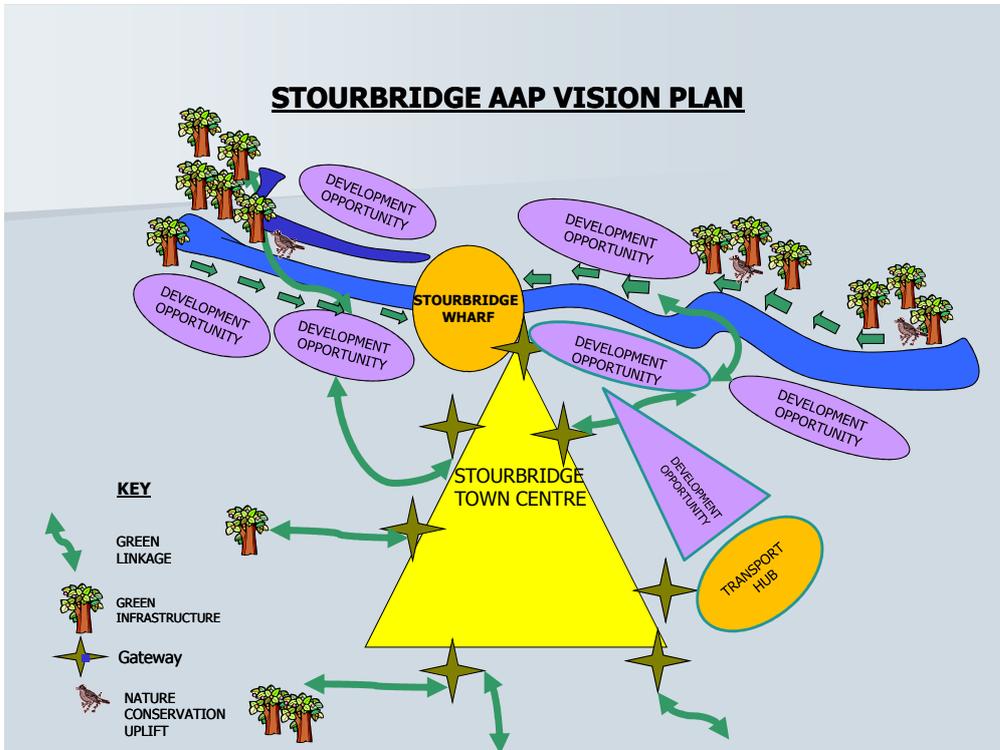
## Aims

The 13 Aims set out below shape this vision into key themes. While it is recognised that there is often a degree of overlap between these objectives, particularly in terms of opportunities to provide for greening and linkages, they form the drivers and focus for which the more detailed policies of this plan are built around.

- A. To ensure the Plan supports the vision and objectives of our Local Development Framework (LDF), including the adopted Black Country Core Strategy (February 2011), the Community Strategy for Dudley and The Council Plan, by distilling the general policy steer given by those documents into locally distinctive policies.
- B. To provide, protect and enhance a well connected landscape and public realm setting of streets and other routes and public spaces that is attractive, safe, lively and pleasant to use, and in particular, reinforces the greening of the town centre.
- C. To enable the "rediscovery" of the River Stour by increasing its visibility and returning it to a more natural state, and by providing continuous footpath and cycleway linkages along its length, and between the river and the town centre core.
- D. To protect and enhance the wildlife, biodiversity and geological value of Stourbridge by substantially improving the cleanliness and nature conservation value of the watercourses and significantly upgrading an ecologically functional, green wildlife corridor along the River Stour and Stourbridge Branch Canal corridor.
- E. To contribute to mitigating the causes and effects of climate change by shaping development and providing opportunities so as to promote sustainable travel choices, improve air quality and minimise the use of non-renewable energy resources.
- F. To reduce the severance effect of the ring road between the town centre core and its hinterland by providing enhanced permeability across the ring road through a series of high profile, safe entrance points and by softening its visual impact.
- G. To rebuild the outward face of the town centre to the ring road through a mixture of new outward facing development, gateway enhancements and urban and green spaces to enhance the town's attractiveness to visitors and the community.
- H. To protect and enhance the locally distinctive character of Stourbridge with reference to its historic environment and cultural and built heritage, including the historic canalside at Stourbridge Wharf, and where appropriate, to foster this heritage to enhance Stourbridge's role as a visitor destination.
- I. To enhance the vitality and viability of the town centre, by supporting the establishment of a major food retail store, facilitating a vibrant night time economy, supporting the provision of an outdoor market and helping to facilitate improvements which allow for an enhanced shopper experience

within an improved townscape, with an emphasis on pedestrian accessibility and permeability.

- J. To provide for ease of movement, particularly for less mobile persons, pedestrians and cyclists within the plan area through the integration of a network of well connected and direct pathways and spaces and by helping to promote and facilitate Stourbridge as a "cycle friendly town".
- K. To facilitate and shape housing led regeneration on the Opportunity Sites, focused on the River Stour and Stourbridge Branch Canal Corridor, and to ensure the delivery of a range of types and tenures of new homes to meet the needs of the local community and to retain and attract professional, managerial and entrepreneurial households.
- L. To ensure that existing businesses, which are viable and offer employment opportunities, continue to thrive, and that planned development around them is complementary and not detrimental to their continued viability.
- M. To provide space for new employment opportunities, particularly with regard to the promotion of creative industry and those employment activities which are locally distinctive and/or associated with high/green technologies.



Picture 1 Vision Plan



## 4 Policies

### **REFER TO ATTACHED PROPOSALS PLAN**

#### 4.1 The Stourbridge Townscape

**4.1.1** The Urban Design Evidence Base, accompanying this plan, provides a fully informed analysis of the existing townscape and provides guidance on place making for this local environment and on the form of new development which would best respond to this context, while taking opportunities to promote a responsive and a very high quality of design which enables the Stourbridge townscape to progress confidently, yet sensitively to its local character and heritage. The relevant policies of the AAP essentially distill this guidance, drawing out the more salient and significant design issues which development will be expected to respond to.

**4.1.2** Guiding development principles are fully set out within the Urban Design Evidence Base for the Opportunity Sites identified in the AAP (refer to Chapter 5), and development discussions will need to take these principles fully into account.

**4.1.3** It is acknowledged that a townscape with well designed buildings, spaces and linkages is essential to the image and profile of a town, presenting a place that attracts investment and visitors. It should also help provide a space that the community can identify with, appreciate, enjoy and make use of.

**4.1.4** The Stourbridge Townscape contains many buildings of historic and architectural quality and interest, as well as attractive views within and out from the town centre core. These assets help shape the character, identity and visual quality of the town, giving it a unique, cherished and valued sense of place within the community. It is essential that new development, particularly infill development, responds to and respects this existing character and context, including the protection, and possible re-emphasising, of significant views, and with the use of appropriate and locally distinctive building materials and landscape design.

**4.1.5** Another asset of the townscape is the network of historic streets and passageways, which provide important physical and visual links through the town centre core, helping to demonstrate the town's history as well as enabling pedestrian circulation. However, in some, the narrowness and poor quality of their environment detract from the experience of their use and their historic character. Improvement, via enhancements which are sensitive to and complement their character and function are therefore required

**4.1.6** In terms of scale, the buildings in the town centre largely demonstrate a coherent three to four storey built scale, with frontages onto the street and traditional shopfronts. There are exceptions such as The Ryemarket, which has an inward looking form, typical of a 1970s enclosed shopping mall, and Medusa House, a 6 storey office block fronting St. John's Road (part of the ring road). It is important that the local distinctiveness of the town is secured and built upon through new

development and enhancements that respect and complement the traditional built form, height, scale and mass, and, where appropriate, detailing, that is represented in the town's historic built form.

**4.1.7** The town's character is greatly influenced by its public realm, which, for the most part, would benefit from being upgraded. Further detailed guidance will be provided for the public realm in Stourbridge through the Stourbridge Public Realm Urban Design and Landscape Implementation Guide, which will be developed to accompany this AAP.

**4.1.8** The upgrading of the public realm is considered particularly necessary with regard to introducing greenery into this relatively robust urban environment. Intervention would also be beneficial to resolve the competing needs of vehicles and pedestrians moving through the town centre core. This conflict is exacerbated by the narrowness of many footways and on-street parking within the town centre core, together with the volume and movement of traffic, making for a difficult pedestrian environment, which also raises safety concerns.

**4.1.9** There are also specific areas within the townscape which are most evidently in need of a visual uplift. These are often streets which predominantly function as service areas or where the townscape is overly urban in character or where there is little activity or interest for those passing through these environments to appreciate or linger in. To an extent, such views can also be levelled at a number of the town's existing squares, which are also in need of an uplift so that they can realise their function as places of congregation, communal interaction and rest, as distinct and special spaces within the pattern of streets and buildings.

**4.1.10** Notwithstanding the above, it is evident that the singular greatest design challenge that Stourbridge faces is to improve and raise the profile of the connecting routes into and out of the town centre from the surrounding hinterland across the encircling ring road. While it is acknowledged that the ring road functions relatively effectively in channelling traffic, particularly in terms of maintaining the freeflow of vehicles, the experience of the town is very much formed by its dominance and the effect it has in severing streets and constraining and redirecting pedestrian movement. This results in pedestrians being funnelled into subways, some of which are of poor environmental quality, under this busy multi-lane highway.

**4.1.11** The ring road also has had the effect of severing existing development blocks, leading to the exposure of the backs and sides of buildings and also service areas and yards, some of which are enclosed by advertisement hoardings (which serve to further reinforce the visual dominance of the ring road corridor). This gives rise to a fragmented environment, with the only consistency provided by, in the main, the hard edges of the ring road. It is therefore vital that opportunities are taken not only to ensure that development has an active frontage onto the ring road but also to improve permeability within the townscape in order to loosen the ring road "collar", particularly with regard to giving spatial preference to pedestrian and cycleway connections across the ring road, greening the fringes of the ring road and also redressing fragmented edges and entrances at the outward face of the town centre

core. One of the appropriate measures to achieve this would be to distinguish and celebrate the points at which the townscape interfaces with the crossings across the ring road by establishing a series of visually distinctive Gateways. These would also connect into the wider townscape beyond the town centre core (and then further on into the town's hinterland) and be enhanced not only to function as entrances to the heart of the town and potentially sign significant facilities within the town (such as the public transport hub), but also be recognised as congregation points.

**4.1.12** Local Authorities are obliged to undertake audits of existing open space, sports and recreational facilities, the use made of existing facilities, access in terms of location and costs and opportunities for new open space and facilities under Planning Policy Guidance (PPG) 17 (Planning for Open Space, Sport and Recreation). Dudley Council actioned this through the production and adoption of its Parks and Green Space Strategy (June 2009). Evidence from this strategy/audit has identified that there is an under-provision of publicly accessible natural and semi-natural green space within the Stourbridge urban area. This is particularly evident within its town centre itself, which lacks any significant areas of landscaped public open space: its main park (Mary Stevens Park) lies about 1/2 km south of the town centre core and is outside of the plan boundary. Evidence from the Audit reveals that large parts of Stourbridge Committee Area have no coverage to both publicly accessible urban green space and accessible natural and semi-natural green space within the urbanised parts of the Committee Area. It is therefore necessary to safeguard and enhance any existing areas of open space within the plan area, including improving the linkages to, and between, such areas, whilst seeking to create new areas of open space. With regard to potential new areas of open space, it is realised that there are limited opportunities for their creation within the town centre core itself. Indeed, the urban form and its inherent historical attribute preclude such incursions within the core. However, opportunities exist within the plan area, particularly within the River Stour and Stourbridge Branch Canal corridor outside of the town centre.

## Policy 1

### URBAN DESIGN

A. All new development within the plan area shall be informed by the Urban Design Evidence Base, in particular to:

i) Respect and respond to the existing context of established built form, scale and massing that presents the broad urban townscape of the AAP area, and thus acknowledge locally distinctive plot widths, building heights, building proportion, roofscapes, form, materials and distinctive style and historical relationship of the pattern of building in its enclosure of the streets on which it stands, and take opportunities to introduce new development which complements these existing patterns through a variety of interpretations that are consistent with the principles of good design

ii) Provide for, and take opportunities to: enhance, active frontages (fenestration, entrances and visually interesting details) at the interface between public and private spaces, in particular fronting onto public thoroughfares and spaces, especially onto the ring road and including development and works within and onto the River Stour and Stourbridge Branch Canal; reduce the physical and visual impact of vehicles and service areas; enable a clear distinction between public, private and semi-private spaces to be made; reinforce the definition of streets and spaces by creating common building lines and strong landscape edges

iii) Safeguard, increase and enhance permeability throughout the plan area with regard to retaining and improving existing pedestrian and cycle routes, and, where appropriate, providing new ones that make access and movement safer, more attractive and visually varied, especially in relation increasing permeability between the town centre core and the areas on the other side of the ring road and connections between the town centre core and The River Stour and Stourbridge Branch Canal corridor.

B. Opportunities should be taken to provide for a high quality hard and soft landscape, street furniture, lighting, signage, art; provide green infrastructure within the public realm to assist Stourbridge's identity and raise its environmental attraction.

C. Development should protect, and where opportunities arise, enhance, the following prominent views within the townscape, including those to landmark buildings:-

i) From Worcester Street into Market Street;

ii) Along High Street, in stages from the Hagley Road approach, down to Lower High Street;

- iii) To The Stourbridge Clock and High Street from Lower High Street;
- iv) To Stourbridge Town Hall from Birmingham Street and Lower High Street;
- v) From Churchfields and Penfields into the town centre;
- vi) To St. John's Church from Birmingham Street;
- vii) From Lower High Street towards Holy Trinity Church;
- viii) From High Street and the ring road to the former library at the junction of Hagley Road and Church Street;
- ix) From The Crown Centre to Coventry Street;
- x) From Coventry Street to The Mitre Public House at the corner of Lower High Street and Crown Lane;
- xi) From Crown Land to Coventry Street;
- xii) From Prospect Hill along Union Street
  
- xiii) To the following Landmark Buildings - a) Stourbridge Town Hall, Market Street; b) St. Thomas's Church, Market Street; c) (the former bank) no. 38 High Street; d) nos. 101/102 High Street (corner of Court Street); e) Public House, no. 96 High Street; f) Former Library and Arts School, corner of Hagley Road and Church Street; g) Methodist Church, New Road; h) The Church of Our Lady and All Saints, New Road; j) St. John's Church, St. John's Road; k) The Town Clock, junction of High Street and Market Street.

## Policy 2

### **PUBLIC REALM IMPROVEMENTS**

The townscape within the town centre shall be enhanced to provide a high quality space, particularly for the use of pedestrians and cyclists. Specific measures, which development will be expected to contribute to, include

A. The enhancement of the following spaces as town centre "squares" with locally distinctive and bespoke hard and soft landscaping, seating (in association with adjoining uses as appropriate) and lighting, and where appropriate, public art:-

- Ryemarket Square (at the entrance to The Ryemarket from High Street)
- Crown Square (at the junction of High Street, Market Street and Coventry Street)
- Foster Street Square (where the subway emerges onto Foster Street)
- St. Thomas's Square (the churchyard at Market Street)

B. The enhancement of the following streets and paths which are particularly in need of a visual uplift with locally distinctive hard, and especially soft, landscaping

- 
- Stourbridge Town Centre's (historic) alleyways
- Talbot Street
- Victoria Street
- Queen Street
- Lower High Street
- Birmingham Street

### Policy 3

#### STOURBRIDGE RING ROAD

Measures shall be encouraged, through development contributions as appropriate, which seek to reduce the visual impact of the ring road, including its dominance as a robustly urban and vehicular dominated space, and its sense of enclosure. Such measures should reduce the ring road's severing effect in disassociating the town centre from its hinterland, by introducing townscape elements which enhance permeability and positively heighten the experience of entering the town.

Such measures include:-

A. Gateways, as identified on the Proposals Plan, shall be formed at the interface between the town centre and the ring road. These spaces shall be enhanced so as to function as entrance points to the town and also meeting points. Each Gateway shall be named so as to be visually distinctive and to provide a sense of place. The Gateways shall be enhanced so as to emphasise their visual distinctiveness by incorporating public art and hard and soft landscaping as appropriate. New development which encroaches into these spaces or otherwise compromises their function will be resisted. Priority will be given to the formation of a Gateway at the northern end of the town (at the junction of Lower High Street, St. John's Road, Bradley Road and High Street). The enhancement of this space shall incorporate measures which emphasise the bridge across the River Stour.

B. Where appropriate within the spaces between buildings and so as not to prejudice highway safety, the edges of the ring road shall be "softened" with soft landscape improvements, especially tree planting.

C. Any development within the ring road corridor shall provide an active frontage onto it, channel public access and provide a "welcoming face" to the town. In addition, development comprising the conversion of existing buildings within the ring road corridor will be expected to remedy dead frontages. Furthermore, landscape enhancement measures shall be pursued which enable the assembly of random and visually jumbled spaces to provide a more coherent outward facing edge of the town centre.

D. The use of Enforcement Notices or Discontinuance Notices against the existing advertisement hoardings within the ring road corridor shall be investigated. No new hoardings shall be granted express consent within 30 metres of the edge of the ring road.

E. The existing subways under the ring road shall be enhanced, in particular to provide light, secure and safe environments.

## Policy 4

### **PUBLIC OPEN SPACE**

The Public Open Space areas, as shown on the Proposals Plan, shall be safeguarded from any inappropriate development that would prejudice their role, function and setting. This is unless it constitutes such works that would enhance the character or function of the open space or comprise works which would safeguard or enhance a heritage asset.

The following open spaces, as detailed on the Proposals Plan, will be established or enhanced as areas of Public Open Space in consultation with the local community, through development contributions as necessary and subject to the following measures:-

- A. Land off Lickey Road - this existing area of Public Open Space shall be enhanced with an emphasis on improvements to wildlife habitats and for its informal recreational use as part of the green infrastructure network along the River Stour.
- B. Land at Birmingham Street - consideration shall be given to set this area out as Public Open Space to incorporate the following measures -
  1. The retention of, and formalisation of, a looped access road to the civic amenity site
  2. Enhancements for the benefit of nature conservation, including habitat creation and the planting of native species, leading to the possible extension of the existing SLINC into this area
  3. The provision of a footpath link through from Birmingham Street to the existing footpath at the rear of the dwellings fronting Grampian Road
- C. Riverside (Land Between Wyre Road and The Stourbridge Branch Canal) - this area shall be set out as Public Open Space to incorporate the following measures -
  - i) The refurbishment of the Listed Building (Riverside) and its positive re-use
  - ii) The refurbishment of The Dry Dock as an historic feature
  - iii) Enhanced public access, including the formalisation of a River Stour footpath and cycleway and the potential provision of a footbridge across the river within this site
  - iv) Wildlife improvement and habitat creation
  - v) The clearance of invasive species, especially Japanese Knotweed (followed by a period of monitoring to ensure any re-growth is prevented)

Vi) Any works shall safeguard and enhance the character of the Canal Street Conservation Area

- D. Land at Green Street and Brook Street - this overgrown area of open space shall be set out and enhanced as a potential allotment site with appropriate tree planting around its edges.
- E. Greenfield Gardens - Dudley Council will protect Greenfield Gardens Local Park from inappropriate development that would jeopardise its existing future role and function, and setting and, is committed, in consultation with the local community, to improve and upgrade the park to a standard appropriate to its identified functions, including, potentially, more tree planting.

## 4.2 Sustainable Development

**4.2.1** The Area Action Plan (AAP) presents an opportunity to take an approach to the transformation of Stourbridge that will address the causes and consequences of climate change and that will promote more sustainable forms of development.

**4.2.2** The approach that this AAP will take to climate change will have to conform to climate change policies arising in national policy and sub-regional policy set out in the adopted Black Country Core Strategy (BCCS) (adopted February 2011). For example, relevant climate change policies in the adopted BCCS which this AAP must conform to are policies ENV3 “Design Quality”, ENV5 “Flood Risk, Sustainable Drainage Systems and Urban Heat Island” and Policy ENV7 “Renewable Energy”.

**4.2.3** Protecting existing green space areas within the AAP plan area and creating new areas of green space has a particularly important role to play in helping to tackle localised climate change impacts on a number of fronts. For example, the presence of urban green spaces and vegetated landscaped areas can help to reduce the overheating of urban environments (referred to as the urban heat island effect or urban cooling). This is as typical urban surfaces, such as concrete and asphalt, get much hotter than vegetated green space surfaces during the day, particularly during the hotter summer months. The urban heat island effect is caused by the storage of solar energy in the urban fabric during the day and release of this energy into the atmosphere at night. Preserving and creating pockets of new urban green space and vegetation can help to cool areas naturally. This is as a result of the cooling effect of water as it evaporates into the air from leaves and vegetation through the process called transpiration. The urban heat island effect causes harm to human health and increased demand for air conditioning in buildings (which in turn requires more combustion of fossil fuels to generate more electricity). It also increases ozone formation, a major pollutant in heavily urbanised areas. The most important factor in creating an urban heat island is lack of green space in built up areas.

**4.2.4** Green corridors within urban areas, such as the River Stour and Stourbridge Branch Canal, are also critical as they allow for a natural channel for the movement of wildlife species. This is becoming more important as wildlife species are now

needing to move to adapt to the changing climate. Green spaces can also reduce flood risk from localised flash flooding caused by intense rainfall by slowing down the rate at which rainfall runs off land into watercourses and sewers. Green spaces and permeable surfaces within built up areas can absorb and retain more water than hard landscaping.

**4.2.5** The policies within the AAP will help to contribute positively towards addressing the above localised climate change impacts. One of the means of achieving this is by encouraging new development within the Opportunity Sites bordering the River Stour to design and build-in green space sustainable urban drainage systems (SUDS). As well as helping reduce flood risk, SUDS can also help to improve water quality. The need to improve water quality as part of redevelopment proposals is an important consideration in line with European Union (EU) guidance in the Water Framework Directive. The policies of the AAP will also help to assist urban cooling, by encouraging more sustainable modes of travel such as walking and cycling to reduce reliance on car borne travel journeys and thus reduce carbon emissions.

**4.2.6** The threat of flooding and the minimisation of flood risk is a key priority for Dudley Council. The north-west tip of the Stourbridge AAP boundary along the River Stour and Stourbridge Branch Canal corridors falls within a Flood Zone 3b (Functional Flood Plain) within the Environment Agency Flood Zone Map.

**4.2.7** A Black Country Strategic Flood Risk Assessment (Level 1 SFRA) (adopted February 2009) has already been undertaken which covers the Dudley Borough and the wider Black Country sub-region.

**4.2.8** Under the Flood and Water Management Act 2010 Dudley Council is designated as a lead local flood Authority and as such is responsible for the management of surface water flood risk. In this role Dudley Council have recently produced a preliminary flood risk assessment (PFRA) for the borough. This report together with supporting documentation in [Dudley Council's Surface Water Flood Risk Maps](#) is available from Dudley Council's planning website.

**4.2.9** The Council is currently producing a local flood risk strategy together with a Surface Water Management Plan. All new developments coming forward within identified flood risk areas along the River Stour will be required to provide measures to mitigate against flood risk before development is commenced and implement them before the development is occupied.

**4.2.10** All development coming forward within identified flood risk areas will have to conform to flood risk policies arising in both national and sub-regional policy. For example, national policy in Planning Policy Statement 25 (PPS25) (2006) "Development and Flood Risk", emerging national sustainable drainage guidelines and procedures and sub-regional policy set out in the adopted BCCS - Policy ENV5 "Flood Risk, Sustainable Drainage Systems and Urban Heat Island" and Policy ENV3 (Design Quality) (development to achieve Code for Sustainable Homes Level 3 or above, or Building Research Environmental Assessment Method [BREEAM] very

good or above), as well as local-level guidance set out in Dudley Council's emerging Strategy. Guidance in PPS25 is considered in further detail under the supporting document to the Stourbridge AAP titled "Planning Policy Context".

## Policy 5

### URBAN HEAT ISLAND

Proposals will be expected to help reduce the localised effects of the urban heat island within the AAP boundary, examples of this include:

- Safeguarding existing trees within the plan area, unless such trees are evidenced to be damaged, diseased or dying or contribute little to the public realm - in which case replacement planting shall be sought;
- Encouraging new deciduous tree planting of locally occurring, indigenous, locally distinctive species within the AAP boundary. New tree planting will be particularly promoted within the Opportunity Sites on the edge of the town centre and within the town centre core as part of public realm enhancements and gateway features;
- New green space provision within the Opportunity Sites on the edge of the town centre, especially within, and adjoining, the River Stour corridor;
- Encouraging the use of green roofs and green vertical walls within new development, particularly to help bridge gaps in the green network and where such a provision would not prejudice the character and setting of the historic environment, and the viability of the development scheme will not be harmed;
- Prioritising new built development to urban brownfield sites (previously-developed land) opposed to the use greenfield sites;
- Reducing the reliance on and demand for vehicular trips within the plan area, by, in particular, strengthening and improving surface level pedestrian and cycle linkages across the ring road to the town centre core, encouraging more sustainable modes of travel such as walking and cycling and supporting public transport provision;
- Reducing the amount of existing hard surfaces within the plan area, including within the Opportunity Sites.

## Policy 6

### **SUSTAINABLE URBAN DRAINAGE (SUDs) AND FLOOD RISK**

New development shall include measures to help promote sustainable urban drainage and reduce flood risk. In particular, new development proposals will be expected to:

- Remove and reduce the amount of hard, impermeable surfaces within the Opportunity Sites within the plan area, particularly those sites alongside the River Stour and StourbridgeBranchCanal;
- Promote water efficiency measures within new development including water saving devices such as greywater and/ or rainwater harvesting and recycling;
- Provide new deciduous tree and shrub planting of locally occurring indigenous or locally distinctive tree species, and soften heavily urbanised parts of the plan area with new natural green space provision;
- Seek to retain areas of existing green space and safeguard existing trees within the plan area, unless such trees are evidenced to be damaged, diseased or dying or contribute little to the public realm - in which case replacement planting shall be sought;
- The provision of Sustainable Urban Drainage Systems (SUDS) within existing and proposed development shall be encouraged, with priority given to introducing SUDS which provide beneficial wildlife habitat, outdoor green space recreation and amenity value;
- Engineered and heavily urbanised sections of the River Stour embankments will be softened with new natural green space to help reduce flood risk and promote sustainable urban drainage;
- Surface water drainage for the site should be designed as far as possible as a sustainable drainage system (SuDS) in accordance with emerging national standards to reduce overall run-off volumes leaving the site, control the rate of flow and improve water quality before it joins any water course or other receiving body.
- The surface water drainage scheme will need to be capable of reducing the downstream flood risk associated with storm events as well as normal rainfall events.
- All flood mitigation measures must make allowance for the forecast effects of climate change.

### 4.3 Biodiversity in Stourbridge (Wildlife and Nature Conservation)

**4.3.1** The River Stour and Stourbridge Branch Canal networks form an important natural green space wildlife corridor allowing the movement of wildlife species between habitats through the heavily urbanised area. Wildlife corridors are becoming more important within the urban area as a result of climate change pressures, given that wildlife corridors play a key role in helping to support and protect wildlife populations.

**4.3.2** However, due to past urbanisation, the quality and function of the wildlife corridor needs to be sensitively enhanced and restored along the majority of the length of the River Stour corridor within the AAP area, and improvement of the wildlife corridor is required along the majority of the length of the Stourbridge Branch Canal corridor within the AAP area. For example, long stretches of the River Stour corridor within the Mill Race Lane Trading Estate are heavily engineered with impermeable hard-standings immediately alongside the waterside edge, vertical steel shuttering forming river side embankments, and culverted sections of the River Stour. Generally, there is a shortage of soft natural green space along the River Stour embankments within this area. There are also pockets of invasive plant species alongside the River Stour watercourse such as Japanese Knotweed which erode the quality of the wildlife corridor. There is a need to target new wildlife friendly landscaping in areas where there are currently broken linkages to bridge any gaps in the wildlife corridor.

**4.3.3** It is not anticipated that the width of the wildlife corridor along the River Stour corridor will remain constant through the network. Larger areas will need to be created frequently to provide substantial resting places and breeding habitat. However it is not envisaged that the corridor could function effectively along the River Stour corridor if the width of the corridor is less than 10 metres either side of the watercourse.

**4.3.4** Policies within the AAP will have a positive role to play in helping to sensitively enhance and repair severed and fragmented parts of the wildlife corridor within the plan area and in reducing the impact of physical barriers which restrict movement of wildlife species along it. The provision of new natural green space bank side softening alongside the River Stour and Stourbridge Branch Canal corridors will be given a high priority. The retention of existing soft green space banks alongside parts of the Stourbridge Branch Canal corridor will also be a priority and sensitive enhancement works will be encouraged to these embankments where appropriate. New development within the Opportunity Sites also presents a major opportunity to build-in and positively enhance biodiversity features alongside the River Stour and Stourbridge Branch Canal corridors. This approach is supported by clear national planning guidance set out in paragraph 14 of Planning Policy Statement 9 (PPS9) (2005) "Biodiversity and Geological Conservation", paragraph 16 (indent seven) of PPS3 (2010) "Housing" and by policies ENV1 "Nature Conservation" and CSP3 "Environmental Infrastructure" in the adopted Black Country Core Strategy (February 2011). It is also supported by the Birmingham and Black Country Biodiversity Action Plan (BBCBAP) which provides local-level guidance in relation to national and local priority habitats and species occurring within the AAP area.

## Policy 7

### **SITES OF LOCAL IMPORTANCE FOR NATURE CONSERVATION (SLINC)s).**

Sites which form part of the Black Country network of Sites of Local Importance for Nature Conservation (SLINC) and which fall within the AAP are identified on the Proposals Map.

