



A Development Strategy For Dudley Borough
Development Plan Document (DPD)

Scoping and Issues Consultation

June 2010

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General Information

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

Planning Policy Team, Directorate of the Urban Environment, 3 St James's Road, Dudley, DY1 1HZ or tel 01384 816967 or email ldf@dudley.gov.uk

Arabic

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Bengali

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Chinese

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Gujarati

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Punjabi

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Urdu

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2 Overview and Purpose of the Document

2.1 Dudley Local Development Framework

2.1 Dudley Borough Local Development Framework

2.2 The Council began work in 2005 on the Local Development Framework (LDF) which will eventually replace the Adopted Unitary Development Plan (2005). The LDF will set out the planning policies and site allocations to guide and manage development in Dudley over the next two decades. The Council has already adopted a number of Supplementary Planning Documents and is well progressed with a number of the other Development Plan Documents which make up the LDF 'folder'. Figure 1 below shows how the documents in Dudley's LDF relate to one another.

2.3 The Core Strategy

2.4 The Core Strategy is one of the most important and strategic of these documents and Dudley Council has worked alongside the other three local authorities in the Black Country (Sandwell, Wolverhampton and Walsall) to produce the Joint Core Strategy (JCS) for the Black Country which is currently at submission stage. The JCS is a spatial planning document which sets out the vision, objectives and detailed spatial strategy for future development in the Black Country up to 2026 and specific strategic policies and targets. The document covers land use and a comprehensive range of environmental, economic and social issues.

2.5 The Joint Core Strategy has progressed the work already undertaken by the four Black Country Boroughs and the Black Country Consortium, through the Black Country Study, which assessed how to effect comprehensive environmental, economic and social transformation in the Black Country.

2.6 The Brierley Hill Area Action Plan

2.7 The Brierley Hill Area Action Plan is being produced on a parallel timescale to the JCS. It will set the planning framework for the new town of Brierley Hill which was identified as the strategic centre for the Borough in 2008. The Brierley Hill AAP plans for more shops, leisure facilities, offices and housing all to be built in such a way to link Merry Hill, the Waterfront and Brierley Hill High Street together as one centre and it will be the starting point for making decisions on planning applications in the area. The Brierley Hill AAP and the JCS have both been through a recent period of consultation and were formally submitted to the Secretary of State on 26th February 2010. All of these documents can be found on the Dudley website (www.dudley.gov.uk).

2.2 The Development Strategy DPD

- 2.8** Now that the Core Strategy is at an advanced stage, it is appropriate to start considering what specific sites will be required to deliver the objectives of the Core Strategy. These will be set out in the Development Strategy Development Plan Document (DPD), sometimes referred to as the Allocations Document because it will set out the strategic land-use allocations across the Borough. This Scoping and Issues document is the first stage in the process. The Development Strategy DPD will be based on the concentration of development within the regeneration corridors and centres set out in the JCS.
- 2.9** The current Strategic Housing Land Availability Assessment (SHLAA) which is being prepared by Dudley Council, will be used as part of the evidence base for this Development Strategy Document. Local Planning Authorities are required under national planning policy, Planning Policy Statement 3: Housing (PPS3), to carry out a SHLAA in order to assess future sources of land for housing. The SHLAA will identify and assess the development potential of possible sites for future housing development. It will form part of the evidence base to support the delivery of sufficient land for housing to meet the community's need for more homes. The SHLAA is also available to view on the Council's website and it will be updated periodically.
- 2.10** In addition to identifying strategic housing sites, as well as protecting and improving the Borough's high quality employment areas, the final Development Strategy Document will identify the infrastructure requirements to achieve sustainable communities. Therefore, this DPD gives significant consideration to requirements for transport, community facilities, the natural, built and historic environment, the Borough's centres and waste and mineral requirements.
- 2.11** It is anticipated that the Development Strategy will be adopted by the end of 2012. The sites which are eventually allocated in this DPD will be phased for development to ensure that there is not an oversupply of land at the outset and a lack of supply towards the end of the plan period. For example, PPS3 requires that enough land is allocated to enable continuous delivery of housing for at least 15 years which should be broken down to ensure that enough deliverable sites are identified for the first five years, and then those deliverable in the next 6-10 years, 11-15 years etc.

Evidence and Sustainability Appraisal

- 2.12** A large amount of evidence has already been produced for the Black Country Joint Core Strategy and is available on the Black Country Core Strategy website www.blackcountrycorestrategy.dudley.gov.uk

2.13 The policies and allocations which will be contained in the final Document may also require further evidence and we would welcome your views on this with regard to specific areas of the Document. In addition to this a Sustainability Appraisal and Strategic Environmental Assessment will be carried out in parallel to the various stages in the production of the Document along with a Habitats Regulations Assessment and a Water Cycle Strategy. However as this is a "frontloading" consultation document which, as yet, does not offer any policy or site allocation options, a Sustainability Appraisal has not been carried out but instead will accompany the subsequent Options Document due for publication in mid 2011.

2.14 However, a Sustainability Scoping Report has been produced and published alongside this initial Scoping and Issues Document and is available on the website on the Document pages or by specific request.

2.3 How to use this Document

2.15 The Development Strategy DPD will be produced over the timetable highlighted in the section "What Happens Next" below. This initial Document is part of the "front-loading" consultation designed to scope out what is to be included in the final version which will be submitted to Secretary of State in the first half of 2012.

2.16 To this end, the Document goes through a series of policy areas and proposals and asks various key questions on the proposed approach being taken and the subject matter for each policy area. At this stage we would also like you to put forward your suggestions for specific sites and areas including:

- Where do new houses need to go?
- Where are the best areas for people to work?
- Where are community, leisure and shopping facilities required?
- How is it all going to be delivered?
- Is any additional evidence required to justify and/or support the proposed policy areas?

2.17 **The consultation for this particular document will run until 10th September 2010** but there will be chance to comment further on the Issues and Options Document which will follow on from this document in the Spring of 2011 (see below section).

2.18 We would therefore like to know people's views, including anything we have not addressed that you think is important. You can do this in the following ways:

- By visiting the Dudley website and commenting directly on particular sections of the document itself at www.dudley.gov.uk/environmentandplanning/planning/localdevelopmentframework/developmentstrategydpd or click the following: [Development Strategy DPD](#)
- By visiting the planning office at 3 St James's Road, Dudley DY1 1HZ or any of the main libraries within the Borough where the copies of the document will be available for you to inspect.

2.19 If you wish to know any further information or have particular requirements with regard to the format of the document then please contact us by:

- Email: ldf@dudley.gov.uk
- Telephone: 01384 817214
- Writing to us: Planning Policy Team, Dudley MBC, 3 St James's Road, Dudley, West Midlands. DY1 1HZ.

2.4 What Happens Next?

2.20 As indicated above, this early phase of engagement will continue until 10th September 2010. As a result of comments and your input, an Issues and Options Document will then be published in Spring 2011 which will begin to formulate policies and start to indicate the preferred locations and sites for new development. There will then be a further opportunity for you to give your views further before a final document is produced early in 2012 ready for submission to the Secretary of State.

2.21 The proposed timetable for the production of the Development Strategy DPD is as follows:

Development Strategy - Proposed Timetable

Date	Event
July 2010	Publication of Scoping and Issues Document.
July 2010-10th September 2010	Consultation period
June 2011	Publication of Issues and Options Document.
July - September 2011	Consultation period
Feb 2012	Publication of final Development Strategy DPD
April 2012	Submission to Secretary of State
September 2012	Public Examination
December 2012	Adoption of Development Strategy DPD

N.B. These dates are approximate only and may be subject to change.

3 The Black Country Core Strategy

3.1 Summary of the Overall Spatial Strategy for the Black Country

- 3.1** The Black Country Core Strategy was submitted to the Secretary of State in February 2010 and is expected, subject the findings of an Examination in Public (EiP), to be adopted by the end of 2010.
- 3.2** The Core Strategy sets the overall development strategy for the Black Country upon which each Local Authority will base more detailed planning policies and strategies through Area Action Plans and this Development Strategy DPD. The Core Strategy sets out basic development principles and objectives to which each Local Authority has subscribed and seeks to carry forward as summarised below.

The Core Strategy Vision for 2026

1. Sustainable Communities

Creation of a network of cohesive, healthy and prosperous communities across the Black Country.

2. Environmental Transformation

Creating a step change in the image and environmental quality of the Black Country to underpin social and economic transformation and help meet the challenges of growth.

3. Economic Prosperity

Improved accessibility and locations to attract new employment opportunities and investment in innovation and new technology. Delivery of a network of successful strategic, town, district and local centres and the infrastructure needed to support the local economy including improved educational and skills performance.

Sustainability Principles of the Core Strategy

1. Facing up to Climate Change

Ensuring that the spatial approach to development minimises climate change impact.

2. Sustainable Development

Ensuring that development meets the social, economic and environmental needs of the present without compromising the ability of future generations to meet their own needs.

3. Social Inclusion

Ensuring all members of the community have the best possible access to facilities, housing and employment opportunities.

4. Brownfield First

Ensuring that previously developed land, particularly where vacant, derelict or underused, is prioritised for development over greenfield sites.

5. Comprehensive Approach to Development

Delivering complex and large-scale redevelopment in a way that ensures new development links well with surrounding areas, makes efficient use of land, improves amenity and infrastructure and avoids a piecemeal approach that could result in blight and constrain neighbouring uses.

The Spatial Objectives of the Core Strategy

To ensure that the Vision becomes a reality and is fully consistent with the sustainability principles, a set of Spatial Objectives have been developed.

By 2026 the Core Strategy will have helped to deliver:

1. Focussed investment and development in comparison shopping, office employment, leisure, tourism and culture within the four Strategic Centres.
2. A restructured sub-regional economy which provides sufficient high quality employment land in the best locations within Regeneration Corridors to attract new high technology and logistics businesses and also recognises the value of local employment land.
3. Model sustainable communities on specified redundant employment land in the Regeneration Corridors.
4. Enhancements to the character of the Black Country's existing housing areas by protecting and improving high quality residential areas.
5. A network of vibrant and attractive town, district and local centres across the Black Country, each offering an appropriate choice of facilities. The historic character of these centres will be protected and enhanced.
6. A high quality environment fit for the future.
7. A first-class transport network providing rapid, convenient and sustainable links between the Strategic Centres, existing and new communities, and employment sites.
8. A sustainable network of accessible community services, particularly high quality lifelong learning, health care and sport and recreation facilities.
9. Sufficient waste recycling and waste management facilities in locations which are the most accessible and have the least environmental impact.
10. Safeguard and make the most sustainable use of the Black Country's mineral resources including primary, secondary and recycled materials, without compromising environmental quality.

The Growth Network within the Core Strategy

The Growth Network will be the focus for delivery of the Spatial Objectives and contains the majority of areas where growth, regeneration and land use change will be concentrated up to 2026. The Core Strategy identifies the four Strategic Centres and sixteen Regeneration Corridors as the areas for growth as they are already served by an extensive transport system and therefore provide the most sustainable locations for economic and housing growth across the Black Country.

The growth network in Dudley Borough therefore includes Brierley Hill and the six regeneration corridors detailed in Chapter 13 of this Document.

4 Place Making Principles: A Vision for Dudley Borough in 2026

The Spatial Vision

- 4.1** The Borough DPD Spatial Vision relates to the key themes identified in the Community Strategy and builds on the vision for the Black Country. The Vision for the Borough is:
- 4.2** *“To transform Dudley Borough to become a thriving, vibrant, high quality and sustainable mixed-use Urban Village that is fully integrated and is set within an unrivalled landscape that contains new high quality development, high quality employment opportunities, open space and a unique network of waterways and canals.”*

Question 1

Do you agree with this vision? If not, then what should the vision for the Borough be?

The Objectives

- 4.3** Future development and change in the Borough should be guided by a series of development principles. These are expressed in the DPD firstly as thematic principles derived from the six themes of the vision for change, and secondly as sub-area specific development principles.
- 4.4** Landowners, developers, funding and delivery agencies, and local and strategic stakeholders, will be expected to demonstrate that these development principles are appropriately incorporated into site masterplans and development briefs, development proposals, stakeholder strategies and investment programmes.
- 4.5** The six themes from which thematic development principles are developed are:

A Great Borough

To bring back into effective use as much vacant, derelict and underused brownfield land as possible to create a 'Great Borough' that makes sure that all new development in the Borough results in the most efficient use of land and is developed using placemaking principles.

The Council will work closely with the community, local businesses, partnerships and other community organisations to help deliver a successful Borough. We will give priority to developing a holistic approach to new development so that the whole Borough community is included within the decision making process in helping to deliver a great place to live, work and play.

A High Quality Borough

The creation of a 'High Quality Borough' that delivers successful, high quality and inclusive design throughout the area by improving the quality of new and existing buildings and spaces and ensuring that development contributes to creating sustainable neighbourhoods.

The Council will work closely with the local community to promote and develop high standards in building design and deliver a high quality public realm. We will give priority to the quality of new buildings where they have an impact on the quality of the environment setting new quality and sustainability thresholds for new build development at every scale.

A Distinctive Borough

The enhancement and conservation of a 'Distinctive Borough' through the preservation of the existing urban fabric and built form to create a series of distinct and unique character areas that helps create a sense of place and identity.

The Borough should be a place that is made up of distinctive and unique neighbourhoods each with their own sense of place, which are either built on the premise of enhancing the existing character or designing a new character so as not to stifle innovation and creativity.

A Green and Sustainable Borough

The environmental transformation of the Borough to create a 'Green and Sustainable Borough' through enhancement and extension of the existing waterway network and associated development of a linear park and ecological corridor along the waterways linking the strategic, town and district centres.

The Borough should be a place that is made up of a variety of green spaces that are accessible to all, providing the setting and context for new and old buildings as well as creating new high quality public realm.

A Connected Borough

Ensuring that new development will create an internally and strategically 'Connected Borough' by improving local movement routes and ecological linkages, as well as promoting sustainable modes of transport that encourages people to walk and cycle to their local destinations; and

The Borough should be a place that is well-connected enabling easy access for all, to jobs and services, using sustainable modes of transport and creating better quality pedestrian connections and links.

A Thriving Borough

Providing a strong urban structure of town and district centres to create a 'Thriving Borough' based on economic success and a sound employment base and supported by an effective transport network.

The Borough should be a place where people live out of choice creating healthy communities with a good quality of life by creating environments where there is the appropriate mix of uses.

Question 2

Do you support these objectives? Please identify those you would particularly support or disagree?

- 4.6** The key opportunity for transformation is provided through the potential for change of use of industrial land, and its redevelopment for new development and associated uses. The DPD assumes that a maximum of 164 hectares of existing industrial land in the Borough could be acceptably released for other uses up to 2026.
- 4.7** Whilst it is the release of industrial land that will generate the greatest level of change, it is equally important that sufficient industrial land is retained in appropriate locations, to accommodate a range of strategic employment/service functions that should remain, and in some instances grow, to support the creation of new sustainable communities.
- 4.8** Where industrial land is released, housing and community uses should be the predominant new land use, with delivery of new housing areas, appropriate intensification of existing residential areas, and introducing mixed use development into parts of some employment areas.
- 4.9** It will be important to ensure that new development does not simply provide housing, but that this is supported by key service facilities, and that these are clustered together. The regeneration and expansion of town centres around highly accessible transport interchanges will create 'Places of Exchange' to provide a wide range of new opportunities, services and facilities as well as an improved living and working environment.
- 4.10** The improvement and extension of the waterways in the Borough will play a crucial role in upgrading and transforming the physical environment in the area. In parallel, the development of an open space network will help meet the requirements of the JCS and future borough policy for adequate provision of green space to new and existing development, and will also create a green corridor and open space network of regional significance and quality.
- 4.11** Achieving the Vision and the scale of change across the Borough will be challenging and require the concerted effort of the public sector working in cooperation with the private sector to overcome a wide range of physical and financial barriers to change.
- 4.12** The opportunities for change are currently restricted by a number of key constraints including poor access and local connectivity, complicated land ownerships, and limited good quality open space and social infrastructure. Addressing these constraints will require the concerted and coordinated efforts of public agencies to address viability and stimulate private sector to invest in the area.

Place-Making

Overall the Metropolitan Borough of Dudley should be a place that is great to live, work rest and play, now and in the future, not just for local people but also for tourists, visitors and people who want to live in the area.

- 4.13** The Council will work closely with the community, local businesses, partnerships and other community organisations to help deliver a successful Borough. We will give priority to developing a holistic approach to new development so that the community is included within the decision making process in helping to deliver a great place to live, work and play.
- 4.14** The vision for the Borough will seek to ensure the creation of new sustainable residential communities occupying a range of accommodation types and tenures that are accessible to the whole community. Residential development proposals should help bring communities together with integrated approaches to transport nodes and links. This cohesion should be achieved through the parallel delivery of private and affordable housing (normally on-site), seamless and integrated design of different housing types, and good access to a wide range of social and community facilities.
- 4.15** The process of placemaking, shaping the physical setting for life in our cities and towns in the Black Country is more than just a design challenge. Placemaking brings together a range of skills and disciplines into how places function and evolve, and provides the context for the people who live, work in and visit them. Successful place-making is based upon the design and/or redesign of buildings, groups of buildings, streets, spaces and landscapes, and the establishment of processes that ensure their functionality and sustainability.
- 4.16** The practice of successful place-making can establish a high quality of living, nurture a healthy and creative way of life, support economic, social, civic and cultural activity and deliver adaptable, distinctive physical environments.
- 4.17** Successful design requires a full understanding of the conditions under which decisions are made and development is delivered. Many factors can determine and/or influence the planning process and the types of places we wish to make. The overall quality and appearance of development does not happen by chance and depends on a number of factors, including:
- A clear planning and design framework that is delivered consistently, including through the development process;
 - A sensitive approach to the local context where new development proposals respond positively to neighbouring properties and facilities;

- A feasible and economic delivery plan that enables high quality design to be achieved; and
- An imaginative and appropriate design approach where design is considered from the outset by those design development and those who manage the planning process.