Dudley Council will seek to maintain and where possible enhance the quality, amount and distribution of the key habitat types and features within this sub-regional network.

Development within areas identified as part of the SLINC network will be required to protect areas of high ecological value in the design and layout of the proposal and provide appropriate mitigation for the loss of other areas of nature conservation value. Measures to protect the integrity of corridor and linear features will be required within the layout and design of proposals. Where such measures are not included, there will be a presumption against the granting of planning permission.

Where development is permitted, in order to ensure the protection and enhancement of the SLINC network the use of conditions and planning obligations will be considered.

Where practicable, Dudley Council will seek to encourage management of these sites for the benefit of the nature conservation resource.

This policy will also apply to additional SLINCs identified over the Plan period.

## Policy 8

### **NATURE CONSERVATION**

Dudley Council will seek to protect, and where appropriate, enhance the natural environment. Measures shall include:

- The protection of the biodiversity value of the AAP area wildlife habitat;
- Improve the function and connectivity of the wildlife corridors through sensitive enhancement, repair and restoration. New build development will be expected to positively contribute to this corridor network;
- All new tree and shrub species planting within the AAP area will incorporate locally-occurring native and/ or locally Stourbridge distinctive species, with a particular emphasis on supporting biodiversity.
- Invasive plant species, such as Japanese Knotweed shall be removed.

## Policy 9

### DEVELOPMENT AND BIODIVERSITY

Dudley Council will expect new development to incorporate beneficial nature conservation features. Dudley Council will expect the following types of on-site nature conservation and biodiversity improvements, appropriate to Stourbridge, to be accommodated within development proposals:

- Areas of natural wildlife friendly planting;
- Green roofs and walls;
- Mixed native hedges and trees;
- Where appropriate, the introduction of wetland habitats such as wildlife friendly small ponds and wetland swales especially in connection with new on-site Sustainable Urban Drainage Systems (SUDS).

Smaller secondary features such as bird and bat boxes will be considered as is relevant to the individual development site.

## 4.4 The River Stour and the Stourbridge Branch Canal

**4.4.1** The main existing green infrastructure (green open space) within the AAP is located on the northern edge of Stourbridge Town Centre, along the River Stour and Stourbridge Branch Canal corridors. This area provides an important green corridor (or "green lung") which is significant as both a connecting wildlife corridor (allowing the movement of wildlife species between habitats) and also as an outdoor recreational resource serving the local community. Results from both the Spring 2010 (Issues and Options) and Summer 2011 (Preferred Options) public consultation stages indicate that there is support from the public for introducing sensitive green space environmental transformation improvements along the River Stour and Stourbridge Branch Canal corridors, with support for introducing both nature conservation and outdoor recreation enhancements within this area.

**4.4.2** Parts of the River Stour and Stourbridge Branch Canal corridors currently suffer from a poor quality environment. For example, parts of the River Stour are culverted under some industrial development, and parts of the watercourse embankments are heavily urbanised with hard impermeable and over-engineered surfaces, with a shortage of soft green space alongside the river embankments. This significantly reduces the River Stour's outdoor recreation value and creates severed and broken linkages and restricts its function as a wildlife corridor. The River Stour is often referred to as the "lost River Stour" as this area currently remains hidden and severed from the town centre due to urban encroachment alongside its

embankments, poor quality public access along its embankments and the severance effect caused by the ring road. Its prominence and profile needs to be raised within the town centre.

**4.4.3** As already stated findings from Dudley Council's adopted Parks and Green Space Strategy (PPG17 Audit) (adopted June 2009) indicate that the urbanised parts of the Stourbridge Committee Area (excluding the southern Green Belt) has the least amount of urban green space provision in comparison to all other committee areas. Evidence from the Audit reveals that large urbanised parts of Stourbridge Committee Area have no coverage to both publicly accessible urban green space and accessible natural and semi-natural green space.

**4.4.4** New developments within the Opportunity Sites will be expected to improve pedestrian and cycle links along the River Stour and Stourbridge Branch Canal as well as strengthening links from these watercourses to the town centre. This will promote convenient and safe pedestrian access to the town centre core and help to raise the profile of the river and canal, as, amongst other functions, important green space assets for the town, providing an important natural green space outdoor recreation resource.

**4.4.5** Development proposals fronting onto the edge of the River Stour and Stourbridge Branch Canal should provide an active frontage onto the waterway and other routes to give access to the canal/ River Stour and address public realm. This will also ensure that the Canal/ River Stour area is well overlooked with good levels of natural surveillance to improve personal safety and encourage outdoor recreation.

**4.4.6** Care must be taken with such frontage development to ensure that it does not harm the wildlife corridor function through, for example, increasing light pollution. In line with the Water Framework Directive (WFD), development proposals must not adversely affect the water quality and associated ecological status of a water body and wherever possible take measures to improve ecological value in order to help meet the required status.

**4.4.7** Policies within the AAP will help to improve the environmental quality of the River Stour and Stourbridge Branch Canal corridors by enhancing this area's outdoor recreational and nature conservation value through sensitive enhancement and restoration. The AAP policies will also help to raise the profile of the River Stour and Stourbridge Branch Canal within the AAP area and use these important green space assets as a driver to support regeneration growth within the adjacent town centre.

**4.4.8** The canal corridor lies within a designated Conservation Area. This places a statutory responsibility on Dudley Council to preserve and enhance the character of this conservation area. All proposals (including new green space provision proposals) coming forward along the Stourbridge Branch Canal will therefore be expected to remain sensitive to preserving and enhancing the historical character and setting of the Conservation Area and will need to be in accordance with the

Stourbridge Branch Canal Conservation Area Character Appraisal (CACA) and the Conservation Area Policy of the Stourbridge AAP. Proposals which could prejudice views into or out of the Stourbridge Branch Canal Conservation Area will be resisted.

## Policy 10

### THE RIVER STOUR

Dudley Council, through development, will undertake to restore and improve (any restoration and improvement works would need to remain sensitive to the sites nature conservation value) the natural river channel and bankside habitat of the River Stour and support its clean up and upgrading along with the upgrading and enhancement of the river banks with a particular focus on uplifting the nature conservation value of the area and providing for informal recreation. This will enable the 'rediscovery' of the River Stour both by the community and visitors to the area.

Proposals for enhancing the River Stour include:

- The introduction and maintenance of a natural green space corridor either side of the river channel. Dudley Council will aim to ensure that this green space corridor will be a minimum of 10 metres wide from each bank top unless there is conflict with other objectives of the AAP such as preserving and enhancing Heritage Assets and/ or their settings. The green space corridor shall be landscaped so as to provide a natural setting for the river and improve the wildlife value of the area;
- The creation of a safe, attractive and accessible public footpath and cycleway on one side of the watercourse - this shall be continuous along the length of the river utilising river and highway crossing points as appropriate, and link to the town centre;
- A requirement that development restores the open watercourse of the River Stour where a culverted water course exists on site;
- The removal of invasive plant species, such as Japanese Knotweed, along the length of the River Stour, and the restoration of affected areas back to beneficial wildlife habitat;
- Enabling the river to develop natural features such as meanders, riffles and pools along its length by de-culverting and bankside softening wherever possible;
- The introduction of appropriate new signage and interpretation material along the River Stour corridor to assist pedestrians and cyclists
- The potential for the restoration of the river bridges as necessary as key components in improving accessibility through the plan area. The structural soundness of the river bridges will be investigated on a site-by-site basis as proposals come forward within each opportunity site.

## Policy 11

### **STOURBRIDGE BRANCH CANAL**

Proposals for enhancing the section of the Stourbridge Branch Canal and its environs include:

- The improvement and upgrading of the existing canal towpath to improve access for pedestrians, cyclists, boaters and anglers, including enhancements to identify and aid linkages between the canal and the river and the canalside and the town centre;
- The introduction and maintenance of a natural green space corridor either side of the Canal channel. This green space corridor shall be landscaped so as to provide a natural setting for the canal and improve the wildlife value of the area. It should remain sensitive to the character and historical landscape setting of the historic conservation area;
- Preserve or improve public access to the canal;
- Provide an active frontage onto the waterway and other routes to give access to the canal and address the public realm;
- All development alongside the canal will be expected to positively relate to the opportunity presented by the waterway, to achieve high standards of design, and to be sensitively integrated with the canal and any associated canal side features;
- Pedestrian and cycle provision within new development bordering the canal on one side of the watercourse, which will be fully integrated with the existing and/ or proposed public footpath and cycle networks;
- Appropriate new signage, group seating and interpretation material along the Canal corridor to assist pedestrians, cyclists, tourists and boaters to complement the works being undertaken in conjunction with British Waterways;
- The conservation and enhancement of areas of value for nature conservation along the Stourbridge Branch Canal and the creation of new natural green space where appropriate within the canal wildlife environment;
- The provision of new and improved boating facilities including the implementation of new visitor moorings as appropriate and the potential expansion of the canal basin;
- Proposals coming forward along the Stourbridge Branch Canal will be expected to remain sensitive to preserving and enhancing the historical character and setting of the Conservation Area and will need to be in accordance with the Stourbridge Branch Canal Conservation Area Character Appraisal (CACA) and the Conservation Area Policy of the Stourbridge AAP. Proposals which could prejudice views into or out of the Stourbridge Branch Canal Conservation Area will be resisted.

## 4.5 Stourbridge's Historic Environment

**4.5.1** Stourbridge has a distinctive market town character and a historic built environment that is of a generally high quality, however, within that context there are also areas of lesser status that would benefit from overall enhancement including through sensitive redevelopment. Accordingly, from the start of the plan making process it was recognised that the relationship between new development and locally distinctive townscapes and landscapes including individual heritage assets and archaeological remains needed careful management.

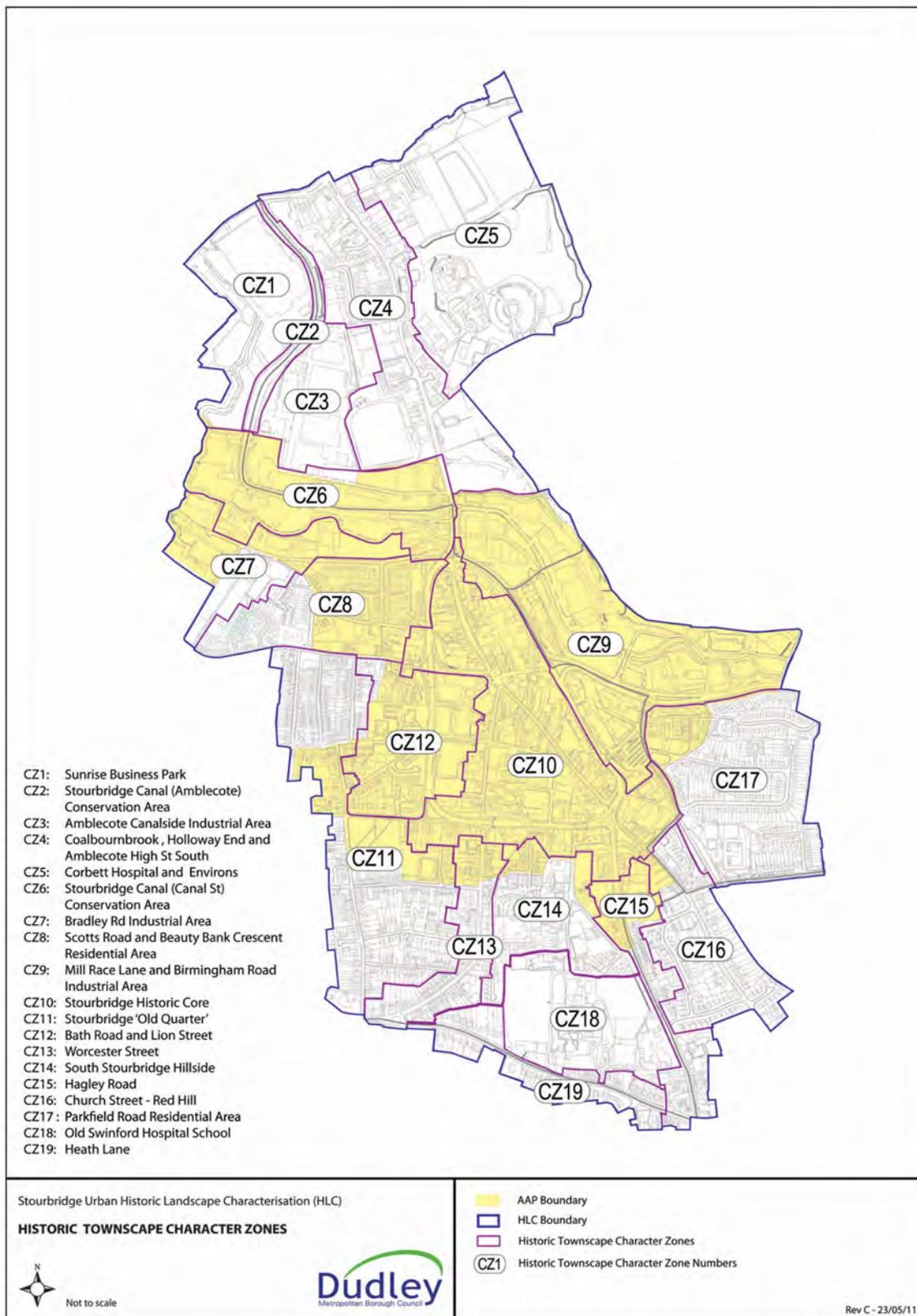
**4.5.2** In preparing the AAP, Dudley Council has, therefore, been very aware that in promoting new development and the enhancement of existing townscapes and landscapes through good urban design there is also a need for the Town's historic character to be properly understood and appreciated and for its' conservation to be taken fully into account.

**4.5.3** Such an approach is in complete accordance with the adopted Black Country Core Strategy (February 2011) Policy ENV2: Historic Character and Local Distinctiveness. The Core Strategy notes at paragraph 6.10 that both nationally and in the Black Country itself considerable progress has already been made towards achieving a fuller analysis and understanding of local character and distinctiveness through using Historic Landscape Characterisation (HLC) techniques. Undertaking HLC in any given area allows a proper definition of local distinctiveness to be arrived whilst identifying the whole range of Heritage assets contributing to overall historic character, providing also an assessment of their relative significance.

**4.5.4** The consultation feedback to the "Issues and Options" (February 2010) document supported the undertaking of detailed Historic Landscape Characterisation to address the situation through defining locally distinctive character areas and significant heritage assets, including areas of high archaeological potential in order to assist in protecting overall character.

**4.5.5** During 2010, the Historic Environment Team accordingly undertook survey and analysis work leading to the production of a "Stourbridge Urban Historic Landscape Characterisation" (SUHLC) study that now constitutes the principal historic environment evidence base for the Stourbridge Area Action Plan.

**4.5.6** The boundary of the study area is not contiguous with that for the AAP but spreads wider in order to more fully capture the historic extent of Stourbridge town and to include its associated hinterland. The study describes the historical development of Stourbridge and identifies nineteen Historic Townscape Character Zones within the Town Centre and beyond as shown on **Map 2**. For each Character Zone large scale mapping was then undertaken that identifies individual buildings and spaces which contribute positively or otherwise to local character.



Map 1

**4.5.7** Within this process, as envisaged in the adopted Black Country Core Strategy (February 2011), it has proved possible to identify locally significant areas of high historic townscape and landscape value and a wide range of individual heritage assets of varying degrees of significance including buildings with potential for inclusion on the Local List and archaeological priority areas. A review of statutorily designated assets including conservation areas has also been a part of the process with consideration being given to both possible boundary revisions and the potential for future new designations.

**(Full details of buildings felt to have the potential to meet statutory list criteria and those which meet the criteria for Dudley Council's Local List can be found in Appendix 2, parts 1 & 3 of the Stourbridge UHLC evidence base which can be found on Dudley Council's planning web-site for the Stourbridge AAP via: [www.dudley.gov.uk/planning](http://www.dudley.gov.uk/planning) then click onto "Planning Policy" then "Local Development Framework" then "Stourbridge Area Action Plan" )**

**4.5.8** The results of the Urban Historic Landscape Characterisation (UHLC) can be used by strategic planners, urban designers, intending developers and others to gain a proper appreciation of the historic character of Stourbridge thus assisting in positive place making and the promotion of a sense of place and helping to foster responsive design. It will also convey a high degree of certainty for developers and assist in guiding and facilitating new development through alerting individual developers at an early stage to historic environment constraints and opportunities that may affect proposed development sites.

**4.5.9** Developers will thereby be in a position to, in a timely fashion, develop design proposals that respect and reinforce local distinctiveness. Equally, it will enable them to properly assess the impact of new development upon any affected heritage assets and their setting and avoid harm. In this way, as is required by both the adopted Black Country Core Strategy (February 2011) and Planning Policy Statement 5 (PPS5) (2010) "Planning for the Historic Environment" <sup>(1)</sup> the content of Design and Access Statements required in support of planning applications can be properly informed.

**4.5.10** In this context Dudley Council believes that where physical evidence of local historic character persists in the form of assets that make a positive contribution to local distinctiveness such assets should be conserved and wherever possible enhanced. New development should respect and respond to the positive characteristics of the locality such that local distinctiveness is reinforced in a complementary manner. As with adopted Black Country Core Strategy (February 2011) Policy ENV2 "Historic Character and Local Distinctiveness" , the overarching aim of Historic Environment Policies in the Stourbridge Area Action Plan is, therefore, to assist in maintaining the individual identity and character of Stourbridge as a whole rather than focusing solely on locally or nationally designated assets.

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1 CLG, (2010) PPS5 '[Planning for the Historic Environment](#)'

## Policy 12

### CONSERVATION AND ENHANCEMENT OF LOCAL CHARACTER AND DISTINCTIVENESS IN STOURBRIDGE

All development proposals should take account of the locally distinctive character of the area in which they are to be sited, including its historic character, and should respect and respond to its positive attributes. Physical assets (buildings, sites or areas together with their settings) whether man made or natural that positively contribute to the local character and distinctiveness of Stourbridge's landscape and townscape should be retained and wherever possible enhanced and their settings should be respected.

The Stourbridge Urban Historic Landscape Characterisation has mapped out for each identified character zone various buildings and spaces and assigned a degree of significance to them based upon the contribution they make to the overall character of the historic environment. This includes Locally Listed Buildings that are felt to make a particularly special contribution to local character. The UHLC document, therefore, provides baseline data that in conjunction with the information held in Dudley Council's Historic Buildings Sites and Monuments Record must be used for land use appraisals and to inform proposals for development.

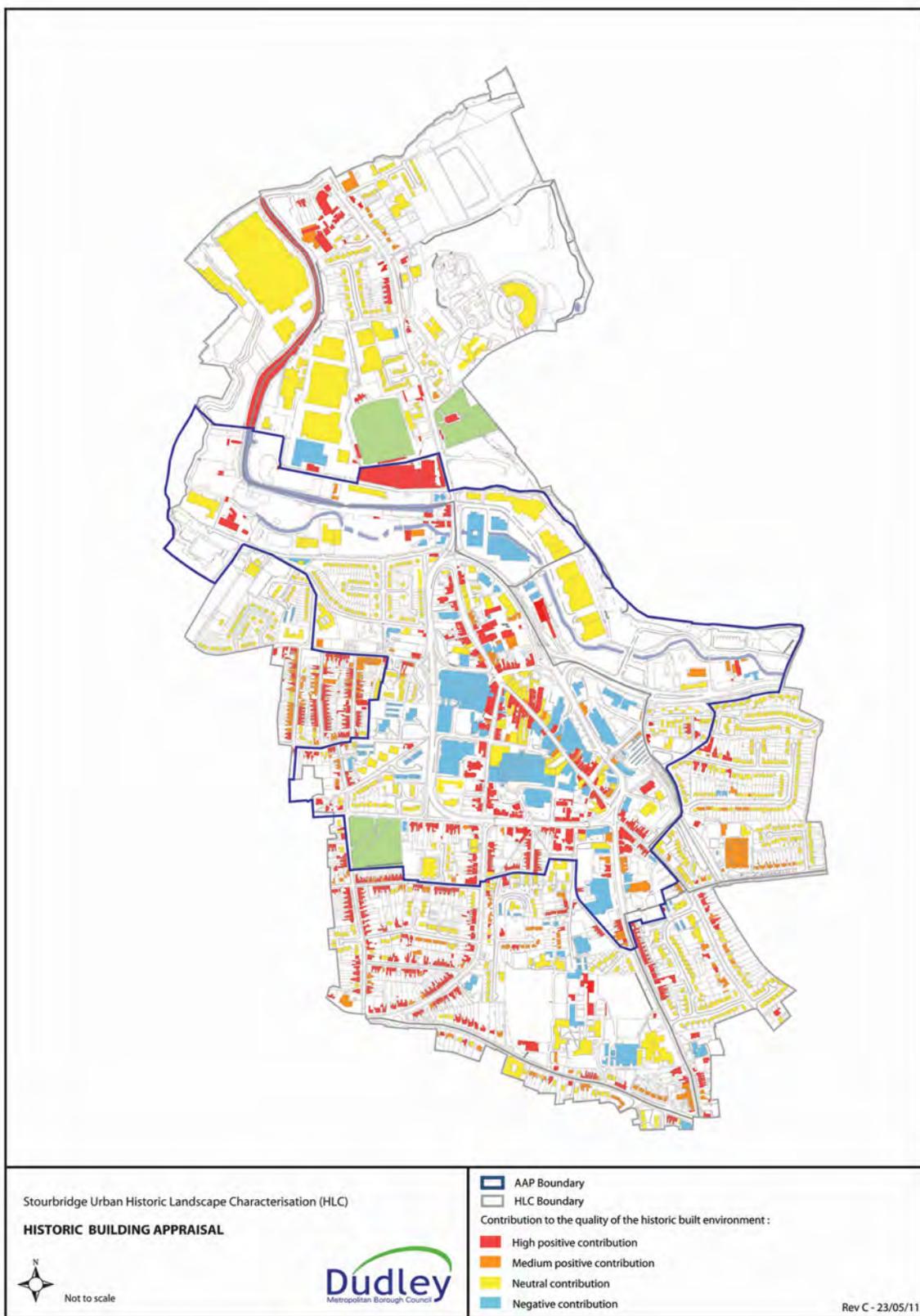
New development in Stourbridge should be designed so as to reinforce and enhance local distinctiveness and full reference should be made in Design and Access Statements accompanying planning applications to the Stourbridge Urban Historic Landscape Characterisation. Design and Access Statements should clearly set out the steps that have been taken to achieve locally responsive outcomes through either traditional or more contemporary design solutions.

In respect of major individual developments or in relation to particularly environmentally sensitive areas developers may in future themselves be required to commission more detailed "**Local Area Character Appraisals**" (as defined in the Dudley Historic Environment SPD) in order to more fully inform specific land use proposals.

In cases where changes of character or demolition are unavoidable Dudley Council will seek to ensure that provision is made for an appropriate level of archaeological recording to take place prior to the alteration of the features concerned.

**4.5.11** As noted above each Character Zone identified by the Stourbridge UHLC was mapped at a large scale in order to specifically identify the contribution made by individual buildings and spaces to the character of the local historic environment. The buildings were ranked through colour coding into those making a High (red),

Medium (orange), Neutral (yellow) or Negative (blue) contribution to local character. **Map3** illustrates the combined results when the buildings identified for each Character Zone were mapped at a lesser scale and combined to give a picture across the whole of the study area.



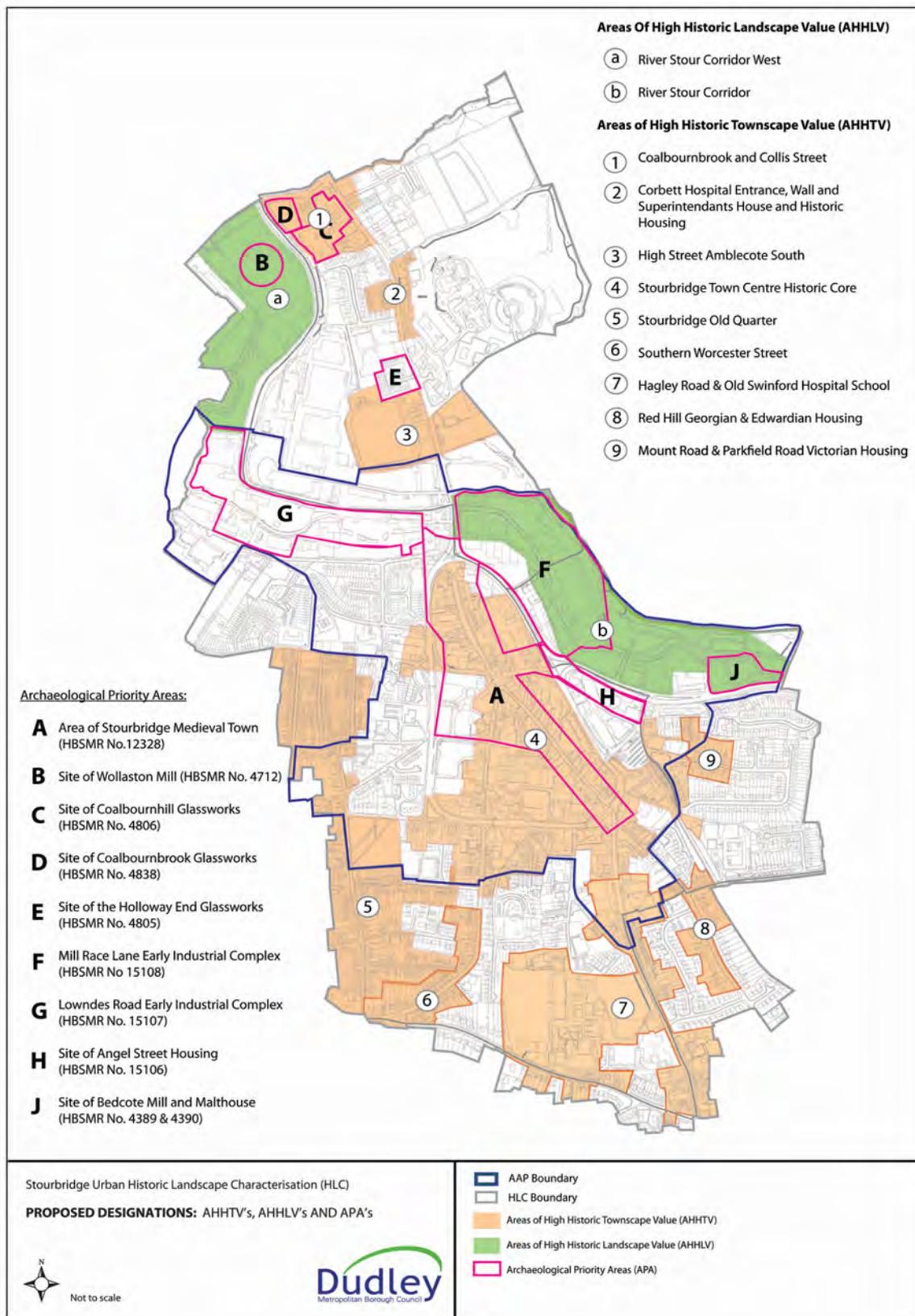
Map 2

**4.5.12** As can be seen from Map 4 that exercise highlighted the existence of certain areas that, although not necessarily formally designated as conservation areas, nevertheless exhibited a concentration of historic assets that it was felt in combination made a particularly positive contribution to local character and distinctiveness. These areas were tested against a range of criteria including:

- **Contribution of historic buildings to a ‘sense of place’**
- **Street plan and form**
- **Completeness**
- **Views and setting**
- **Representation and historic interest**

**4.5.13** Those areas that met the necessary criteria were thereby considered to be “Areas of High Historic Townscape Value” (AHHTV) and they are as shown on **Map 4**.

**(Full details and a description of each AHHTV can be found in Appendix 2, part 5, of the Stourbridge UHLC evidence base which can be found on Dudley Council's planning web-site for the Stourbridge AAP )**



Map 3

## Policy 13

### AREAS OF HIGH HISTORIC TOWNSCAPE VALUE (AHHTV)

Areas of High Historic Townscape Value (AHHTV) are recognised in the Stourbridge Urban Historic Landscape Characterisation as defining discrete areas of townscape of acknowledged importance. Where new development is proposed in an AHHTV every effort must be made to ensure it consolidates or enhances the existing positive characteristics of the locality. Not only should existing townscape in these areas be conserved and enhanced but the opportunity should be taken to create complementary good quality townscape through extension, new build or redevelopment. Views into, out of and within AHHTV must be respected.

Design and Access Statements accompanying planning applications in AHHTV's must be prepared with full reference to the Stourbridge UHLC and must clearly evidence how the proposals have taken account of its detailed findings in order to produce a locally responsive high quality design that, wherever appropriate, also conserves and where possible enhances significant historic assets together with their settings. Proposals that fail to respond adequately to their townscape context or that would prejudice views into, out of or within AHHTV's will not be permitted.

**4.5.14** Dudley Council has identified Landscape Heritage Areas in the past that are incorporated within the Adopted Unitary Development Plan and that were protected by UDP Policies HE2 and HE3. Those policies have now been deleted causing Dudley Council to review that historic landscape designation. Considering the results of ongoing historic characterisation work across Dudley Borough and specifically in Stourbridge it is now felt appropriate to re-identify existing Landscape Heritage Areas and other areas that meet a set of defined criteria as Areas of High Historic Landscape Value (AHHLV).

**4.5.15** This is in order to better demonstrate that it is the importance of the elements of the historic environment to the character and distinctiveness of these areas that is recognised by this designation. Whereas the designation of AHHTV recognises the contribution to local character and distinctiveness of the structures within built-up areas, which might be complemented by features of the wider landscape, the value of AHHLV is considered to reside primarily in the quality of the wider landscape, such as areas of open space, woodland, watercourses, hedgerows and archaeological features and their historic, communal, ecological and aesthetic values. The following criteria have been used to identify Areas of High Historic Landscape Value:

- Representation of Cultural Heritage
- Representation of Natural Heritage

- Preservation
- Amenity

**4.5.16** In the case of Stourbridge the two areas identified both relate to the very strong linear open space provided by the course of the River Stour, which in the western half of the Action Plan area is paralleled by the Stourbridge Canal corridor. Both components have great historic significance in relation to the exploitation of water power, the location of industry and the associated transport of raw materials and finished products and they fully merit protection.

**(Full details and a description of each AHHLV can be found in Appendix 2, part 6, of the Stourbridge UHLC evidence base which can be found on Dudley Council's planning web-site for the Stourbridge AAP).**

## Policy 14

### AREAS OF HIGH HISTORIC LANDSCAPE VALUE (AHHLV)

Within Areas of High Historic Landscape Value Dudley Council will resist any development or other works taking place which would be detrimental to the character, quality and historic integrity of the landscape. Dudley Council will seek to protect and enhance views into, from or within Areas of High Historic Landscape Value. Approval will not be given where such views would be unduly interrupted or harmed, or where the opportunity to enhance such a view would be lost.

**4.5.17** Dudley Borough contains a number of sites of archaeological remains identified as important at the national level that have therefore been formally designated as Scheduled Ancient Monuments. However, there are other sites throughout Dudley Borough including in Stourbridge recorded in Dudley Council's Historic Environment Record that have also been identified as having a high potential for the survival of archaeological remains of regional or national importance but have yet to be designated. Dudley Council will consider the preservation of such archaeological remains when assessing applications for new development, as well as identifying opportunities to make greater use of the archaeological resource in sustaining the area's character and distinctiveness.

**4.5.18** Stourbridge appears to have developed an urban form at a relatively late point, probably in the early 15<sup>th</sup> century and then developed rapidly as a centre for the local wool trade before becoming highly significant in the glass and iron industries in the early 17<sup>th</sup> century and beyond. Throughout, the River Stour has been of huge importance as a source of water power and numerous mills including for corn grinding, fulling of textiles, tanning, iron forging and slitting were sited on the riverside.

**4.5.19** In order to recognise the potential importance of such archaeologically sensitive areas it is proposed to formally identify them as “Archaeological Priority Areas”, as shown on Map 4. Other areas of high archaeological potential may also be identified over the life of this Area Action Plan which will be subject to the same policy.

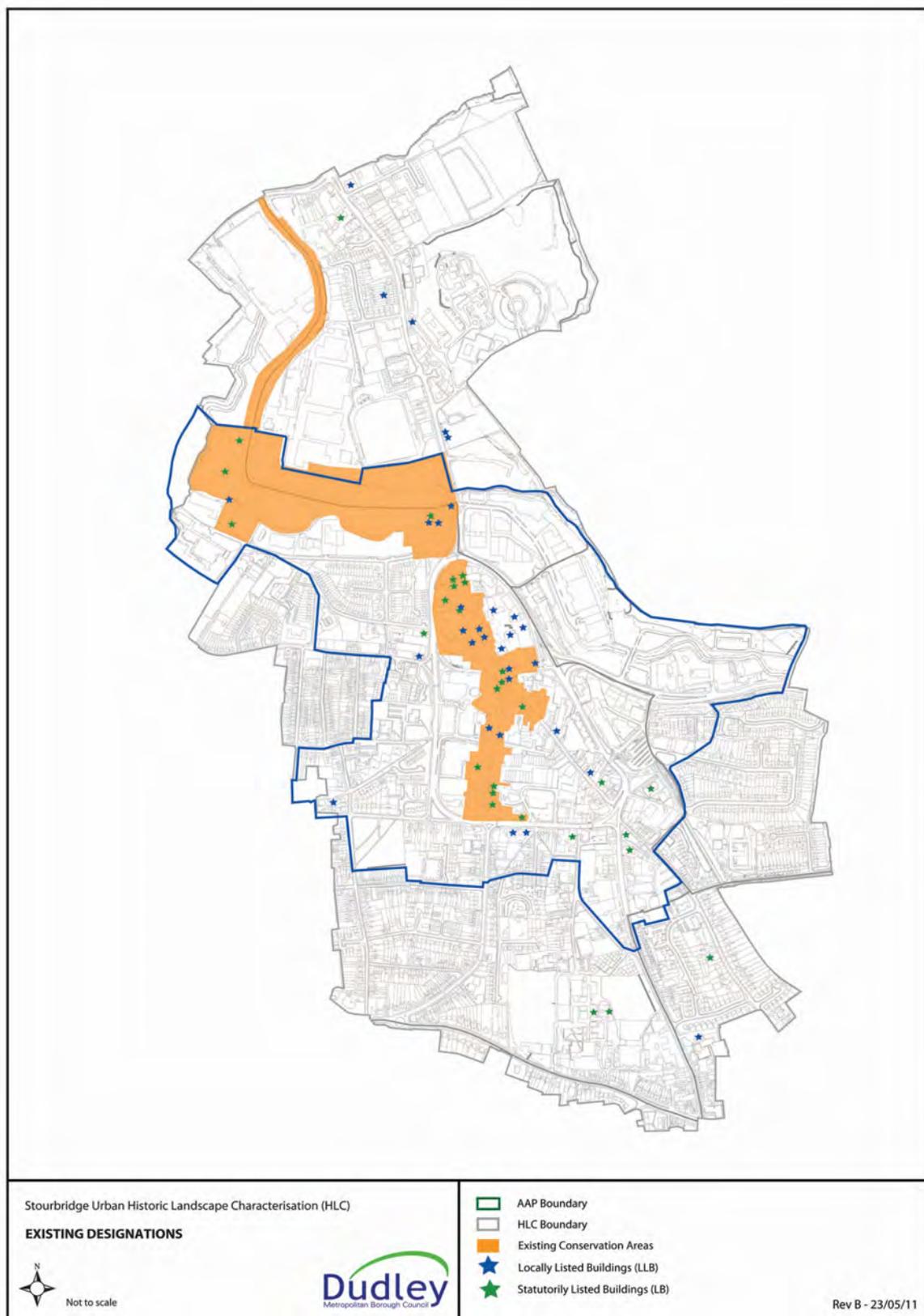
**(Full details and a description of each APA can be found in Appendix 2, part 4, of the Stourbridge UHLC evidence base which can be found on Dudley Council's planning web-site for the Stourbridge AAP).**

## Policy 15

### ARCHAEOLOGICAL PRIORITY AREAS

Archaeological Priority Areas have been identified in the Stourbridge Urban HLC and in respect of these and any other areas of potential archaeological significance that may be identified and included in the Dudley Council *Historic Buildings Sites and Monuments Record* through the life of the plan the Council will:

- expect developers as part of any planning application to provide adequate information to allow the full and proper consideration of the impact of the proposed development on archaeological remains through desk top archaeological appraisal and as Dudley Council deem appropriate subsequent physical site evaluation/building recording.
- resist development that would have a damaging impact upon significant archaeological remains and where potentially negative impacts have been identified expect developers to devise and put forward for agreement suitable measures designed to mitigate such impact in order to preserve buildings, structures or buried deposits in situ.
- where preservation in situ would be unreasonable seek to ensure that provision is made for an appropriate level of archaeological investigation and recording of any building, structure or buried deposit of interest prior to the commencement of development, site clearance or infrastructure works and for appropriate publication of the results.



Map 4

**4.5.20** Criteria used for the identification of areas that should be protected as Conservation Areas are set nationally through the Planning Listed Buildings and Conservation Areas Act (1990)<sup>(2)</sup> detailed in English Heritage Guidance . The Act places a statutory duty upon local planning authorities to review their areas from time to time and to identify those parts of their areas that have special architectural or historic interest the character and appearance of which it is desirable to preserve or enhance and to designate them. In order to qualify for designation an area should be identifiable as possessing a special level of significance (i.e. more than ordinary) for either its historic or architectural value or both. It must also contain features that can either be protected or enhanced through the use of the powers provided within the Act or through the preparation of management proposals as described within the Act.

**4.5.21** Having identified an area with potential for designation this then needs to be fully tested and justified through the undertaking of a Conservation Area Character Appraisal. Such appraisals are effectively a particularly specialised form of characterisation that specifically sets out to analyse and define the special architectural or historic interest of areas that may warrant Conservation Area designation, leading where appropriate to the formulation of Management Proposals for the better preservation or enhancement of their character or appearance. The Appraisal findings are initially published in a draft form and widely consulted upon locally so as to ensure that people's opinions can be fully taken into account before Dudley Council makes any final decision.

**4.5.22** The evidence contained in the Stourbridge Urban Historic Landscape Characterisation is very relevant to this process and the study was accordingly used as a vehicle through which a review of conservation areas could be undertaken. Of obvious relevance in this context was the fact that the UHLC had been able to identify Areas of High Historic Townscape Value, some of which it was considered could either now or in the future have the potential to be of sufficient special interest so as to warrant formal designation.

**4.5.23** Three existing Conservation Areas (as shown on **Map 5**) were reviewed through the SUHLC two of which, Stourbridge Branch Canal (Canal Street) and Stourbridge Branch Canal (Amblecote) had been the subject of detailed Conservation Area Character Appraisals with Management Proposals as recently as 2007. On review the designation boundaries were found to be still sound and the management proposals were considered to remain relevant and so they can with confidence be simply carried forward.

**4.5.24** The third existing area to be reviewed was the High Street, Stourbridge, Conservation Area that was first designated in 1975. In this respect it is notable that the Stourbridge Historic Core AHHTV in fact encompasses and extends considerably beyond the existing High Street designation boundaries. Since 1975 perceptions as to the value that should be afforded to the historic environment have changed quite

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2 Planning [Listed Buildings and Conservation Areas](#) Act (1990)

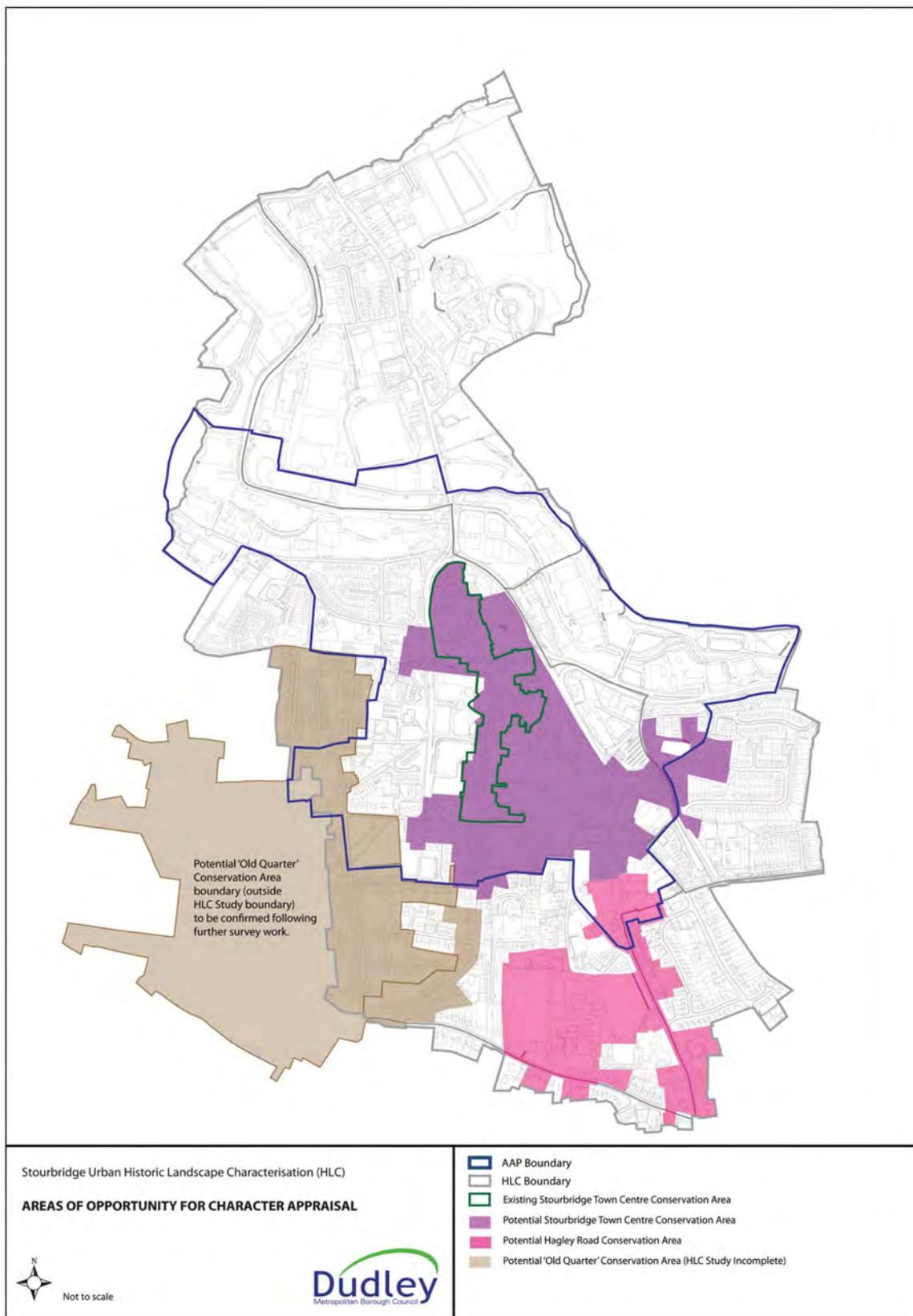
radically and given the findings of the UHLC study the carrying out now of a Conservation Area Character Appraisal to cover the whole of the Historic Core AHHTV is considered to be highly justified.

**4.5.25** On analysis, it is also felt that the Hagley Road & Old Swinford Hospital AHHTV has considerable potential for Conservation Area designation that warrants the carrying out of a detailed Conservation Area Character Appraisal there also.

**4.5.26** Of equal potential is the Old Quarter AHHTV, although this has as yet not been fully surveyed as part of the UHLC since this historic area extended very considerably beyond the focus of the Stourbridge AAP itself. Completion of HLC survey work in the future would, however, clarify the true extent of the AHHTV and provide the logical basis for the undertaking of a detailed Conservation Area Character Appraisal thereafter.

**4.5.27** Potential conservation area boundaries are shown on **Map 6**.

**(Further details of the review can be found in Appendix 2, part 2, of the Stourbridge UHLC evidence base which can be found on Dudley Council's planning web-site for the Stourbridge AAP ).**



Map 5

## 4.6 Access and Movement in Stourbridge

**4.6.1** In order to ensure that Stourbridge is an inclusive environment to the whole community, it is necessary to require that development and any improvements to the public realm take into account the needs of less mobile, infirm and visually impaired persons. This is particularly with regard to providing level access to facilities, demarcating footways and avoiding street clutter.

**4.6.2** The current environment within the plan area presents a relatively robustly urban environment in which vehicles are dominant. This is particularly evident at the ring road, which has a severing effect between the town centre and the hinterland, both visually and physically, particularly in relation to it stemming the flow of pedestrians and cycle access across this multi-lane highway.

**4.6.3** Pedestrian access across the ring road is currently gained via 6 no. subways and 2 no. surface level crossings. In terms of highway safety, the subways provide safe and easy access between the town centre and its hinterland, particularly for wheelchair users. However, these subways, which include a main passage from the town centre to the public transport hub, are not popular and often present poor quality environments - in some cases, these passageways can be subject to vandalism, including graffiti, and engender the perception of personal safety concerns.

**4.6.4** It is therefore necessary to consider the need for additional surface level crossings provided across the ring road so as to enable greater permeability within the environment in general, lessen the visual and physical impact of vehicular traffic and provide direct links between the Opportunity Sites and the town centre. At the same time, it is recognised that the subways are likely to have to remain, some as the primary or only means of accessing the town from the adjoining areas, others as alternative routes to surface level crossings, providing easier and safer access for the less mobile in particular (e.g. those on motorised scooters). However, most of these subways need to be upgraded to particularly make them more inviting and safer environments. Improvements to subways will be completed as future funding opportunities becomes available in accordance with public realm enhancement priorities for the town centre.

**4.6.5** The results from public engagement with the local community and businesses on the issues and options stage (completed Spring 2010) of the plan was mixed with regard to the option of the pedestrianisation of High Street and Market Street (in part). There was in particular opposition from some of the local traders, some of whom were concerned with the loss of on-street parking (outside their premises) which would result if this option were to be implemented. At the same time it is acknowledged that the current environment within the town centre, particularly for pedestrians/shoppers is often dangerous: as a result of the narrow width of the footways, pedestrians often have to step out into the carriageway, particularly to

circumnavigate around buggies and scooters. Improvements to the environment of these streets are therefore required. These improvements will be the subject of detailed design guidance contained within the Urban Design and Landscape Public Realm Implementation Guide. In general, these improvements would, while retaining space for some on-street parking and the passage of vehicles, including emergency service vehicles, give a much greater priority to pedestrians within a greener and high quality designed space.

**4.6.6** It is considered that a town centre market is not only of benefit to the vitality of the town, but also local farmers from the hinterland. It is therefore appropriate that this plan makes provisions for the accommodation of the physical measures necessary to enable this use and other events to take place within the town centre core.

**4.6.7** Policy TRAN4 of the adopted Black Country Core Strategy (BCCS) (February 2011) seeks to ensure that the Black Country has a comprehensive cycle network, especially to encourage a sustainable form of travel, with positive health benefits. Also, a national cycle route (Sustrans Route 54 from Stourport to Derby) passes through the plan area. This route is identified on the Proposals Plan: it enters the plan area along the link between Church Avenue and High Street Amblecote and then passes through the town centre at Lower High Street, before continuing on via Market Street, Bell Street, Lion Street and Heath Street. In addition, Dudley Council is seeking to promote cycle links to nearby parks, including the Healthy Hub at Mary Stevens Park (in effect an outdoor gym), as part of its strategy to promote healthy living within Dudley Borough. Policies are therefore set out which aim to facilitate and sign these routes and also to enhance the environment of the corridors which they run through.

**4.6.8** While there are already a number of cycle stands within the town centre, including outside The Crystal Leisure Centre, it is considered there is scope to provide more, particularly in Lower High Street, alongside Sustrans Route 54 and in the vicinity of King Edward V1 College. Thus not only enabling an increased opportunity for a sustainable means of accessing the college, but potentially allowing cyclists using the national cycle route to stop off to avail themselves to the facilities offered by the town and also providing a facility for residents cycling into the town from the proposed residential development in the river and canal corridor to the north of the town centre.

**4.6.9** The existing Stourbridge Town Train Station and the new bus station which is currently being redeveloped with a new 'state of the art' designed facility (both bordering the south-east edge of the ring road) provide a very important public transport interchange serving Stourbridge Town Centre and the wider surrounding urban area. Given their critical importance to the town centre, these public transport interchange facilities will be protected and retained within the Stourbridge AAP during the plan period.

**4.6.10** With regard to parking provision, new development within the AAP area will be required to address the guidance contained within the relevant Supplementary Planning Document (SPD)'.

**4.6.11** Guidance in Dudley Council's latest adopted Parking Standards will apply to new development proposals coming forward within the AAP Plan area.

(3)

### Policy 16

#### **ACCESS FOR ALL**

All new development and townscape and landscape enhancements within the plan area shall seek to incorporate measures for the ease of access for disabled, infirm and partially sighted persons. This is particularly to ensure unhindered movement for all within Stourbridge Town Centre and also along the Stourbridge Branch Canal and River Stour corridor pathways. It is also to enable disabled, infirm and partially sighted persons to have ease of access to, and avail themselves of, the facilities provided within the town centre. This is unless such measures would conflict with the heritage assets within the plan area or would prevent works which would provide substantial benefits to the wider local community from being realised.

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3 *the adopted Parking Standards SPD, which is currently programmed within the Local Development Scheme to be replaced by a revised Parking Standards SPD with a provisional adoption date of June 2012*

### Policy 17

#### **PEDESTRIAN ACCESS**

A. All appropriate existing pedestrian routes, especially the network of Public Rights of Way, and including the existing subways under the ring road, as shown on the Proposals Plans, shall be retained and, where feasible, improved.

B. New pedestrian links shall be created, as identified on the Proposals Plan and within the Opportunity Sites, particularly to link the Opportunity Sites with the town centre including the public transport hub, to link in with Gateways identified in Policy 3, and to link in with the proposed Stourbridge Branch Canal and River Stour pathways. Where such a link cannot be achieved, as an alternative, existing streets shall be used as a link and enhanced as part of a green infrastructure network.

C. New surface level crossings across the Stourbridge Ring Road, suitable for both cyclists and pedestrians, have potential to be provided in the future in the locations indicatively shown on the Proposals Plan (Map 1 ): at a) the Eastern Quadrant of the ring road at the junction of the ring road with Birmingham Street and b) the North-West Quadrant of the ring road, in association with the development of Opportunity Site 1. A modified surface level crossing is proposed at the Western Quadrant of the ring road at the junction with Lion Street.

D. These new crossing points have the potential to be linked in with a network of existing and proposed pathways and where they meet the interface with the ring road be enhanced as Gateways, in accordance with Policy 3 of the AAP.

## Policy 18

### TOWN CENTRE STREETS IMPROVEMENT

That part of the town centre, comprising High Street and part of Market Street, as shown on the Proposals Plan, shall be investigated for the potential to deliver public realm improvements, giving more priority to pedestrian movement, yet still retaining on-street parking in bays within an enhanced streetscape. These public realm improvements shall be the subject of a detailed design scheme forming part of the Urban Design and Landscape Public Realm Implementation Guide, which in particular, shall address: -

- A. The provision of bespoke designed surfacing and footway widening along the length of the zone to seamlessly run into the Public Squares identified in Policy 2
- B. The potential re-opening of the Town Hall onto Market Street
- C. The provision of greener thoroughfares including the planting of native or locally distinct trees, potentially within build outs, and hanging baskets
- D. The accommodation of vehicular parking in bays, including disabled parking bays, and allowance made for the passage of vehicles, including buses, emergency service vehicles and taxis
- E. The accommodation of, and works to facilitate, the holding of markets and events within the town centre core.

## Policy 19

### CYCLING

The following spatial planning measures shall be implemented, through enabling development and other delivery mechanisms as necessary, in order to promote Stourbridge as a "cycle- friendly" town:-

A. Secure cycle parking shall be provided within the Opportunity Sites and other development sites within the plan area.

B. Further cycle stands shall be provided within Stourbridge Town Centre, particularly in Lower High Street

C. The national cycle route (Sustrans Route 54) shall be signposted and marked out and its corridor enhanced as it passes through the plan area

D. Other cycle routes within the plan area, as shown on the Proposals Plan, specifically:-

i) along the River Stour and Stourbridge Branch Canal and routes which link into that network

ii) routes which link in with Sustrans Route 54

iii) routes which access Mary Stevens Park (especially The Healthy Hub in that park) and Wollaston Recreation Ground

shall be signposted, delineated and marked out (where feasible), and the environment which these routes pass through, enhanced.

## 4.7 Stourbridge Town - Vitality and Viability

**4.7.1** The Stourbridge Town Centre boundary, as previously defined on the UDP Inset Plan (2005) for Stourbridge, contains the area within the ring road and also encompasses the area of land between the ring road (St. John's Street) and Birmingham Street, identified as Angel Passage (Opportunity Site S3). This boundary is carried forward within this AAP: while there are other policies within this plan which seek to reduce the physical and visual impact of the ring road, it serves to define the town centre, and the incorporation of the Angel Passage Site within the plan boundary, enables it to be developed for town centre uses.<sup>1</sup> These town centre uses identified in [Planning Policy Statement 4 \(PPS4\) \(2009\) 'Planning for Sustainable Economic Growth'](#), which subject to the safeguarding of shopping uses and restrictions on hot food take-aways (refer to the other policies within this section), are only appropriate

to being accommodated within the town centre comprise the following: retail; leisure and entertainment facilities; the more intensive (indoor) sport and recreation uses; offices; arts, culture and tourism development.

**4.7.2** The adopted Black Country Core Strategy (February 2011) sets out appropriate thresholds for additional convenience and comparison retail floorspace and office floorspace allowable within each of the town centres during the plan period, unless it can be demonstrated through evidence on need, impact and physical linkages that a higher floorspace total would be appropriate (Policy CEN4). The totals are set out below in Policy 20. These totals include the convenience and comparison retail floorspace totals which Dudley Council has recently approved for the redevelopment of Opportunity Site S1 (The Crown Centre).

**4.7.3** Stourbridge Town Hall and The Crystal Leisure Centre are significant cultural and leisure uses for the local community located within the town centre. It is considered important for the vitality of the town, that such facilities are retained, and should suitable opportunities arise, expanded to maintain and enhance their role as community assets. This is particularly given the potential increase in demand for the town's cultural and leisure facilities as a result of the planned increase in the catchment population from the planned housing to the north of the town.

**4.7.4** Another means of improving the vitality and viability of the town, particularly in increasing the amount of activity and surveillance within its centre and also increasing the number of residents who can avail themselves to the town's facilities, is to promote the re-use of the upper floors of businesses within the town centre for active uses, specifically to residential or business (office) uses. Indeed, visual evidence suggests that there are numerous buildings, especially within the Town Centre Conservation Area, which have vacant upper floors that have the potential to be converted into residential accommodation. The re-use of upper floors for a residential use in particular can be encouraged through flexibility shown in the application of relevant planning guidance as it relates to such issues as car parking provision and the level of amenity which may be afforded to future occupiers.

**4.7.5** It is recognised that shutters on business premises within town centres, particularly the steel roller box type, have the effect of deadening frontages, prevent window shopping and present an unwelcoming and sterile environment, particularly outside of business hours. However, it is realised that such an issue can be more properly and effectively addressed (from a borough-wide perspective) through the provisions of the emerging Shopfronts Supplementary Planning Document (SPD): this emerging draft SPD is included within the Local Development Scheme (LDS) and is currently being progressed. Notwithstanding this, along with advertisement control, a further means of maintaining and enhancing vitality is to support the use of vacant shop units as a canvas for public art, potentially in association with local colleges: this is providing that any such installations have an appropriate impact, without harming Heritage Assets in particular.

**4.7.6** The Primary Frontages, shown on the Proposals Plan and Town Centre Inset Plan, carry forward the extent and related policy which refers to Protected Frontages within the UDP (2005). The Primary Frontages cover premises in the heart of the town centre and seek to maintain this area as a focus for shopping activity and, thereby, sustain the primary function of the centre (to provide a wide range of convenience and comparison shopping goods [A1 Retail Use] for the local community) and thus its viability and vitality. With regard to the minimum percentage of units to be retained within an A1 Use within the Primary Frontages zone, this has been set at 65%, reflecting the percentage stated within the UDP. The latest Stourbridge Town Centre Review (April 2011) evidenced the percentage of units within an A1 Use, factoring in the lawful use of the vacant units (which represent 10.3% of the units within this zone), at 72%. This indicates a relatively thriving town, exceeding the target percentage of A1 Uses within this zone. While there is an argument to set this percentage even higher (e.g. 70%), it is considered that this may be difficult to achieve and sustain, and potentially result in a higher proportion of vacant units as a result of such a relatively high percentage not providing a degree of flexibility which would allow the town to adapt to changing retail trends and competition from nearby centres, notably Merry Hill.

**4.7.7** In a similar vein, the boundary of the Retail Core Area has been carried forward from the UDP (2005). Within this plan it is termed the Secondary Frontages Zone. This area covers the Primary Frontages Zone and the adjoining areas which are also a focus for shopping (e.g. The Crown Centre, containing Opportunity Site S1). In order to maintain the level of vitality and viability of the town, it is considered there is justification to maintain a minimum proportion of A1 Uses within this zone. This has been set at 55%, similar to that evidenced in the latest Town Centre Review (53%).

**4.7.8** Hot food take-aways (A5 Uses) were a particular area of concern from some of the respondents to the Spring 2010 community engagement on the draft options for the Area Action Plan. Indeed, it is recognised that where high concentrations of this use occur within a centre, this can pose a threat to that centre's vitality and viability, including often presenting blank frontages during daytime trading hours. They also have other impacts on amenity - e.g. anti-social behaviour, litter, noise and fumes. A5 Uses are also associated with unhealthy eating, contrary to the national drive and Dudley Council's commitment to tackle obesity trends (Tackling Obesity: A Framework for Action in Dudley [2005]). Policy 19 of this plan specifically seeks to control this use, particularly for proposals to establish A5 uses outside of the Primary and Secondary Frontages, but within the town centre boundary.

**4.7.9** During the Spring 2010 (Issues and Options) and Summer 2011 (Preferred Options) consultation stages, concern was also raised about the number of public houses (A4 Uses) and night time venues within the town centre, particularly the anti-social behaviour they engender. However, it is recognised that such uses have a positive effect in terms of helping to sustain a viable nighttime economy, particularly for the benefit of the student population, and such uses are not considered to have

the same negative impact on vitality on the town centre or as significant impacts on amenity as A5 Uses. This plan therefore singles out A5 Uses for particular restrictions and controls, and not A4 Uses.