Place-Making Principles

4.18 Delivering successful placemaking in the Dudley Borough to create locally distinctive, well designed, healthy and great places which interconnect with, respond and integrate into the wider Black Country area is a key objective of the Development DPD. In order to create such places the DPD will seek to encourage medium and large scale sites to be developed through a masterplan that can be used as a tool to deliver complex sites that involve a range of site ownerships and other constraints. Masterplans and or Development Briefs will normally be based on a series of place-making principles to ensure the development is brought forward in a clear and coordinated way. Typically, principles should include:

1. Ensuring places are well-designed, so that they offer the right layout to support the day-to-day activities of local people;
2. Retaining and respecting the features that contribute to each place's heritage, character and local distinctiveness;
3. Ensuring places have a range and mix of dwelling types and tenures to promote balanced, socially mixed communities;
4. Ensuring places have access to a mixed-use town centre that offers a variety of shops and services;
5. Ensuring places have a range and mix of high-quality, publicly accessible green spaces that promote biodiversity, health and well-being;
6. Promoting places that have access to a range of public transport modes in order for local people to access other parts of the borough;
7. Ensuring places provide for a well-connected, safe, and attractive network of streets and spaces that make it easy and pleasant to walk and cycle;
8. Ensuring places promote wider sustainability and assist in reducing consumption of resources and carbon footprint; and
9. Ensuring development proposals recognise their role and function in helping to deliver successful placemaking.

Question 3

We would like to know your views on the principles to be used in delivering medium and large-scale development in the Borough.

Question 4

How do you think these sites should be brought forward? Could they be brought forward in a clear and coordinated manner or on an ad-hoc basis?

5 Housing

5.1 Housing Sites (SHLAA sites)

- 5.1** The DPD will contain site allocations for housing sites in order to meet the economic and social objectives of the Black Country Core Strategy (Submitted in February 2010). The Council has carried out a Strategic Housing Land Availability Assessment (SHLAA) in 2009/10 and will use the SHLAA and its methodology as a basis for assessing and allocating housing sites in the Borough. The SHLAA is currently available on the Dudley Council website or on the following link. [Strategic Housing Land Availability Assessment \(SHLAA\)](#)

Location of sites

- 5.2** Each identified site will also be subject to a sustainability appraisal and allocation of sites will follow the principles established in the Core Strategy with priority to be given to brownfield land redevelopment, close to centres and public transport nodes which offer access to a range of facilities. It is envisaged that consideration of greenfield sites in the DPD will continue to be subject to meeting housing assessment criteria identified in the SHLAA methodology and a continuation of criteria similar to Policy H3 in the Dudley's adopted Unitary Development Plan (2005).

Question 5

Q We would like to know your views on the principles to be used in allocating housing sites and the criteria in the identification of new sites for housing development.

Question 6

Q We would like to know if there are any other sites not identified in the SHLAA which would be suitable for housing development in the next 15 years.

Accessible and Adaptable developments - Housing Requirements for Special Needs and an Ageing Population

- 5.3** All new housing developments are increasingly being designed from the outset to promote inclusive design and ensure that all measures needed to promote accessibility and adaptability are achieved in a visually acceptable manner. This will relate to both facilities needed in the wider public realm and to the individual access arrangements for each building.
- 5.4** It is proposed that the Document will encourage all new housing developments to be designed so as to allow the flexibility for future alterations and extensions to meet the potential needs of future occupiers.

Question 7

Should the DPD make specific provision for the requirements of an ageing population including, for example, Extra Care facilities and sheltered elderly accommodation?

Question 8

Whilst there is currently no statutory requirement for housing to be fully accessible for disabled people to live in, there is best/good practice guidance outlined in 'Lifetime Homes Standard'. Should we be looking ensuring all new housing development meets the Lifetime Homes Standard?

Question 9

Lifetime Homes are not specifically properties for people with mobility problems and are not wheelchair standard accommodation. To meet these special needs, some local authorities require that new dwelling on developments of 30 dwellings or more should have a proportion of dwellings built to full wheelchair standards (e.g. 3%). Is this approach supported?

Development of Housing on former industrial land.

- 5.5** The Core Strategy and the SHLAA has also included broad areas where housing growth is expected to occur over the next 15 years on old and outdated industrial land once it has become disused and unsuitable for continued industrial use. These areas are identified more closely in the sections of this document which focus on the Regeneration Corridors in Dudley Borough identified in the Black Country Core Strategy. However the

final version of the Development Strategy will attempt to set out redevelopment strategies for all of these areas which will include phasing and delivery strategies for housing sites and the development of new and strengthened communities within these areas.

Question 10

Q We would like to hear the views of landowners and businesses in the Regeneration corridors on their future intentions and aspirations to assist us in establishing regeneration and delivery strategies for those areas (See sections on the Regeneration Corridors).

5.2 Housing Densities

- 5.6** The Document will seek to clarify principles for establishing housing densities for new development and the redevelopment of existing housing. Dudley currently has an adopted Supplementary Planning Document on New Housing Development available on the following link. [Housing Density SPD](#).
- 5.7** This SPD provides guidance in enabling density and design of new development to be in character with the surrounding neighbourhood ranging from higher densities in town centres to lower densities in local centres and on the edge of town centres and lower densities still in suburban and urban fringe areas. We aim to include work on density within the Urban Design Framework which will accompany the final document. However, we may also consider putting indicative densities for each allocated housing site.

Question 11

Q Will it be useful for the document to contain an indicative density range for each allocated housing site or follow an approach similar to the New Housing Development SPD?

5.3 Affordable Housing Provision

- 5.8** The Core Strategy already contains a Black Country wide policy on affordable housing requirements for new housing developments which will seek 25% provision on new housing developments of 15 dwellings or more. This DPD

will therefore seek to provide further policy guidance on the local requirements of affordable housing in Dudley including the breakdown of tenures within the Borough and specific requirements for particular areas within the Borough.

Question 12

Q Does the Core Strategy provide sufficient policy guidance on affordable housing and tenure breakdown or is further information required in the final version of this DPD? If it is to be the latter, should the document contain different information on affordable housing requirements and tenure breakdown in different areas?

5.4 Gypsy and Traveller Accommodation Provision (site identification and pitch numbers)

- 5.9** In 2008, each Local Authority carried out a Gypsy and Traveller Accommodation Assessment (GTAA). The four Black Country Authorities carried out a joint assessment which provided recommendations on the proposed number of additional caravan pitches required for each Authority in the period up to 2018. The pitch numbers on a Borough-wide basis are contained within the Core Strategy.
- 5.10** The Core Strategy sets out an additional 21 pitches for gypsies and travellers by 2018 in Dudley Borough as specified in the GTAA. However, this does not include 6 additional pitches recently provided at the site at Smithy Lane, Pensnett. This would leave a further 15 pitches to make provision for up to 2018.

Question 13

How can the needs of the Gypsy and Traveller Community best be accommodated within Dudley Borough?

Travelling Showpeople Accommodation Provision

- 5.11** The GTAA also assessed the needs of Travelling Showpeople in terms of pitch requirements. The needs of the Showpeople community are different in that storage of fairground equipment is required particularly during the winter months in addition to space for accommodation during this time.
- 5.12** The GTAA has recommended that a further 6 pitches are required for travelling showpeople including storage space up to 2018.

Question 14

Q How can the needs of the Travelling Showpeople community best be accommodated within Dudley Borough.

6 Education, Health and Community Facilities

6.1 Education

Provision and Accessibility of Schools

- 6.1** The DPD will identify and map, in conjunction with Dudley Council Directorate of Children's Services, the provision and accessibility of Primary and Secondary Schools in the Borough. The DPD will protect school sites as well as help to secure further land and premises if expansion or modernisation of such sites is required.
- 6.2** The potential for dual use and community use of educational facilities should also be encouraged

School Redevelopment opportunities for alternative uses

- 6.3** Where there is a requirement by the Directorate of Children's Services, through the realignment of schools provision, to seek redevelopment of a particular school site, the DPD will allocate such a site for alternative uses as well as identify and allocate sufficient land elsewhere for any replacement schools and associated facilities.

Question 15

Q Are there any other issues that you feel should be included within policies on schools provision in the DPD?

Question 16

Q Is there scope in using schools facilities for community use and other dual purposes within Dudley Borough?

College and University Facilities in Dudley Borough

- 6.4** The Council will work with Dudley College, Halesowen College, Stourbridge College and the University of Wolverhampton to identify and / or redevelop sites for expansion of existing campuses or the provision of new ones. Due to their geographic location, the majority of these facilities will fall within areas to be covered in the Area Action Plans for Brierley Hill, Stourbridge and Halesowen. However, it is intended that this Development Strategy Document

will include general principles on the future location and expansion of such facilities in the Borough particularly where that provision falls outside areas covered in any of the Area Action Plans.

Question 17

Q We welcome any views on what policies should be included in the DPD with regards to college / university provision.

6.2 Health and Planning

- 6.5** The origins of the planning system arose over concerns about poor public health and unsanitary living conditions. These concerns have carried through to the modern day where planning aids to improve the health of the population and to reduce health inequalities.
- 6.6** Current planning involves linking economic, social and environmental issues and the strategies and programmes of public agencies and service providers to create attractive places to improve the quality of life and well being of individuals and communities. Planning has a crucial role to play in addressing health inequalities in particular improving access to services. Local planning policies, and the location of development and facilities, should enable people to have a choice of high quality and attractive places to live and allow them to reach the services they need and, for the services they need to reach them.
- 6.7** The Joint Core Strategy for the Black Country sets out the policies for directing development in relation to housing, employment, transport as well as social infrastructure like hospitals, clinics and schools, over the next 20 years. Major increases in the number of new households, where they will be located and the socio-economic make-up of communities will have major implications for the Black Country in the coming years. This DPD will take these policies further by preparing locally relevant policies for Dudley Borough.
- 6.8** There are a number of key areas where the links between planning and health are significant;

Transport and Accessibility to amenities

Once people are given the possibility of accessing necessary and complimentary services, jobs and open space, their physical health and well-being can increase considerably, as can their mental health. Improved transport and accessibility can positively influence health by encouraging community engagement and ensuring equality; access to green space tackles obesity and encourages physical activity; nearby services, open space, jobs and play areas/centres reduces the need to travel; alternative transport methods promote foot/cycle routes and reducing poor air quality.

Healthy Economy and Job Opportunities

Disadvantaged groups and communities who have poor access to new jobs, suffer from low life expectancy and poor health. Improved prosperity and job opportunities can positively influence health by creating sustainable communities; providing facilities for health and education allow people to gain life skills to make better, and healthier choices and gain employment; education facilities can incorporate skills development for each life stage;

support given to businesses such as production of food and drink and sustainable farming techniques, can have health benefits where good quality or organic produce is created and distributed, and the environment is safeguarded.

The Built and Natural Environment

The quality of the built and natural environment, are key determinants of public health. Ensuring a combination of good quality housing, safer streets, accessible open space, well-designed public realm and clean air, can all reflect positively on health and well-being. An improved environment can positively influence health by; creating communities which local people can be proud of; good design reduces crime and enables both young and everyone to actively participate in community activities; environmental enhancements to transport networks directly improves air quality. Maintaining and enhancing open, green spaces can encourage formal and informal physical activities.

Community Engagement and Partnership Working

To ensure mental health and well-being, an essential element is to provide the catalyst for community engagement and partnership working. Integrating community engagement in developing local plans for their areas will promote community ownership and enhance contributions from all sectors including the old, young and ethnic minority groups.

- 6.9** All these themes have led to an increased awareness between planners and health professionals and there have been a number of documents published on this topic in recent years. The most relevant of these for Dudley Borough are the NICE Public Health Guidance 8, 2008 (Promoting and Creating built or natural Environments that encourage and Support Physical Activity); The Regional Health and Well-being Strategy, 2008; Healthy Weight, Healthy Lives (a cross-government strategy for England) 2008 and; Be Active, Be Healthy: A Plan for getting the nation moving, 2009. These reports have helped set the scene for the Dudley Healthy Towns Initiative and the Dudley Food for Health Action Plan. These are discussed in more detail below.

Health Facilities

- 6.10** The DPD will identify sites for the provision and / or expansion of healthcare facilities in the Borough in conjunction with NHS Dudley and Dudley Group of Hospitals. This will include the protection of existing facilities and allocation of sites for new or expanded facilities including hospitals, health centres and clinics, doctor's surgeries.
- 6.11** Accessibility of such facilities will be mapped in the DPD in order to assist the health authorities to identify any gaps in provision in the Borough and plan accordingly. The principles for the location of such facilities will also be included in the document i.e. close to centres, transport nodes and complimentary facilities

Question 18

Q What principles should be adopted for the provision of such facilities and are there any specific facilities that you think are required within Dudley Borough?

Question 19

Q Are there any gaps in healthcare provision within Dudley Borough that need to be accommodated within the Development Strategy Document?

Social Care Facilities and Special Needs Accommodation

- 6.12** Through consultation and engagement with social care and special needs accommodation providers, the DPD will identify criteria in order to base the location of such facilities and where necessary identify any specific land use requirements or location for such facilities.
- 6.13** Special Needs Accommodation is defined as sheltered housing and accommodation for people who require support and assistance in order to be able to live in the community.

Question 20

Q Are there any specific criteria on the location of social care facilities and Special needs accommodation within the Borough that ought to be included within the DPD?

6.3 Healthy Towns and Access to Healthy Food**Healthy Towns Initiative**

- 6.14** Dudley Healthy Towns project will see £4.5 million of investment in the Borough under the government's Healthy Towns project, which aims to pilot ways of reducing obesity levels. To encourage families to make the most of outdoor areas the money will be used to transform five of the borough's parks and play areas into 'healthy hubs'. The hubs will be located at:
- Silver Jubilee Park (Coseley)
 - Netherton Park
 - The Dell and Fens Pool (Pensnett)
 - Mary Sevens Park (Stourbridge)
 - Huntingtree (Halesowen)

- 6.15** Each of the hubs sites will have a Healthy Towns building, activities, events, walking routes, signage, outdoor gym equipment and toilets as well as traffic-calming measures, cycle storage, footpath and canal tow path improvements, crossing upgrades and police support. All the hubs are due to be completed by the end of 2010.

Access to Healthy Foods

- 6.16** This is becoming an increasingly important theme for Local Authorities to identify in order to tackle and overcome obesity problems and encourage healthier diets. Development Plan Documents can help in this process by identifying gaps where access to fresh produce is limited and positively encouraging provision to meet those gaps.

- 6.17** The Dudley Food for Health Steering Group produce a 3-yearly Action Plan which progresses actions to promote healthy eating. The aims of the Steering Group are:

- Promote a multi-agency approach to Food for Health in Dudley that enables members to share relevant information
- Enable representatives from a variety of professional disciplines to explore the impact of policies, plans and strategies upon the nutritional health of Dudley residents
- Produce and develop a strategic framework for action to be progressed, based upon local and national evidence and needs assessment
- Review and report on progress and achievements against the agreed actions
- Advise on the monitoring and evaluation of the individual project areas
- Develop programmes in response to evaluation and monitoring
- Advise on dates for reporting and reviews

- 6.18** The Dudley Food for Health Action Plan (2007 - 2010) included practical initiatives and the support needed to ensure that consistent action would be effective in the longer term and appropriate to the needs of all sectors of the population, their preferences and circumstances at each life stage. It was intended to reflect the commitment of the Dudley Food for Health Steering Group, as a multi-agency active coalition, to partnership working. The plan also recognised that whilst individuals are to some extent responsible for their own lifestyles, the environment in which they live and their income are major influences on food choice. In addition, food manufacture and marketing also have an impact upon an individual's dietary habits that is not within their control. Food production, manufacture and marketing were not addressed in the plan.

- 6.19** The plan also aimed to address the need for policy development, not only on those policies where improved nutrition is the key aim, but also on other policy areas that impact upon people's lives e.g. Housing, retailing, education, neighbourhood management, regeneration, transport, planning, catering, sustainable development and Sure Start.

Hot Food Take-aways

- 6.20** In recent years, a number of retail units in the Borough have been converted into hot food takeaway establishments. This follows a nationwide trend whereby the numbers of hot food take-aways has increased in many town centres. Where high concentrations occur in our town centres, they can pose a serious threat to the local economic vitality and viability. It is not uncommon for hot food takeaway shops to locate outside the town centres either and particularly high concentrations exist along some of the borough key road corridors.
- 6.21** In addition to health issues, although it is recognised that hot food take-aways can provide an important complimentary service, particularly in town centres, compared to other retail uses, they are more likely to have a detrimental impact on amenity and on retail character and function of shopping centres. Such harmful impacts relate to increased incidence of litter, smells, crime and anti-social behaviour, noise and general disturbance, parking and traffic problems. This can also lead to shuttered units during the daytime which has a negative effect on the vitality and public image of the town centres. It is also contrary to the nationwide drive to encourage healthy eating and tackling obesity trends.
- 6.22** Dudley Council and its partners are working to halt the rise in obesity and promote healthier communities. 'Tackling Obesity: A Framework for Action in Dudley' (July 2005) recommends a combination of interventions to address the obesity epidemic, including the need for a fundamental cultural shift to make healthy choices easier to make and cation to promote positive attitudes so that people want to, and can make healthy choices. One way of achieving this is to limit the exposure of young people to poor food choices.
- 6.23** This DPD can introduce policies to control the numbers of hot food take-aways in the Borough which will assist to reduce the levels of obesity. A Policy could potentially discourage the provision of fast food outlets near to schools or in areas/town centres where there is deemed to be an over-provision of such outlets. It should be noted that this policy will not reduce the numbers of take-aways already operating under an A5 use category, but it will aim to restrict new premises opening in certain areas.
- 6.24** It is recommended that this DPD contains a policy to ensure that shopping areas are diverse and balanced (the centres chapter will contain a protected frontages policy) and that the cumulative impact of hot food take-aways is

considered when determining planning applications. It would be prudent to incorporate restrictions around concentration and clustering within this new policy. The policy should also have provisions against any such uses having an adverse impact on environmental quality, residential amenity, public or highway safety or the vitality and viability of the town centre concerned

Question 21

Q What policies will need to be put in place in the DPD to ensure access to healthy and fresh foods is positively encouraged within the Borough?

Question 22

Q Are there any other policies or initiatives that can assist in delivering greater access to healthy and fresh foods to tie in with such potential policies within this DPD?

Question 23

Q Is it necessary for the DPD to contain policies which prevent new fast food outlets to be established close to schools? If so what kind of distance threshold would need to be employed?

Question 24

Q Should the DPD contain policies which restrict the proportion of fast food outlets in a particular centre or neighbourhood? Or do we need to have exclusion zones around parks, childrens centres and leisure centres? If so, what kind of threshold would need to be applied?