(4)

## Policy 20

### THE TOWN CENTRE

A. The amount of additional retail and office floorspace (gross) which will be allowable within the town centre within the plan period, unless any floorspace in excess of this can be demonstrated to meet the exception criteria set out in adopted Black Country Core Strategy (February 2011) Policy CEN4, and subject to a review when required, are:-

- Office (B1a Use) floorspace = 5,000 square metres
- Convenience retail floorspace = 3,900 square metres
- Comparison retail floorspace = 6,800 square metres

B. The extension of the Crystal Leisure Centre and Stourbridge Town Hall will be supported, along with their role as town centre community and leisure facilities.

C. The re-use of the upper floors of premises within the town centre, particularly for residential purposes or business/office uses, will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision.

D. Public Art, especially in the form of visual displays, will be encouraged to be used as a means of creating a sense of vibrancy to vacant shopfronts within the town centre.

4 <sup>1</sup> Town centre uses are defined in Planning Policy Statement 4 (PPS4) - Planning for Sustainable Economic Growth - 2009

## Policy 21

### PROTECTED FRONTAGES

Within the Primary Frontages and Secondary Frontages, identified on the Proposals Plan, proposals for the changes of use of planning units from an A1 Retail Use (as defined in the Town and Country Planning [Use Classes] Order 2005, or superseding orders) to an alternative use, or new development for a non A1 Use will only be approved where:-

- The number of planning units occupied by non A1 Uses does not exceed 45%, and in the case of units within the Primary Frontages, 35%
- There would be no bunching of non A1 Uses - i.e. no more than two non A1 Uses adjacent to each other will be permitted

## Policy 22

### HOT FOOD TAKEAWAYS (A5 USES)

Hot food take-aways (A5 Uses) will only be permitted within the town centre, where there is no conflict with other policies within this plan, in particular, the Primary Frontages and Secondary Frontages Policies, and where:-

1. There would be no adverse impact on amenity, highway safety (including parking) and the character of the surrounding environment
2. There would be no bunching of A5 Uses - i.e. no more than two A5 Uses adjacent to each other will be permitted
3. The resulting A5 Unit, including any associated ventilation and extraction equipment and/or flue, would not be visually dominant within the townscape

## 4.8 New Homes and Jobs in Stourbridge

**4.8.1** In line with national planning guidance set out in Planning Policy Statement 3 (PPS3) (2011) "Housing"<sup>(5)</sup>, within the plan area, priority will be to focus new housing development to urban brownfield land sites (previously-developed land), as opposed to the use of green field sites. The majority of new housing development will be concentrated within, and focused towards existing industrial areas (employment land) on the northern edge of Stourbridge Town Centre in line with the adopted Black Country Core Strategy (February 2011) Regeneration Corridor 11b (Brierley Hill -

5 CLG (2011) '[Planning Policy Statement 3: Housing](#)'

Stourbridge) which supports housing-led regeneration growth in this area. Mixed-use development will be promoted within the Mill Race Lane Trading Estate, which will consist of some employment retention and some new housing redevelopment. Again, this approach to redevelopment is in accordance with adopted Black Country Core Strategy (February 2011) Regeneration Corridor 11b and policies HOU2 (Housing Density, Type and Accessibility), HOU3 (Delivering Affordable Housing) and Policy DEL2 (Managing the Balance between Employment land and Housing) of that Plan. Policy HOU2 seeks a 25% on-site affordable housing contribution on sites of 15 dwellings or more.

**4.8.2** It is important to encourage high quality, modern, future growth sector businesses to the plan area (such as green energy companies), and ensure that viable existing businesses continue to thrive, in order to help support and maintain local job opportunities. This is with particular regard to the development of housing next to existing, thriving and viable business premises, particularly industrial uses, where the viability of that business use may be threatened by the need to protect the amenity of the future occupiers of the residential use.

**4.8.3** Housing need will be informed by the most up-to-date evidence base provided by housing needs studies and the Council's Local Investment Plan (LIP). Current evidence suggests that key affordable housing needs within the plan area are for family accommodation (3 and 4 bedroom family housing) and elderly persons supported housing. In line with the adopted Black Country Core Strategy (February 2011) there is also a need for more family homes for managerial, entrepreneurial and professional households. These types of housing provision will be encouraged within the plan area. Many town centre sites are constrained in size and often have multiple ownerships. There is limited opportunity therefore to provide significant numbers of new housing development within the town centre, particularly larger family homes which is a key housing need. However, living above shops within the town centre core will be supported where opportunities exist to help stimulate the vitality and viability of the town centre. As stated above, main opportunities for delivering the majority of new housing growth will be within existing industrial areas on the northern edge of the town centre.

**4.8.4** New housing-led regeneration growth within these Opportunity Sites will need to remain sensitive to the River Stour/ StourbridgeBranchCanal corridor and contribute to the maintenance and enhancement of this wildlife corridor. New housing development coming forward adjacent to the StourbridgeBranchCanal would need to remain sensitive to the designated Conservation area.

### Policy 23

#### **HOUSING MIX AND TENURE**

Dudley Council will expect the mix and range of housing types, tenures and sizes to reflect the needs of the community and to secure a mixed and balanced community in line with PPS3 (2011) guidance.

The Opportunity Sites would be particularly appropriate for a higher concentration of family homes for managerial, entrepreneurial and professional households.

### Policy 24

#### **EXTRA CARE HOUSING**

A site for new Extra Care Housing will be provided within the plan area. The form and type of the extra care facility will be dictated by the evidence contained within Dudley Council's Local Investment Plan (LIP) as it relates to the needs and demands for this area.

## Policy 25

### **NEW HOUSING NEAR TO BUSINESS USES**

Where new housing development is proposed near to existing business uses, particularly industrial employment uses that have the potential to inhibit or prejudice the continued future ongoing economic viability of that use by virtue of e.g. noise, dust, smell, heavy goods vehicles movements disturbance, the housing development will be expected to incorporate, or contribute towards, measures to help mitigate any adverse impacts which may arise from the nearby business premises and which may affect future residential amenity. For example, the introduction of mitigation measures to reduce noise disturbance from the operation of industrial premises. Each residential proposal in close proximity to existing business uses, and any on-site/ off-site proposed mitigation works measures, will be carefully assessed on their own unique set of circumstances and individual planning merits. There will be a preference for on-site mitigation but off-site mitigation may be appropriate in some instances (for example, the creation of an off-site new-build green space buffer/ noise bund).

In some instances, noise mitigation measures may not be effective or able to be practically applied, thus preventing residential development nearby from being able to be supported. Planning permission will not be granted to redevelop a site for new housing near to an existing business use where the new housing proposal is likely to inhibit or prejudice the continued operations of any nearby industrial occupier.

New housing development proposals near to business uses, particularly industrial uses within the plan area will only be permitted where:

- The new housing development would not adversely affect the continued viability and operation of the existing business use, and suitable mitigation measures can be built into the residential proposal to address such concerns as necessary;
- The site, accommodating the existing business use, is no longer viable and required either for employment use, including relocation of businesses displaced from sites released to other uses, or for other employment-generating uses.

## Policy 26

### MIXED USE DEVELOPMENT

Mixed use development will be encouraged within the plan area. Of particular importance, will be mixed use development which:

- Help to support local job creation opportunities and creative industries locally-distinctive to Stourbridge, such as glass making, visual arts and crafts based activities and music/ performance arts;
- Mixed use schemes which help stimulate the vitality and viability of the town centre core and help attract inward investment. Such schemes shall make provision for active ground floor frontages;
- Encourage locally distinctive and green technology industries within the plan area such as companies specialising in renewable energy technologies.

## Policy 27

### LIVE/ WORK DEVELOPMENT (INTERCHANGE HOUSING/ BUSINESS USE ACCOMMODATION)

This will be supported particularly where:

- The location ensures a satisfactory residential environment;
- The non-residential element would not harm the amenities of the residential element within the scheme, or the residential amenities of the surrounding area; and,
- There is adequate amenity space and an appropriate level of car parking.

## 4.9 Stourbridge Wharf

**4.9.1** The results from previous stages of community engagement reveal that there was overwhelming support for the inclusion of this area within the AAP, with it being described as an historic community asset, contributing to the distinctive character of Stourbridge and having a multi-functional role for the benefit of the Stourbridge community and visitors. Indeed, this area is considered worthy of special focus for spatial planning policies as part of this plan to the extent that it is given consideration in detail within the context of an Inset Plan and associated policy.

**4.9.2** The reason for attaching a high profile to this area within the plan is particularly as a result of its location as a "linchpin area" between Stourbridge Town Centre and the planned housing led regeneration areas within the River Stour and Stourbridge Branch Canal corridor. It is also alongside a main Gateway to Stourbridge Town

Centre and is at the southern end of The Glass Quarter. Within this context, the regeneration and upgrading of this area would be key in enabling the occupiers of the planned new dwellings to access the town by walking or cycling through an enhanced environment with increased permeability, and also being able to avail themselves of the facilities on offer in this area.

**4.9.3** Another justification for highlighting this area is that it is currently an area in need upgrading: there are a currently a number of vacant buildings and derelict and untidy spaces. It is also an area with generally poor permeability: footpath linkages into this area from the residential areas to the south are particularly few in number, poorly signed and not easily distinguishable.

**4.9.4** Furthermore, while the canal and the area to the north of it is designated as a Site of Local Importance for Nature Conservation (SLINC). It is therefore considered necessary that any proposed development or works retain that vegetation which has nature conservation value and that opportunities are realised to enhance this value through development proposals or canalside enhancement works.

**4.9.5** The area is significantly also a Conservation Area (The Canal Street Conservation Area), containing a Grade II Listed Building (The Bonded Warehouse) and 4 no. Locally Listed Buildings within an historic canalside setting. The state of the Conservation Area is currently of particular concern, given that it is included on English Heritage's At Risk Register. An opportunity exists to draw on this heritage, including promoting and enabling canal based activities and uses and tourism, and to reinforce this character with an appropriate and sensitive policy steer, with a view to sustaining and improving the character of the Conservation Area in particular.

**4.9.6** The significance of the Stourbridge Navigation Trust (SNT) as agents in improving the area and safeguarding and enhancing its assets, notably the Bonded Warehouse, needs to be highlighted and afforded a great deal of value in bringing back a relatively redundant and underused area into a productive use of benefit to both the local environment and local community, including the local boating community. Works achieved through the participation and governance of the SNT have not only included the refurbishment and the bringing back into use of the Bonded Warehouse, but also the re-opening of the canal arm as a navigable waterway, works to the towpath and the reinstatement of the dry dock as a working enterprise. It is important that any proposals for this area are undertaken in partnership with the SNT, and that their viability as a self-financing charitable trust is safeguarded. Thus, it is proposed that enclaves be formalised around the areas in which the SNT are active enabling them to control public access within these enclaves so that their operations are secured and not prejudiced. The enclave centred on the canal also includes the Neville Garrett Bridge which, it is considered shall remain in the control of the SNT so as to prevent unfettered public access which could prejudice their operational viability.

**4.9.7** There is an acknowledged demand in the area for space for locally distinctive industry, particularly "creative industry" (encompassing such activities connected with the arts - e.g. artists', recording and dance studios). It is considered that there is an opportunity for this area, particularly through the re-use of vacant premises there, to provide spaces for such uses.

**4.9.8** The area currently serves as a cultural and entertainment place, with the Bonded Warehouse hosting events, often spilling out into the surrounding canalside environment, and (small scale) concerts. There is an opportunity through this plan to build on and complement these activities. One of the means of achieving this is through the re-invigoration, and perhaps reorientation of the public house (The Moorings Tavern - currently boarded up and vacant) and Chinese take-away (The White Rose) fronting the High Street, and so form a "cultural hub", offering an alternative (night time) venue to the Town Centre, perhaps attracting a more mature/family orientated clientele, with an emphasis on making the most of the canalside environment and its historic setting.

**4.9.9** Falling within Regeneration Corridor 11b, as designated in the adopted Black Country Core Strategy (BCCS) (February 2011), there is also a general policy steer towards housing led regeneration, particularly along the canal network and close to existing centres. While the proposed development of the Rolling Mills Site (Opportunity Site S7) will help to realise this, it is acknowledged that other sites within the Stourbridge Wharf area could also be designated for a residential use to take forward and focus the vision and policies of the BCCS.

**4.9.10** With regard to the potential incorporation of residential uses within the Inset Plan area, it is critical that should any such sites be progressed for development, that the viability of nearby existing industrial/employment uses are not prejudiced by the potential establishment of a substantial number of new houses in this area, and that the continued presence and viability of such employment uses are supported. (This issue is articulated in full within Policy 25.)

**4.9.11** Notwithstanding this, it is envisaged that the form and design of residential development on these sites would reflect this canal and river setting, have measures in place to mitigate against flooding, while enhancing, the character of the conservation area, the setting of heritage assets and the area's nature conservation value. One of the means of achieving an appropriate form of development would be through the development of live-work units on these sites (as referred to in Policy 27 of the AAP).

## Policy 28

### STOURBRIDGE WHARF

The Stourbridge Wharf area, the boundaries of which are set out on the Inset Plan, shall be promoted as a focus for creative/cultural industry and visitor economy related businesses, with complementary entertainment and leisure uses, sensitive to, and promoting this area's unique heritage, and sensitive to existing and proposed residential uses. The Inset Plan also provides more detailed proposals as to how this vision can be realised.

Preferred uses are:-

- A. Canal based uses and activities, including the provision of additional visitor moorings and boater's facilities and canal themed industry with ancillary retail
- B. Creative/cultural industry and visitor economy related businesses, specifically uses connected with the arts, including studios and performance spaces
- C. Entertainment uses, specifically Assembly and Leisure Uses (D2), Public House/Inn (A4) and Restaurant (A3) Uses
- D. Residential uses, which shall be designed to reflect, and relate to the canal and river setting, including providing an active frontage to these watercourses, along with being sensitive to existing industry, heritage assets and the nature conservation value of the area, with the provision of Live-Work units particularly encouraged in this location.

The environment of this area shall be enhanced and upgraded, through enabling development, development contributions and other delivery mechanisms as appropriate, with a particular focus on the following measures being implemented:-

- i) The safeguarding of the operational viability of the Stourbridge Navigation Trust (SNT) by the formalisation of enclaves around those part of this area where the activities of the SNT are focused, and works to enable the temporary closure of Canal Street for the holding of events.
- ii) Public realm improvements to include works to enhance the nature conservation value of the area, and the provision of additional vehicle parking areas and towpath improvements, including, potentially, the formation of an expanded canal basin
- iii) Improvements shall be sensitive to heritage assets and be embedded within green infrastructure, which enhances existing wildlife habitats and uses locally distinct flora and includes the removal of invasive plant species, security measures (should they prove to be unnecessary) and external storage areas

iv) The provision of pathways and cycleways to the Town Centre, via the Gateway and Bradley Street.

***REFER TO ATTACHED STOURBRIDGE WHARF INSET PLAN***

### 5 Key Areas of Change

#### 5.1 Opportunity Sites

##### INTRODUCTION

**5.1.1** The following Opportunity Sites represent relatively large vacant sites or sites with underused or vacant buildings on, or sites which have been the subject of a formal planning approach or decision, within the AAP plan area. They include sites where planning permission has recently been granted, but where development has yet to commence. The reason for the inclusion of those sites is to ensure that a planning framework exists to enable and guide their appropriate development under different development scenarios.

**5.1.2** The Opportunity Sites are:-

**S1 - CROWN LANE**

**S2 - MARKET STREET**

**S3 - ANGEL PASSAGE SITE**

**S4 - HAGLEY ROAD**

**S5 - NORTH OF BIRMINGHAM STREET (COX HIRE SITE)**

**S6 - MILL RACE LANE**

**S7 - BRADLEY ROAD (EAST) (FORMER ROLLING MILLS SITE)**

**S8 - BRADLEY ROAD (WEST)**

**S9 - FOSTER AND RASTRICK SITE**

**S10 - LOWNDES ROAD**

**S11 - OLD WHARF ROAD**

**S12 - SCOTTS ROAD**

**5.1.3** The boundaries of the Opportunity Sites are shown indicatively. Acceptable uses are stipulated for each of these sites. Proposals which are not for one of the identified acceptable uses shall be normally resisted unless such a proposal can be demonstrated to be of substantial benefit to the local environment and community and be compliant with strategic planning policy, in particular the policies of the Black Country Core Strategy.

**5.1.4** The Opportunity Sites fall into two broad categories: the first can be identified as individual sites largely within and around the town centre core; the second group form a corridor around the River Stour and Stourbridge Branch Canal, running east-west to the north of the town centre, either side of the A491.

**5.1.5** The majority of these corridor Opportunity Sites have housing as an acceptable use so as to carry through and shape the strategic development focus of the Black Country Core Strategy Regeneration Corridor 11b, which this area forms part.

**5.1.6** Whilst these corridor Opportunity Sites are individually considered, they form part of a continuous landscape in the River Stour Valley and need to be understood and designed to account for that linked, wider context. For instance, it will be expected that the proposed development of those sites which are alongside the River Stour, accommodates the measures aimed at greening the riverside, contained within Policy 10 (The River Stour).

**5.1.7** Indeed, in formulating and assessing development proposals on these Opportunity Sites, consideration needs to be given to the AAP as a whole, with particular reference to proposals meeting the Aims of the AAP and accommodating and/or positively addressing the relevant policies in guiding the form, shape and layout of the development of these sites.

### URBAN DESIGN GUIDANCE

**5.1.8** In more detail, guidance on the design and layout of development proposals on these Opportunity Sites is provided through Guiding Principles and Development Parameters:

- **Guiding Principles** for the development consideration of these sites form part of the Urban Design Evidence Base document which accompanies this AAP - they are also set out in full in Appendix 1 of the AAP (Opportunity Sites: Urban Design Guiding Principles);
- **Development Parameters** are essentially those Guiding Principles which it is considered appropriate to highlight for each of the Opportunity Sites, along with significant Development Management considerations - within the context of the full design guidance contained within the Guiding Principles, these parameters are considered particularly relevant in influencing the form, layout and shape of development - the Development Parameters are set out below for each of the Opportunity Sites.

**5.1.9** Urban Design guidance, as contained within the Guiding Principles, is provided through five key considerations. These are:

- **Access and movement**
- **Layout and built form**
- **Scale and Massing**

- **Character and appearance**
- **Landscape & public realm**

**5.1.10** The Development Parameters and Guiding Principles and the evidence that underpins them will be referred to in development appraisals and negotiation in respect of the Opportunity Sites as these sites come forwards for development consideration.

### **CONCLUSIONS**

**5.1.11** It is considered that the redevelopment of the Opportunity Sites would not only serve to help regenerate the local environment, but have positive spin-off effects for the whole plan area, potentially including helping to reinvigorate the vitality and viability of the town centre, as well as delivering a vastly improved environment, with a focus on realising the recreational and nature conservation potential of the river and canal.

### **OPPORTUNITY SITE S1 - CROWN LANE**

#### **ACCEPTABLE USES**

##### **PRIMARY USE**

RETAIL (A1)

##### **ANCILLARY USES**

FINANCE/PROFESSIONAL OFFICE USE (A2)

RESTAURANT (A3)

PUBLIC HOUSE (A4)

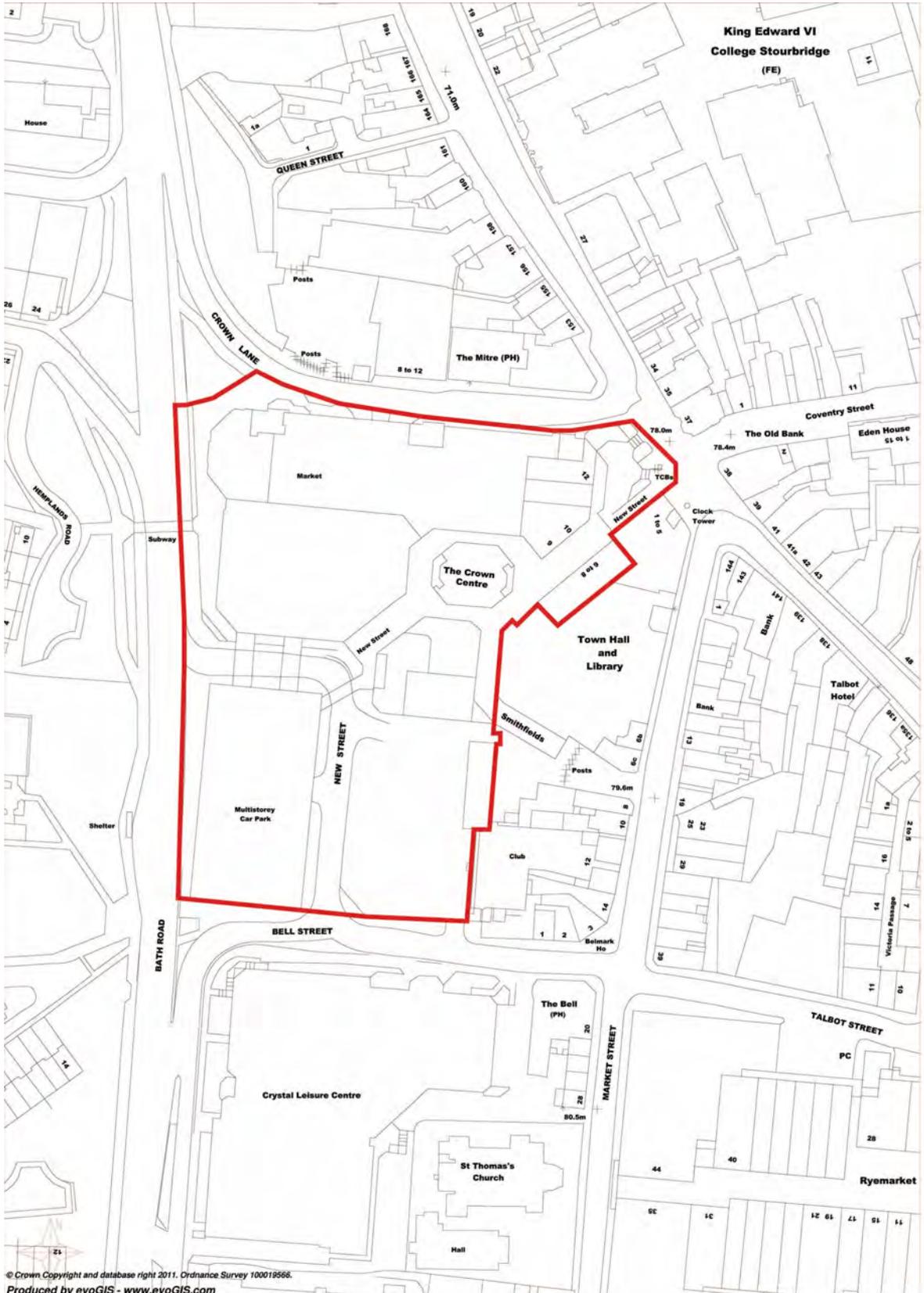
OFFICE USE (B1 [a])

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, particularly the Heritage Assets, including the Conservation Area and the adjoining Listed Buildings at 4-6 Market Street and the Town Hall.
- Provide for an additional surface level crossing across Bath Road (the ring road) and modifications to the existing surface level crossing as part of junction improvements at Bell Street/Bath Road, and the formation of Gateways where these crossing points interface with the town centre.
- Provide for public art, ensuring that the model of the Stourbridge Glass Workers' Parade and Stourbridge Lion Railway Engine are incorporated within the publicly accessible area of the development and that the Stourbridge Coat of Arms Mural is re-accommodated within the scheme.
- Redesign the main pedestrian entrance to the Crown Centre as part of an integrated Crown Square events space through improvements that offer opportunity for activity to spill out into the space.
- Provide new, active frontages to Bath Road, Crown Lane, Market Street and Bell Street.
- Provide service areas which are screened and/or not overly visible from within the public realm.

- Provide landmark elements in the built form at the main public entrance to the Crown Square approach, to the northwest corner of the site at Crown Lane-Bath Road and to the south-western corner of the site at Bell Street-Bath Road.
- Provide for a scale and mass of development onto the ring road that offers variety and visual interest.
- Provide semi-mature tree planting to Bath Road.



Map 6 Opportunity Site S1 - Crown Lane

### **OPPORTUNITY SITE S2 - MARKET STREET**

#### **ACCEPTABLE USES**

RETAIL (A1)

FINANCE/PROFESSIONAL OFFICE USE (A2)

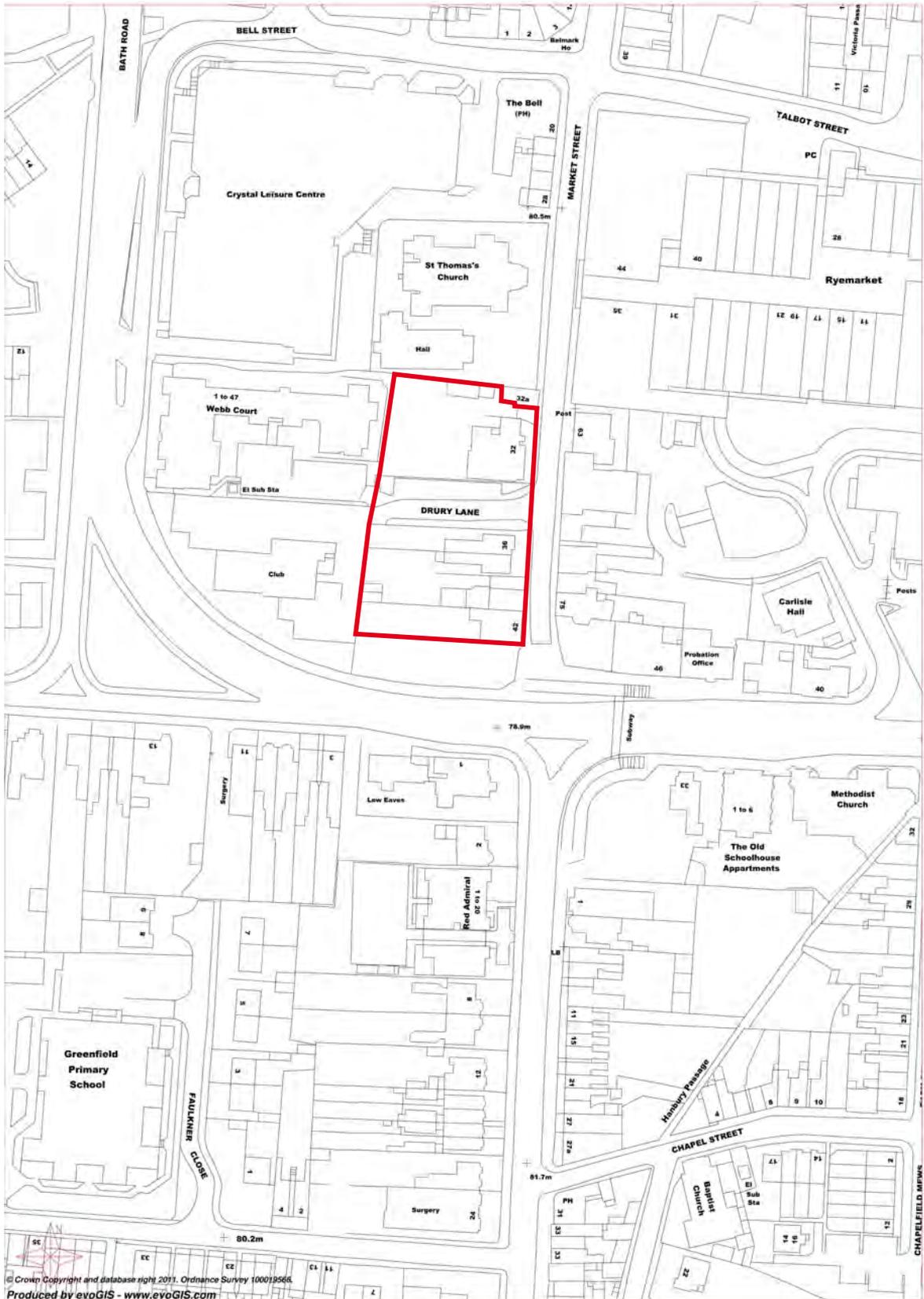
RESTAURANT (A3)

RESIDENTIAL (C3)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, particularly the Heritage Assets, including the Conservation Area and the Listed Buildings on the opposite side of Market Street.
- Retain and refurbish the existing frontage buildings onto Market Street.
- Provide an active frontage to Market Street and Drury Lane and ensure that the site is enclosed at its boundary with the King Edward VII Social Club.
- Provide a form, scale and mass of development that complements the exiting built form of Market Street.
- Respond to, and potentially incorporate design and landscape features associated with, the proposed Gateway at the junction of Market Street/Greenfield Avenue (the ring road) and Worcester Street.
- Retain the large tree at the rear of the site.



Map 7 Opportunity Site S2 - Market Street

### **OPPORTUNITY SITE S3 - ANGEL PASSAGE SITE**

#### **ACCEPTABLE USES**

RETAIL (A1) - COMPARISON RETAIL ONLY

RESTAURANT (A3)

OFFICE (B1[a])

HOTEL (C1)

EXTRA CARE FACILITY (C2)

RESIDENTIAL (C3)

ASSEMBLY AND LEISURE (D2)

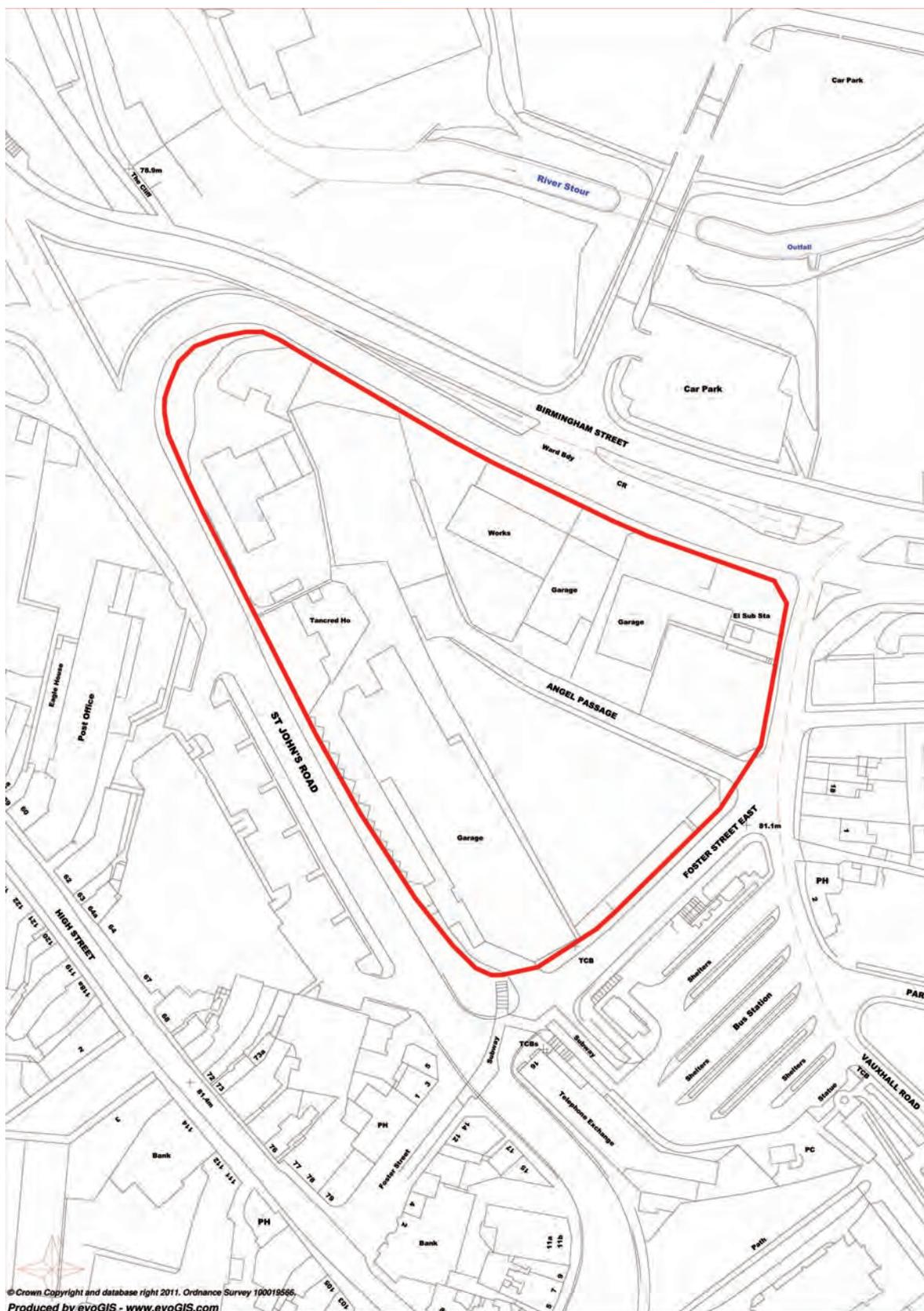
DISPLAY OF MOTOR VEHICLES (SUI-GENERIS)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, including seeking to retain and refurbish Tancred House, fronting St. John's Road (the ring road).
- Provide scope for archaeological investigation and assessment.
- Provide for a surface level crossing across Birmingham Street and a Gateway at that focal point.
- Connect the area on the north side of Birmingham Street by creating new pedestrian routes through the site, linking into the public transport hub and Gateway and crossing at Foster Street/St. John's Road.
- Provide active edges to St John's Road, Birmingham Street, to the bus-rail interchange and to internal publicly accessible routes provided within the site and ensure that development is outward facing on all public edges.
- Ensure that, wherever practicable, all service and parking facilities are contained within the non-publicly accessible areas of the perimeter block development to the site.

- Ensure that the build form, scale and mass of new development to the site recognises the contribution of, and works with, the changes in levels to the site.
- Respond to the long road frontages to St John's Road and Birmingham Street to provide visual interest within the long runs of frontage and announcement of the development and the entrances to Stourbridge at the leading corner points of the site.
- Provide tree planting to St John's Road and onto Birmingham Street.



Map 8 Angel Passage

### **OPPORTUNITY SITE S4 - HAGLEY ROAD**

#### **ACCEPTABLE USES**

EXTRA CARE FACILITY (C2)

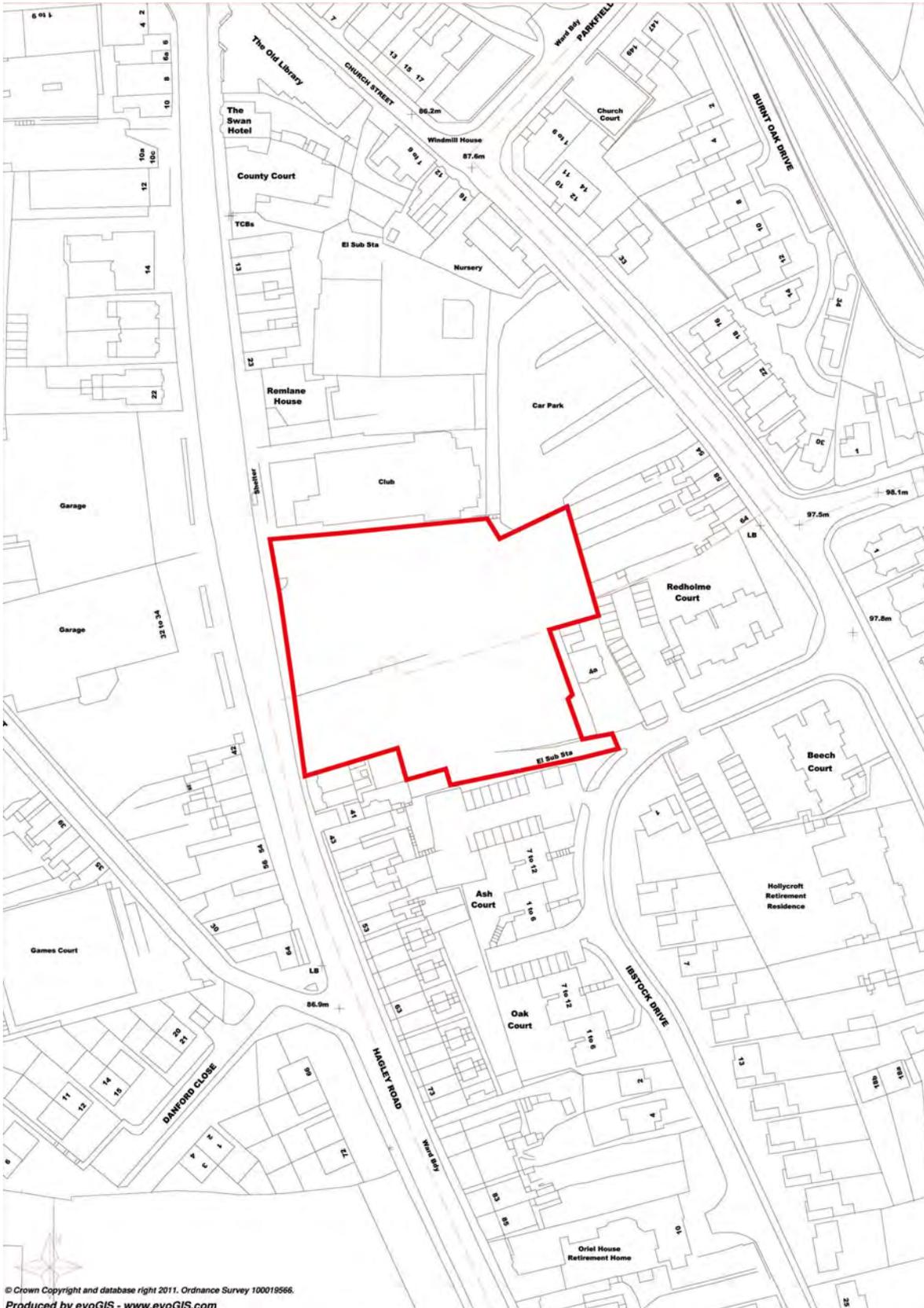
RESIDENTIAL (C3)

HEALTH FACILITY (D1)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment.
- Demonstrate that the existing bowling green on the site is redundant and no longer required as a facility by the local community.
- Provide frontage development to Hagley Road, where a three storey scale form is considered most appropriate - this may step up towards the existing building to the north of the site - this frontage should have the appearance of individual town house form within a terrace, rather than one large institutional building.
- Work with the rising topography of the site both along the road frontage and within the site, with roofscape used to confirm the changes in level.
- Provide semi-public – semi-private open space as fore garden areas to the back of pavement line.
- Subject to an assessment of their value, wherever practicable and possible, retain the existing mature trees on the site as part of any development scheme.



Map 9 Opportunity Site S4 - Hagley Road

### **OPPORTUNITY SITE S5 - NORTH OF BIRMINGHAM STREET (COX HIRE SITE)**

#### **ACCEPTABLE USES**

RETAIL (A1) - BULKY GOODS COMPARISON RETAIL ONLY

OFFICE (B1a)

EXTRA CARE FACILITY (C2)

RESIDENTIAL (C3)

ASSEMBLY AND LEISURE (D2)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of measures which provide for the greening of the river, with a 10 metre wide open and softened river banks and habitat creation, along with a high quality public realm including pedestrian and cycle links along the length of the river, which are interwoven to ensure that opportunities to connect the river valley and the development, that will sit within and alongside it, are taken - a Landscape Strategy should be prepared for the river corridor which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary, including potential Sustainable Urban Drainage Systems solutions.
- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, especially with regard to the Heritage Assets on the site, particularly the former malthouse - this building should be assessed and retained and refurbished if it is determined as having character and value.
- Retain the existing Site of Local Importance for Nature Conservation (SLINC) and sensitively incorporate it into the development - opportunities to enhance the SLINC and potentially undertake measures which lead to its expansion, should be fully explored as part of any development proposals.
- Provide for development which faces outwards in all directions, with active frontages to the river and Birmingham Street.

- Investigate the opportunities of providing for greater pedestrian connectivity across Birmingham Street, linking the site to the town centre.
- Through its form, scale and mass and the incorporation of landmark elements, respond to the role of the site as a leading edge of development to the east and the difference in levels, particularly in the west of the site.
- Provide a landscaped fringe onto Birmingham Street (where the levels permit) and pedestrian and cycle linkages through the site to the riverside.



Map 10 Opportunity Site S5 - Birmingham Street

### **OPPORTUNITY SITE S6 - MILL RACE LANE**

#### **ACCEPTABLE USES**

OFFICE (B1a)

INDUSTRY (B1b and c, B8)

HOTEL (C1)

RESIDENTIAL (C3)

ASSEMBLY AND LEISURE (D2)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of measures which provide for the de-culverting and greening of the river, with a 10 metre wide open and softened river banks and habitat creation, along with a high quality public realm including pedestrian and cycle links along the length of the river, which are interwoven to ensure that opportunities to connect the river valley and the development, that will sit within and alongside it, are taken - a Landscape Strategy should be prepared for the river corridor which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary, including potential Sustainable Urban Drainage Systems solutions.
- Not encroach within the Site of Local Importance for Nature Conservation (SLINC) (which contains the river) and seek to enhance the SLINC and potentially undertake measures which lead to its expansion.
- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment.
- Provide scope for archaeological investigation and assessment.
- Incorporate the existing Public Rights of Way on the site, and seek to enhance them, including ensuring in general better connectivity and a joined up network of paths, particularly linking to the Gateways and to the existing housing estate at the rear of the site.

- Provide a surface level crossing across the ring road/Birmingham Street and a Gateway at its interface with the site.
- Work with the landform to encourage a variety of built form within the site, with the potential for development to step down the hillside to the river and also seeks to open up a vista to the river from the ring road.
- Provide a scale and mass of development which works to emphasise key views through the site particularly sight lines to help movement through and out of the site.
- Incorporate the open space link to the rear of the site - public observation of the space is currently poor and would need to be improved through a combination of open space management and orientation of active frontages of development to provide passive surveillance of this edge and its uses.
- Provide for frontages which are as active as possible to ensure that routes around the edge and within the site are afforded the maximum opportunity for passive surveillance.
- Provide a landscape fringe onto the ring road.



Map 11 Opportunity Site S6 - Mill Race Lane

### **OPPORTUNITY SITE S7 - BRADLEY ROAD (EAST) (FORMER ROLLING MILLS SITE)**

#### **ACCEPTABLE USE**

RESIDENTIAL (C3)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of measures which provide for the de-culverting and greening and bridging of the river, with a 10 metre wide open and softened river banks and habitat creation, along with a high quality public realm including pedestrian and cycle links along the length of the river, which are interwoven to ensure that opportunities to connect the river valley and the development, that will sit within and alongside it, are taken - a Landscape Strategy should be prepared for the river corridor which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary, including potential Sustainable Urban Drainage Systems solutions.
- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, particularly the setting and character of the Conservation Area and the Bonded Warehouse Listed Building.
- Retain and refurbish the Rolling Mills Office building and incorporate within any development proposals.
- Provide scope for archaeological investigation and assessment.
- Provide towpath improvements between the site and The Stourbridge Branch Canal.
- Not encroach within the Site of Local Importance for Nature Conservation (SLINC) (which contains part of the river) and seek to enhance the SLINC and potentially undertake measures which lead to its expansion.
- Provide for architectural detail which enables any terraced or large repeated units to be subdivided to provide visual variety.
- Provide active frontages to face outwards from the site to all publicly accessible areas.

- Contain elements which emphasise corners or marker points to long vistas to indicate the entrance/emergence to/from key publicly accessible routes.
- Provide for pedestrian/cycle linkage from Bradley Road through to the river and canalside.
- Enhance connecting views along the River Stour to the southern boundary and to the Canal where seen through the canalside development to Canal Street to the northern edge.
- Provides a high quality northern edge to create a frontage to Canal Street which integrates the routes through to the Canal and historic course of the canal corridor and its historic buildings and landscape.



Map 12 Opportunity Site S7 - Rolling Mills

### **OPPORTUNITY SITE S8 - BRADLEY ROAD (WEST)**

#### **ACCEPTABLE USE**

RESIDENTIAL (C3)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of measures which provide for the de-culverting and greening of the river, with a 10 metre wide open and softened river banks and habitat creation, along with a high quality public realm including pedestrian and cycle links along the length of the river, which are interwoven to ensure that opportunities to connect the river valley and the development, that will sit within and alongside it, are taken - a Landscape Strategy should be prepared for the river corridor which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary, including potential Sustainable Urban Drainage Systems solutions.
- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, particularly the setting and character of the Conservation Area and the Foster and Rastrick Listed Building.
- Provide scope for archaeological investigation and assessment.
- Not encroach within the Site of Local Importance for Nature Conservation (SLINC) (which contains the river) and seek to enhance the SLINC and potentially undertake measures which lead to its expansion.
- Provide active frontages to face outwards from the site to all publicly accessible areas.
- Ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- Be of a scale and massing that provides a focus to any corner sites to emphasise their relative importance and act as landmarks to approaches along the river or from the northern open land beyond.

- Enhance connecting views along the River Stour to the east and west, to open space and development areas on the northern side of the Stour and to approaching views from the western approach from the Wollaston direction.



Map 13 Opportunity Site S8 - Bradley Road

### **OPPORTUNITY SITE S9 - FOSTER AND RASTRICK SITE**

#### **ACCEPTABLE USES**

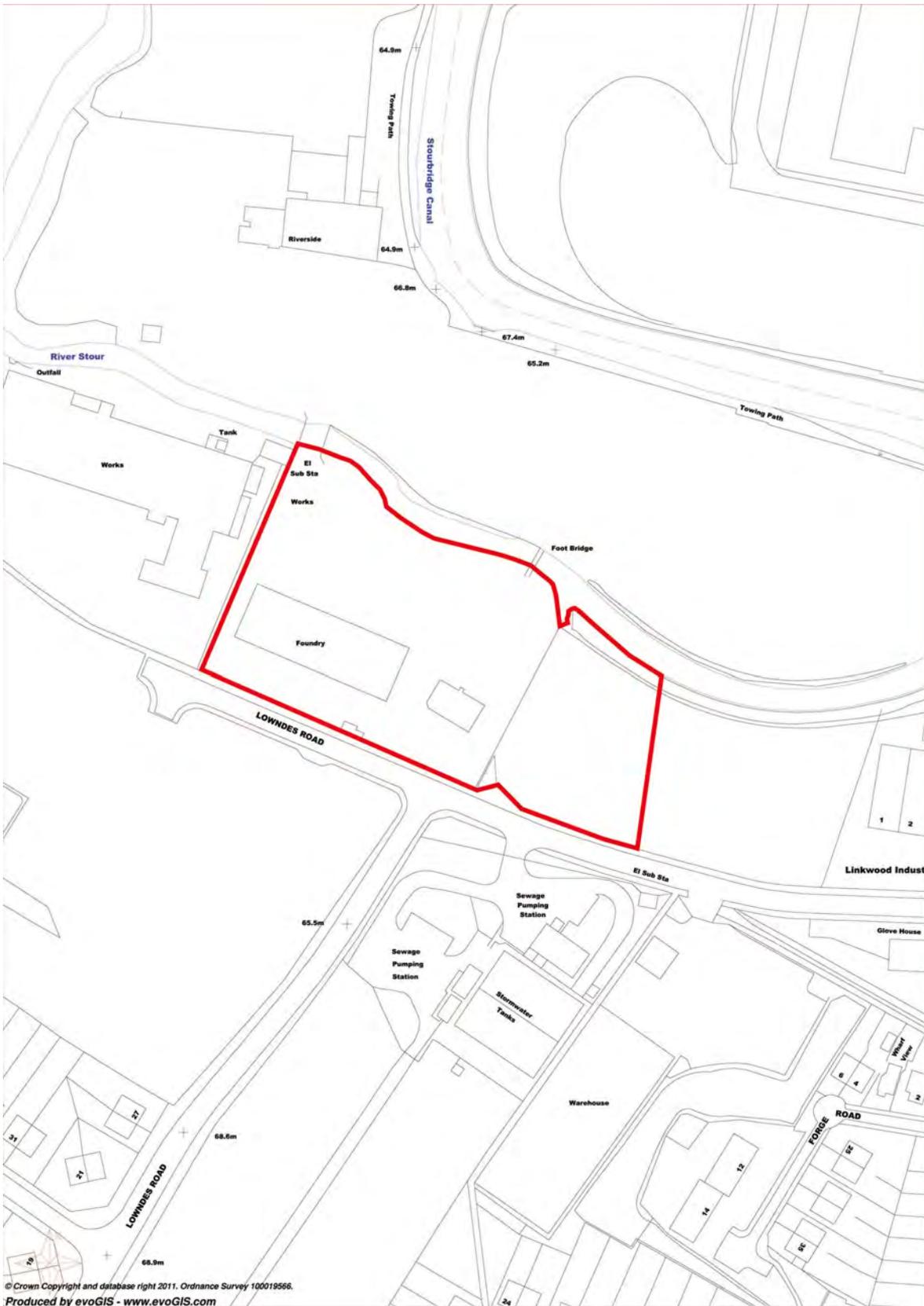
RESIDENTIAL (C3)

HEALTH FACILITY (D1)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Safeguard, retain and refurbish the Listed Buildings on the site (the Foster and Rastrick building), with development around it sensitive and responsive to its design, including its preeminent scale and massing and setting, and using the arrangement of open space and links to the river and river environment to make a positive setting to appreciate the building by.
- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of measures which provide for the de-culverting and greening of the river, with a 10 metre wide open and softened river banks and habitat creation, along with a high quality public realm including pedestrian and cycle links along the length of the river and the reinstatement of the river bridges, which are interwoven to ensure that opportunities to connect the river valley and the development, that will sit within and alongside it, are taken - a Landscape Strategy should be prepared for the river corridor which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary, including potential Sustainable Urban Drainage Systems solutions.
- Not encroach within the Site of Local Importance for Nature Conservation (SLINC) (which contains the river) and seek to enhance the SLINC and potentially undertake measures which lead to its expansion.
- Provide scope for archaeological investigation and assessment.
- Provide active frontages onto the river and Bradley Road.



Map 14 Opportunity Site S9 - Foster and Rastrick

### **OPPORTUNITY SITE S10 - LOWNDES ROAD**

#### **ACCEPTABLE USE**

RESIDENTIAL (C3)

EXTRA CARE FACILITY (C2)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of measures which provide for the de-culverting and greening of the river, with a 10 metre wide open and softened river banks and habitat creation, along with a high quality public realm including pedestrian and cycle links along the length of the river, which are interwoven to ensure that opportunities to connect the river valley, including bridges, and the development, that will sit within and alongside it, are taken - a Landscape Strategy should be prepared for the river corridor which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary, including potential Sustainable Urban Drainage Systems solutions.
- Be sensitive and responsive to, and where appropriate reflective of, the historic character and local distinctiveness of the surrounding local environment, particularly the setting and character of the Conservation Area and the Foster and Rastrick Listed Building.
- Ensure that the existing footpath and cycleway from Bradley Road to Wollaston Recreation Ground is widened and greened and improved to provide clear sight lines and acceptable gradients for pedestrians.
- Be of a scale and massing that provides a focus to corner sites to emphasise their relative importance - this is particularly important for the outward facing edges of development facing westwards towards Wollaston Recreation Ground and the set back corner at the junction of Lowndes Road and Bradley Road.
- Provide active frontages to face outwards from the site to the west to the Wollaston Recreation Ground and connecting footpath link, the River Stour and to Bradley Road and Lowndes Road.

- Not encroach within the Site of Local Importance for Nature Conservation (SLINC) (which contains the river) and seek to enhance the SLINC and potentially undertake measures which lead to its expansion.
- Ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- Provide for and enhance connecting views along the River Stour and approaching views of the Foster and Rastrick building, including by ensuring that the layout allows a clear visual connection to be made from the approaching views of the Foster and Rastrick building from Lowndes Road
- Provide routes through the site which are clear connecting links and visually attractive through an integrated landscape strategy



Map 15 Opportunity Site S10 - Lowndes Road

### **OPPORTUNITY SITE S11 - OLD WHARF ROAD**

#### **ACCEPTABLE USES**

INDUSTRY (B1 b and c)

RESIDENTIAL (C3)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- In the event that residential development is proposed, it should provide a substantial buffer area to the existing industrial premises to the north of the site (between the canal and Old Wharf Road).
- Be considered as part of a wider River Stour Valley connected landscape, with the introduction of a high quality public realm - containing linkages, hardscape and planting throughout - a Landscape Strategy should be prepared which seeks to shape and deliver such improvements in a holistic manner.
- Be sensitive to flood risk and provide flood risk amelioration measures as necessary.
- Be sensitive and responsive to, and where appropriate reflective of, the canalside environment and its historic character and local distinctiveness, particularly the setting and character of the Conservation Area and riverside and the Bonded Warehouse (Listed Buildings).
- Subject to assessment, retain the existing vegetation on the site, particularly that which is alongside the canal and has nature conservation value (as associated with the Site of Local Importance for Nature Conservation [SLINC]) there - development should not encroach into the SLINC and accommodate measures to bolster and/or extend its nature conservation value.
- Provide active frontages that face out onto Old Wharf Road and an elevation that interacts with, and responds to the canalside environment - dual aspect or mews development may prove an adaptable form of development due to the narrow depth of much of the site.
- Ensure that the corner to Old Wharf Road is turned by development and acts as a visual marker for future views south from the current northern part of Old Wharf Road.



Map 16 Opportunity Site S11 - Old Wharf Road

### **OPPORTUNITY SITE S12 - SCOTTS ROAD**

#### **ACCEPTABLE USES**

OFFICE (B1a)

RESIDENTIAL (C3)

EXTRA CARE FACILITY (C2)

#### **DEVELOPMENT PARAMETERS**

Development proposals should:-

- Be perimeter block in form with development fronting Enville Street and Scotts Road in particular.
- Contain a frontage to Enville Street which reflects the the three storey built form of the development opposite and provide a continuous edge of built development to the road - development here should also have a vertical emphasis to avoid the impression of introducing one large institutional building to the streetscene.
- Respond to the more domestic scale and form of the existing development on the Scotts Road frontage, with the corner of Scotts Road and School Street emphasised.
- Provide design features to the south east and south west corners of the development which mark these corners as approaches into and out of the town centre - height should be emphasised at these corner points.
- Subject to assessment, the mature trees which form a hedgeline along the western boundary should be retained (providing an enclosed landscaped boundary there) and additional planting provided, particularly on the School Street frontage.



Map 17 Opportunity Site S12 - Scotts Road

## 6 Delivery Framework

### Implementation and Delivery

**6.0.1** Guiding regeneration within Stourbridge Town Centre requires a co-ordinated and consistent effort. Substantial investment will be required from the private and public sectors. There is a history of partnership working in Stourbridge and the implementation process is anticipated to continue to be driven forward and co-ordinated through partnership working between Dudley Council, landowners, developers, representatives of the local residents and business communities, service providers and other key organisations who have a stake in the future of Stourbridge.

**6.0.2** Dudley Council with its partners is already geared up for delivery. The recently approved Crown Centre scheme for a new food superstore with other shops and office space will help to facilitate future regeneration within the heart of the town and will be a driver and catalyst to help support the future vitality and viability of the town centre. Dudley Council also works closely with local Stourbridge traders as part of the traders meetings to help bring together key stakeholders to help identify positive regeneration improvements needed for the town. The recently resurrected farmers market will also help to encourage more shoppers and visitors to the town centre.

**6.0.3** There are a number of exciting regeneration improvements planned for the town as part of the AAP, ranging from major new housing-led regeneration growth on the northern edge of the town centre core, environmental transformation improvements along the River Stour and Stourbridge Branch Canal corridors, Stourbridge Wharf regeneration proposals, through to Stourbridge Town Centre core public realm enhancements proposed for the town centre.

**6.0.4** To drive regeneration forward in future years the policies of the AAP will be implemented by numerous mechanisms. It is anticipated that these may change and evolve over time. Indeed, delivery of the AAP proposals will demand a multi-faceted approach and the commitment of a wide range of different organisations. Dudley Council has a pivotal role to play in the process, in particular through:

- Development management as the Local Planning Authority;
- Facilitate the implementation of the required infrastructure;
- Providing advice at feasibility/ design stage;
- As a landowner and development partner;
- Utilising land assembly powers;
- Working closely with town centre retailers, other businesses and landowners;
- Facilitating and targeting both public and private sector investment; and
- Promoting investment opportunities.

### Community Infrastructure Levy (CIL)/ Planning Obligations

**6.0.5** It is acknowledged that a significant amount of infrastructure is needed and the scale of costs for providing this may be considerable. Although development could occur in a piecemeal fashion, the degree to which infrastructure requirements

can be met on an incremental, site-by-site basis is limited. The planned green space environmental enhancements along the River Stour and Stourbridge Branch Canal corridors, improved surface level pedestrian and cycle connections across parts of the ring road and Town Centre public realm enhancements within the Stourbridge Town Centre core will only be effective when completed in advance or in tandem with related development. It would be unreasonable for a single block of development to carry the cost of providing the whole of that item of infrastructure when many other subsequent blocks of development would benefit equally from its provision. Thus a comprehensive approach to development is required to ensure the delivery of wide scale infrastructure requirements on an equitable basis.

**6.0.6** Where there is a functional or geographical link, development elsewhere in Dudley Borough outside of the Stourbridge AAP boundary will also be expected to contribute to the costs of town centre infrastructure and services. These contributions will be secured through Dudley Council's latest Community Infrastructure Levy (CIL)/ Planning Obligations Supplementary Planning Document (SPD), prepared as part of the Local Development Framework (LDF). CIL is explained in further detail in the 'Glossary of Terms' Appendix Section of this AAP.

**6.0.7** If there is clear evidence that the viability of a scheme is compromised such that it cannot go ahead, Dudley Council will take account of this in assessing the level of CIL/ planning obligations that individual schemes are to meet. Developers will be required to produce satisfactory evidence in cases of alleged non-viability, and meet the costs of independent verification.

**6.0.8** The following list of proposed works and measures focus on some of the key regeneration challenges and issues needed to help improve the town centre and sites on the edge within the plan area. This suggested list is not a fully exhaustive or complete list and the suggested enhancements are not presented in priority order.