6.4 Sport, Recreation and Cultural Facilities

Cultural Facilities

6.25 The Core Strategy provides strategic policy on the provision and protection of cultural facilities. Site specific issues on the protection and development of cultural facilities in the Borough may need to be included in the Document

particularly where they are strategically important to the local character and distinctiveness of the Borough or contribute significantly towards the visitor economy.

Question 25

Q Should the DPD include for the provision and protection of specific cultural facilities in addition to those policies contained within the Core Strategy

Question 26

Q For what reasons should a cultural facility or site be protected?

Sport and Recreational facilities

- 6.26** The Core Strategy provides strategic policies on the provision and protection of sports facilities and the principles for their location. A policy on **‘Major Sports Facilities’** needs to be included within the Document to protect existing major sports facilities from redevelopment proposals.
- 6.27** Similarly the final DPD document will need to cover **‘New Sports and Leisure Facilities’** to ensure that such new facilities are located in sustainable locations well-served by a choice of means of transport, compatibility with nearby uses, and the scale of the new leisure development is acceptable. It is useful to offer controls to restrict new outdoor leisure facilities in remote and isolated locations in Dudley’s southern green Belt, which may prove acceptable on PPG2 (1995) grounds, and assess outdoor sports proposals such as new stadia.
- 6.28** Where specific sites cannot be identified or allocated within the document for a specific need, the principles for the location of such facilities will need to be included in the document.

Question 27

Q What kind of facilities are required within the Borough and what evidence exists to demonstrate such a requirement?

Question 28

Q What kind of location principles should be applied to sports facility requirements within the Borough where specific sites cannot be found?

7 District and Local Centres in the Borough

7.1 Hierarchy of Centres in Dudley Borough

The importance of District and Local Centres in the Borough

- 7.1** One of the Borough's assets is its network of diverse centres which are the focus for appropriate retail, leisure, commercial and civic uses. A network of district and local centres is essential to provide easily accessible shopping to meet people's day-to-day needs and the mix of uses in such centres should be carefully managed. Most of the centres have witnessed decline, in line with national trends, local demographic and economic changes. Many are traditional linear centres, which have contracted and contain levels of outdated floorspace often not suited to modern retailer requirements. In most cases, the centres have a supermarket which effectively anchors their retail function. However, there are opportunities to develop their local diversity and character, and independent retailer base.

The Black Country Hierarchy of Centres

- 7.2** The Core Strategy sets out a hierarchy of centres for the Black Country where investment in retail and town centre uses* of an appropriate scale to meet its position in the hierarchy will be promoted and existing provision enhanced to facilitate sustainable development. Refer to Core Strategy Policy CEN2: Hierarchy of Centres.
- 7.3** The defined centres are shown in the hierarchy and identified on the centres key diagram for the Core strategy. A hierarchy of centres consisting of three levels has been identified across the Black Country:
- Strategic Centres;
 - Town Centres; and
 - District and Local Centres.

Hierarchy of Centres in Dudley

Strategic Town Centre

- Brierley Hill

Town Centres

- Dudley
- Halesowen
- Stourbridge

District and Local Centres

- Kingswinford
- Lye
- Sedgley
- Amblecote
- Cradley/Windmill Hill
- Gornal Wood
- Netherton
- Pensnett
- Quarry Bank
- Roseville
- Shell Corner
- The Stag
- Upper Gornal
- Wall Heath
- Wollaston
- Wordsley
- Hawne*
- Oldswinford*

*New local Centres

- 7.4** In the borough of Dudley the strategic centre of Brierley Hill will provide the main focus for significant growth in office and comparison retail floorspace. The three town centres of Dudley, Halesowen and Stourbridge will complement Brierley Hill and perform an important focus for day-to-day shopping, leisure and community activity. Development in Brierley Hill, Halesowen and Stourbridge will be guided by Area Action Plans providing a clear framework for phased development. The planned regeneration of Dudley town centre is currently set out in The Dudley Area Development Framework (adopted as Supplementary Guidance, December 2005) to the

Dudley Unitary Development Plan (adopted October 2005). The Development Strategy DPD focuses on the district and local centres and the specific policy approach to protect their vitality and viability. Regeneration priorities will be identified and Local Regeneration Strategies could be produced to help deliver projects.

- 7.5** The district and local centres range in scale but all provide day-to-day convenience shopping and services to meet local needs. There are three District Centres in the borough with Kingswinford and Sedgley providing a reasonable range and choice of goods and services. However, Lye has been identified as a regeneration priority through the Core Strategy and needs to secure a supermarket to maintain its role as a district centre. There are 15 local centres in the borough which generally have a small scale supermarket and a range of convenience based shops. It will remain important to provide sufficient and attractive well located car parking to underpin the relative competitiveness of each centre both in terms of attracting investment and meeting the public's needs.
- 7.6** The hierarchy of centres has been reassessed through the Black Country Centres Study 2009 by GVA Grimley. The process resulted in the identification of two new local centres within the borough – Hawne and Oldswinford. The detailed boundaries for the two new local centres, any adjustments to existing centre boundaries, and primary and secondary frontages will be delivered through this DPD. Currently there is no evidence to justify additions or changes to the above hierarchy except for potentially the designation of additional local centres over the plan period.
- 7.7** Within the borough there are also a significant number of small local shops either individually or in small parades of shops meeting essential day-to-day needs of communities within walking distance which wherever possible should be protected. Small scale-local facilities to serve existing or future gaps in day-to-day top up-shopping, particularly in the housing-led regeneration corridors will be supported subject to the relevant Core Strategy policy tests being met.

7.2 Regeneration of District and Local Centres

Floorspace Provision in Centres

- 7.8** Within the District and Local Centres the Core Strategy has set individual convenience retail developments of up to 500 sq m net and developments for comparison retail, offices or leisure uses of up to 200 sq m gross (where they satisfy local requirements and are appropriate to the scale and function of the centre). In addition the Core Strategy identifies a supermarket of up to 650 – 1000 sq m net convenience floorspace for Lye to ensure it functions as a District Centre.

- 7.9** Within the borough there are a significant number of small local shops either individually or in small parades of shops serving a local need. New small-scale local facilities outside defined centres of up to 200 sqm gross, or extensions to existing facilities which would create a unit of up to 200 sqm gross will be permitted (subject to the specific policy requirements)
- 7.10** The DPD will therefore make provision for sites within the local and district centres to fulfil this need where appropriate but will also examine options for protected frontages. Currently the UDP policy has a limit of 50% of all units in the core areas of district and local centres being protected for A1 uses.

Question 29

Q We welcome any input and suggestions as to possible locations for retail, office and leisure uses to inform allocations of sites for the final DPD.

Question 30

Q Is there a need to review the District and Local Centre Boundaries? i.e. Have larger or smaller boundaries?

Question 31

Q Is there a need to review existing protected frontages? Do we need to expand protected frontages in certain centres or reduce existing ones?

Question 32

Q Do we need to alter the 50% level currently in place for protected A1 frontages as it exists in Dudley Borough's Unitary Development Plan?

7.3 Proposals and Boundaries for District and Local Centres

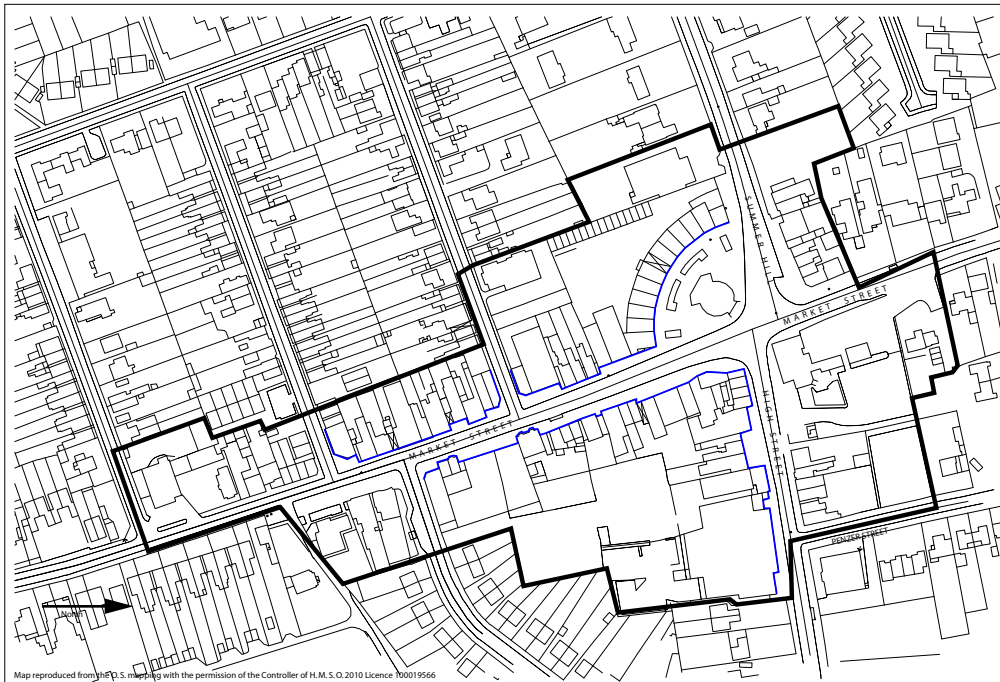
Site-Specific Proposals for District Centres

- 7.11** The DPD will set out design principles and development blocks for those centres anticipating significant land use change. These will be used to complement regeneration strategies for the centres and update existing action plans and guidance e.g. Lye District Centre Action Plan.

Kingswinford

- The Development Strategy will set out any detailed issues and options for land use changes within Kingswinford District Centre.
- The plan below sets out the current District Centre boundary and protected retail frontage.

Kingswinford District Centre

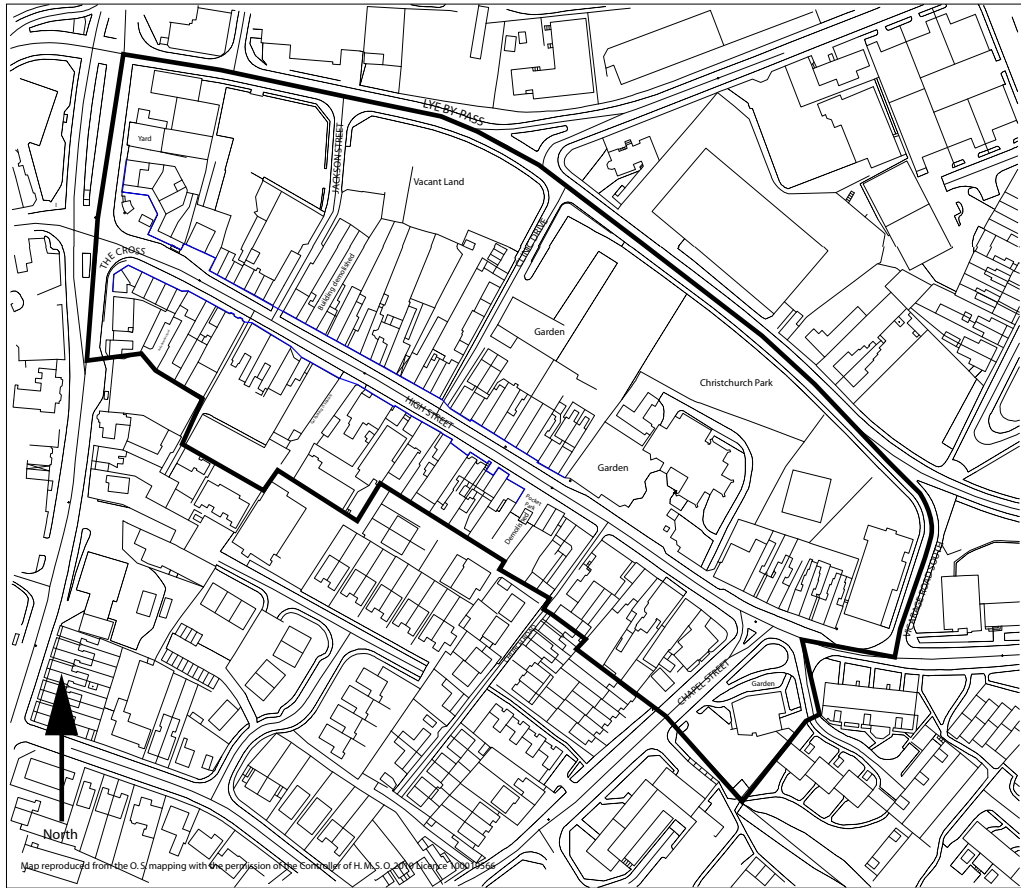


Current Kingswinford Boundaries

Lye

- The Development Strategy will set out any detailed issues and options for land use changes within Lye District Centre.
- The plan below sets out the current boundary and protected retail frontage for the District Centre .

Lye District Centre

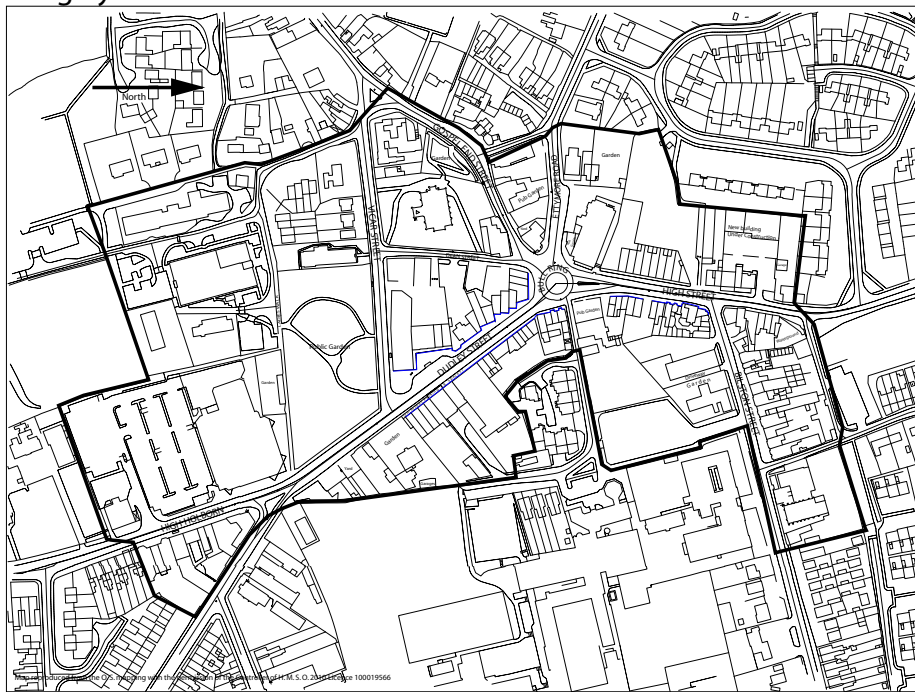


Current Lye Boundaries

Sedgley

- The Development Strategy will set out any detailed issues and options for land use changes within Sedgley District Centre.
- The plan below sets out the current District Centre boundary and protected retail frontage.

Sedgley District Centre



Current Sedgley Boundaries

Question 33

Q Have you any specific comments or significant proposals within the boundaries of any of the above District Centres?

Question 34

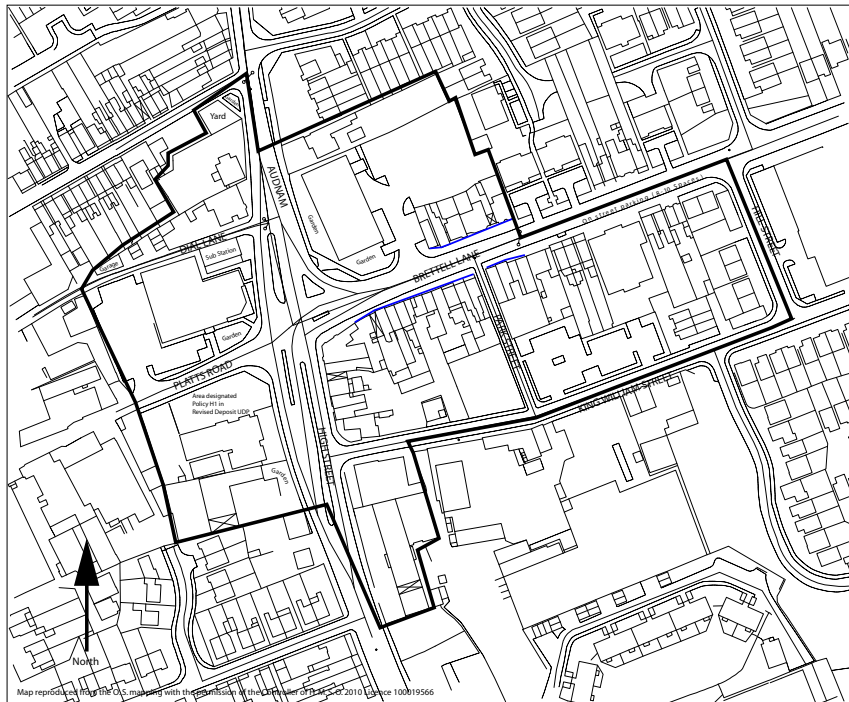
Q Have you any comments or proposals on the identification of the boundaries for the District Centres or any proposed amendments to those boundaries.?

Site-specific Proposals for Local Centres

7.12 The Development Strategy DPD will contain detailed issues and options for significant land use proposals and changes within any of the local centres to tie in with existing Regeneration Strategies and guide future strategies. Only those centres with significant proposals will be included.

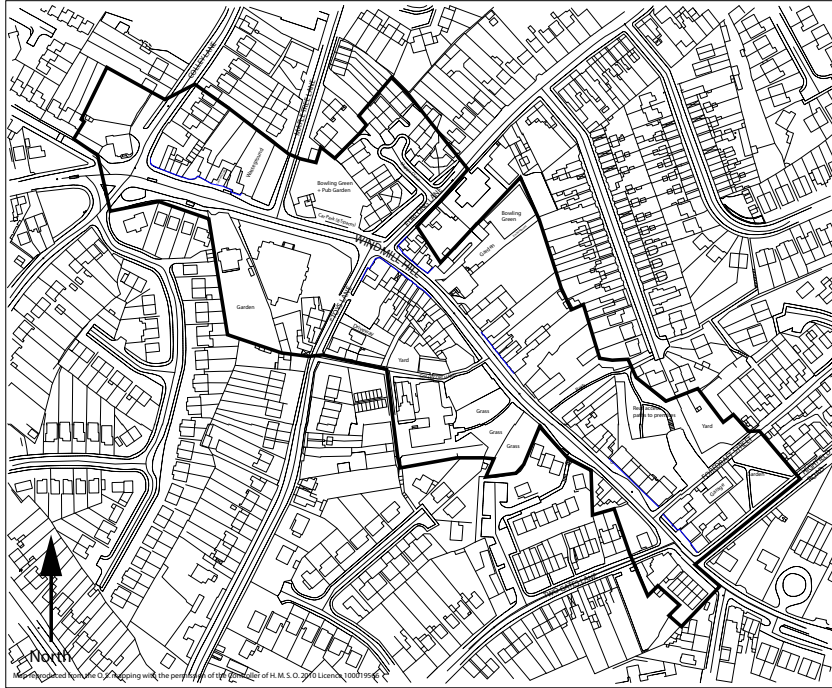
7.13 A plan of each centre is set out below. In each case please help us to define any boundaries for each centre or propose any boundary changes. In each Centre the overall boundary is marked as well as the protected retail frontage areas within the Centre.