<b>Enhancement type:</b>	<b>Community Infrastructure Levy (CIL)/ Planning  Obligation theme:</b>	<b>Potential funding source/ delivery mechanism:</b>
Town Centre Streets Improvement.	Public realm/ Transport	Community Infrastructure Levy (CIL)/ Planning Obligations/ European Union (EU) LIFE programme fund/ European Regional Development Fund (ERDF) / Neighbourhood Renewal Fund/ English Heritage funding/ Single Regeneration Budget (SRB) 'Challenge Fund'/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ Landfill Tax Credit Scheme/ regeneration

Enhancement type:	Community Infrastructure Levy (CIL)/ Planning  Obligation theme:	Potential funding source/ delivery mechanism:
		funding from Black Country Local Enterprise Partnership (LEP)/ Central Government "Growing Places Fund" (2011).
Gateway improvements	Public realm	HLF 'Townscape Heritage Initiative' and other HLF funding/ ERDF funding/ Planning Obligations/ English Heritage funding/ Landfill Tax Credit Scheme/ Central Government "Growing Places Fund" (2011)/ regeneration funding from Black Country LEP.
Cycleways – especially Sustrans Link 54 (incl. route definition corridor enhancements and signage)	Public realm/ Transport	Community Infrastructure Levy (CIL)/ Planning Obligations/ Sustrans/ Healthy Hub/ Local Transport Plan (LTP)/ European Funding/ Primary care Trust (PCT) funding linked to health agenda/ ERDF funding/ Local Sustainable Transport Fund.
River Stour corridor enhancement (incl. softening of banks, wildlife habitat creation and walkways).	Open space/ nature conservation	CIL/ Planning Obligations/ Natural England grants/ European Union (EU) LIFE programme fund/ Primary Care Trust (PCT) funding linked to health agenda/ Safer Neighbourhoods funding linked to providing safer routes for communities/ ERDF funding/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ Big Lottery Fund's "Community Spaces" environmental programme/ flood risk management grants from the Environment Agency (EA)/ Water Framework Directive (WFD) Defra funding/ SITA nature fund/ Woodlands Trust Funding for tree planting initiatives/ Local Sustainable Transport Fund/ The Big Tree Plant initiative - Forestry Commission and Defra funding/ Landfill Tax

Enhancement type:	Community Infrastructure Levy (CIL)/ Planning  Obligation theme:	Potential funding source/ delivery mechanism:
		Credit Scheme/ volunteering opportunities through Central Government's new 'Muck In4Life' (2011) initiative and involvement of other local volunteer organisations such as nature conservation groups such as British Trust for Conservation Volunteers (BTCV) & Groundwork/ volunteer support through the Birmingham and Black Country Wildlife Trust/ Birmingham and Black Country Biodiversity Partnership (BBCP)/ River Care Group volunteering organisation/ Keep Britain Tidy's 'Waterside Care Programme' led by a partnership of the Environment Agency, Severn Trent and British Waterways/The Landfill Communities Fund (LCF)/ Community Groups.
Stourbridge Branch  Canal corridor enhancement.	Open space/ historic environment/ nature conservation	CIL/ Planning Obligations/ English Heritage funding/ Natural England grants/ European LIFE Plus fund/ PCT funding linked to health agenda/ ERDF funding/ Safer Neighbourhoods funding/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ SITA nature fund/ English Heritage funding/ Landfill Tax Credit Scheme/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ local volunteering opportunities similar to those suggested under River Stour corridor above/ Keep Britain Tidy's 'Waterside Care Programme'/The Landfill Communities Fund (LCF)/ volunteer support through the Birmingham and Black Country Wildlife Trust/ Stourbridge Navigation Trust/ Community Groups.
Stourbridge Wharf	Public realm/ conservation	CIL/ Planning Obligations/ English Heritage grants/ Lottery grants funding/ Regional Arts Lottery Programme funding/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ ERDF funding/ Landfill

<b>Enhancement type:</b>	<b>Community Infrastructure Levy (CIL)/ Planning  Obligation theme:</b>	<b>Potential funding source/ delivery mechanism:</b>
		Tax Credit Scheme/ charitable trust grants such as The Architectural Heritage Fund/ SRB 'Challenge Fund'/ volunteer support through Stourbridge Navigation Trust/ regeneration funding from Black Country Local Enterprise Partnership (LEP)/ Central Government "Growing Places Fund" (2011).
New surface level pedestrian crossings across parts of  Stourbridge Ring Road	Transport / Public realm	Sustrans/ Local Transport Plan funding/ Primary Care Trust (PCT) funding linked to health agenda/ Safer Neighbourhoods funding linked to providing safer routes for communities/ Local Sustainable Transport Fund (cycle lanes issues).
Subway and alleyway enhancements.	Public realm	ERDF funding/ CIL/ Planning Obligations/ English Heritage Grants.
Signage improvements (inc. Interpretation panels)	Transport / Public realm/ historic environment	CIL/ Planning Obligations/ English Heritage grants/ Heritage Lottery Fund (HLF)/ ERDF funding/ Single Regeneration Budget (SRB) 'Challenge Fund'.
Town centre public squares enhancement. A. Ryemarket B. Crown C. Foster Street	Public realm.	CIL/ Planning Obligations/ ERDF/ Heritage Lottery Funds (HLF) 'Townscape Heritage Initiative' and other HLF funding/ English Heritage funding/ SRB 'Challenge Fund'/ Landfill Tax Credit Scheme/ ERDF funding/ regeneration funding from Black Country LEP.
New deciduous tree planting including	Public realm/ open space	CIL/ Planning Obligations/ Nature Conservation external grants/ Natural England grants/ local volunteer organisations such as British Trust

<b>Enhancement type:</b>	<b>Community Infrastructure Levy (CIL)/ Planning  Obligation theme:</b>	<b>Potential funding source/ delivery mechanism:</b>
alongside Stourbridge Ring Road		for Conservation Volunteers (BTCV) & Groundwork/ ERDF funding/ European LIFE Plus fund/ Growth Point Fund to enhance green infrastructure/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ Big Lottery Fund's "Community Spaces" environmental programme/ Forestry Commission English Woodland Grant Scheme/ Woodlands Trust Funding for tree planting initiatives/The Big Tree Plant initiative - Forestry Commission and Defra funding/ Landfill Tax Credit Scheme/ volunteering opportunities through Central Government's new 'Muck In4Life' (2011) initiative and involvement of other local volunteer organisations such as nature conservation groups such as BTCV & Groundwork/The Landfill Communities Fund (LCF)/volunteer support through the Birmingham and Black Country Wildlife Trust/ Community Groups.
Establishment and enhancement of public open space	Open space	CIL/ Planning Obligations/ European LIFE Plus fund/ Natural England grants/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/ Big Lottery Fund's "Community Spaces" environmental programme/ Landfill Tax Credit Scheme/ voluntary and community groups involvement/ The Landfill Communities Fund (LCF).
Sustainable Urban Drainage Systems (SUDS) scheme(s) in River Stour valley.	Open space/ nature conservation	Planning Conditions or CIL/ Planning Obligations/ European Union (EU) LIFE programme fund/ SITA nature fund/ SITA Community / Fund/ BiFFA Award flag ship project/ Esmee Fairburn grant/ Natural England grants/ Tudor Trust fund/ Four Acre Trust fund/ flood risk management grants from the Environment Agency (EA)/ Defra funding/ Water Framework Directive (WFD) Defra

<b>Enhancement type:</b>	<b>Community Infrastructure Levy (CIL)/ Planning  Obligation theme:</b>	<b>Potential funding source/ delivery mechanism:</b>
		funding/ Landfill Tax Credit Scheme/ voluntary and community groups involvement.
Urban Heat Island (urban cooling) amelioration	Open space/ Public realm/ nature conservation	CIL/ Planning Obligations /European Climate Change Funding/ European LIFE Plus fund/ Natural England grants/ Big Lottery Fund's "Community Spaces" environmental programme/ Woodlands Trust Funding for tree planting initiatives/ The Big Tree Plant initiative - Forestry Commission and Defra funding/ Landfill Tax Credit Scheme/ volunteer organisations as suggested above/ Community Groups.
Nature conservation and biodiversity features such as bat boxes and bird hole nest boxes	Nature conservation/ open space	CIL/ Planning Obligations/ Natural England grants/ Nature Conservation local volunteer organisations such as BTCV & Groundwork / ERDF funding/ Access to Nature grant scheme funded by Big Lottery Fund (BLF)/volunteering opportunities through Central Government's new 'Muck In4Life' (2011) initiative and involvement of other local volunteer organisations such as nature conservation groups such as BTCV, Groundwork, other local nature conservation groups/ The Landfill Communities Fund (LCF)/ volunteer support through the Birmingham and Black Country Wildlife Trust/ Community Groups/ Birmingham and Black Country Bat Group (Brum Bats).
Removal of Japanese Knotweed invasive plant species	Nature conservation/ open space.	Working with site landowners/ Environment Agency funding/ Defra funding/ Dudley Council Japanese Knotweed Removal Plan (led by Dudley Council Engineers)/ Access to Nature

<b>Enhancement type:</b>	<b>Community Infrastructure Levy (CIL)/ Planning  Obligation theme:</b>	<b>Potential funding source/ delivery mechanism:</b>
alongside parts of the River Stour and Stourbridge Branch Canal corridors inside the Stourbridge AAP boundary.		grant scheme funded by Big Lottery Fund/ Natural England grants.

**Table 1**

## 7 Monitoring and Review

**7.0.1** The success of this AAP can be judged by the degree to which the policies and proposals contained therein deliver the 12 Aims set out in the chapter titled "A vision for Stourbridge 2026 and Aims", and, in general, provide the framework to enable a significant environmental uplift and enliven and sustain an increasingly prosperous and cared for town.

**7.0.2** Clearly, these policies and proposals will only be effective, meaningful and sustainable with the support of the local community: it is considered that this document, along with the supporting documents, can demonstrate how positive and expansive community engagement has been a critical input in the future place shaping of Stourbridge.

**7.0.3** These policies and proposals also need to be deliverable, hence the need for the AAP to demonstrate the means and mechanisms for their implementation. Monitoring will play a critical part in identifying any requirement for a review of the Stourbridge Area Action Plan as a result of national, sub-regional or local circumstances. It will also enable early action to be taken to overcome any barriers to delivery of the Plan's objectives and/ or proposals and policies. The Planning and Compulsory Purchase Act 2004 requires local planning authorities to produce an Annual Monitoring Report (AMR) every year and this will be the main mechanism for assessing the progress being made towards delivering the targets and objectives set out in the Area Action Plan.

**7.0.4** The Aims, and the policies and proposals of the AAP which are proposed to give effect to and deliver them, are set out in the table below:-

	AIM - SUMMARY	RELEVANT POLICIES
1	Compliance with other plans and guidance	This is a common thread which helps to shape and inform all the policies and proposals of the AAP
2	Well connected landscape and public realm setting and attractive public spaces, including the greening of the town centre	Policy 1 - Urban Design Policy 2 - Public Realm Improvements Policy 3 - Stourbridge Ring Road Policy 4 - Public Open Space Policy 5 - Urban Heat Island

		<p>Policy 6 - Sustainable Urban Drainage Systems and Flood Risk</p> <p>Policy 7 - Sites of Local Importance for Nature Conservation</p> <p>Policy 8 - Nature Conservation</p> <p>Policy 9 - Development and Biodiversity</p> <p>Policy 10 - The River Stour</p> <p>Policy 11 - The Stourbridge Branch Canal</p> <p>Policies 12 -14 - Historic Townscape and Landscapes</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p> <p>Policy 18 - Town Centre Streets Improvement</p> <p>Policy 19 - Cycling</p> <p>Policy 28 - Stourbridge Wharf Opportunity Sites</p>
3	Rediscovery of the River Stour, by returning it to a more natural state and by providing footpath and cycleway linkages along the riverbank	<p>Policy 6 - Sustainable Urban Drainage Systems and Flood Risk</p> <p>Policy 7 - Sites of Local Importance for Nature Conservation</p> <p>Policy 8 - Nature Conservation</p>

		Policy 9 - Development and Biodiversity Policy 10 - The River Stour Policy 16 - Access for all Policy 17 - Pedestrian access Policy 19 - Cycling Policy 28 - Stourbridge Wharf Opportunity Sites
4	Protect and enhance wildlife and uplifting biodiversity particularly with reference to the river and canal	Policy 4 - Public Open Space Policy 5 - Urban Heat Island Policy 6 - Sustainable Urban Drainage Systems and Flood Risk Policy 7 - Sites of Local Importance for Nature Conservation Policy 8 - Nature Conservation Policy 9 - Development and Biodiversity Policy 10 - The River Stour Policy 11 - The Stourbridge Branch Canal Policy 28 - Stourbridge Wharf Opportunity Sites
5	Mitigate the causes and effects of climate change, by promoting sustainable development, improving air quality and	Policy 3 - Stourbridge Ring Road Policy 4 - Public Open Space

	<p>minimising the use of non-renewable energy sources</p>	<p>Policy 5 - Urban Heat Island</p> <p>Policy 6 - Sustainable Urban Drainage Systems and Flood Risk</p> <p>Policy 7 - Sites of Local Importance for Nature Conservation</p> <p>Policy 8 - Nature Conservation</p> <p>Policy 9 - Development and Biodiversity</p> <p>Policy 10 - The River Stour</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p> <p>Policy 18 - Town Centre Streets Improvement</p> <p>Policy 19 - Cycling</p> <p>Policy 28 - Stourbridge Wharf Opportunity Sites</p>
<p>6</p>	<p>Reduce the severance effect of the ring road, by providing enhanced permeability</p>	<p>Policy 1 - Urban Design</p> <p>Policy 2 - Public Realm Improvement</p> <p>Policy 3 - Stourbridge Ring Road</p> <p>Policy 4 - Public Open Space</p> <p>Policy 5 - Urban Heat Island</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p>

		<p>Policy 18 - Town Centre Streets Improvement</p> <p>Policy 19 - Cycling</p> <p>Policy 20 - Town Centre Opportunity Sites</p>
7	Protect and enhance the locally distinctive character of Stourbridge with particular reference to preserving and enhancing its historic environment	<p>Policy 1 - Urban Design</p> <p>Policy 2 - Townscape Improvements</p> <p>Policy 3 - Stourbridge Ring Road</p> <p>Policy 4 - Public Open Space</p> <p>Policy 10 - The River Stour</p> <p>Policy 11 - The Stourbridge Branch Canal</p> <p>Policies 12 -14 - Historic Townscape and Landscapes</p> <p>Policy 18 - Town Centre Core Public Realm Improvements</p> <p>Policy 20 - The Town Centre</p> <p>Policy 28 - Stourbridge Wharf Opportunity Sites</p>
8	Enhance the vitality and viability of the town, with an emphasis on pedestrian accessibility	<p>Policy 1 - Urban Design</p> <p>Policy 2 - Public Realm Improvements</p> <p>Policy 3 - Stourbridge Ring Road</p> <p>Policy 4 - Public Open Space</p>

		<p>Policy 5 - Urban Heat Island</p> <p>Policy 12 - 14 - Historic Townscape and Landscapes</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p> <p>Policy 18 - Town Centre Streets Improvement</p> <p>Policy 19 - Cycling</p> <p>Policy 20 - The Town Centre</p> <p>Policy 21 - Protected Frontages</p> <p>Policy 22 - Hot Food Takeaways (A5 Uses)</p> <p>Policy 26 - Mixed Use Development</p> <p>Opportunity Sites</p>
<p>9</p>	<p>Provide for ease of movement, particularly for less mobile persons, and enable Stourbridge to become a cycle friendly town</p>	<p>Policy 1 - Urban Design</p> <p>Policy 2 - Public Realm Improvements</p> <p>Policy 3 - Stourbridge Ring Road</p> <p>Policy 4 - Public Open Space</p> <p>Policy 5 - Urban Heat Island</p> <p>Policy 10 - The River Stour</p> <p>Policy 11 - The Stourbridge Branch Canal</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p>

		<p>Policy 18 - Town Centre Streets Improvement</p> <p>Policy 19 - Cycling</p> <p>Policy 20 - The Town Centre</p> <p>Policy 28 - Stourbridge Wharf Opportunity Sites</p>
10	To facilitate and shape housing led regeneration within the Opportunity Sites	<p>Policy 4 - Public Open Space</p> <p>Policy 5 - Urban Heat Island</p> <p>Policy 6 - Sustainable Urban Drainage Systems and Flood Risk</p> <p>Policy 7 - Sites of Local Importance for Nature Conservation</p> <p>Policy 8 - Nature Conservation</p> <p>Policy 9 - Development and Biodiversity</p> <p>Policy 10 - The River Stour</p> <p>Policy 11 - The Stourbridge Branch Canal</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p> <p>Policy 19 - Cycling</p> <p>Policy 24 - Extra Care Housing</p> <p>Policy 25 - New housing near to business uses</p>

		<p>Policy 26 - Mixed Use Development</p> <p>Policy 28 - Stourbridge Wharf Opportunity Sites</p>
11	To ensure existing, viable businesses continue to thrive	<p>Policy 9 - Development and Biodiversity</p> <p>Policy 10 - The River Stour</p> <p>Policy 11 - The Stourbridge Branch Canal</p> <p>Policy 16 - Access for all</p> <p>Policy 17 - Pedestrian access</p> <p>Policy 19 - Cycling</p> <p>Policy 20 - The Town Centre</p> <p>Policy 21 - Protected Frontages</p> <p>Policy 22 - Hot Food Takeaways (A5 Uses)</p> <p>Policy 25 - New housing near to business uses</p> <p>Policy 26 - Mixed Use Development</p> <p>Policy 28 - Stourbridge Wharf Opportunity Sites</p>
12	To provide space for new employment opportunities, particularly for locally distinctive industry or high tech./green industry	<p>Policy 4 - Public Open Space</p> <p>Policy 6 - Sustainable Urban Drainage Systems and Flood Risk</p>

		Policy 7 - Sites of Local Importance for Nature Conservation Policy 8 - Nature Conservation Policy 9 - Development and Biodiversity Policy 10 - The River Stour Policy 11 - The Stourbridge Branch Canal Policy 16 - Access for all Policy 17 - Pedestrian access Policy 19 - Cycling Policy 20 - The Town Centre Policy 21 - Protected Frontages Policy 25 - New housing near to business uses Policy 26 - Mixed Use Development Policy 28 - Stourbridge Wharf Opportunity Sites
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**OBJECTIVES - DELIVERY**

**Phasing**

**7.0.5** In order to provide an indication of timescales for implementation, three indicative development phases are envisaged. These are:

- Short Term: 2014 - 2018
- Medium Term: 2019 - 2023
- Long Term: 2024 - 2026

### Monitoring Framework

**7.0.6** The Monitoring and Implementation table below lists the main proposals of the AAP, aligns them with the relevant policies and then seeks to prescribe reasonably realistic and measurable outputs, which it is considered will be the subject of regular reviews. This is in order to gauge the effectiveness of the AAP in delivering the policies and proposals contained therein, and ultimately in assessing the progress of the environmental change involved in transforming Stourbridge towards the Vision set out in this plan. Once the AAP is adopted, the results from this monitoring will be presented in Dudley Council's Local Development Framework (LDF) [Annual Monitoring Report \(AMR\)](#).

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
RETAIL (A1 LAND USE CLASSES)							
POLICY 21 PROTECTED FRONTAGES	Proportion of non-A1 Retail Uses within the designated Protected Frontage within the town centre.	H	The percentage of planning units in a non A1 use not to exceed- A - 35% within designated Primary Frontage B- 45% within the designated Secondary Frontage 65% of the units within the Protected Frontage designation should remain within Class A1 Retail use.	Local	Dudley Council's Town Centre Annual Health Check Surveys/  Dudley Council's Annual Monitoring Report (AMR)/  Planning Application Monitoring	Dudley Council  Developers  Retailers  Landowners	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
POLICY 20 THE TOWN CENTRE	Amount of additional new Comparison Retail floorspace within the Stourbridge Town Centre boundary.	H	6,800 square metres (gross) of new Comparison Retail floorspace in the designated town centre boundary during the AAP plan period	Local	Dudley Council Town Centre Annual Health Check Surveys/ Dudley Council's Annual Monitoring Report (AMR)/ Planning Application monitoring	Dudley Council Developers Retailers Landowners	Annual
POLICY 20 THE TOWN CENTRE	Amount of additional new Convenience Retail floorspace completed in the 'Stourbridge designated Town Centre boundary.	H	3,900 square metres (gross) of new Convenience Retail floorspace in the designated town centre boundary during the AAP plan period up to the year 2026.	Local	Dudley Council Town Centre Annual Health Check Surveys/ Dudley Council's AMR/ Planning Application monitoring	Dudley Council Developers Retailers Landowners	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
<b>HOT FOOD TAKEAWAYS (A5 LAND USE CLASS)</b>							
POLICY 22 HOT FOOD TAKEAWAYS	The number of clustered hot food takeaways above the 2012 baseline (of 1 cluster) and the number of new hot food takeaways which are visually prominent within the townscape.	G and H	0	Local	Dudley Council Town Centre Annual Health Check Surveys/ Dudley Council's AMR/ Planning Application monitoring	Dudley Council Developers Retailers Landowners	Annual
<b>OFFICE DEVELOPMENT (B1a LAND USE CLASSES)</b>							
POLICY 20 THE TOWN CENTRE	Amount of additional new office floorspace (gross) completed within the town centre or in the Opportunity Sites	K and L	5,000 square metres (gross) of new office floorspace in the town centre or in the Opportunity Sites to be delivered within the AAP plan	Local	Dudley Council Town Centre Annual Health Check Surveys/ Dudley Council's AMR/ Planning Application monitoring	Dudley Council Developers Landowners	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
			period up to the year 2026.				
HISTORIC ENVIRONMENT							
POLICY 12 CONSERVATION AND ENHANCEMENT OF LOCAL CHARACTER AND DISTINCTIVENESS IN STOURBRIDGE	The number of planning applications granted permission contrary to the recommendation of the Historic Environment Officer as informed by this AAP Policy.	G	0	Local	Dudley Council's AMR/ Planning Application monitoring	Dudley Council Developers Landowners	Annual
HOUSING							
POLICY 23 HOUSING MIX AND TENURE	Number of additional new dwellings (gross and net totals) completed within the AAP area	J	Between 259 and 505 net additional residential dwelling completions by the year 2026.	Local	Dudley Council's AMR/ Planning Applications/	Dudley Council Developers Landowners	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
POLICY 23 HOUSING MIX AND TENURE	Number of affordable housing units completed as a percentage of total new housing	J	25% of the total number of residential units completed to be affordable (target as set out in adopted Black Country Core Strategy (February 2011) Policy HOU3 'Delivering Affordable Housing'.	Local	Dudley Council's AMR/ Planning Applications/ SHLAA monitoring	Dudley Council Developers Landowners Registered Social Landlords (RSLs)	Annual
POLICY 24 EXTRA CARE HOUSING							
ACCESS AND MOVEMENT							
POLICY 3 STOURBRIDGE RING ROAD	Percentage of developments to install its	B, C, E, F AND I	100%	Local	Planning Application monitoring	Dudley Council Developers	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
POLICY 10 THE RIVER STOUR POLICY 11 STOURBRIDGE BRANCH CANAL POLICY 17 PEDESTRIAN ACCESS POLICY 19 CYCLING	proportionate amount of cycleways and pathways and other associated townscape improvements on-site or within the AAP boundary.				Implementation Scheme Information	SUSTRANS External funding agencies	
<b>GREEN SPACES AND NATURE CONSERVATION</b>							
POLICY 4 PUBLIC OPEN SPACE	Percentage of developments to install its	B, C, D AND E	100%	Local	Planning Application monitoring	Dudley Council External Funding Agencies	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
POLICY 5 URBAN HEAT ISLAND POLICY 10 THE RIVER STOUR POLICY 11 THE STOURBRIDGE BRANCH CANAL	proportionate amount of green infrastructure (including wildlife corridors) on-site or within the AAP boundary.				Implementation Scheme Information	Developers Landowners	
POLICY 6 SUSTAINABLE URBAN DRAINAGE SYSTEMS (SUDS)	Number of new SUDs Schemes completed	B, C, D AND E	Dudley Council will seek to ensure the delivery of a minimum of 1 SUDs Scheme during the plan period	Local	Planning Application monitoring Implementation Scheme Information	Dudley Council External Funding Agencies Developers Landowners	Annual

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
						Environment Agency	

STOURBRIDGE AAP POLICY	MONITORING INDICATORS	AAP AIMS	TARGET	TYPE OF INDICATOR	DATA SOURCE	IMPLEMENTATION DELIVERY AGENCY	MONITORING FREQUENCY
POLICY 7 SITES OF LOCAL IMPORTANCE FOR NATURE CONSERVATION (SLINCS) POLICY 8 NATURE CONSERVATION POLICY 9 DEVELOPMENT AND BIODIVERSITY POLICY 10 THE RIVER STOUR	Net increase (in metres squared) in designated areas of SLINC within the plan boundary	C AND D	A net increase in the amount of SLINC habitat during the plan period.	Local	Dudley Council's AMR/ Planning Application monitoring Implementation Scheme Information	Dudley Council External Funding Agencies Developers Landowners Environment Agency Natural England	Annual

Table 2 - MONITORING AND IMPLEMENTATION

## Appendix 1 Opportunity Sites: Urban Design Guiding Principles

### **APPENDIX 1 - OPPORTUNITY SITES: URBAN DESIGN GUIDING PRINCIPLES**

#### **S1 – Crown Lane**

##### Access and Movement

- redesign the major pedestrian entrance to the Crown Centre as an integral part of an integrated Crown Square events space through public realm improvements that offer opportunity for activity to spill out into the space, for direct, accessible pedestrian connection to be made to the Crown Centre from the square and to accommodate a range of managed vehicular movements for essential access, servicing and events
- provide secondary pedestrian access from Market Street/Bell Street/Bath Road through Smith Field
- encourage improved pedestrian connection from the western side of Stourbridge through associated improved crossing and entrance routes to the Crown Centre complex across the ring road
- provide servicing access to the units to be provided using basement access from Crown Lane and/or alternative access off Bell Street to dedicated service area
- ensure vehicular access is re-provided to a replacement Bell Street Car Park from Bell Street

##### Layout and Urban Form

- provide new, active frontages to Bath Road, Crown Lane, Market Street and Bell Street wherever possible, to increase activity and assist good supervision of the public realm.
- ensure that the built frontages are integrated with public realm improvements at their street edge that improve the quality of the visual and pedestrian environment to the surrounding routes.

- provide landmark elements to the redeveloped Centre in the built form at the main public entrance to the Crown Square approach, to the northwest corner of the site at Crown Lane-Bath Road and to the south-western corner of the site at Bell Street-Bath Road
- wherever large units are provided, ensure that the built form is subdivided by the architecture of the site into an appearance of smaller built elements to reduce the impact of the potential scale of the redevelopment on the visual appearance in keeping with the historical built context of development in the town.

## Scale and Massing

- be of a scale and mass that is related to and that respects the importance of the Town Hall and its tower, and the height, scale and mass of development to Market Street.
- provide a scale and mass of development onto the ring road that offers variety and visual interest through a change in roofscape and built frontage which act to emphasise the landmark quality of the development at key locations referred to above.
- enhance connecting views through Coventry Street to the main entrance through the treatment of Crown Square and through the proportion and architecture of the entrance to the Crown Square complex
- ensure that the massing and design of the upper levels of the development are handled with care to ensure that they are not intrusive and that the design recedes visually within its wider town centre context

## Character and Appearance

- pay attention to the local historic character and appearance of historic development in Stourbridge to inform the articulation of facades, introduction of glazing and choice of materials palette

## Landscape and Public Realm

- reconcile the levels difference between the entrance point to the centre and the square
- enable activities to spill out of the Crown Centre and adjacent buildings that enclose the square to provide active, related outdoor areas to be accommodated within accessible levels changes
- provide an appropriate range of street furniture including seats, bins and lighting

- provide tree planting within the Square that compliment the space and its activities but that do not screen out key views or overly shade the Square
- draw reference for the surfacing from the local town historic context.
- ensure all materials are durable and maintainable
- include the opportunity to provide a space for a tree suitable for Christmas celebration use
- provide semi-mature tree planting to Bath Road
- provide public art within the development, ensuring that the automaton model of the Stourbridge Glass Workers parade and Stourbridge Lion Railway Engine are incorporated within the publicly accessible area of the complex and that the Stourbridge Coat of Arms Mural is re-accommodated within the development
- ensure that opportunity is taken to enhance approaching views to the development through the incorporation of public art, particularly at entrance points and building facades.

## S2 – Market Street

### Access and Movement

- provide vehicular access and parking integrated within the site and accessed off Drury Lane.

### Layout and Urban Form

- provide an active frontage to Drury Lane and ensure that the site is enclosed at its boundary with the King Edward VII Social Club
- provide an active frontage to the Drury Lane elevation
- provide active frontage to New Street through a mix of refurbishment of corner building plot to New Street-Market Street and or new development westwards towards the boundary with the King Edward VII Social Club
- retain building line to market street if buildings are not capable of full or whole reuse

### Scale and Massing

- provide a form, scale and mass of development that complements the exiting built form of two storeys to Market Street but that recognises the opportunities to step through the levels at Drury Lane where the land falls to the West towards the King Edward VII Social Club

### Character and Appearance

- recognise the historic contribution of property fronting Market Street and retain and refurbish

### Landscape and Public Realm

- retain large tree to rear of site

## S3 – Angel Passage Site

### Access and Movement

- ensure that the opportunity is taken to visually and physically connect the area on the northern side of Birmingham Street to key landmarks and routes in Stourbridge town centre by opening up a new east-west route through the central area of the site.
- ensure that the development provides active edges to St John's Road, Birmingham Street, to the bus-rail interchange and to internal publicly accessible routes provided within the site.
- Vehicular access for servicing and parking to be provided from St John's Road.

### Layout and Urban Form

- ensure that the development proposal is outward facing on all public edges with active frontages provided to St John's Road, Foster Street and Birmingham Street and all publicly accessible internal streets within the site.
- ensure that all service and parking facilities are contained within the non-publicly accessible areas of the perimeter block development to the site

### Scale and Massing

- ensure that the build form, scale and mass of new development to the site recognises the contribution of and works with the changes in levels to the site. In particular, there is opportunity to step development up from its Birmingham Street edge to St Johns Road to create interest in the built form, variation in the roofscape.
- provide landmark quality elements to the built form at the northern end of the site at the intersection of St John's Road, Coventry Street and Birmingham Street and at the south eastern entrance to the town at the junction of Foster Street – Birmingham Road.

### Character and Appearance

- development should respond to the long road frontages to Sty John's Road and Birmingham Street to provide visual interest within the long runs of frontage and announcement of the development and the entrances to Stourbridge at the leading corner points of the site and the lesser entrances that allow access provided to public elevations. The roofscape should be varied to avoid the impression of institutional building through monolithic design – particularly where uses remain the same of units are large. Whilst the site is of Stourbridge, it is on the opposite side of the ring road which separates the site from the town centre. The site faces out across the StourValley to the higher land of the Penfields Housing estate over to the north and this should enable modern design

to apply to the site – particularly with respect to managing the changes in levels that occur. The relative size of the site will allow the development to develop a range of character solutions that face out onto different routes, including facing onto the transport interchange. The quality of the public realm that runs through the site will be of key importance and offers an opportunity to achieve greened routes - in contrast to much of the town centre core.

### Landscape and Public Realm

- provide a high quality public realm that connects through the site and that links to pedestrian routes on the western side of St John's Road to connect into the town centre
- provide tree planting to St John's Road

## S4 - Hagley Road

### Access and Movement

- Vehicular access to the site is provided by access from the main A491 Hagley Road.
- An access will need to be created with a right turn lane in Hagley Road that includes all necessary visibility splays to allow traffic off and onto the Hagley Road. It is anticipated that this should most usefully be centrally located along the building line frontage to the site.
- Once inside the site, vehicular movement will be dispersed for parking for the properties fronting the Hagley Road and onward movement into the site.

### Layout and Built Form

- The site slopes upwards away from the road towards its boundary with the rear of the public car park to ...and adjacent housing development towards the southern boundary of the site.
- The site is influenced by the four storey scale former Cinema building along much of the northern boundary. The building is used as a nightclub and consideration will be needed of noise as well as aspect.
- The site favours frontage development to Hagley Road. Beyond this, the internal arrangement of the layout should ensure that properties front onto each other as much as possible and use housing types that can resolve difficult spaces (for example mews style development) where necessary.
- The areas where people have open access within the site should be overlooked and designed as active spaces.

### Scale and Massing

- A three storey scale form is most appropriate at the frontage. This may step up towards both the night club to the north and adjacent three storey scale housing to the southern boundary.
- The appearance of the frontage development should be one of individual town house form within a terrace, rather than one large institutional building.
- Scale and massing within the site may be of a more domestic two storey scale.

### Character and Appearance

- Visual cues for character aspects are provided by development across the Hagley Road and to the south side of the site
- Frontage development to Hagley Road should be vertically proportioned and give the appearance of separate units within a terraced frontage set back over a small semi-public – semi-private foreground.
- The buildings should work with the rising topography of the site both along the road frontage and within the site, with roofscape used to confirm the changes in level.

### Landscape and Public Realm

- Semi-public – semi-private open space should be created as foregarden areas to back of pavement line. The set back may be enhanced by using the higher level of the site at the back of pavement to help raise ground floor window levels and thereby increase privacy for occupants whilst maintaining clear observation of the street.
- Mature trees are evident on site and these should be assessed and kept wherever practicable and possible.
- A high quality layout of the publicly accessible areas within the site will be required.

## S5 - North of Birmingham Street (Cox Hire Site)

### Access and Movement

- vehicular access opportunities to the site from the A458 Birmingham Street are restricted. One common point of access to the centre of the frontage would be most favourable. Once within the site, access could be provided in two spurs off the central access to open the site for development
- a right turning facility would be required from the A458 into the site.

### Layout and Built Form

- the site slopes down towards the River Stour in a northward direction away from the A458 Birmingham Street. Road frontage levels to Birmingham Street rise from east to west in the Stourbridge-bound direction.
- the building platform within the site is at its widest towards the western part of the site and narrows eastwards to meet Standhills Road and the River Stour.
- there is scope to improve the river environment as an asset for the site and the river corridor in general. Although this will reduce the development floorspace offered by the site, it will improve the northern boundary and could provide opportunity to secure a walkway alongside the river.
- the layout of the site will be driven by the access restrictions and the need to ensure that development faces outwards in all directions. This would suggest that a quad-aspect development could best respond the site constraints to the eastern half of the site with more flexibility for perimeter block development to the west with private/amenity space enclosed by this development which would again provide active frontages and observation of the public realm to all of its four sides.
- there would be a setback required between the northern and eastern development frontages and the River Stour. This may also be influenced by advice on flood management.
- the development site will look out over the Stour to the adjacent Civic Amenity site. The arrangement of key views from any habitable rooms and private amenity space will need to take account of this vista.

### Scale and Massing

- the form, scale and mass of development will need to respond to the role of the site as a leading edge of development to the east (justifying a marker element within the development) and the restrictions of the site that may mean that a three to four storey form is appropriate to the road frontage (particularly where

levels drop westwards below the road and pavement level to the A458). Development could be more flexibly graded back to two or three storeys at its northern and western edges.

- it is anticipated that the eastern part of the site may prove more constricted as a built footprint than the western half and that a single block of development may prove a more responsive solution to attempts to configure public fronts, private backs and amenity space and surrounding public realm through a more traditional arrangement. If the use is employment land based then turning and delivery/disposal arrangements will also need to be accommodated

## Character and Appearance

- only one building would appear to be of significant interest set at the rear of the site towards the eastern end.
- in general, the context to the site is provided by inter0war housing to the south (across Birmingham Street), the River Stour corridor to the east and north with variously open space and the civic amenity site beyond and the 1970's Penfields Housing Estate further to the north, forming the visual ridge to the north.
- the site has little visual or physical connection with Stourbridge and is closer to the river corridor area of Stambermill.

## Landscape and Public Realm

- the whole River Stour corridor and the opportunity sites set within it need to be considered as one connected landscape. The introduction of high quality links, hardscape and new and managed planting throughout it need to be carefully interwoven to ensure that opportunities to connect the river valley and the development that will sit within and alongside it are taken. A Landscape Strategy should be prepared for the River corridor and sites and recognise this reality.
- new development needs to be integrated and designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- provide a high quality public realm to the river edge that allows public access and ensures observation of the river corridor and its pedestrian routes.

## S6 – Mill Race Lane

### Access and Movement

- vehicular access opportunities to the site from the A491 High Street Amblecote and A458 Birmingham Street are restricted to five key points. These will continue to be a route (left turn) out of the site to the east onto the A491, with a route in to the site from the east from a left turn in (only) from the A491 at the same point; a major route into and out of the site onto the A458 Birmingham Road (again with a left turn in and a left turn out, only), adjacent to the eastern side of the Angel Triangle site which sits opposite, across Birmingham Road; a right turn from the main access route mentioned previously once within the Mill Race Lane Site to access the frontage of a thin site adjacent to the A458 Birmingham Street which site to the south and above the River Stour with an egress route from this site out onto the A458 Birmingham Street; the current access further to the east into the current Civic Amenity and car parking sites and the access into and out of the Cox's Yard site which again sits furthest to the east – again of and onto the A458 Birmingham Street.
- improvement of the aforementioned eastern egress point out from long frontage site to Birmingham Street opposite the Angel Triangle (east of the main vehicular access to the Mill Race Lane Site) will be required as part of improvements to pedestrian crossing movements across Birmingham Street, St John's Road and into Coventry Street.
- once within the Mill Race Lane Site, vehicular traffic will have crossed the River Stour and need to circulate to uses within the site to the north-east and out from the site onto the A491 High Street Amblecote or turn eastwards to access uses within the eastern part of the site before turning round within the site to leave the site either going back onto Birmingham Street or westwards to High Street, Amblecote. The frontage site opposite the Angel Triangle will have a self contained in and out access from and back onto Birmingham Street as previously mentioned.
- vehicular access within the site will be required for all uses including service delivery, open space and river maintenance, waste removal, parking and general cross site movement.
- pedestrian and cycling movement will generally accompany the vehicular access routes and be designed to ensure safe and clear pedestrian movement through the site. Opportunity should be taken to improve the river corridor environment as part of the overall redevelopment of the site and enable the river and its edges to be improved as featured asset for the site. This should examine the potential to create a well linked publicly accessible and attractive riverside walkway as part of the overall development.

- opportunities to improve pedestrian and cycling connections to the housing development at Penfields estate to the north-east should also be taken and safe and accessible connections established where desirable and possible to afford a pedestrian linkage through the Mill Race Lane site to Birmingham Street, across the improved junction with St John's Road and Coventry Street and into Stourbridge town centre as a more direct link.
- care will be required in determining how the open space link that runs around the north-eastern edge of the site is used within the context of the development. Public observation of the space is currently poor and would need to be improved through a combination of open space management and orientation of active frontages of development to provide passive surveillance of this edge and its uses.

## Layout and Built Form

- the site currently divides into three broad parcels: the long run of development on the northern/eastern side of the River Stour; the development at the western end of the Mill Race Lane site that straddles the Stour in part and is built over it at its westernmost end adjacent to the A491 High Street Amblecote; and the narrower site that has a frontage to Birmingham Street that is located across Birmingham Street from the adjacent Angel Triangle Site.
- the topography of the site, its situation within the flood plain, the course of the river Stour, access and egress points for all forms of movement - in particular vehicular movement, the relationship of the site to its road side context, wooded open space to the north/eastern edge, housing areas above, the visual connectivity with the town centre and the need to provide and manage internal movement many purposes within the site all exert key influences on the potential layout and built form that can be achieved.
- with the exception of the frontage sites to Birmingham Street and High Street Amblecote, the land falls quickly internally to the Stour and its valley. And visual connection with Stourbridge town centre is very quickly lost. The constraints identified lend opportunity for more imaginative development solutions however.
- all frontages should be made as active as possible to ensure that routes around the edge and within the site are afforded the maximum opportunity for passive surveillance. The green corridor to the rear (North/east) of the site in particular requires development solutions that provide passive surveillance. The layout of the site using a perimeter block pattern will help achieve this, where outward facing edges are active and public and internal areas within the block contain private activities such as servicing, parking and delivery for commercial or industrial premises or private gardens for residential uses.

- the built form and layout will also need to respond to flood risk and new or non-traditional forms of development may be required to ensure that ground floor activities are not vulnerable to flooding. This may have implications for the use of ground floor areas voids for parking, servicing and delivery, with occupied floorspace at a split level or above such voids. This solution will particularly need to be tested for development land to the north/east of the Stour. This may however lead to opportunities to restore a visual link for the occupiers of these sites with the town centre and not infringe the visual linkage of occupiers of existing housing on Penfields. It would also favour dual aspect development. Care will be required to ensure that reductions in ground floor activity are accompanied by an emphasis on passive surveillance and activity points and channels within the site however, to make the internal environment within the site as safe as possible.
- parking to the uses at the westernmost sites could again be contained within a block structure or accommodated as part of the edges of the designed plots within the broader development block, depending on the final use. Again residential forms of development should be outward facing with parking designed preferably within plot.
- development to the Stourbridge Road frontage could be dual aspect or could be split level to create interest and use the sloping nature of the site. Parking and delivery space could be accommodated the front of the site if used for commercial or industrial purposes, or distributed through it as part of a residential scheme.
- opportunity should be taken to ensure that all development that is located at main access points into the site has a gateway presence.

## Scale and Massing

- wherever possible, the development should work with the landform to encourage variety within the site. This is a particular feature for the sites the have frontages onto Birmingham Street and High Street, falling thereafter towards the Stour and the interior of the site. The scale and mass of the developments should work to emphasise key views through the site, particularly sight lines to help move through and out of the site to the town and housing and canal area and open spaces at its edge. There is opportunity for development to step down the hillside towards the river Stour and to be of an imaginative form to meet the challenges of flood risk whilst providing a form that elevates it within the North/Eastern side of the Stour whilst not interrupting views across to the town centre from the Penfields Estate.

## Character and Appearance

- there is a real opportunity to provide development that responds to a corridor location within the valley on the north/eastern side of the Stour, that takes positive

advantage of the riverside location within the site through balconies, walkways or other public space. The need to provide increased surveillance lends itself to highly windowed facades that may take advantage of longer range views across to the town centre at higher levels.

### Landscape and Public Realm

- development needs to be designed as a connected landscape where buildings and spaces compliment each other within the topography and river corridor environment.
- the open space link to the rear of the site will need careful management and design intervention to ensure that it compliments the activities on site and avoids becoming a focus for anti-social behaviour.
- the routes through the site should be clear connecting links, visually attractive through an integrated landscape strategy that combines hard and softscape treatments as a part of the developed whole.
- the public realm should ensure that public activities and invitation to places and spaces within the site is clear and that private spaces and activities are secure from the public.

## **S7 – Bradley Road (East) (Former Rolling Mills Site)**

### Access and Movement

#### Land South of the River Stour

- major vehicular movement to and from the element of the corridor comprising Bradley Road will be provided along Bradley Road, with Lowndes Road linking to the main A458 Bridgnorth Road.
- pedestrian access will be achieved from several directions. Primarily the main access envisaged would be the link along Bradley Road eastwards to the northern underpass network into the northern part of the town centre at Lower High Street or over the rise to the remnant of Queen Street (again predominantly to the east) to a new surface level crossing point across Bath Road and into the western side of the town centre.
- Lowndes Road-Bradley Road will provide pedestrian access to the A458 Bridgnorth Road and public transport stops linking to Stourbridge town centre to the east and Wollaston village to the west.
- other pedestrian access points will include the open footpath network to the west to Wollaston Recreation Ground (and thereafter into Wollaston village) along Bradley Road.
- an opportunity equally should be sought to provide a riverwalk along the Stour that can be accessed as a continuous route.
- other footpath opportunities assist to connect the site to Beauty Bank Crescent and less directly onto the A458 Bridgnorth Road to the west, off Bradley Road.
- more directly, a new pedestrian and vehicular access will be needed to provide a link from the southern Site over the River Stour to the land north of the river but south of the Canal. This route should also provide a formalised, clear, direct and observed crossing point.

#### Land North of the River Stour

- the major pedestrian access points will be via Canal Street for the northern boundary of the site and the bridged access over the River Stour to the south. This bridged access will also provide the vehicular route into the site.
- again, the bridged route should provide for a formalised, clear, direct and observed crossing point.

### Layout and Urban Form

## Land South of the River Stour

- provide active frontages to face outwards from the site to all publicly accessible areas.
- ensure that built frontages are integrated with public realm provision to provide a clear message to the passer by as to where the public areas of invitation are and where the private amenity and service areas are.
- built frontages should be active with windows of habitable rooms overlooking public open space and public movement routes to assist safety and security. This will include the river (north) facing edge and the Bradley Road edge.
- ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- enable private service activities (for example bin storage) to be accommodated discretely within the development.

## Land North of the River Stour

- provide active frontages to face outwards from the site to all publicly accessible areas.
- ensure that built frontages are integrated with public realm provision to provide a clear message to the passer by as to where the public areas of invitation are and where the private amenity and service areas are.
- built frontages should be active with windows of habitable rooms overlooking public open space and public movement routes to assist safety and security. This will include the river (south) facing edge and the Canal (north) facing edge.
- ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- enable private service activities (for example bin storage) to be accommodated discretely within the development.

## Scale and Massing

### Land South of the River Stour

- be of a scale and massing that provides a focus to corner sites to emphasise their relative importance. This is particularly important for the outward facing edges of development facing northwards to the river and the development site between the river and the Canal.

- enhance connecting views over the River Stour to the northern site opposite - particularly through the bridged route – and along the River Stour to the east and west and to adjacent open space and development areas to the west and northern side of the river.
- enhance connecting views to the site from the Bradley Road and northern town centre underpass exit (western) approaches.
- it is anticipated that the predominant scale of development will be two storey in height with three storey height to emphasise corners or marker points to long vistas to indicate the entrance/emergence to/from key publicly accessible routes.

## Land North of the River Stour

- be of a scale and massing that provides a focus to corner sites to emphasise their relative importance. This is particularly important for the outward facing edges of development facing southwards to the river and northwards to Canal Street.
- enhance connecting views along the River Stour to the southern boundary and to the Canal where seen through the canalside development to Canal Street to the northern edge.
- be of a scale and mass that successfully relates to the adjacent scale of the historic canalside buildings alongside Canal Street and to the eastern end of the corridor site culminating with the Bonded Warehouse building and local complex.
- it is anticipated that the predominant scale of development will be two storey in height with three storey height to emphasise corners or marker points to long vistas to indicate the entrance/emergence to/from key publicly accessible routes.

## Character and Appearance

### Land South of the River Stour

- character and appearance will need to respond sensitively to the distinctive context set by the adjacent Canalside complex that includes the grouping of buildings around Canal Street to the north. Whilst those buildings are not directly adjacent to the development site the site will nevertheless form part of the vista and immediate roofline that will have an effect on their setting and care will be

required to ensure that the special character and appearance of the canalside buildings is complimented through the new development on land south of the river.

- the development will need to meet flood risk concerns, resolve complex servicing runs, be of a sustainable design and provide workable public connection and public and private amenity space. It is anticipated that this will require on-site resolution through both bespoke and non-standard building forms that will need to be tested against a fuller detailed understanding of site constraints and opportunities. This consideration will be a common observation for all sites in the location of the Stour/Canal corridor.

## Land North of the River Stour

- as with the southern site, character and appearance will need to respond sensitively to the distinctive context set by the adjacent Canalside complex that includes the grouping of buildings within Canal Street to the north. The site will contribute a new frontage to Canal Street and act to frame the street, continue vistas westwards out of the complex of Listed buildings and also eastwards into the complex. Due to this location, care will be required to ensure that the special character and appearance of the existing canalside buildings is complimented through the new development on land north of the river.
- the development will need to meet flood risk concerns, resolve complex servicing runs, be of a sustainable design and provide workable public connection and public and private amenity space. It is anticipated that this will require on-site resolution through both bespoke and non-standard building forms that will need to be tested against a fuller detailed understanding of site constraints and opportunities. This consideration will be a common observation for all sites in the location of the Stour/Canal corridor.

## Landscape and Public Realm

### Land South of the River

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.
- new development needs to be integrated and designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.

- provide a high quality public realm to the river edge that allows public access and ensures observation of the river corridor and its pedestrian routes.
- the routes through the site, subsequently linking to and bridging the river northwards into the land North of the river need to be clearly connecting links and to be made visually attractive through an integrated landscape strategy and choice of bridging structure and materials.

## Land North of the River

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.
- new development needs to be integrated and designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- provide a high quality public realm to the river edge that allows public access and ensures observation of the river corridor and its pedestrian routes.
- provide a high quality bridged route through to the northern land with pedestrian and cycle links outwards onto the Canal.
- provide a high quality northern edge to create a frontage to Canal Street which integrates the routes through to the Canal and historic course of the canal corridor and its historic buildings and landscape.

## S8 - Bradley Road West

### Access and Movement

- major vehicular movement to and from the element of the corridor comprising Bradley Road will be provided along Bradley Road, with Lowndes Road linking to the main A458 Bridgnorth Road.
- pedestrian access will be achieved from several directions.
- Lowndes Road-Bradley Road will provide access to the A458 Bridgnorth Road and public transport stops linking to Stourbridge Town Centre to the east and Wollaston village to the west.
- other pedestrian access points will include the link along Bradley Road to the east through the northern underpass network into the northern part of the town centre at lower High Street or over the rise to the remnant of Queen Street (again to the West) to a new surface level crossing point across Bath Road and into the western side of the town centre.
- the open footpath network to the west to Wollaston Recreation Ground (and thereafter into Wollaston Local Centre) should be improved to provide clear sight lines and acceptable gradients for pedestrians.
- opportunity should be sought to provide an improved, formalised, clear, direct and observed crossing point into the land to the north over river bridging points to open up pedestrian movement through the development sites between Bradley Road and Old Wharf Road over both the River Stour and the Stourbridge Canal.
- opportunity equally should be sought to provide a riverwalk along the Stour that can be accessed as a continuous route.
- other footpath opportunities assist to connect the site to Beauty Bank Crescent and less directly onto the A458 Bridgnorth Road to the west, off Bradley Road.

### Layout and Urban Form

- provide active frontages to face outwards from the site to all publicly accessible areas.
- ensure that built frontages are integrated with public realm provision to provide a clear message to the passer by as to where the public areas of invitation are and where the private amenity and service areas are.

- built frontages should be active with windows of habitable rooms overlooking public open space and public movement routes to assist safety and security this will include the river (north) facing, the Bradley Road edge and the edge that looks west onto the adjacent open space between the site and the Foster and Rastrick building.
- ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- enable private service activities (for example bin storage) to be accommodated discretely within the development

## Scale and Massing

- be of a scale and massing that provides a focus to any corner sites to emphasise their relative importance and act as landmarks to approaches along the river or from the northern open land beyond. This is particularly important for the outward facing edges of development facing westwards to the open space of the adjacent Foster and Rastrick site to both its Bradley Road (southern) edge and riverside (northern) edge.
- enhance connecting views along the River Stour to the east and west, to open space and development areas on the northern side of the Stour and to approaching views from the western approach from the Wollaston direction.
- Be of a scale and mass that successfully relates to the adjacent scale of the historic Foster & Rastrick development.

## Character and Appearance

- character and appearance will need to respond sensitively to the distinctive context set by the adjacent Foster & Rastrick building, to the west and immediately to the open space that acts as an edge to the car parking and access site to the Foster and Rastrick building.
- the development will need to meet flood risk concerns, resolve complex servicing runs, be of a sustainable design and provide workable public connection and public and private amenity space. It is anticipated that this will require on-site resolution through both bespoke and non-standard building forms that will need to be tested against a fuller detailed understanding of site constraints and opportunities. This consideration will be a common observation for all sites in the location of the Stour/Canal corridor.
- It is anticipated that the predominant scale of development will be two storey in height with three storey height to emphasise corners or marker points to long vistas to indicate the entrance/emergence to/from key publicly accessible routes.

### Landscape and Public Realm

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.
- new development needs to be integrated and designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- provide a high quality public realm to the river edge that allows public access and ensures observation of the river corridor and its pedestrian routes.
- the routes through the site, subsequently linking to the river and over the bridge and northwards towards the Canal need to be clearly connecting links and to be made visually attractive through an integrated landscape strategy

## S9 – Foster & Rastrick Site

### Access and Movement

- major vehicular movement to and from the parcel will be provided along Bradley Road, with Lowndes Road linking to the main A458 Bridgnorth Road.
- pedestrian access will be achieved from several directions.
- Lowndes Road-Bradley Road will provide access to the A458 Bridgnorth Road and public transport stops linking to Stourbridge town centre to the east and Wollaston Local Centre to the west.
- other pedestrian access points will include the link along Bradley Road to the east through the northern underpass network into the northern part of the town centre at lower High Street or over the rise to the remnant of Queen Street (again to the West) to a new surface level crossing point across Bath Road and into the western side of the town centre.
- the open footpath network to the east to Wollaston Recreation Ground (and thereafter into Wollaston Local Centre) should be improved to provide clear sight lines and acceptable gradients for pedestrians.
- opportunity should be sought to provide an improved, formalised, clear, direct and observed crossing point into the land to the north over the river bridge to open up pedestrian movement through the development sites between Bradley Road and Old Wharf Road over both the River Stour and the Stourbridge Canal.
- Opportunity equally should be sought to provide a riverwalk along the Stour that can be accessed as a continuous route.
- other footpath opportunities assist to connect the site to Beauty Bank Crescent and less directly onto the A458 Bridgnorth Road to the west, off Bradley Road.

### Layout and Urban Form

- the current walled boundary to Bradley Road provides a historic curtilage to the Foster and Rastrick Building. Where possible and acceptable in building renovation, ensure that the refurbished building has opportunities for observation through windows and doors onto the internal space contained within the walled curtilage for security purposes.
- retain the recognisable authenticity and integrity of the Foster and Rastrick building through the introduction of sensitive repair, alteration and extension where needed.

- where there is a need to add to the building through extensions, these should ensure that there are opportunities for the introduction of active built frontages with windows and doors overlooking publicly accessible areas, public open space and public movement routes, to assist safety and security.
- enable private service activities (for example bin storage) to be accommodated discretely within the development
- use arrangement of open space and links to the river and river environment to make a positive setting to appreciate the building by.
- design any ancillary facilities for parking, access and servicing with regard to the setting and appreciation of the Foster and Rastrick building.

## Scale and Massing

- ensure that any additional buildings are of a scale and massing that respects the preeminent presence and scale and massing of the Foster and Rastrick building.
- enhance connecting views along the River Stour to the east and west, to open space and development areas on the northern side of the Stour

## Character and Appearance

- character and appearance of and extensions will need to respond sensitively to the distinctive context set by the Foster & Rastrick building. This will have a determination of form, mass, scale and height as mentioned above.
- the refurbished building and any additional development will need to meet flood risk concerns, resolve complex servicing runs, be of a sustainable design and provide workable public connection and public and private amenity space.
- opportunities to maximise the advantage of river views and pedestrian connections alongside and across the river should be taken. This will require new built and refurbished form to take advantage of the opportunity to face outwards onto open spaces alongside and opposite the river course and to face built form that is situated further, beyond the river.

## Landscape and Public Realm

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between

spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.

- refurbishment and new development needs to be integrated and designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- provide a high quality public realm to the river edge that allows public access and ensures observation of the river corridor and its pedestrian routes.
- the routes through the site, to and over the bridge and northwards towards the Canal need to be clearly connecting links and to be made visually attractive through an integrated landscape strategy

## S10 - Lowndes Road

### A. Lowndes Road (north of the Public Right of Way)

This site, together with Lowndes Road (South), forms the westernmost of a sequence of adjacent opportunity site parcels of land to the north of Stourbridge centred on the River Stour and Stourbridge Canal waterways. These sites have an increased complexity due to their topography, hydrology, history of flooding, past industrial use, access and historic significance. These circumstances promote a solution where development is proceeded by land acquisition to enable the whole river valley to be planned as one unit.

#### Access and Movement

- major vehicular movement to and from the parcel will be provided along Bradley Road, with Lowndes Road linking to the main A458 Bridgnorth Road.
- pedestrian access will be achieved from several directions.

Lowndes Road-Bradley Road will provide access to the A458 Bridgnorth Road and public transport stops linking to Stourbridge town centre to the west and Wollaston Local Centre to the east.

- other pedestrian access points will include the link along Bradley Road to the west through the northern underpass network into the northern part of the town centre at lower High Street or over the rise to the remnant of Queen Street (again to the West) to a new surface level crossing point across Bath Road and into the western side of the town centre.
- the open footpath network to the east to Wollaston Recreation Ground (and thereafter into Wollaston Local Centre) should be improved to provide clear sight lines and acceptable gradients for pedestrians.
- opportunity should be sought to provide a clear, direct and observed crossing point into the land to the north around the vicinity of the Foster and Rastrick building to open up pedestrian movement through the development sites between Bradley Road and Old Wharf Road over both the River Stour and the Stourbridge Canal.
- other footpath opportunities assist to connect the site to Beauty Bank Crescent and less directly onto the A458 Bridgnorth Road to the west, off Bradley Road.

#### Layout and Urban Form

- provide active frontages to face outwards from the site to the west (to Wollaston Recreation Ground), north (to the River Stour) and south (to Bradley Road).

- ensure that built frontages are integrated with public realm provision to provide a clear message to the passer by as to where the public areas of invitation are and where the private amenity and service areas are.
- built frontages should be active with windows of habitable rooms overlooking public open space and public movement routes to assist safety and security.
- dual aspect development may be required to provide observation and frontage where parts of the site prove difficult to develop due to the existence of mains services.
- ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- enable private service activities (for example bin storage) to be accommodated discretely within the development

## Scale and Massing

- be of a scale and massing that provides a focus to corner sites to emphasise their relative importance. This is particularly important for the outward facing edges of development facing westwards to the open space and footpath networks of Wollaston Recreation Ground which will form the leading edge of the whole series of northern development sites
- enhance connecting views along the River Stour to the east and west, to open space and development areas on the northern side of the Stour and to approaching views from the western approach from the Wollaston direction.
- be of a scale and mass that successfully relates to the adjacent scale of the historic Foster & Rastrick development and which ensures that both public and private amenity areas are not limited by excessive shadowing from the built form of the Foster and Rastrick Building.

## Character and Appearance

- character and appearance will need to respond sensitively to the distinctive context set by the adjacent Foster & Rastrick building. This will have a determination of form, mass, scale and height as mentioned above.
- the development will need to meet flood risk concerns, resolve complex servicing runs, be of a sustainable design and provide workable public connection and public and private amenity space. It is anticipated that this will require on-site resolution through both bespoke and non-standard building forms that will need

to be tested against a fuller detailed understanding of site constraints and opportunities. This consideration will be a common observation for all sites in the location of the Stour/Canal corridor.

- opportunities to maximise the advantage of river views and pedestrian connections alongside the river should be taken. This will require development to provide observation of these routes and take advantage of the opportunity to face outwards onto open spaces alongside and opposite the river course and to face built form that is situated further, beyond the river.

## Landscape and Public Realm

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.
- development needs to be designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- The link extending from Bradley Road westwards into Wollaston Recreation Ground needs to be widened and made more people friendly in conjunction with the design of the Lowndes Road (South) site.
- provide a high quality public realm to the river edge that allows public access and ensures observation of the river corridor and its pedestrian routes.
- the routes through the site should be clear connecting links and visually attractive through an integrated landscape strategy

## **B. Lowndes Road (south of the Public Right of Way)**

### Access and Movement

- major vehicular movement to and from the parcel will be provided along Bradley Road, with Lowndes Road linking to the main A458 Bridgnorth Road.
- pedestrian access will be achieved from several directions.

Lowndes Road-Bradley Road will provide access to the A458 Bridgnorth Road and public transport stops linking to Stourbridge town centre to the west and Wollaston village to the east.