Amblecote Local Centre



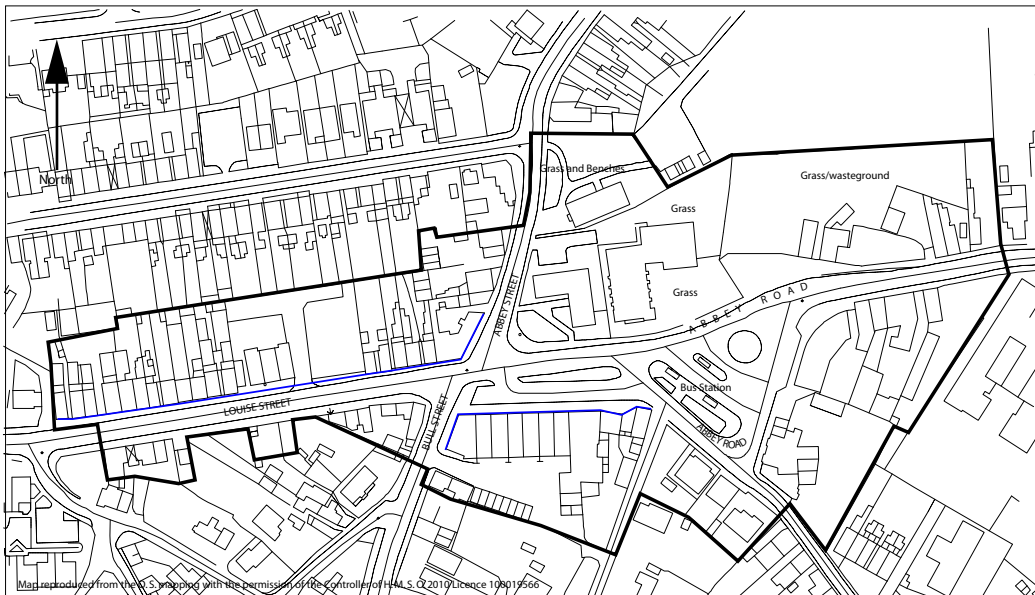
Amblecote

Cradley/Windmill Hill Local Centre



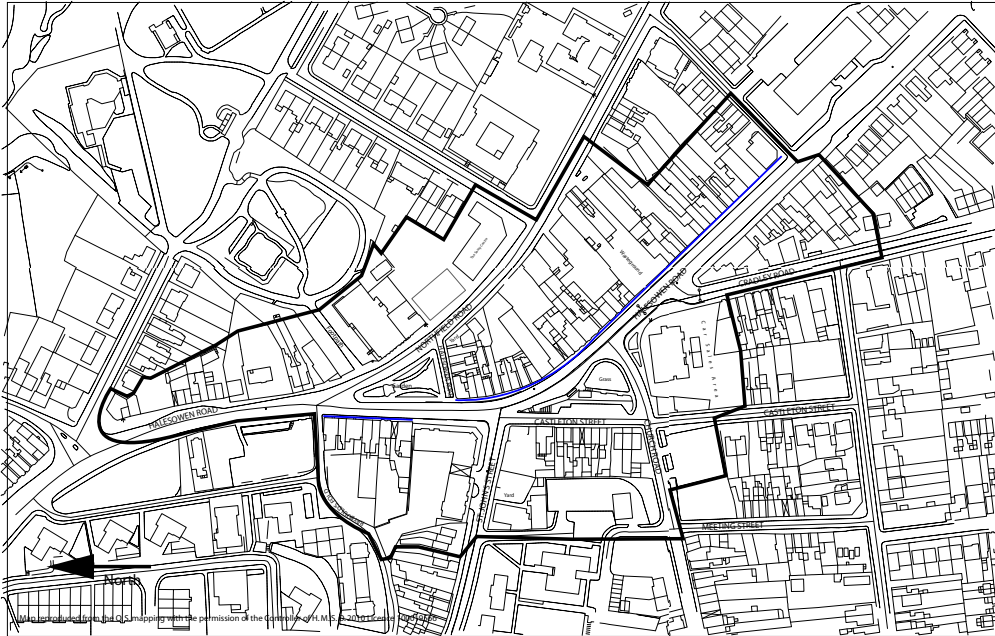
Cradley / Windmill Hill

Gornal Wood Local Centre



Gornal Wood

Netherton Local Centre



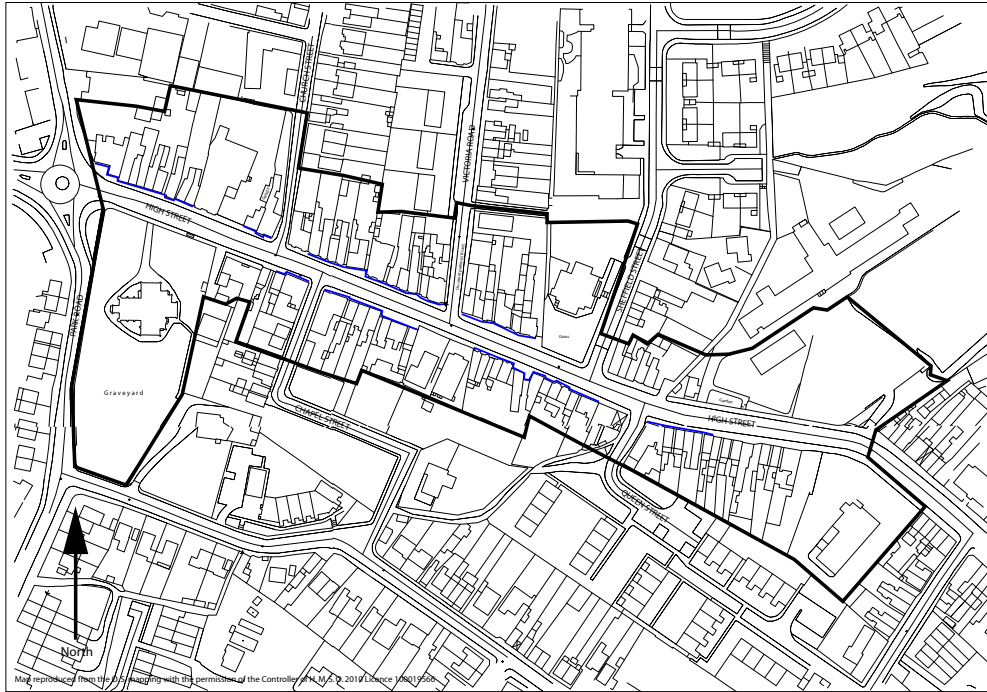
Netherton

Pensnett Local Centre



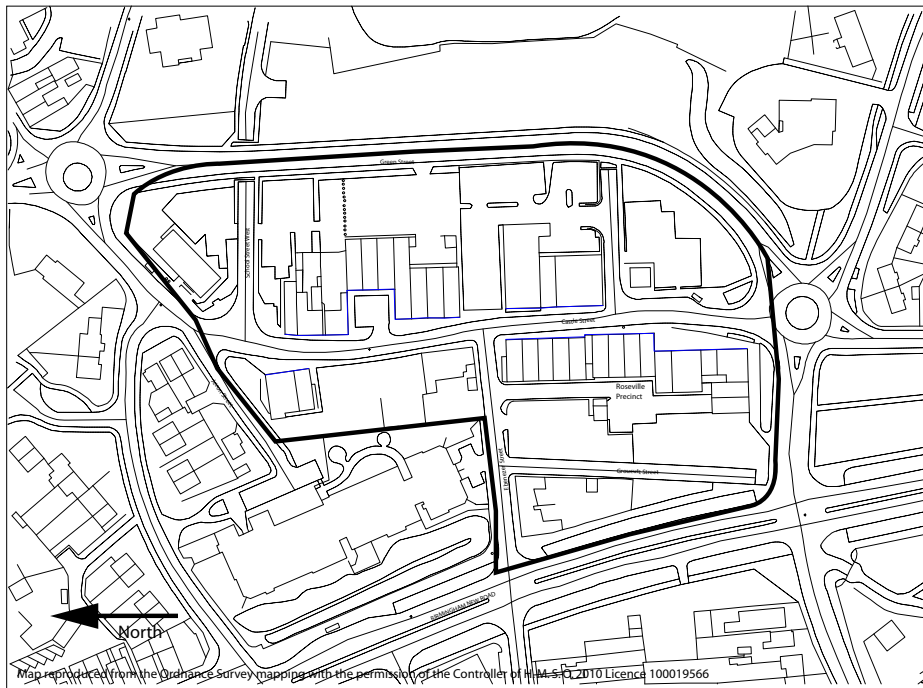
Pensnett

Quarry Bank Local Centre



Quarry Bank

Roseville Local Centre



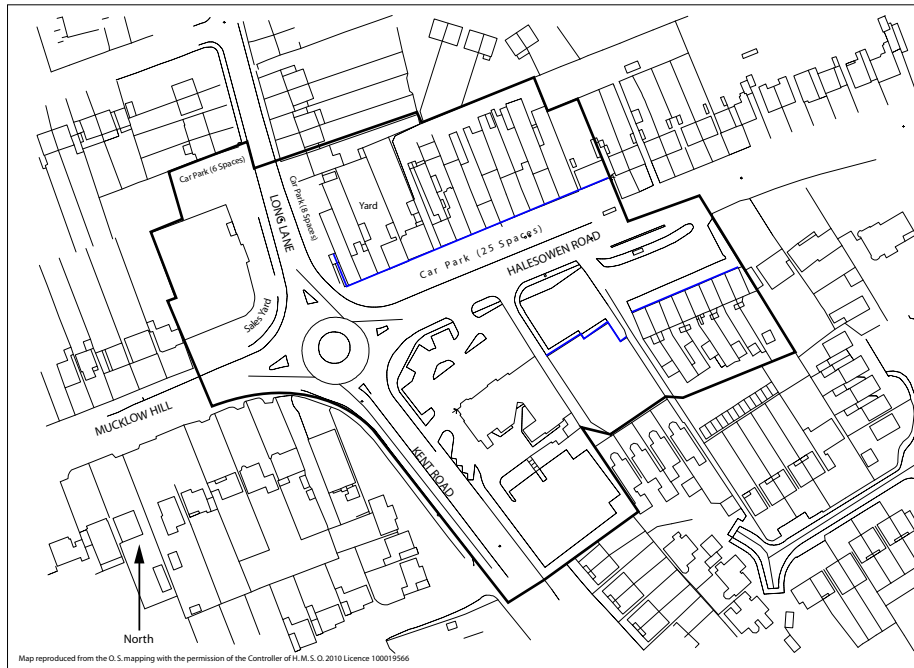
Roseville

Shell Corner Local Centre



Shell Corner

The Stag Local Centre



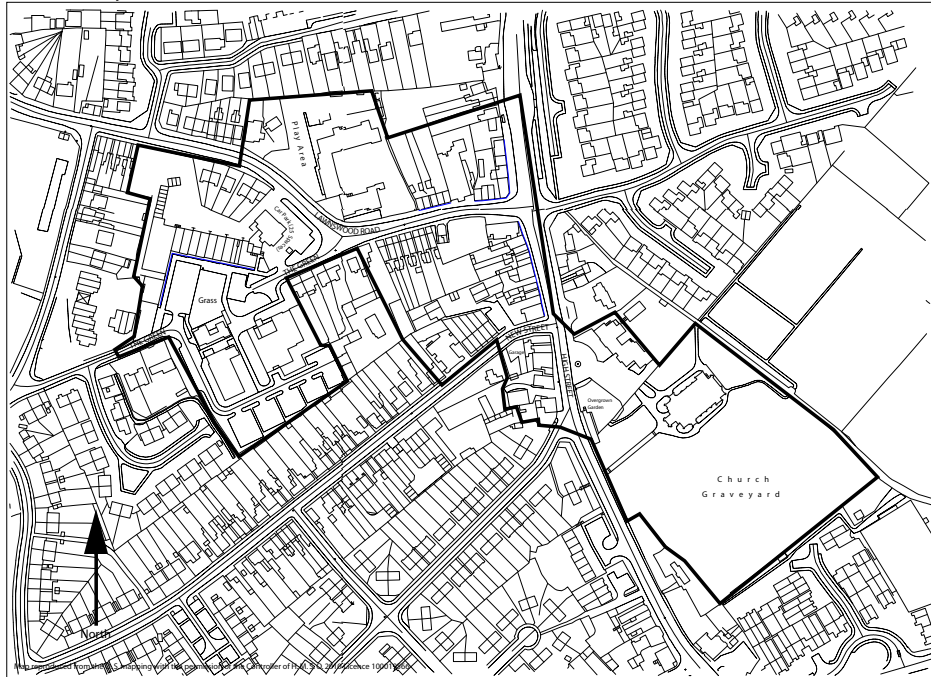
Stag

Wollaston Local Centre



Wollaston

Wordsley Local Centre



Wordsley

Question 35

Q Have you any specific comments to assist us with the identification of the boundaries or any proposed changes to the boundaries of the local centres identified above?

Non town centre use opportunities in Centres

- 7.14** The DPD will also allocate sites and opportunities for other uses within centres including community and health facilities but also housing opportunities. Regeneration strategies have been put together for some local centres in the Borough and it is important to include site allocations within the DPD to assist in enabling the delivery of regeneration and development in those centres.

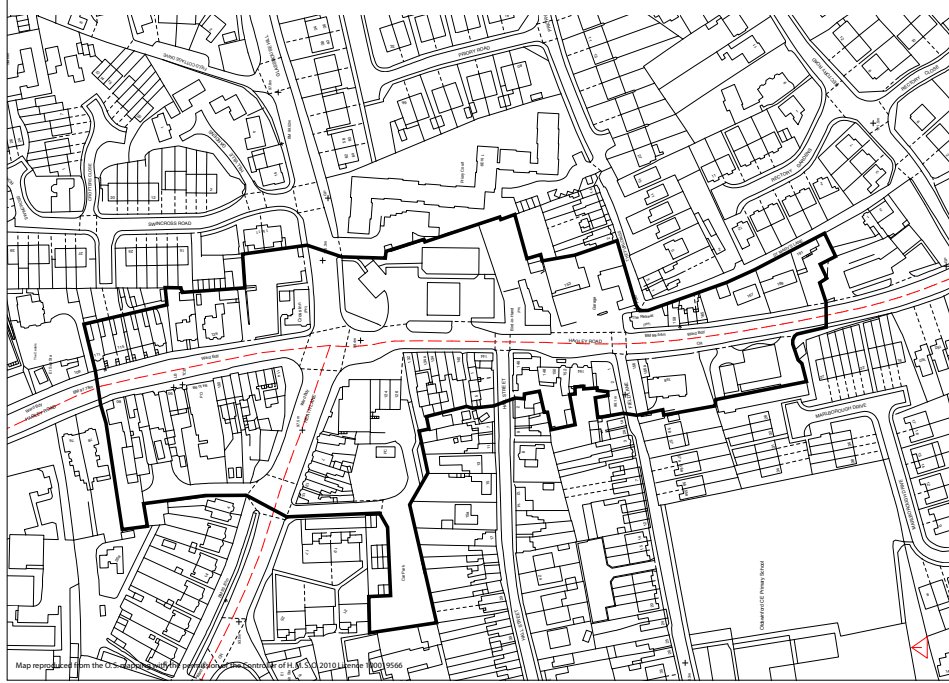
Question 36

Q We welcome any input and suggestions as to possible locations for community and health facilities as well as housing opportunities within the District and Local Centres.

New Local Centres

- 7.15** Two new local centres have been identified through the Core Strategy process at Hawne and Oldswinford. The Development Strategy DPD will need to identify centre boundaries for Hawne and Oldswinford and primary frontages for those centres.
- 7.16** Below are plans of each new centre showing proposed boundaries for the centre. This Document will also identify a protected retail frontage boundary for each centre.

Oldswinford Local Centre



Oldswinford

Hawne Local Centre



Hawne

Question 37

Q Have you any specific comments to assist us with the identification of the centre boundaries and protected retail frontage boundaries of Hawne and Oldswinford?

Question 38

Q Is there a need/evidence to identify further new local centres?

Car Parking in Centres

7.17 Car parking provision and standards for all centres within the Borough will be reviewed and clarified in the Development Strategy DPD. However specific car parking regimes for Brierley Hill, Halesowen and Stourbridge will be reviewed in their relevant Area Action Plans.

Question 39

Q Do you have any views or suggestions in applying parking standards to new development and / or parking charging?

Local Shops and small parades of shops

7.18 The Development Strategy DPD will seek to ensure the provision and retention of local shops and other centre uses to meet essential day to day needs within reasonable walking distance of peoples homes.

Question 40

Q Are you aware of any need for new small scale (200sq m gross) local facilities outside defined centres to meet a specific day-to-day need of a population within walking distance(400m)?

Question 41

Q Where new local facilities are to meet the specific needs of new housing development in the regeneration corridors?