- other pedestrian access points will include the link along Bradley Road to the west through the northern underpass network into the northern part of the town centre at lower High Street or over the rise to the remnant of Queen Street (again to the West) to a new surface level crossing point across Bath Road and into the western side of the town centre.

- the open footpath network to the east to Wollaston Recreation Ground (and thereafter into Wollaston Local Centre) should be improved to provide clear sight lines and acceptable gradients for pedestrians.
- opportunity should be sought to provide a clear, direct and observed crossing point into the land to the north of Bradley Road around the vicinity of the Foster and Rastrick building to open up pedestrian movement through the development sites between Bradley Road and Old Wharf Road over both the River Stour and the Stourbridge Canal.
- other footpath opportunities assist to connect the site to Beauty Bank Crescent and less directly onto the A458 Bridgnorth Road to the west, off Bradley Road.

## Layout and Urban Form

- have particular regard to the micro climate. The site is predominantly a flat platform of land set below a steeply climbing sandstone cliff that gains height westwards. The stability of the cliff and its treed vegetation provide particular concerns for the type of uses and proximity of development to the boundary. The site quickly gains a large corner of deep shadow which would not lend itself to residential development or private residential garden space. The site is also vulnerable to visual and physical access from areas at the cliff top beyond the site boundary. Uses for this part of the site will need to be carefully considered to ensure that they are compatible with residential uses away from the zone of influence of this area.
- provide active frontages to face outwards onto Lowndes Road, Bradley Road and the open western boundary to the approaches from Wollaston Recreation Ground.
- ensure that built frontages at the edge of and within the site are integrated with public realm provision to provide a clear message to the passer by as to where the public areas of invitation are and where the private amenity and service areas are.
- built frontages should be active with windows of habitable rooms overlooking public open space and public movement routes to assist safety and security.
- dual aspect development may be required to provide observation and frontage where parts of the site prove difficult to develop due to the existence of mains services.
- ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.

- enable private service activities (for example bin storage) to be accommodated discretely within the development
- ensure that the layout allows a clear visual connection to be made from the approaching views of the Foster and Rastrick building from Lowndes Road  
to provide an element of visual intrigue and respect the historic setting of the building.

## Scale and Massing

- be of a scale and massing that provides a focus to corner sites to the set back corner site of Lowndes Road-Bradley Road and to the westernmost development that holds the landmark gateway approaching view from the Wollaston direction.
- be of a scale and mass that successfully relates to the adjacent scale of the historic Foster & Rastrick development.
- enhance connecting outward views to the open space network to the west and correspondingly to approaching views from the Wollaston direction into the corridor

## Character and Appearance

- character and appearance will need to respond sensitively to the distinctive context set by the adjacent Foster & Rastrick building, across Bradley Road.
- the development will need to meet flood risk concerns, resolve complex servicing runs, be of a sustainable design and provide workable public connection and public and private amenity space. It is anticipated that this will require on-site resolution through both bespoke and non-standard building forms that will need to be tested against a fuller detailed understanding of site constraints and opportunities. This consideration will be a common observation for all sites in the location of the Stour/Canal corridor.

## Landscape and Public Realm

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.

- development needs to be designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- the link extending from Bradley Road westwards into Wollaston Recreation Ground needs to be widened and made more people friendly in conjunction with the design of the Lowndes Road (North) site.
- provide a high quality public realm around and throughout the site.
- the routes through the site should be clear connecting links and visually attractive through an integrated landscape strategy

## S11 - Old Wharf Road

### Access and Movement

- major vehicular movement into the site will be from Old Wharf Road and its strategic connection the A491 High Street, to the east.
- pedestrian and cyclist access can similarly be gained from Old Wharf Road and the A491 to the east. There is currently no towpath access to the southern and western canalside boundary to the site or to the northern edge beyond the point where the course of Old Wharf Road terminates adjacent to land that is outside the consideration of the AAP.

### Layout and Urban Form

- provide active frontages that face out onto Old Wharf Road.
- ensure that built frontages at the edge of and within the site are integrated with public realm provision to provide a clear message to the passer by as to where the public areas of invitation are and where the private amenity and service areas are.
- Whilst safeguarding the mature treed landscape that contributes substantially to the character of this part of the corridor, provide observation onto the canalside.
- built frontages should be active with windows of habitable rooms overlooking public open space and public movement routes to assist safety and security.
- dual aspect development may be required to provide observation and frontage where parts of the site prove difficult to develop due to the existence of mains services.
- ensure that architectural detail enables any terraced or large repeated units to be subdivided to provide visual variety.
- ensure that the layout respects and responds to the heritage features within and opposite the site (for example the winding hole towards the north of the site and the wharfs area on the opposite (southern) side of the canal and the area of Riverside beyond, to the west of the canal).
- enable private service activities (for example bin storage) to be accommodated discretely within the development
- It is anticipated that dual aspect or mews development may prove an adaptable form of development due to the narrow depth of much of the site.

### Scale and Massing

- be of a scale and massing that provides a focus to corner sites when viewed from across the Canal. Ensure that the development contributes to the opening vistas that the site is a part of within the conservation area corridor.
- ensure that the corner site to Old Wharf Road is turned by development and acts as a visual marker for future views south from the current northern part of Old Wharf Road should it extend further northwards through sites beyond the current one at some future point.
- development should be of a scale and mass that sits within the southern and western landscape edge to the site substantially set by the treed environment.
- development should address the road frontage provided by Old Wharf Road.
- It is anticipated that the predominant scale of development will be two storey in height with three storey height to emphasise corners or marker points to long vistas to indicate the entrance/emergence to/from key publicly accessible routes.

## Character and Appearance

- character and appearance will need to provide a setting to long views through to and out from the sensitive historic landscape at Riverside and the wharfage areas adjacent to the canal.
- a consistent style of development would be appropriate addressing the frontage of Old Wharf Road to provide public frontage and observation and offer visual rhythm and unity to long approaching views to the west from the A491/Old Wharf Road approach.

## Landscape and Public Realm

- the whole corridor and the opportunity sites set within it need to be considered as one connected landscape with high quality links, hardscape and planting throughout it that maximise the opportunities to move through and between spaces and enjoy them and which recognises that the corridor is part of a wider connected landscape and public realm framework beyond the corridor. The Landscape Strategy should recognise this reality.
- development needs to be designed as part of a connected landscape where buildings and spaces complement each other throughout the corridor.
- provide a high quality public realm around and throughout the site.
- the routes through the site should be clear connecting links and visually attractive through an integrated landscape strategy. Particular regard should be had to the treed edge to the canal and the relationship of development and its edges to this canalside landscape.

## S12 Scotts Road

### Access and Movement

- the former Robin Woods Centre has been demolished and is presented as a cleared site. Vehicular access was formerly provided from Scots Road (the northern edge of the site) and this would appear to remain the most likely common point of vehicular access.
- No encouragement will be given to providing vehicular access from the A458 Enville Street.
- Pedestrian access can be obtained to all four sides of the site.
- It should be noted that the westernmost side of the site is a boundary with an uncontrolled Local Authority car park

### Layout and Built Form

- The size and shape of the site would suit a perimeter block design with development fronting Enville Street, School Street and Scotts Road in particular.
- Car parking and servicing could be internalised within the site confines, away from public view. Off-street/on-plot parking could be accommodated to School Street and Scotts Road.
- The frontage to Enville Street may do best to reflect the three storey built form of the development opposite and provide a continuous edge of built development to the road frontage.
- Elsewhere, there is an opportunity to develop to two storey height to reflect the domestic residential scale of Scotts Road.
- The frontage to School Road requires a scale of development that responds to the art deco four storey flats development of the opposite (eastern) side of School Road. A continuation of the development form to Enville Street may be appropriate. A similar effect could be achieved by developing three storey town house scale to this edge.
- the western edge of the site appears to prove the most challenging. At present, this is formed by a hedgeline across the site running north-south, with an extended squared off lug projecting beyond the currently mapped area of the site, towards the car park. This edge should avoid being an open back to the site and could provide an opportunity to expand the site westwards at some point should the car park become available.

### Scale and Massing

- the treatment of the most publicly prominent corners of the site – to Enville Street-School Road and Enville Street-Car Park will be important to both hold the development together as it turns these corners but also to mark these corners as approaches into and out from Stourbridge. Height should be emphasised at these corner points and a three storey scale may be appropriate.
- the design of the School Street-Scots Road corner will also be important to ensure the building frontage addresses and turns the corner, making a clear edge to the building line and does not leave unresolved open space left over.

## Character and Appearance

- indications of character and appearance can vary across the site. The Enville Street frontage is closely developed and near continuous in this approach to Stourbridge. Any consistent frontage introduced to Enville Street should ensure that the proportions of the development emphasise verticality, to avoid the impression of introducing one large institutional building to the streetscene and to break up the mass of the frontage.
- corner development should offer a feature to mark the approach to and exit from Stourbridge along Enville Street.
- a cue for appearance could be taken from the Art Deco style flats to School Street.
- the character of development could similarly compliment the flats in School Street, albeit to a lower building height.
- The character of development to Scotts Road should reflect the more domestic two-storey scale of development found on Scotts Road
- The western edge of the site forms a boundary variously with the car park (to the Enville Street frontage) and a Children's Centre to the Scotts Road frontage. The edge is partly vegetated with a tree/hedge line running from Scotts Road into the site. Development will need to provide an enclosed boundary to this edge.

## Landscape and Public Realm

- The site is surrounded by public routes to the north, south and eastern sides. The western side is publicly visible and accessible from an adjacent public car park and boundary treatment will be needed to ensure that the private realm of the whole development site is protected.
- Vehicular and service delivery/servicing access to the site is most likely to be achieved from Scotts Road. The layout of communal areas within the block to accommodate car parking and pedestrian access and servicing should be carefully designed as part of the integrated block of development.

## Appendix 2 Glossary

### **Adoption**

The final confirmation of a plan as a statutory document by the local planning authority.

### **Affordable Housing**

Housing designed to meet the needs of households whose incomes are not sufficient to allow them to purchase decent and appropriate housing for their needs. Affordable housing comprises both social housing and intermediate housing.

### **Amenity Green Space**

Small grassed areas typically within housing estates. Amenity green space provides opportunities for informal recreational activities close to home or work such as exercising dogs and walking. Amenity green space also enhances the visual appearance of residential areas and other parts of the urban environment.

### **Area Action Plan**

Used to provide the planning framework for areas where significant change or conservation is needed.

### **Archaeological Priority Areas**

These are areas that are recognised as having particularly high potential for the survival of important archaeological remains.

### **Aspirational housing**

Housing which will attract Social Class A/B households and entrepreneurial households into the area which will create a more mixed, balanced population. Social groups A/B are generally taken to mean those in professional and managerial employment.

### **Backland**

Land which is behind existing development with no, or very limited, road frontage. Usually applied to describe land previously or currently in use as rear gardens to existing residential properties.

### **Biodiversity**

The whole variety of life on earth. It includes all species of plants and animals, their genetic variation and the ecosystems of which they are part.

### **Biomass**

Biomass is the biodegradable fraction of products, waste and residues from agriculture (including plant and animal substances), forestry and related industries, as well as the biodegradable fraction of industrial and municipal waste.

### **Black Country Core Strategy (adopted 3rd February 2011)**

Sets out the vision and strategy for future development in the Black Country sub-region (e.g. covering the City of Wolverhampton and the Metropolitan Boroughs of Dudley, Sandwell and Walsall). This document contains a set of key policies which set out the spatial planning strategy for the area.

### **Brownfield habitat**

Previously developed land, even that which considered derelict, which has developed rich wildlife.

### **Brownfield Site**

Land which has been previously developed, excluding mineral workings or other temporary uses.

### **Bulky Goods Retail**

Bulky goods retail categories include furniture, whitegoods, electrical equipment, bedding, lighting, automotive parts, camping and outdoor equipment, tools, building materials and DIY and homemaker products.

### **Change of Use**

More correctly referred to as a 'material change of use'. A change in the use of land or buildings that is of significance for planning purposes, often requiring planning permission.

### **Code for Sustainable Homes**

Developed to enable a step change in sustainable building practice. It is intended as a single national standard to guide industry in the design and construction of sustainable homes. There are six levels of the Code, with level 6 equating to a "zero carbon" homes. At each level there are minimum energy efficiency/ carbon emissions and water efficiency standards.

### **Combined Heat and Power (CHP)**

The combined production of heat (usually in the form of steam) and power (usually in the form of electricity). A plant that produces both heat and electricity is called combined heat and power plant.

## **Community Facilities**

Education, health and social facilities such as schools, libraries, health centres, hospitals, community/day centres, churches, post offices, public houses and local shops. Essential facilities are those which residents require access to on a daily or weekly basis.

## **Community Infrastructure Levy (CIL)**

The Community Infrastructure Levy (CIL), introduced by the Government in 2010, will allow local authorities in England and Wales to raise funds from developers undertaking new building projects in their area. The money will be used to fund a wide range of infrastructure that is needed as a result of development. This includes new road and transportation schemes, flood defences, schools, healthcare facilities, park improvements, green spaces and leisure centres. CIL rates will provide developers with much more certainty 'up front' about how much money they will be expected to contribute. All but the smallest building projects will make a contribution towards additional infrastructure that is needed as a result of their development. CIL needs to be in place by April 2014. Dudley Council is currently working on its emerging CIL document.

## **Comparison Shopping**

Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

## **Compulsory Purchase Order (CPO)**

An order allowing land and rights over land to be compulsorily acquired in the public interest.

## **Conditions**

Stipulations attached to a planning permission to limit or direct the manner in which a development is carried out.

## **Conservation Area**

An area designated under Section 69 of the Town and Country Planning Act 1990, by the local planning authority, as an area where it is desirable to preserve or enhance the character of its special architectural or historic interest.

## **Convenience shopping**

Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/ magazines and confectionery.

### **Density**

The term density is used to describe the scale of development on a site and in terms of housing it describes the existing or proposed number of dwellings per hectare.

### **Development Plan Document (DPD)**

Any part of the Local Development Framework (LDF) that forms part of the statutory development plan (i.e The adopted Black Country Core Strategy (February 2011), Area Action Plans (AAPs), proposals map and site allocations).

### **Economic Well-being**

Planning obligations can be used to achieve economic well-being by negotiating training and employment within the development or supply chain for construction stages and to deliver services that support unemployed into work. The funding gained from large developments will link local people with training and employment arising as a result of the development.

### **Edge-of-centre**

For retail purposes, a location that is well connected to and within easy walking (i.e. up to 300 metres) of the primary shopping area. For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary.

In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, local topography will affect pedestrians perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size of the town centre. A site will not be well connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing proposed pedestrian route which provides safe and convenient access to the centre.

### **Employment land**

Land containing employment land uses such as industrial factories, warehousing and offices, business uses, storage and distribution uses.

### **Energy from Waste (EfW)**

The process of recovering energy from waste using various technologies such as burning the waste to generate heat and electricity in a combined heat and power station. Other technologies include “gasification” (one of the newer technologies that is increasingly being used for waste disposal. It is a thermo-chemical process in which biomass is heated, in an oxygen deficient atmosphere to produce a low-energy gas containing hydrogen, carbon monoxide and methane. The gas can then be used as a fuel in a turbine or combustion engine to generate electricity) and “pyrolysis”

(another emerging technology, sharing many of the characteristics of gasification. With gasification partial oxidation of the waste occurs, whilst with pyrolysis the objective is to heat the waste in the complete absence of oxygen).

### **Extra Care Housing**

Specialist supported housing for older people where care services are provided or facilitated. Extra Care Housing should be able to provide most residents, if they so desire, with a home for the remainder of their life, regardless of changes in their care needs. Services are provided in a purpose built, housing environment with care and support delivered to meet the individual residents needs. This type of housing provides 24 hour support, meals, domestic help, leisure and recreation facilities and a genuinely safe environment for residents.

### **Flood plain**

A flat area bordering a river off high risk of flooding/ liable to flooding.

### **Formal recreation green space**

Areas of green space containing formal areas for outdoor sport such as playing fields, outdoor sports grounds used by clubs and areas containing marked out sports pitches (including outdoor football pitches, rugby pitches, bowling greens, tennis courts, cricket pitches, etc). Also includes outdoor sports facilities such as astro-turf (synthetic turf sports pitches) and macadam surfaced outdoor tennis courts.

### **Geodiversity**

The variety of rocks, fossils, minerals, landforms and soil along with the natural processes that shape the landscape.

### **Geothermal**

Geothermal energy is the heat of the Earth, which can be tapped into to produce electricity in power plants, and to use its warm water for industry, agriculture, bathing and cleansing.

### **Green field site**

An area not previously used for built development or which has returned to greenfield status over time.

### **Green infrastructure**

The sub-regional network of protected sites, nature reserves, greenspaces and greenway linkages. The linkages include river corridors and flood plains, migration routes and features of the landscape which are important as wildlife corridors. Green infrastructure should provide for multi-functional uses i.e. wildlife, recreational and

cultural experience, as well as delivering ecological services such as flood protection and microclimate control. It should also operate at all spatial scales from urban centres to open countryside.

### **Green Space**

Green space is any vegetated land or water within or adjoining an urban area. This includes green corridors, rivers and canals, urban woodlands, grassed areas and areas of natural and semi-natural greenspace of value for nature conservation. Also includes Parks, playing fields, children's play areas, cemeteries, allotments and countryside located on the urban fringe which people can access from their home. Green space performs multiple functions including visual amenity and enhancing the character and attractiveness of the urban area, for improving people's physical and mental health and well-being, providing places for outdoor sport, recreation and children's play. It also provides areas for informal recreation such as walking and exercising dogs, and areas of value for nature conservation and biodiversity. It also provides beneficial climate change mitigation effects such as assisting urban cooling in heavily urbanised areas, helps reduce flood risk by providing sustainable drainage, and supports biodiversity levels by providing corridors for wildlife.

### **Grey Water Recycling Systems**

Systems that store and reuse water from sinks, baths and showers for flushing non potable uses, generally toilet flushing.

### **Green technology companies**

Companies which specialise in producing products or parts for the green energy industry sector. This can include the manufacture of parts for example for wind turbines and solar panels. This is a relatively young industry with large growth potential. A key objective of this sector is to develop products which help conserve the natural environment and resources, and to curb the negative impacts of human involvement. Sustainable development is the core of environmental technologies.

### **Habitat**

The natural surroundings in which an animal or plant usually lives.

### **Historic Buildings and the Sites and Monuments Record**

A comprehensive database linked to geographic Information System for the management of the Historic Environment.

### **Historic Landscape Characterisation (HLC)**

An analytical tool that can aid the better understanding and appreciation of historic character and local distinctiveness of the landscape. It can be carried out strategically at a broad level of detail (Black Country HLC and Dudley Borough Landscape and

Townscape Character Study) and can also be focused at a more detailed and localised level, such as the Urban Historic Landscape Characterisation (HLC) that will be completed for the Stourbridge Area Action Plan.

### **Informal recreation green space**

Areas of outdoor green space used in an informal way by people for walking, generally relaxing, exercise, informal children's play, exercising dogs, studying nature conservation.

### **Infrastructure**

Permanent resources serving society's needs, including roads, sewers, schools, hospitals, railways, communication networks etc.

### **Intermediate housing**

Housing at prices and rents above those of social rent, but below market price rents. This can include shared equity schemes, such as HomeBuy, other low cost homes for sale and intermediate rent.

### **Leisure and Recreation Facilities**

Cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, health and fitness centres, swimming pools, indoor sports halls and leisure centres, indoor bowling centres, indoor tennis courts, ice rinks and bingo halls.

### **Leisure Parks**

Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, and fast-food outlets, with car parking.

### **Lifetime Homes Standards**

Lifetime homes can be adapted so if the home occupier develops a future disability or physical impairment their home can be readily adapted (e.g. inclusion of stair lifts etc) so they are not forced to leave their home as a result of a worsening disability.

### **Listed Building**

Building or other structure of special architectural or historic interest included on a statutory list and assigned a grade (I, II\* or II).

### **Live/ Work Units**

Live/Work space is defined as property that is specifically designed for dual use, combining both residential and employment space.

### **Local Development Document (LDD)**

Sets out planning policy for a specific topic or geographic area.

### **Local Development Framework (LDF)**

Collective name for all the policies and documents that make up the planning framework for the district.

### **Local Development Scheme (LDS)**

States what Local Development framework (LDF) documents will be produced, in what order and by when. Also contains details of monitoring and review.

### **Market housing**

Private housing for rent or for sale, where the price is set in the open market.

### **Mixed Comparison Shopping**

Comparison retailing is the provision of items not obtained on a frequent basis (see comparison shopping in Glossary). Mixed comparison retailing includes retail units selling a mixed range of comparison goods including bulky goods, clothing, footwear, household and recreational goods.

### **Mixed use development**

Development comprising two or more uses as part of the same development scheme. This could apply at a variety of scales from individual buildings, to a street, to a new neighbourhood or urban extension. Mixed use development can help to reduce the need to travel, which is more sustainable.

### **Natural and semi-natural green space**

Areas which offer beneficial habitats for nature conservation and biodiversity. Can include urban woodlands, river and canal corridors, and sites designated for their nature conservation value.

### **Night time Economy**

Term used to describe areas containing bars, restaurants, night clubs which attract visitors to a town centre during the evenings which all helps to support a vibrant night time economy and generate a revenue stream for the town centre.

### **Opportunity Sites**

Sites where major development or redevelopment is appropriate. These can be vacant or underused or for other reasons available for redevelopment.

## **Out-of-centre**

A location which is not in or on the edge of a centre not necessarily outside the urban area.

## **Out-of-town**

An out-of-centre development outside the existing urban area.

## **Parks and Greenspace Strategy**

A document used to assess the existing quantity (e.g. how much green space is currently found in Dudley Borough), the current quality, public accessibility level and distribution of Dudley Borough's parks and green spaces.

## **Park and Ride (P & R)**

A system where private motorists are encouraged to leave their car at an out of centre public car park and travel the rest of the way to their destination by public transport.

## **Planning Condition**

Requirement attached to a planning permission. It may control how the development is carried out, or the way it is used in the future. It may require further information to be provided to the Planning Authority before or during the construction.

## **Planning Gain**

Facilities or infrastructure secured by way of a planning obligation as part of a planning approval and usually provided at the developers expense. For example, affordable housing, community facilities or mitigation measures.

## **Planning Obligation**

A binding legal agreement requiring a developer or landowner to provide or contribute towards facilities, infrastructure or other measures, in order for planning permission to be granted. Planning Obligations are normally secured under Section 106 of the Town and Country Planning Act 1990 - see Community Infrastructure Levy (CIL).

## **Previously- developed land (often referred to as brownfield land)**

Previously-developed land is that which is or was occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure. It 'excludes' land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time (to the extent that it can reasonably be considered as part of the natural surroundings).

### **Primary Shopping Area**

Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are next to and closely related to the primary shopping frontage).

### **Primary Frontage**

Primary frontages are likely to include proportion of retail uses.

### **Public Art**

Publicly sited works of art, which make an important contribution to the character and visual quality of the area and are accessible to the public.

### **Public Realm**

Streets and spaces between buildings are often referred to as the public realm.

### **Public Right of Way**

A public right of way is a route over which the public has a right to pass and re-pass. Public rights of way are more commonly known as either: footpath (for use on foot only); Bridleway (for use by horses, pedal cycle or on foot). Public footpaths are not to be confused with highway footpaths, which are pavements to the side of the road. Public right of ways are legally recorded on the Definitive Map, Wildlife and Countryside Act 1981 and Countryside and Rights of Way Act 2000.

### **Rainwater Harvesting**

The capture of rainwater from buildings to help meet on-site requirements, whether for external use such as irrigation or internal use such as toilet flushing or washing.

### **Renewable Energy**

Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of oceans, from the sun (solar power) and biomass (Biomass – see glossary).

### **Retail Parks**

An agglomerate of at least 3 retail warehouses.

### **Retail Warehouses**

Large stores specialising in the sale of goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.

## **Secondary Frontage**

Secondary frontages provide greater opportunities for a diversity of uses.

## **Section 106**

Section 106 – see Planning Obligation and also Community Infrastructure Levy (CIL)

## **Social Housing**

Rented housing owned and managed by local authorities and registered social landlords (RSLs), where guideline target rents are determined through the national rent regime.

## **Social Energy Technologies**

These include the technologies that make use of the sun's heat to generate power. These include various technologies such as "passive solar energy" (energy provided by a simple architectural design to capture and store the sun's heat. Very simple examples include a garden greenhouse, or a south-facing window in a dwelling), "solar water heating collectors" (these panels absorb the energy from the sun and transfer it to heat water) and "photovoltaic or solar electric panels" (these panels transform the solar radiation directly into electricity).

## **Spatial Planning**

Goes beyond traditional land use planning to bring together wider community strategies and initiatives which influence the nature of places and how they function. This means addressing issues such as health, employment, community cohesion, crime and social exclusion.

## **Stakeholders**

People who have an interest in the activities and achievements of Dudley Council, including residents, local communities of interest, partners, employees, customers, shareholders, suppliers, opinion leaders, regulators and "hard to reach" groups.

## **Strategic Environmental Assessment (SEA)**

Assessment of potential policies and proposals on the environment, including proposed mitigation measures.

## **Streetscape**

The overall character, design quality, and particular physical elements which are formed by a combination of building facades, signage, paving, street furniture (seats, bins, cycle racks, etc), lighting and trees and other plantings as well as other elements along a street. The quality of these elements and the degree to which they compliment each other determine the quality of the streetscape.

### **Supermarkets**

Self-service stores selling mainly food with a trading floorspace less than 2,500 square metres, often with car parking.

### **Superstores**

Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.

### **Supplementary Planning Document (SPD)**

A type of Local Development Document that supplements and elaborates on policies and proposals in Development Plan Documents.

### **Sustainability Appraisal (SA)**

A tool for assessing the impact of policies and proposals to ensure that they reflect sustainable development objectives, including environmental, social and economic factors. The Planning and Compulsory Purchase Act 2004, requires local planning authorities to undertake a sustainability appraisal for Area Action Plan documents.

### **Sustainable Development**

Environmentally responsible development, commonly defined as “development which meets the needs of the present generation without compromising the ability of future generations to meet their own needs.”

### **Sustainable Urban Drainage Systems (SUDS)**

A design philosophy that uses a range of techniques to manage surface water as close to the source as possible. It can use permeable surfaces, green space and wetland features to capture rainwater and slowly release it into the ground.

### **Swale**

A natural depression or a shallow ditch to temporarily convey, store (i.e. take extra water volume in storm conditions) or filter run-off/ surface water. Swales can act as linear soakaways (the surface water may seep into the natural ground). The swale is generally lined with grass so it can be used to improve run-off quality by filtering suspended sediment and heavy metals within the surface drainage system.

### **Town Centre**

Defined area, including the primary shopping area and areas of predominantly retail, leisure, business and other main town centre uses within or adjacent to the primary shopping area.

## **Town Centre Management**

Partnership of local organisations, businesses and individuals to promote the common good of a town by developing, managing, promoting and improving facilities, the useful resources, the economy and the environment of a town centre.

## **Townscape**

The appearance and character of buildings and all other features of an urban area taken together as a whole.

## **Transport Assessment (TA)**

The assessment [or consideration] of the potential transport impacts of a proposed development, with an agreed plan to reduce or mitigate any adverse consequences and where appropriate establish how more sustainable modes of travel can be increased.

## **Urban Heat island effect – role of urban green space in urban cooling**

The presence of urban green spaces, vegetated landscaped areas, urban woodland and trees can help to reduce the overheating of urban environments (often referred to as the urban heat island effect). Typical urban surfaces such as concrete and asphalt get much hotter than vegetated green space surfaces during the day, particularly during the hotter drier summer months. The urban heat island effect is caused by the storage of solar energy in the urban fabric during the day and the release of this energy into the atmosphere at night. Preserving and creating pockets of new urban green space and vegetation can help to cool areas naturally. This is caused by the cooling effect of water as it evaporates into the air from leaves and vegetation through the process called transpiration. The urban heat island effect causes increased demand for air conditioning in buildings which in turn requires more combustion of fossil fuels to generate more electricity, as well as being directly related to increased ozone formation, a major pollutant in our cities. The most important factor in creating an urban heat island is a lack of green space in built up areas.

## **Unitary Development Plan (UDP)**

An old-style development plan prepared by a Metropolitan District or Borough and some Unitary Local Authorities, which contains policies equivalent to those in both a structure plan and local plan. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.

### **Urban Park**

A project that aims to transform the Black Country environment to increase the quality of life within the area. As part of this, “beacons” will show off some of the most distinctive parts of the Black Country to residents and visitors. “Corridors” will create green links throughout the Black Country for wildlife and walking and we will celebrate our distinct character and heritage.

### **Urban Regeneration**

The reuse or redevelopment of decaying or run-down parts of older urban areas to bring them new life and economic vitality.

### **Urban Renaissance**

Optimising the advantages of urban life as part of a sustainable approach to land use, compact, intensive development allowing economic diversity, viable services and environmental responsibility.

### **Supplementary Planning Document (SPD)**

A Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a ‘parent’ Development Plan Document.

### **Wildlife Corridor**

Areas, usually linear, which enable wildlife to move between one wildlife site and another.

### **Wildlife Roofs**

The term to describe roofs with naturalistic plantings or self-established vegetation which can provide a habitat for biodiversity. Often referred to as Green Roofs.

### **Wildlife Walls**

The term to describe exterior walls with naturalistic plantings or self-established vegetation which can provide a habitat for biodiversity. Often referred to as Greening vertical habitats.