8 Creating a High Quality Borough

8.1 High Quality Building Design

- 8.1** High quality design plays a significant part in people's everyday lives and it can help to create attractive places and spaces for people to live, work, play, relax and visit. It is at the heart of the vision for a more sustainable Borough because it contributes to our quality of life in so many ways. To create a *High Quality Borough* in the future it is vital that the appropriate environment is created for to encourage inward investment and to make it a place where people want to live, work and visit.
- 8.2** The quality of design and the public realm varies considerably across the Borough. Some areas are attractive, with sensitive modern infill development complementing local vernacular architecture, and there are some examples of good design in the Borough. However, many parts of the Borough have low standards of design and a lack of local identity. The planned growth and regeneration of the Borough offers a unique opportunity to turn this around, securing the highest possible standards in design quality in new developments to deliver attractive, lively, distinctive, safe, healthy and sustainable communities.
- 8.3** The issue facing the DPD, therefore, is how best to achieve higher design standards and an improved public realm at a strategic level, whilst allowing innovative design solutions that respond to differences in location and changing contexts over the coming years.
- 8.4** The Council's vision is to encourage and achieve high design quality throughout the Borough, not just in key locations such as conservation areas, town centres and within the Regeneration Corridors but within the Borough as a whole. The aim is to produce attractive, high quality places, where people will want to live, work and enjoy.
- 8.5** Good building design and urban design principles should underpin all development. Key issues on which the DPD will provide guidance are:
- Design Quality – noting in particular **Building for Life** as a tool for assessing the quality of applications;
 - Quality Standards - noting in particular the **Code for Sustainable Homes** and **BREEAM**, and energy efficiency and renewable energy objectives.
 - **Design and Access Statements** – in setting out an 'objective process' to delivering high quality design;
- 8.6** The DPD will also cover key design principles that when looked at in isolation can undermine the quality of design. When thought about in a comprehensive and coordinated manner, the quality of design can be raised. Key principles the DPD will cover include:

- Layout - having regard to safety and security and the use of **Secure by Design** principles;
- Access - specifically recognising access objectives and the use of **Manual for Streets**;
- Public Realm – in delivering high quality **street and spaces**;
- Scale – in respecting the surrounding context and having specific regard to **areas of high townscape value**; and
- Appearance – in promoting **local distinctiveness** and character throughout the Borough;

Question 42

Do you think the Development Strategy DPD should promote high quality design, and therefore, set out urban design principles and requirements for new development?

8.7 Achieving Design Quality

8.8 The principles of good design and sustainable design and construction should be pursued in the Borough, with the maximum use of site potential whilst not compromising the principles of sustainable development. A series of design principles will be defined in order to ensure that development phased over a number of years will form part of a cohesive strategy with consistent quality reflecting local character and distinctiveness.

8.9 Advice on how to achieve good design is contained in the government's guide: "By Design" (DETR/CABE 2000). This underlines that quality design is best ensured by approaches which build from design principles or objectives and not by rigid standard designs.

8.10 For example, Development proposals should seek to:

- Enhance the public realm;
- Provide or enhance a mix of uses;
- Attain high levels of accessibility;
- Be sustainable, durable and adaptable;
- Be safe for users;
- Respect local context and communities;
- Be inspiring, exciting, practical and legible; provide tall buildings where appropriate; and
- Be sensitive to the surrounding environment

- 8.11** The council is considering the using of Building for Life as a method for assessing applications to understand and show how schemes are achieving high quality design. This should be reflected and presented within a **Design and Access Statement** that demonstrates the rationale behind the development proposal through a series of illustrations and diagrams.
- 8.12** The aim of a policy is to encourage a move away from negative standards towards a more positive emphasis on performance criteria. Standards typically specify precisely how a development is to be designed. Performance criteria are the means of assessing the extent to which a development fulfils a specific standard.

Question 43

Do you think development proposals in the Borough should be assessed using the Building for Life criteria to establish the degree of quality they are achieving?

8.13 Design and Access Statements

- 8.14** In delivering high quality design all new development proposals should be accompanied by a design and access statement justifying the proposed design in relation to the site and its wider context, clearly supported by illustrations and diagrams. In writing up design and access statements new development proposals should have regard to the character, identity and context of the Borough's historic townscape and landscape and in particular the Borough's canal network, its landscape setting and settlement pattern. The Access element of the Statement should demonstrate that the development will achieve an inclusive environment that can be used by everyone, regardless of age, gender or disability. It should also address how the development has taken the transport policies of the development plan into account.
- 8.15** Applicants for planning permission should provide a written statement setting out the design principles they have adopted in relation to the site and its wider context. This will normally include issues relating to **access, layout, public realm, scale and appearance** of development. This will help to assess the application against design policies and encourage applicants to think about design in an analytical and positive way.

Question 44

Should the DPD contain a policy which clearly states the need for a design and access statement for all new development, setting out clear guidance and advice on how they should be developed?

8.2 Access and Movement

- 8.16** All places should function on a network of connected routes and spaces; this applies to town centres and in the suburbs. The physical connection between places and movement framework within a place should allow journeys to be made in an efficient manner by foot, bicycles, public and private transport. It is good practice to have a hierarchy of routes to operate within urban areas, each of which generally has a distinct character, determined by the type and amount of traffic along it, as well as the physical characteristics of these routes.

Question 45

What principles should be adopted to encourage better, safe and convenient access to and from new development?

8.3 Layout and Form

- 8.17** Design has a crucial role to play in delivering and creating a sense of safety and security. Placing the main access to a building, or a part of it, directly off the street rather than to its rear identifies and reinforces the transition between public and private space. Streets that have multiple entrances to buildings are more active and lively than those with one communal entrance and large blank façades. With apartment blocks consideration should be given to providing individual entrances to ground floor units in addition to a communal entrance for those on upper floors.
- 8.18** The way that buildings are aligned along streets can help to define and enclose the line of the street itself. Streets that are well-enclosed by building frontages are important in creating attractive places that are easy to move around. A continuity of built frontages along streets is preferable to a discordant collection of buildings and spaces that show little regard for one another. Buildings should not turn their backs to the street or public space.

Question 46

What principles should be adopted that improves the layout and form of buildings to create safer places in the Borough in all new development?

8.4 Character and Appearance

- 8.19** The Government's Planning Policy Statement 1 advises that the visual appearance and the architecture of individual style of buildings are clearly factors in achieving high quality design. A key objective of the DPD and its policies is ensuring that developments are visually attractive as a result of good architecture. The DPD will not impose architectural styles and stifle innovation and creativity. However, the DPD can promote and reinforce local distinctiveness as well as encourage new contemporary styles that respect the setting they sit within. The DPD aims to promote a high quality environment which combines contemporary design with the best architectural traditions of the Borough.

Question 47

What principles do you think should be adopted that will help inform the basis for the definition of quality design?

8.5 Public Realm

- 8.20** Public space includes streets, squares, walkway along waterways, recreational areas and parks; it is an integral part of the urban fabric and should make a positive contribution to the built environment. The design of these spaces influences their character and helps to express their intended use. Public space should be accessible to all members of the community.
- 8.21** Quality public space is achieved through details, materials, activities and maintenance; investment in these key elements can turn public spaces into memorable and enjoyable places. The layout of public space, the way it is enclosed, the activity that takes place around its edges and within it, the choice of surface treatments and the maintenance of the space all contribute to its image and quality.

Question 48

What principles do you think should be adopted that delivers a high quality public realm in all new development?

8.6 Scale Height and Massing

- 8.22** People often use physical features to find their way around; these are generally referred to as landmarks and come in various forms. They can be taller building that are visible from long distance, or smaller local landmarks such as a distinctive public art. The location of these landmarks is important in providing visual linkage through the built environment and creating focal points along views. Routes with well-designed signage, built form with corner feature and the location of landmarks influence the ease of understanding of an area. Designing these elements to work together helps to create a more memorable place.

Question 49

What principles do you think should be adopted that make new developments more legible in terms of their height, scale and mass?

8.7 Dealing with Derelict, Contaminated and Unstable Land

- 8.23** In line with government guidance the Core Strategy promotes the development of 'Brownfield first', ensuring that previously developed land, particularly where vacant, derelict or underused, is prioritised for development over Greenfield sites. As a result of the spatial objectives of the Core Strategy, redevelopment of derelict and redundant employment land is likely to result in the remediation of land affected by contamination and therefore is an important issue to address when delivering new development in the Borough.
- 8.24** Land affected by contamination is an important local issue as a result of past industrial activity in the area, natural contamination can also occur as a result of radon, carbon monoxide and heavy metals. Easements, mineshafts and shallow mine workings can be associated with derelict land and unstable land issues. There's also potential for contamination and unstable land to be present on land currently used for public open space. With objectives to improve green corridors and protect and enhance the environment, adverse ground conditions and potential risks still need to be considered.

- 8.25** Redevelopment provides the opportunity to address adverse ground conditions and bring back the land into beneficial use. Identifying potential constraints on development land at an early stage is key as some sites can be more problematic than others, and some uses, such as residential, are more sensitive to the presence of contamination or mineshafts. Such considerations can have bearing on the cost of remediation and the therefore the viability of development.
- 8.26** Sustainable remediation is now an important consideration when bringing land back to beneficial use with advancing technologies. The use of sustainable practises during implementation of remedial action activities is encouraged, with the objective of balancing economic viability, conservation of natural resources and biodiversity, and the enhancement of the quality of life in surrounding communities.
- 8.27** The Black Country Core Strategy does not have specific policies that relate to the management of derelict, contaminated and unstable land as a result of development. These policies are therefore required as part of the DPD to assist the Development Management process.
- 8.28** The adopted Unitary Development Plan (UDP) for Dudley has three separate policies which relate to derelict, contaminated and unstable land:

UDP Policy UR8 Derelict Land

The Council will carry out reclamation on land in its ownership. Where land is privately owned the Council will facilitate and encourage its reclamation.

The reclamation of land should reflect the following priorities and be consistent with other policies in the Plan

- to facilitate the development of land for housing, industrial and other appropriate uses;
- to remove the danger to public safety; and
- to improve environmental quality, through the provision of open space, new greenspace and recreational facilities, and new woodland.

The Council will take into account the value of existing or potential areas of nature conservation interest in considering the investigation, reclamation and management of derelict land.

UDP Policy UR9 Contaminated Land

Where it is known or suspected that land is contaminated the Council will require planning applications to be accompanied by sufficient information to determine the remediation required in relation to the proposed land use.

UDP Policy UR10 Unstable Land

Where it is known or suspected that land instability might create problems for development, the Council will require planning applications to be accompanied by sufficient information to determine the extent of the problems and the adequacy of measures proposed to overcome them.

Question 50

Which of the following approaches is most appropriate in terms of determining proposals for the development of derelict, unstable or contaminated land?

1/ No change - Transfer the existing UDP policies into the DPD as they work effectively and do not require any alteration.

2/ Combine all three policies into an all encompassing derelict, contaminated and unstable land policy and provide further clarification (see example below) on what information is required of developers as part of planning applications where contaminated or unstable land is known or suspected, in line with PPS23: Planning and Pollution Control and 1APP.

3/ Include a policy that requires developers to provide detailed information, which would usually be required through condition, prior to an application being determined. This policy would reduce the risk of developments gaining permission but not being developable due to unknown contamination levels at the determination stage.

Question 51

Do you think that increasing requirements for information prior to determination is reasonable or would it deter development in the Borough?

Question 52

Should the Document contain a policy to encourage or stipulate the use of sustainable remediation practises?

8.8 Environmental Health and Protection

Incompatible land uses

- 8.29** It is proposed that the Development Strategy DPD will need to expand further on the Black Country Core Strategy Policy (DEL2) on comprehensive development, neighbouring uses and harm to the viability of existing industry.
- 8.30** The Core Strategy is based upon the balance between housing and employment. Policy DEL2 provides the mechanism to manage the release of surplus employment land, particularly to accommodate housing needs in the Borough and wider Black Country. In this regard Policy DEL2 would be strong enough to cover issues around incompatibility between new housing being located adjacent to employment land. The focus of this policy is on protection of existing employment uses to avoid unnecessary blight of employment land and harm to the amenity of nearby occupiers.
- 8.31** Adopted Unitary Development Plan (UDP) Policy EP1 currently incorporates protection for shopping areas, community facilities, the enjoyment of open spaces, or the interests of nature conservation from incompatible land uses that would unreasonably constrain the beneficial use of neighbouring land.
- 8.32** This policy would need to closely tie in with detailed strategies for each of the Regeneration Corridors – which will appear in those sections of the Document (See Chapter 13).

Question 53

Is DEL 2 in the Black Country Core Strategy sufficient to replace EP1 from the UDP or will there need to be further policy clarification in the Development Strategy? (e.g. The creation of buffer zones)

Question 54

In the absence of definitive policies for each of these areas of land uses to be protected from noise, smell, traffic and pollution, do you think that a similar policy to EP1 of the Unitary Development Plan should be included in the Development Strategy DPD?

8.33 Air Quality

8.34 The Black Country Core Strategy sets out a detailed policy relating to Air Quality - Policy ENV8.

Question 55

Given the level of detail outlined in Core Strategy Policy ENV8: Air Quality, do you think this can replace UDP Policy EP5?

Question 56

Do we need any additional Dudley related information or maps?

8.35 Light Pollution

8.36 The quality of the night time environment is often dependent upon light. Artificial light is essential for reasons of safety and security. Light is vital for a vibrant night time economy in town and in many cases it can add to the amenity of the built environment by highlighting special buildings and open spaces of character.

8.37 However, insensitive lighting can cause light pollution. The night sky and environments such as rural landscapes may be harmed by excessive artificial light being directed into the night sky. Light pollution can have an adverse impact upon biodiversity by affecting normal diurnal patterns of plants and animals.

8.38 External lighting is needed for commercial use, such as security lights, and for some community and sports facilities such as floodlit sports grounds. Whilst the lighting has to be adequate for the purpose, it is important that there is no significant nuisance to the amenity of surrounding properties. This may require the use of planning conditions to limit times when lighting is used to minimise the intrusion.

- 8.39** Advantages of using the appropriate lighting for the task and restrict unnecessary lighting include lower energy costs, reduced carbon emissions and an improvement to everyone's experience of their local environment.
- 8.40** Existing UDP Policy EP6 - Light Pollution has been a good and useful policy to protect residential amenity from light overspill. It also extends to the protection of rural landscapes although it could however include reference to natural landscapes in terms of:
- The use and design of the lighting scheme is the minimum required to undertake the task
 - Light spillage is minimised
 - Measures are provided to screen lighting installation from view from neighbouring properties or natural landscapes where appropriate; and
 - There is no dazzling or distraction to road users.

Question 57

Is the Existing UDP Policy sufficient to be carried forward as something similar into the Development Strategy DPD or does it need to be strengthened in terms of natural landscapes?

Do you agree that light pollution justification should be extended to define typical light pollution applications and associated problems?

8.41 Noise pollution

- 8.42** Noise pollution can be annoying and cause stress for people living and working in close proximity to major sources of noise. The planning system has an important role to play in protecting local residents from development that results in noise pollution. With the Core Strategy proposing the phased release of employment land for housing development, it will be increasingly important to manage noise sensitive development from remaining or existing sources of significant noise.
- 8.43** It may be necessary to strengthen UDP Policy EP7 - Noise Pollution to ensure that where a juxtaposition of uses arises and results in harm to noise sensitive development, the development would not be refused. This could be justified through the fact that Government guidance requires development plans to include policies which seek to separate noise sensitive developments existing sources of significant noise, and that potentially noisy developments are located in areas where noise will not be such an important consideration or where its impact can be minimised.

Question 58

Should we be strengthening the existing policy within the Unitary Development Plan to ensure that incompatible uses are discouraged? (Perhaps by stating that development will be resisted where unacceptable noise pollution occurs?)

Question 59

Should we keep UDP Policy EP7 - Noise Pollution in its current form?

Question 60

Should we specifically provide policies for new residential development adjacent to existing commercial/industrial uses or does Core Strategy Policy DEL2 and the proposal to carry out detailed redevelopment strategies for the Regeneration Corridors suffice?

Water Protection

- 8.44** Currently UDP Policy EP3 - Water Protection outlines the Council's desire to protect the long term quality and resource potential of water. It recognises the importance of minimising surface water run-off and use of land management practises which maintain and enhance the the quality of ground and surface water.
- 8.45** It is vital that development proposals reduce the consumption of natural resources. This includes a reduction in the demand for water consumption within new development including the demand for potable water. This means securing demand reduction through design and the installation of water efficient technologies, on-site collection re-use and recycling-related measures.
- 8.46** Sustainable drainage systems enable different design options to be used to reflect the circumstances of a particular site. This is intended to improve water quality, reduce flooding and protect water resources and natural habitats. The Borough Council will expect applications for planning permission to provide details of appropriate sustainable drainage systems that will help secure these objectives.

Question 61

Should UDP Policy EP3 - Water protection be retained? If so, is there any additional information or requirements that should be included in an updated policy?

Question 62

If EP3 should be superseded, is water protection adequately covered under Black Country Core Strategy Policy ENV5 - Flood Risk, Sustainable Drainage Systems and Urban Heat Island?

Development in Floodplains

- 8.47** Core Strategy Policy ENV5 - Flood Risk, Sustainable Drainage Systems and Urban Heat Island outlines the Black Country vision of promoting sustainable development in the light of climate change.
- 8.48** Climate change increases the risk of more intense and extreme weather conditions. Recent incidences of severe flooding across the country, as well as problems locally, have brought renewed attention to the issue of the impact of development upon flood risk, as well as the vulnerability of existing development to flooding. All development can contribute to flood problems, e.g. through water 'run-off' into drains and rivers, not just development in areas of high flood risk.
- 8.49** The planning process with the application of Strategic Flood Risk Assessment (SFRA) and PPS25 have a key role. Development Management recommendations contained in the SFRA for the Black Country (Level 1) assist in providing a robust and sustainable approach to the potential impacts that climate change may have upon the sub region over the next 100 years, ensuring that future development is considered in light of the possible increases in flood risk over time. Allocations of land for development are required to comply with the sequential test in PPS 25 Planning for Flood Risk.
- 8.50** We will expect appropriate mitigation measures for any development which, exceptionally, must take place in current or future flood risk areas, to ensure it is protected to appropriate standards, provides suitable emergency access under flood conditions, and does not increase the risk of flooding elsewhere.

- 8.51** New development, including residential, commercial and transport development will need to incorporate Sustainable Drainage Systems (SuDS) and water conservation and efficiency measures to the highest contemporary standard. It is preferable to manage surface water runoff through the use of Sustainable Drainage Systems (SuDS) as they provide environmental, biodiversity and aesthetic benefits. SuDS may take the form of swales, lagoons or ponds, permeable paving and green roofs, depending on the nature of the development and the area.

Question 63

Is Core Strategy Policy ENV5 sufficient to effectively replace existing UDP Policy EP4 - Development in Floodplains?

Question 64

Do you think that there is a requirement to prepare locally specific policies on these areas?

Question 65

Does further detailed work on the Surface Water Management Plan (SWMP) need to be carried out for Dudley Borough to illustrate the types of Sustainable Drainage Systems (SuDS) appropriate in different parts of the Borough?

9 The Historic Environment of the Borough

9.1 Background

- 9.1** The DPD will provide details and policies on the promotion, protection and enhancement of local distinctiveness including the identification of places, buildings and localities of special quality and historic character, covering the whole range of heritage assets across the Borough. In order to help achieve this historic characterisation work will be carried out and individual areas will be analysed to a level of detail proportionate to the degree of development pressure and the pace of change likely to affect them, largely as predicated by the policies and proposals within the Joint Core Strategy and the Dudley LDF.

National and Local Planning Policies and Approaches

- 9.2** In a national context the Government, English Heritage and the Heritage Sector generally have been taking forward a process of Heritage Protection Review and Reform. This is based upon the recognition that conservation and management through the planning system of the whole historic environment and its component heritage assets is needed, rather than just focusing on those assets that have been formally designated.
- 9.3** This recently culminated in the publication of Planning Policy Statement 5, Planning for the Historic Environment (March 2010) which states that:

Planning Policy Statement 5

“At a local level, plans should consider the qualities and local distinctiveness of the historic environment and how these can contribute to the development of the spatial vision in the local development framework core strategy. Heritage assets can be used to ensure continued sustainability of an area and promote a sense of place. Plans at a local level are likely to consider investment in and enhancement of historic places, including the public realm, in more detail. They should include consideration of how best to conserve individual, groups or types of heritage assets that are most at risk of loss through neglect, decay or other threats”.

PPS 5 Definition of a Heritage Asset

“A building, monument, site, place, area or landscape positively identified as having a degree of significance meriting consideration in planning decisions. Heritage assets are the valued components of the historic environment. They include designated heritage assets (as defined in this PPS) and assets identified by the local planning authority during the process of decision-making or through the plan-making process (including local listing)”.

Designated heritage assets are covered by relevant legislation and comprise, World Heritage Sites, Scheduled Monuments, Statutorily Listed Buildings, Protected Wreck Sites, Registered Parks and Gardens, Registered Battlefields and Conservation Areas.

- 9.4** At a Sub-regional level the Black Country Core strategy Policy ENV2: Historic Character and Local Distinctiveness requires that:

Black Country Core Strategy Policy ENV2

“All development should aim to protect and promote the special qualities, historic character and local distinctiveness of the Black Country in order to help maintain its cultural identity and strong sense of place. Development proposals will be required to preserve and, where appropriate, enhance local character and those aspects of the historic environment together with their settings which are recognised as being of special historic, archaeological, architectural, landscape or townscape quality”.

Policy ENV2 goes on to state that:

“In addition to statutorily designated and protected heritage assets particular attention should be paid to the preservation and enhancement of:

- Locally listed historic buildings and archaeological sites;
- Historic parks and gardens including their settings;
- Locally designated special landscape areas and other heritage based site allocations”.

9.2 Historic Characterisation and Area Appraisals

Historic Characterisation- defining Local Distinctiveness and identifying Heritage Assets.

9.5 The Core Strategy notes at paragraph 6.10 that 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. A Black Country wide HLC study is available that covers the whole of Dudley Borough at a relatively broad level of detail, identifying a wide range of locally distinctive character elements. This work is complemented by the Dudley Borough Historic Environment SPD that is underpinned by townscape and landscape characterisation that is specific to the Borough and identifies, although still in a “broad brush” manner, locally distinctive areas of historic character and numerous types of heritage asset. Dudley MBC also maintains a Historic Environment Record (HER) a GIS-linked database that contains details of all currently known heritage assets in the Borough whether they be historic buildings, sites or monuments.

Current state of knowledge about the Historic Environment and potential ways forward

9.6 The HER is clearly a valuable source of data in relation to those individual heritage assets known of to date and the characterisation studies provide an underpinning of understanding in relation to local distinctiveness generally and a broad contextual base upon which to build. However, even in combination these sources cannot provide the level of detail required to allow the precise identification of areas of particular archaeological or historic interest or to capture the full range of significant heritage assets that are clearly present in different parts of the Borough but have yet to be formally identified and assessed. There is a need, therefore, for further detailed urban HLC to be undertaken in order to identify areas of particular archaeological, townscape and landscape value. Wherever feasible it would also be appropriate for survey work to drill down even further to the level of individual heritage assets, whilst also providing an assessment of the relative significance of all of the assets identified. However, HLC is resource intensive and time consuming and it is not feasible within the timescales set by this DPD to capture all of the potentially available data in relation to the whole Borough “up front”. Therefore, an incremental approach to historic characterisation is proposed incorporating varying levels of detail that can be tailored to the degree of development pressure and the potential for change that different areas of the Borough are likely to experience.

Intensive Historic Characterisation/Area Appraisal

- 9.7** It seems clear that the Borough's Town Centres that are currently the focus for Area Action Plans through the Local Development Framework will be subject to the greatest degree of planned future change and redevelopment. They should accordingly be prioritised for detailed and intensive characterisation work. To date the Council has completed such Historic Characterisation survey work in relation to all of the land covered by the Brierley Hill Area Action Plan and also large areas of Amblecote, Audnam and parts of Wordsley where the survey work supported the production of a "Glass Quarter" Supplementary Planning Document. Detailed Historic Characterisation is also currently being carried out in relation to both the Stourbridge and Halesowen Area Action Plan areas.
- 9.8** Within this process, as envisaged in the Black Country Core Strategy, it has proved possible to identify locally significant areas of high historic townscape and landscape value and a wide range of individual heritage assets including buildings with potential for inclusion on the Local List and archaeological priority areas. A review of 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.

Extensive Historic Characterisation/Area Appraisal

- 9.9** A further focus for future development activity will inevitably be within the Regeneration Corridors identified within the Joint Core Strategy that are earmarked for mainly housing-led regeneration and "environmental transformation". Since it is not feasible to resource intensive HLC over such large areas it is proposed that in the corridors historic characterisation will be undertaken on a more extensive and less detailed basis. The Dudley HER will be used to identify potential Archaeological Priority Areas and plot known heritage assets. Existing Black Country HLC and other data will be used to identify potentially significant areas of historic townscape and landscape that are likely to be affected by major regeneration so that survey work can then be targeted. Field survey will, therefore, concentrate on the identification and validation of areas felt to be of high historic townscape and landscape value including a consideration of existing and potential conservation area designations. Notable individual heritage assets will also be highlighted (including those with potential for inclusion on the Local List). However, the work will necessarily stop short of the detailed overall survey and analysis required to capture the full spectrum of individual heritage assets within the Regeneration Corridors.

Light Touch Historic Characterisation/Area Appraisal

- 9.10** For the Borough more generally, where development pressure is by and large less intensive and development sites not as large-scale (and therefore more readily addressed on a site by site basis) it is proposed to adopt a "light touch" approach to historic characterisation. Much technical data about the

historic environment gathered across the Borough for planning purposes over a number of years already exists such as Surveys of Industrial Archaeology and the technical evidence for the designation of Areas of Special Townscape Value (ASTV) and Landscape Heritage Areas that was used to support related policies in the Borough's Unitary Development Plans. The continued value of the former ASTV's in defining acknowledged areas of significant local character and distinctiveness is highlighted in the adopted Historic Environment SPD. Accordingly it is intended that all of this existing data will be drawn together, reviewed and amended/augmented as necessary in the light of the more recent characterisation data available from the Black Country HLC and Dudley Historic Environment SPD and the site specific information currently in the HER. Having done this limited "reality checking" field survey will then be undertaken. Again this will be targeted at the overarching objective of identifying of areas felt to be of high historic townscape and landscape value and will include a consideration of Archaeological Priority Areas and broadly review existing and potential conservation area designations. Again, particularly notable heritage assets identified during field survey will be highlighted and added to the HER (including those with potential for inclusion on the Local List) but no systematic survey work in this respect will be undertaken at this time.

Utilising the results of Historic Characterisation Surveys

- 9.11** The results of Intensive Historic Characterisation can be used by strategic planners, urban designers, intending developers and others to effect a high degree of certainty as regards historic environment constraints and opportunities within any area surveyed to such a level of detail. The data collected will allow proactive conservation management and inform sustainable enhancement and regeneration strategies, including "regeneration through conservation", that respect and reinforce local distinctiveness, thereby assisting in positive place making and promoting a sense of place.
- 9.12** All of this work will also input to the Urban Design Framework for the Borough in order to further ensure a focus on local distinctiveness guides new development, thus helping to maintain the character and sense of place of a particular area.

Local Historic Environment Designations arising from Historic Characterisation

- Conservation Areas
- Areas of High Historic Townscape Value
- Areas of High Historic Landscape Value
- Designed Landscapes of High Historic Value (Eg Parks, Cemeteries)
- Buildings of local architectural or historic interest (Local List)
- Archaeological Priority Areas

Question 66

Are you supportive of the characterisation approaches being taken in order to better identify the Borough's Heritage Assets?

Question 67

Do you support the development of Policies within the DPD designed to protect, promote and enhance Heritage Assets including through local historic environment designations?

Question 68

Are there any other historic environment issues that need to be addressed in the DPD?

10 Employment and Economy

10.1 High Quality Employment Areas

10.1 The performance of the Economy within Dudley Borough will be crucial to its regeneration and the delivery of prosperous and sustainable communities over the coming years. One of the key objectives of the Black Country Core Strategy and this Development Strategy DPD is to modernise and enhance the quality of the Borough's stock of industrial land and premises in order to increase the number of jobs in the Borough and, more importantly, the quality of those jobs.

10.2 Key to the success of the economy is the protection and continuous improvement of our highest quality employment areas. The DPD will therefore define and provide detail on locations where high quality employment provision will be protected and enhanced where necessary. The document will also set out and clarify definitions and aspirations for such areas in terms of the type of uses which will generally be encouraged in such areas, the environmental quality and accessibility standards required in such areas and their management.

10.3 The Core Strategy identifies three major locations in the Borough where high quality or potential high quality employment areas exist. These are

Existing High Quality

- The Pensnett Trading Estate (Regeneration Corridor 10)
- Coombswood Industrial Area north of Halesowen between Gorsty Hill Road and Mucklow Hill (Regeneration Corridor 14)

Potential High Quality

- The Industrial area between Dudley and Brierley Hill (Peartree Lane, Narrowboat Way, Pedmore Road down to the Waterfront at Brierley Hill (Regeneration Corridor 11a)

10.4 The exact boundaries of these areas will be mapped within the DPD and strategies for their protection and continued improvement will also be set out within their respective Regeneration Corridors. This will include identifying opportunities for redevelopment and land assembly in order to improve the quality of the employment offer further within these locations.

Question 69

Q We would like to seek your views on the approach to the protection and enhancement of high quality employment areas and ways in which these areas could be improved further?

10.2 Local Employment Areas

- 10.5** The DPD will also define and provide detail on locations where local quality employment provision will be protected and enhanced where necessary. The document will also set out and clarify definitions and aspirations for such areas in terms of the type of uses which will generally be encouraged, the environmental quality and accessibility standards required in such areas and their management.
- 10.6** The Core Strategy identifies locations in the Borough where local quality employment areas exist and needs to be retained.
- 10.7** The DPD will map out the exact boundaries of these areas and set out strategies for their protection and opportunities for improvement.

10.3 Improving Accessibility to the Labour Market

- 10.8** The DPD will set out policies which will encourage improved access to the labour market.

Question 70

Q Is this the right approach to take within the document

10.4 Redevelopment of older industrial areas for other uses

- 10.9** The Core Strategy has identified broad locations containing older industrial areas which are nearing the end of their economic life and value as industrial locations. The DPD will set out redevelopment strategies for all of these areas which will
- Identify these potential areas in detail
 - Set out urban design principles and strategies for redevelopment of these larger areas
 - Options on phasing and redevelopment strategies including constraints to development in these areas

- 10.10** We would like to hear from landowners and developers within older industrial areas who are looking to relocate to newer, more modern premises.

Question 71

Q Is the proposed approach the right one to take within the document?

10.5 Development of the Visitor Economy in Dudley Borough

- 10.11** The Black Country Core Strategy recognises the importance of Dudley Town Centre and other locations within Dudley for tourism and the visitor economy.
- 10.12** We are considering including more detailed policies for the protection and enhancement of tourism facilities and attractions in the Borough and mapping those facilities. Such facilities will include

Tourism Facilities and Attractions in Dudley Borough

Dudley Town Centre including the Zoo and Castle

The Black Country Living Museum

Wrens Nest Nature Reserve and Limestone Caverns

Dudley Canal Tunnels

The Stourbridge Glass Quarter

Stourbridge Canal Arm and Wharf Area

Brierley Hill including Merry Hill

Other nature reserves including Fens Pools and Saltwells

Question 72

Q Are there other visitor attractions or destinations we need to consider?

Question 73

Q What issues need to be addressed to improve attractions and visitor numbers to the Borough?

10.6 Dealing with Waste

- 10.13** The emerging Joint Core Strategy for the Black Country contains a detailed level of policy guidance such that, when considered alongside the Government's national planning policies (including Planning Policy Statement 10 'Planning for Sustainable Waste Management'), any additional and separate Dudley-specific waste planning policies are likely to be unnecessary.
- 10.14** The emerging Joint Core Strategy (submission stage) document identifies the following policies:
- Policy WM1: Sustainable Waste and Resource Management
 - Policy WM2: Protecting and Enhancing Existing Waste Management Capacity
 - Policy WM3: Strategic Waste Management Proposals
 - Policy WM4: Locational Considerations for New Waste Management Facilities
 - Policy WM5: Resource Management and New Development
- 10.15** These policies include: Addressing waste as a resource, minimising waste, managing unavoidable waste in a sustainable and responsible manner, providing sufficient waste management capacity to meet current and future requirements, safeguarding existing strategic waste management facilities and identifying locations for new ones, assessment criteria when considering new waste management proposals – including what types of waste operation are suitable on differing types of employment land.
- 10.16** The above policies and their supporting text and diagrams, along with a variety of supporting evidence to include Waste Background Paper Version 2 and its Appendices (Feb 2010), are available on the Black Country Core Strategy website: <http://blackcountrycorestrategy.dudley.gov.uk/>

Question 74

Given the above, do you consider that there is no need for any waste planning policies in Dudley's Development Strategy DPD (i.e. in addition to those in the emerging Joint Core Strategy)?

Question 75

If there is further need, what do you consider should additionally be covered?

- 10.17** The emerging Black Country Core Strategy identifies that Dudley Council proposes two new strategic municipal waste management facilities – these being a Satellite Depot/Bulking Facility (i.e. as a satellite to the Council’s Lister Road, Dudley, Depot) and an additional Household Waste Reception Centre (HWRC). These are at an early stage and remain to become firm proposals at specific sites. However and as they are brought forward, it is anticipated that they will be identified and safeguarded as part of this Development Strategy DPD.
- 10.18** The emerging Black Country Core Strategy provides policy guidance that helps establish the principle of requiring developers to consider waste storage and collection within a scheme’s layout and design. For example:
- Policy WM5 Resource Management and New Development states that: *‘Resource and waste management requirements should also be reflected in the design and layout of new development schemes’*. In terms of major development proposals, planning applications should include a range of supporting information, including *‘details of the provision to be made for management of waste within the development once it is in use, such as waste management systems and storage of non-recyclable and recyclable waste’*.
 - Supporting text to Policy WM5 states: *‘As a matter of course, residential developments should include adequate storage for recyclable and non-recyclable waste pending collection including storage for recyclable wastes, and access for waste collection vehicles’*. This issue could be addressed within this document or as a separate Supplementary Planning Document.
 - Policy ENV3 Design Quality and Appendix 2 Detailed Proposals for Regeneration corridors and Strategic Centres give further guidance.

Question 76

Noting the above, do you agree that the Black Country Core Strategy gives sufficient policy guidance in terms of designing in waste storage and collection requirements within a proposed development or that further guidance is necessary within this document or as a Supplementary Planning Document?

The Black Country Core Strategy identifies Dudley to have a significant (although smaller than the other Black Country authorities) 'residual waste management capacity' shortfall - and thus a need for further waste management facilities to be brought forward through other Development Plan Documents or new planning permissions. Policy WM4 of the Joint Core Strategy identifies that enclosed waste management facilities should preferably be located within wider areas of employment land shown on the Regeneration Corridor Maps. Such proposed waste management facilities should also meet the wider requirements of Policy WM4.

However, it is considered problematic to allocate employment sites solely for waste management – constraining employment site landlords from attracting occupants from the wider industrial sector, potentially resulting in long term vacant plots or units where waste management operators fail to materialise.

It is proposed therefore that the Development Strategy DPD will identify those areas of industrial employment land use across the Borough that can be evidenced as being particularly suitable for accommodating waste management proposals. It is not intended to exclude wider industrial employment land use, but to emphasise the appropriateness of a waste management proposal at such locations. This may include by requiring a proportion (perhaps 10%) of the wider industrial area be specifically for waste management purposes. Advantage West Midlands (the region's regional development agency) have recently produced a 'waste sites location analysis tool' – it is intended to utilise this (and Black Country Core Strategy Policy WM4) in identifying those employment areas where the Development Strategy DPD should best encourage new or enhanced waste management facilities.

Question 77

Do you support the above suggested approach in focusing additional waste management facilities towards the most appropriate employment land areas?

Question 78

Do you agree that more general industry should continue to be encouraged at such areas?

Question 79

Would you support that a proportion of land within such employment areas be specifically for waste management activities?

Question 80

Do you own or operate a site or waste management facility, or intend to propose one in the foreseeable future, which you think is in an employment area particularly suitable for waste management land use and should be identified as such in the Development Strategy DPD? (Please provide your reasoning in this regard)

10.7 Minerals extraction and provision

- 10.19** The emerging Black Country Core Strategy for the Black Country contains a detailed level of policy guidance such that, when considered alongside the Government's national minerals planning policies (including Minerals Policy Statement 1 'Planning and Minerals'), any additional and separate Dudley-specific minerals planning policies are considered unnecessary.
- 10.20** The emerging Black Country Core Strategy (submission stage) document identifies the following policies:
- Policy MIN1: Managing and Safeguarding Mineral Resources
 - Policy MIN2: Production of Aggregates Minerals
 - Policy MIN3: Managing Supplies of Brick Clay
 - Policy MIN4: Exploitation of Other Mineral Resources
 - Policy MIN5: New Proposals for Mineral Development
- 10.21** These policies include: identifying and safeguarding existing known mineral resources and production sites, maintaining a sufficient minerals supply, encouraging extraction of minerals prior to non-minerals development, maximising the use of alternatives to quarried minerals, and setting out site restoration requirements following minerals extraction.
- 10.22** The above policies and their supporting text and diagrams, along with a variety of supporting evidence to include Minerals Background Paper Version 2 and its Appendices (Feb 2010), are available on the Black Country Core Strategy website: <http://blackcountrycorestrategy.dudley.gov.uk/>

Question 81

Given the above, do you agree that there is no need for any minerals planning policies in Dudley's Development Strategy DPD (i.e. in addition to those in the emerging Black Country Core Strategy)?

Question 82

If you disagree, what do you think should additionally be covered?

11 Transport and Accessibility

11.1 Identify overall transport requirements

Dudley Borough is a prime location, situated within the Black Country with good regional and national transport links surrounding the conurbation.

Dudley's local transport policies and aspirations are identified and supported through sub-regional policy documents, most importantly the Black Country Joint Core Strategy and the Local Transport Plan. Combined, these documents outline the key spatial, economic, environmental, transportation and social objectives for the Black Country region.

Black Country Joint Core Strategy

The Black Country Core Strategy sets the agenda for the transformation of the Black Country transportation network. It identifies the key factors required to make best use of existing infrastructure and where necessary enhance it to assist in delivery of the spatial objectives for the area up to 2026. It identifies six key policies related to transport:

- **TRAN1 – Priorities for the Development of the Transport Network**
- **TRAN2 – Managing Transport Impacts of New Development**
- **TRAN3 – The efficient Movement of Freight**
- **TRAN4 – Creating Coherent Networks for Cycling and Walking**
- **TRAN5 – Influencing the Demand for Travel and Travel Choices**
- **CSP5 – Transport Strategy**
- **CEN8 – Car Parking in Centres**

Local Transport Plan (LTP3)

The Local Transport Plan is a statutory document which sets out the transport strategy and policies for the West Midlands region up to 2026. Local Transport Plan 3 is currently being developed and will be in place for spring 2011. The proposed transport strategy within LTP 3 will be based on three core principles:

- **Smarter Management**
- **Smarter Investment**
- **Smarter Choices**

The vision will:

- **Support economic growth, reflecting the Area's major contribution to the regional and national economies**
- **Tackle climate change**
- **Improve safety, security and health**

- **Provide equality of opportunity to all, in an area of wide cultural and ethnic diversity**
- **Enhance our quality of life and the built environment**

The vision is also consistent with the Regional Spatial Strategy, the Regional Funding Allocation and the Regional Transport Priorities Action Plan which have already been agreed.

Key Transport Policy Areas

11.1 The table below has been formulated following the consideration of current UDP policies, the Core Strategy objectives and the aspirations alluded to in the development of LTP 3.

<p>Highways</p> <ul style="list-style-type: none"> ● Improvement ● Safety ● Management 	<p>Freight</p> <ul style="list-style-type: none"> ● Road ● Rail ● Interchanges
<p>Public Transport</p> <ul style="list-style-type: none"> ● Bus ● Rapid Transit ● Passenger Rail ● Interchanges 	<p>Design and Development</p> <ul style="list-style-type: none"> ● Access to Transport Infrastructure ● Private and Sustainable Drainage
<p>Other Sustainable modes</p> <ul style="list-style-type: none"> ● Walking ● Cycling ● Public Rights of Way 	<p>Managing Demand for Transport</p> <ul style="list-style-type: none"> ● Parking Standards ● Transport Assessments ● Travel Plans ● Accessibility (Including the Disability Discrimination Act) ● Personal Mobility (including Hackney Carriages)

Table 1

Question 83

Do you feel that there are any other transport policy areas which should be included?

Smart Routes Initiative

- 11.2** Mindful of likely funding constraints in the future, it is envisaged that LTP3 will concentrate on improving the key transport corridors by applying the Smart Routes initiative. This initiative identifies improvements to public transport, road safety, walking and cycling provisions, traffic management such as localised junction improvements and relieving congestion on key routes throughout the Borough. These improvements will be carried out as part of a package of measures dependant upon the local transport issues.
- 11.3** It is envisaged that this DPD will contain complementary planning policies and proposals to facilitate the implementation of the Smart Routes Initiative as it develops through the emerging LTP3 Document.
- 11.4** Consultation on LTP3 has already begun and a further consultation document will be available in September 2010 for comment. This may be an opportunity to raise specific transport related issues for consideration, to be incorporated into the adopted LTP3, which is to be in place by April 2011.

Transport Strategies for Centres

- 11.5** Specific strategies for centres will be developed as part of the individual Area Action Plan's for the main centres in the borough. The Brierley Hill AAP, due for EIP in December 2010, contains a Parking Strategy and a Public Transport Strategy to improve accessibility and assist in the regeneration identified to take place in and around Brierley Hill town centre up to 2026.

Parking Provision

- 11.6** Strategies for the provision of parking within Brierley Hill, Stourbridge and Halesowen will be dealt with within their respective Area Action Plans. See also Section 7.3 of this Document with regard to other Centres within the Borough.

12 Shaping the Borough's Environment and Landscape

12.1 Planning for Climate Change

- 12.1** Human behaviour has direct impact on climate change. It is probably the greatest long-term challenge facing us today and will be a cross-cutting theme within this DPD. The effects of climate change will be felt regardless of action now and so our planning system must help prepare and adjust for these effects. In Dudley Borough, we can make a contribution by focusing on planning policies that reduce carbon (CO₂) emissions, promote new, low carbon, decentralised energy sources and demand sustainable buildings and transport. This is an opportunity for our local community to help shape policies that will tackle climate change, both locally and globally.
- 12.2** These issues are varied as they cover matters which relate to the design of individual buildings as well as to their overall setting and surroundings. With a national and strategic policy context that seeks more housing and the most efficient use of land, standards of design are of increasing importance. Such standards generally encompass tackling climate change as well as more traditional design issues in relation to appearance and provision of outdoor space.
- 12.3** The DPD will therefore need to:
- Encompass the highest design principles (using Building for Life as an assessment tool) in all new developments;
 - Tackle climate change and sustainable construction principles (e.g. code for sustainable homes, renewables and energy efficiency) should be viewed as just as important as other design based criteria; and
 - Strive to achieve a high quality public realm (adopting Manual for Streets for appropriate developments) to ensure streets and spaces are attractive, safe and convenient.

Question 84

How do we provide a high quality, safe living environment for our residents, also taking into account climate change?

Question 85

Do you think that in the case of residential development, they comply with the current proposed minimum national timeline and standards, which are CSH3 by 2010; CSH4 by 2013; CSH6 by 2016; and in the case of non-residential development, they comply with a BREEAM/Eco-building assessment rating of at least 'Good' from the adoption of this Core Strategy?

Question 86

How can the planning system help to ensure that all developments, not just residential development, are built to the highest standards of sustainable construction viably possible?

Renewable Energy

- 12.4** The Black Country Core Strategy includes a policy on renewable energy (Policy ENV7) which requires new non-residential developments of more than 1,00 sqm floorspace and residential developments of 10 units or more to incorporate generation of energy from renewable sources sufficient to off-set at least 10% of the estimated residual energy demand of the development on completion. The Policy also contains a caveat for developers to reduce this contribution if it makes the development unviable or if it would harm the setting or amenity of the surrounding area.

Question 87

Does the document need to provide more detail on particular sites or areas in the Borough where Renewable Energy installation is to be particularly encouraged?

Question 88

Does the document need to be more specific on the type of renewable energy to be employed in new and existing developments? e.g. Solar heating and power, ground and air source heating, wind power (including potential locations for wind turbines within the Borough), rainwater harvesting, biomass and biofuel and combined heat and power (CHP)

Green Space and Climate Change

- 12.5** It is becoming increasingly important, particularly in an urban area such as Dudley Borough, to utilise the use of greenspace to assist in minimising the impact of climate change. Greenspace areas reduce the localised build up of heat in urbanised areas as well as act as soakaway areas during heavy rainstorms reducing the levels of surface water run-off and alleviate the pressure on the drainage system.
- 12.6** Another increasingly important consideration is the use of 'green roofs', particularly in urban areas. Green roofs involve the growing of vegetation on roof tops and can be anything from a thin layer of moss to plants, shrubs, water features and lawns. The advantages of green roofs are:
- Increased Life Expectancy of the roof - due to the vegetation protected the roof membrane from UV and weather damage lasting up to 2-3 times longer than normal roofs
 - Energy Savings - the insulation effects lowers heating and cooling bills considerably and can offer significant energy usage and bill reductions
 - Reduced drainage and water storage needs - reducing surface water run-off and lowering the requirement for drainage and water storage on site.
 - Increasing Property values - by increasing the attractiveness of the property through the reduced energy costs and additional recreation space assuming the roof is sufficiently large enough.

Question 89

Should we be using green space more to help tackle flood risk and help reduce climate change pressures? Do you think there should be policies in the Development Strategy DPD addressing these issues?

Should the document contain specific promotional policies to encourage the increased use of green roofs for new and existing developments?

Sustainable Urban Drainage Systems (SUDS)

- 12.7** National planning policy with regard to SUDS already exist through Planning Policy Statement 25 (PPS25). PPS25 suggests that local authorities should work closely with the Environment Agency, sewerage undertakers, navigation authorities and prospective developers to enable surface water run-off to be controlled as near to the source as possible through SUDS. As part of the evidence for the final document, a water cycle strategy will be commissioned for the Borough which will give an indication of where there are particular issues of drainage which need to be addressed.

- 12.8** Planning authorities can set criteria for the design of the drainage system that will fulfil some of their amenity objectives, such as provision of public open space. In appropriate circumstances, a planning authority may seek agreements to ensure continued maintenance commitments are met.

Question 90

Does the Document need to incorporate any Borough specific policies on the application of SUDS for new developments?

Question 91

Are there any other policy areas that the Strategy can assist in mitigating against climate change and its effects? (E.g. Electricity points for hybrid and electric vehicles)

12.2 Conservation and Enhancement of the Natural Environment

Landscape Design and Public Realm

Objective

To achieve a meaningful and integrated landscape that contributes and enriches the Borough's green infrastructure, public realm and biodiversity.

- 12.9** Landscape encompasses the whole of our external environment within Dudley borough and its towns, villages and countryside spaces in-between. The nature and pattern of buildings, streets, open spaces and trees amongst other things, and their interrelationships within the built environment – are equally important parts of our landscape heritage.
- 12.10** Some of these landscape elements, like public parks, are planned and designed, conceived for recreation and play. Others, such as river valleys may be more natural, whilst wildlife reserves have been formed on land that has been transformed by previous industrial processes. Together they provide a network of connected landscape and green spaces which play a critical role in meeting many of the environmental challenges facing the Borough.
- 12.11** Within the Dudley borough, the landscape is important because:

- It is an essential part of our everyday life, affecting climate and the quality of our environment.
- It provides archaeological and historical evidence linking past, present and future.
- Its biodiversity provides an environment for a range of plants and animals
- It contributes to our quality of life including our physical and social well-being as a valuable recreation resource.

12.12 It is proposed that the DPD will therefore set out the following landscape proposals:-

1. Set out how the landscape and public realm of the Borough is made up from higher density, inner centres to the outer, more sub-urban and countryside edges of the Borough.
2. Investigate and consider how the quality, appropriateness and uniqueness of the Borough's landscape can inform its character and distinctiveness and be carried forward into place making and future development.
3. To determine missing elements of landscape and public realm provision within and across the Borough and to determine how it/they might be provided and managed in a sustainable way.
4. To provide over-arching landscape policy context to lower level plans and individual development proposals relating to both public realm and privately used areas (e.g. green roofs and design; street-scape landscape spatial and detail design requirements; functional public squares and meeting spaces)

Question 92

Is this the most appropriate approach to take? Are there any other ways in which landscape and public realm considerations can be incorporated into the Document?

Question 93

Is there a distinctive landscape character for differing parts of the Borough and it's separate towns? If so how can the DPD protect and enhance the distinctiveness in the landscape of a particular area or town?

Question 94

What opportunities can the DPD help to encourage and set in place to inform future development and other planning documents?

Nature Conservation and Enhancement

- 12.13** The borough has a diverse and important nature conservation resource. It is arguably has the most geologically diversity of the Black Country, which itself is the most geodiverse area (by size) on the planet. A good example of this is Barrow Hill and the adjacent ashbeds, which includes an ancient, extinct, volcano and some of the world's oldest tree fossils. It is also home to large tracts of important wildlife habitat, including breeding ponds of Great Crested Newts. This habitat physically connects to the internationally protected Fens Pool which is acknowledged as one of the most important sites in the world for this species.
- 12.14** As well as the borough's nature conservation being of such a high intrinsic value it is also a highly important social resource. Wrens Nest National Nature Reserve is declared in recognition of the huge contribution the site played in the development of the modern science of geology. Indeed the “Dudley Bug” fossil is a locally important icon for the area. Both large and small natural greenspaces provide a place for healthy amenity uses within the heart of the mixture of residential and employment areas. As well as the scientifically proven benefits of living near natural habitats to human health they are also becoming increasingly recognised for their importance to help an area buffer itself to the impacts of increasing climate change, such as reducing Urban Heat Island effect and flooding.
- 12.15** This said the borough's wildlife is suffering through ongoing urbanisation both directly (such as through loss and fragmentation of habitats) and indirectly (such as increased light pollution and inappropriate recreational uses). Coupled with this Dudley Borough, as part of the Black Country, is tasked with transforming its environment to attract and maintain financial investment needed to create and maintain jobs. Therefore it is acknowledged that the area will need to redouble its efforts to preserve and improve the natural environment, not least for the benefit of its residents and to attract the levels of economic investment desired for the future.

Current nature conservation designations

The hierarchy of designated sites of nature conservation importance within the borough is:

1. Special Area of Conservation (SAC)
2. National Nature Reserve (NNR)
3. Site of Special Scientific Importance (SSSI)
4. Local Nature Reserve (LNR)
5. Site of Importance for Nature Conservation (SINC)
6. Site of Local Importance for Nature Conservation (SLINC)

- 12.16** Of these the **SAC** designation is of international importance and both **NNR** and **SSSI** designations are of international/national importance. **LNRs** are declared at a local level in conjunction with Natural England. Both **SINC** and **SLINC** designations are agreed at the Birmingham and the Black Country level in discussion with the Birmingham and the Black Country's Local Sites' Partnership. **SINCs** reflect a sub-regional level of importance whereas **SLINCs** reflect a more local importance. All of these designations relate to the biodiversity and/or geodiversity interest of the site. We propose to follow the Black Country's Joint Core Strategy policy ENV1 to ensure these sites are appropriately protected.

Question 95

Are the SINC and SLINC sites shown correct? If not why? Are there any other sites which should be designated? If so why and where are these?

- 12.17** As a Council we are committed to achieving, and hopefully exceeding, the national Accessible Natural Greenspace Standard target of providing a minimum of one hectare of statutory Local Nature Reserves per thousand population. In addition to our currently declared Local Nature Reserves, we will provide for this increase in coverage by designating **Proposed Local Nature Reserve** sites which would provide a total size greater than that required by any predicted population growth over the plan period.

Question 96

Are Natural England's Accessible Natural Greenspace Standards the best targets for Dudley? If not what is?

Linear Open Space

12.18 Linear Open Space is not strictly a site designation. Rather it covers areas of the borough which have a significant function in aiding species movements. It also covers places where there is a pinch point/ short break in this network of wildlife corridors where future improvements are required to aid species movement through the landscape. Linear Open Spaces can also have amenity and sustainable transport functions. Their open and linear character makes them good opportunities to create or improve footpaths and cycle paths, where these do not conflict with the ecology of the area. They are also key in improving the character of the area, linking with other open spaces, surrounding countryside and providing recreation for neighbouring communities. We propose a policy to continue to require development to reconnect and open up these linear and green areas for the benefit of wildlife and people.

Question 97

Are the existing Linear Open Spaces in the right places to protect and deliver (regional to borough level) wildlife corridors ? If not where should they be located?

Question 98

Has the existing Linear Open Space policy worked to safeguard and improve the major wildlife corridors present within the borough? If not why and how could it be improved?

Additional designations proposed

12.19 As well as providing certain recreational and educational opportunities natural green space has been proven to benefit the health and well being of residents and site users. We plan to ensure our residents have access to an appropriate amount of natural greenspace. To ensure this occurs we are proposing to designate identified gaps in the provision of accessible natural greenspace as **Areas of Deficiency in Accessible Natural Greenspace**.

12.20 The deficiency of the accessible natural greenspace may be the result of a physical lack of natural greenspace or significantly restricted access to it. We will encourage measures to increase the provision of publicly accessible natural greenspace through housing development, especially where there are gaps in provision. However we will also aim to stop development which would reduce this provision or prevent it from becoming achieved in the future.

12.21 Areas of Deficiency in Accessible Natural Greenspace are based on the national Accessible Natural Greenspace Standard (ANGSt) set by Natural England. We propose that everyone, wherever they live, should have an accessible natural greenspace:

- of at least 2 hectares in size, no more than 300 metres from home;
- at least one accessible 20 hectare site within two kilometres of home.

12.22 Due to the character and the constraints present within this highly urban borough we do not believe it is currently possible to provide provision to achieve the targets set for larger sites (living within 5km of a 100ha site or larger and living within 10km of an accessible site over 500ha) within our boundary. However propose to ensure that development does not fragment or reduce our larger accessible natural greenspaces where this would aggravate this recognised paucity of supply.

Question 99

Are we right to concentrate proactive action to just these two smaller targets (2ha and 20ha)? Should the Council plan for more comprehensive cover by the larger site (100ha and 500ha) targets? If so how?

Question 100

Will the approach outlined above help contribute towards positively transforming the environment in the borough? If not why?

12.23 To deliver the borough's share of habitat creation targets, as set out in relevant Biodiversity Action Plans (or similar), we will identify **Principle Nature Conservation Opportunity Sites** which offer significant potential in meeting this responsibility in a sustainable and strategic fashion.

Question 101

Are you aware of any locations which could support the delivery of habitat maintenance, restoration and/or creation targets? If so where are these?

Development Benefits for Nature Conservation

- 12.24** Development will protect and improve the nature conservation resource of the Borough. We propose to ensure that developments will be permitted where they would not cause significant harm to important habitats and/or species either directly or indirectly. Important habitats and species will be defined as those with legal protection and/or those listed in a national or local Biodiversity Action Plan. Similarly development will be permitted where it does not significantly damage important local features for geology or wildlife (such as a hedgerow used as a local level wildlife corridor or a pond).
- 12.25** Planning applications must demonstrate that any potential damage to the nature conservation resource of the Borough is being minimised and any, acceptable, remaining negative impact would be balanced through mitigation and /or compensation.
- 12.26** In addition to this, as set out in national policy, the Council expects all development to benefit nature conservation.
- 12.27** The Council will seek mitigation, compensation and enhancements directly onsite. However in certain circumstances it may be possible for them to be delivered through offsite planning obligations.

Question 102

Where relevant, should development be able to provide mitigation, compensation and/or enhancement offsite or via planning obligations or should these always be provided onsite?

Issues needing to be addressed

- Designated Nature Conservation Sites (SAC, NNR, SSSI, LNR, SINC, SLINC)
- Wildlife Corridors and important landscape areas
- Protected and Priority Species and Habitats
- Protection of important features (trees geological, exposures etc)
- Improving the natural environment (EIG, BAP, GAP and DNCDP)
- Areas of deficiency in accessible natural greenspace (based on ANGSt)

12.3 Open Space provision

Strategic Open Space

12.28 Strategic Open space and greenspace is important as it helps to reduce localised climate change impacts including flood risk, urban cooling, increased shade cover through mature tree canopies, reducing the amount of hard impermeable surfaces in new built development.

Green Belt

12.29 Currently there are no proposals to change the Green Belt boundaries within Dudley Borough. The DPD will also look to improve accessibility to Green Belt areas where Open Space Standards are not being met at present.

Question 103

Is there a need for protection of specific agricultural land if already protected under green belt policy?

- 12.30** The Development Strategy will review the status and boundaries of all parks within the Borough.

Dudley Borough Currently Designated Parks

Historic Park:

Leasowes Historic Park

Town Parks:

Marsh Park, Brierley Hill

Stevens Park, Wollescote

Stevens Park, Quarry Bank

Mary Stevens Park, Stourbridge

Netherton Park

Grange Park, Dudley

Priory Park, Dudley

King George V Park, Wordsley

King George VI Park, Kingswinford

Silver Jubilee Park, Coseley

Sedgley Hall Farm Park

Local Parks:

Look at ownerships, accessibility and open space standards and review boundaries accordingly.

Corbett Hospital Open Space

- 12.31** All Parks designations identified within the Development Strategy DPD would need to be consistent with Parks as identified in Dudley Council's Parks and Green Space Strategy (adopted June 2009) (PPG17 Audit). On this point, the Sedgley Hall Farm Park identified in the Development Strategy DPD, is no longer identified as a Park within Dudley Council's Parks and Green Space Strategy. This area has been identified (its lead typology) as Natural and Semi-Natural Green Space. The Council's PPG17 Audit referred to above

has had a fresh and up-to-date look at all Parks designations within the Dudley Borough and there are some minor changes from the adopted UDP (2005) Parks designations.

Question 104

Are there any specific Park boundary changes which you think need to be included as part of the review of Park boundaries across the Borough?

Other Open Space Issues

Amenity Green Space

12.32 Amenity green space areas are typically small grassed open space areas located close to home which are used for informal recreation activities such as exercising dogs and informal children's play.

Question 105

Should we continue to focus on protecting all smaller areas of open space within the urban area such as publicly accessible small amenity grassed open space areas within existing housing estates or should we just concentrate on protecting larger areas of green space, such as areas of natural green space and parks?

Question 106

Should we redevelop some areas of existing small amenity green space for other uses such as new housing development in circumstances where there is already a good level of provision (or over-supply) of amenity green space present in a particular part of the urban area?

Green Space Maintenance

Question 107

How can we continue to maintain our green space areas? Do you think that it is important that new developments (such as new housing developments) continue to provide a financial contribution to help maintain nearby publicly accessible green space areas?

Protecting Special Landscape Settings

12.33 The Document will need to include policies on protecting the special landscape setting, character and historical setting of the Green Belt/ Landscape Heritage Areas from development proposals which may be acceptable with regard to National PPG2 guidance, but could harm landscape character and setting and cause encroachment. Landscape Heritage Areas are typically located in areas of open countryside such as parts of the Green Belt which are historically sensitive or within Historic Parks such as Leasowes Historic Park in Halesowen.

Question 108

Do you think it is important for the Development Strategy DPD to identify Landscape Heritage Areas within the Dudley Borough and contain policies which seek to protect these areas?

Bowling Greens

12.34 We are interested to know your views about 'outdoor' bowling green recreational facilities. This includes bowling greens located at the back of public houses (pubs) (e.g. private bowling green sites) and those located within green space areas such as Parks.

Question 109

Do you think it is important to continue to protect existing bowling greens from redevelopment, particularly those bowling green sites located at the back of pubs or should we be focusing on prioritising protection for other types of recreational green space? If so, which other types of recreational green space should we be prioritising protection for? Future demands for allotment space

Children's Play Areas / Young Person's Informal Recreation

12.35 In every residential area, there should be a variety of supervised and unsupervised places for play, free of charge which feel safe and interesting to all local children and young people including disabled children and those from minority groups in the community.

Question 110

Does the Document need specific policies and designations to safeguard and promote such Areas and how can they be included in the DPD?

Playing Fields and the Provision of Built Indoor Sports Halls and Facilities

- 12.36** The importance of encouraging greater community participation levels in sport and informal recreation is important in order to help tackle increasingly common health concerns such childhood and adult obesity, Coronary Heart Disease and Diabetes. The protection of a network of accessible playing fields and areas of informal recreation is therefore an important element of future development in the Borough. Similarly indoor facilities are also an important element of the network of recreational facilities within the Borough.

Question 111

How should the Document protect playing fields and access standards required for playing fields?

Question 112

Should the Document contain specific policies on the protection and promotion of built indoor sports halls and facilities?

Burial Land

- 12.37** An increasing shortage of burial land space across the Dudley Borough and the need to identify new burial land sites to meet community need is an issue across Dudley Borough. In the future there may therefore be a need to identify new burial land sites to help meet local community needs.

Question 113

We are interested to hear your views on what types of green space (from those listed above/below) you think would be most appropriate for new burial land space? For example, should we be identifying some sites within open countryside located within the Green Belt, amenity green space areas, or in exceptional circumstances using some existing areas of natural and semi-natural green space for new burial land? What should our priorities be? Which types of green space sites should we be focusing on and why? Which types of green space should we not consider?

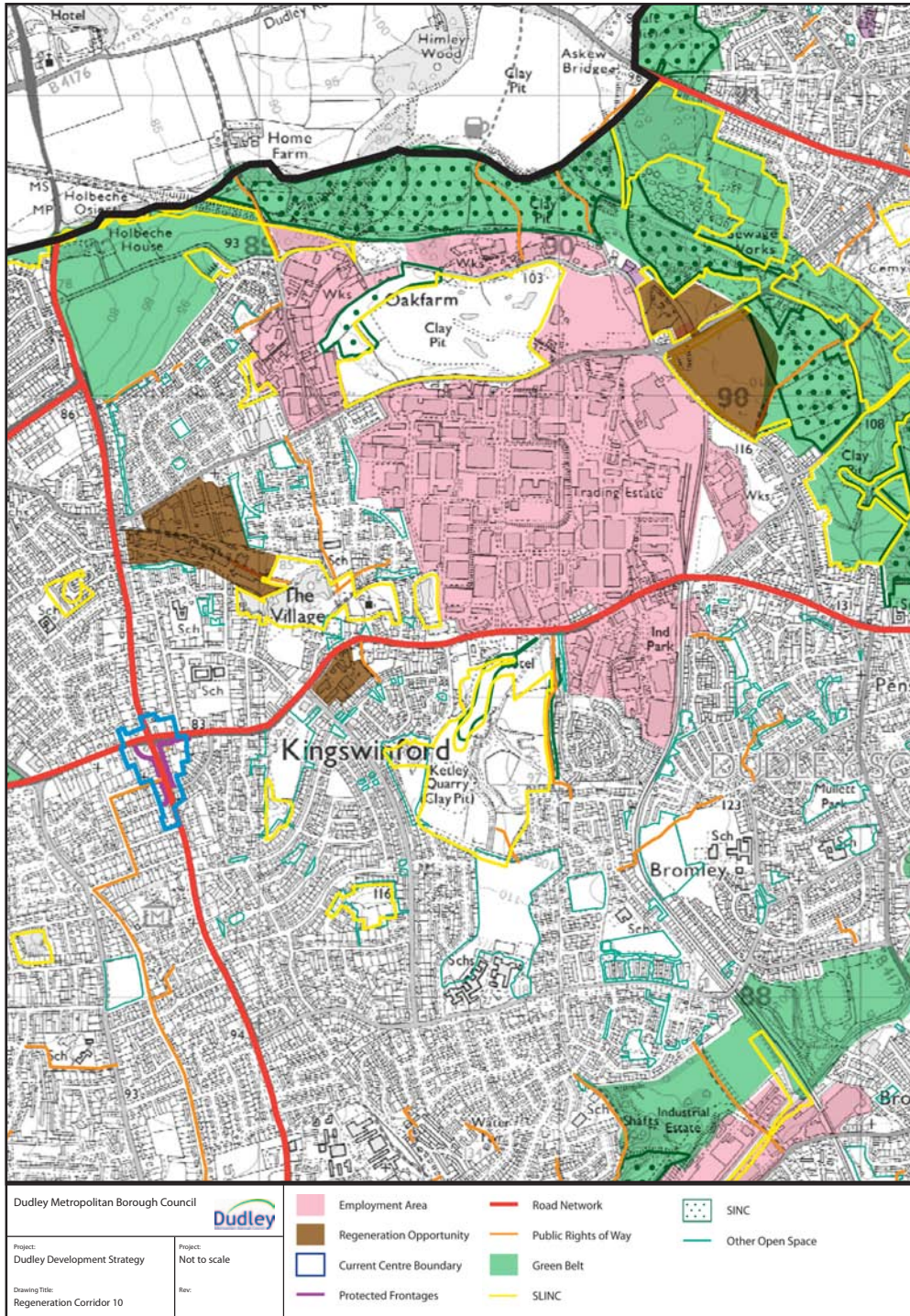
Allotments

12.38 Allotments play a vital role in the provision of local fresh food and consequent health benefits as highlighted in Section 6.3 earlier.

Question 114

Should the Document provide specific policies on the promotion and protection of Allotments within the Borough?

13 Regeneration Corridor 10 - Pensnett



Spatial Strategy

- 13.1** The main focus of this Corridor is to protect and enhance the high quality employment offer within the Pensnett Trading Estate and its peripheral industrial areas through continuous improvements to its infrastructure, premises and environment. This will include the need to improve accessibility along the strategic highway network between the area and the motorway network through junction improvements and congestion decreasing measures.
- 13.2** New residential communities will also be developed to the east of the Corridor, east of Tansey Green Road, to provide additional high quality housing on the edge of the green belt. Further new residential communities will be developed close to Kingswinford and Wall Heath on outdated, low quality former employment land. The area is also important for brick clay extraction with three quarries (Ketley Quarry, Himley Quarry and Oak Farm Quarry) present and at various stages in their extraction life.
- 13.3** Protection and enhancement of the significant wildlife corridors will be a feature for the Corridor between the green belt areas running into South Staffordshire and urban areas such as Brierley Hill, Pensnett and Dudley. There are also important ecological links to Fens Pools Local Nature Reserve and its Special Area of Conservation. The infilling and aftercare of the quarrying activity in the Corridor will also play an important role in strengthening ecological and wildlife links across the area and into the Black Country.

Features and Opportunities

13.4 Features

- Pensnett Trading Estate – one of the largest single-owned industrial estates in the Country featuring a range of high quality industrial and office premises and rail freight connection.
- Large opportunity sites for high quality housing development at Tansey Green Road and Oak Lane/Stallings Lane
- The area is flanked by green belt land on its northern and eastern fringes including important park land at Himley Hall and Baggeridge Country Park.
- The Corridor is also an important part of the green infrastructure network running through from green belt areas to the north west through to Barrow Hill Local Nature Reserve and the urban areas of Dudley and Brierley Hill beyond.
- Kingswinford District Centre, Wall Heath Local Centre and Pensnett Local Centre all located in or adjacent to the Corridor.
- Mineral safeguarding areas of brick clay are present around Ham Lane/Oak Lane and Ketley Quarry.

13.5 Opportunities

- Enhance the employment base by retaining and improving the quality of the existing industrial building stock where viable for high technology and modern manufacturing uses and the use of existing vacant sites.
- Redevelop a small number of the older and more peripheral industrial areas once they become unviable and obsolete for uses such as high quality housing including the opportunity sites at Tansey Green Road and Oak Lane.
- Improve the existing road connections between the Pensnett Trading Estate and the strategic highway network to maintain the areas status and further potential as a high quality employment area
- Maintain and improve the bus connections between Pensnett Trading estate and the surrounding local and district centres as well as new residential areas.
- Continue to work with brick clay quarry owners at Ketley Quarry, and Oak Lane to develop long term plans for extraction and subsequent reclamation

Issues needing to be addressed

13.6 Housing type

- There is significant demand for both market housing and affordable housing within the corridor. Semi-detached & terraced properties are desired.
- There may be a need for Key Worker housing particularly as the Russells Hall Hospital is within a mile of the corridor
- Consider opportunities for the phased redevelopment of older, outdated employment areas.
- Gypsy and Traveller accommodation provision at Oak Lane and Smithy Lane
- The housing growth proposals in this corridor can be accommodated by existing and proposed education provision at both the primary and secondary level, where sufficient capacity will be available.

13.7 Centres

- Kingswinford – need to carry out a health check. Identify opportunity sites for additional retail and residential development as well as new/improved community facilities and public realm/ environmental infrastructure improvements. Improve accessibility and traffic flows.
- Wall Heath – need to carry out a health check. Identify opportunities and sites for additional retail, residential and community facility development.

- Pensnett - need to carry out a health check. Identify opportunity sites for additional retail and residential development as well as new/improved community facilities and public realm/ environmental infrastructure improvements. Improve accessibility and traffic flows to help link Pensnett Trading Estate to the Strategic Highway Network.
- Housing development around the three centres may increase walk-in population to serve day to day shopping needs which will help to increase their viability
- Need to identify new retail opportunities to ensure continued and improved access to fresh food for the population around these local centres

13.8 Employment

- Protect and enhance Pensnett Trading Estate to maintain it as a high quality employment area with a range of good accommodation attracting good quality businesses
- Protect and enhance other employment areas such as Gibbons Industrial Park, and at Ham lane and Oak lane to provide a balanced portfolio of employment land and premises in the area
- Redevelop a small number of the older and more peripheral industrial areas once they become unviable and obsolete for uses such as high quality housing including the opportunity sites at Tansey Green Road and Oak Lane to the east of the Corridor.
- Opportunities to link training and skills development with the potential high quality employment area

13.9 Transportation & Accessibility

- Transport links to Russells Hall hospital will be maintained and enhanced where possible.
- Opportunities to provide cycle routes through the Pensnett Industrial estate and adjacent housing areas to link to proposed cycleways to the north and west will be explored.
- Need for improvement of road access between Pensnett Trading Estate and the Strategic Highway Network particularly Pensnett and Kingswinford High Streets.
- Public transport will need to be accessible to both residential & employment areas
- Investigate the future use of rail freight connection into Pensnett Trading Estate

13.10 Environmental Infrastructure

- The corridor is significantly important for nature conservation as it contains an important link from the Fens Pools Special Area of

Conservation (SAC) through Barrow Hill Local Nature Reserve and Coopers Bank to the open countryside in South Staffordshire.

- Improve access to open countryside to the north of corridor via walking and cycling through the development of environmental infrastructure improvements.
- Need to protect and enhance distinctive landscape features brought about by former industrial/mining activities. Create opportunities to provide and enhance green space areas to link in with the area's heritage including the presence of Scheduled Ancient Monuments at Coopers Bank and the Church at The Village in Kingswinford
- Boundaries and status of all parks in the corridor need to be verified and revisited where necessary.
- The Corridor has a town park (King George VI Park in Kingswinford) and local parks to the south (Kingswinford) and to the west (Wall Heath).
- In this area there should be an emphasis on improving & enhancing links from existing and potential new housing areas into the existing parks, open spaces and into the Green Belt areas to the north and east.
- Opportunities will be sought to provide pocket parks through redevelopment for housing.
- The Outline Water Cycle Study concluded that the proposed level of development in this corridor will be able to be accommodated within the existing sewer network.

13.11 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected:
 - Himley Quarry Landfill Site, Oak Lane, Kingswinford, Dudley
 - Shakespeares Metal Recycling Site (MRS), Scrap Yard, Oak Lane, Kingswinford, Dudley
- It is likely that non-hazardous landfill operations will commence at Oak Farm Clay Pit (off Oak Lane, Kingswinford, Dudley) during the DPD plan period to 2026.
- New waste management facilities will be permitted within the retained employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation.

13.12 Minerals

- The Kingswinford/Pensnett area of Dudley Borough contains deposits of Etruria Marl which is a high-quality clay used in brick and tile making. Three clay quarry sites currently exist, these being Himley Quarry, Ketley Quarry and Oak Farm Clay Pit. Although Himley Quarry is largely given over to landfill operations, there is potential for future clay extraction at an adjacent site. Working at Oak Farm Clay Pit has recently been suspended and its future is uncertain.
- The Minerals sub-Key Diagram identifies areas of search for Etruria Marl – within Dudley Borough these areas are focussed on the three existing clay quarries and their nearby surrounds. Areas of search indicate where minerals resources are likely to exist which can potentially be extracted to meet shortfalls in supply.
- Following mineral extraction and landfilling operations, Himley Quarry and Oak Farm Clay Pit will each be finally restored as green/wooded open spaces for the benefit of local residents and biodiversity.
- The operator of Ketley Quarry is expected to submit a restoration scheme to Dudley MBC no later than June 2012. This scheme should ensure a beneficial afteruse and be in the interests of the amenity of local residents.
- Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Black Country Core Strategy Policy MIN1).

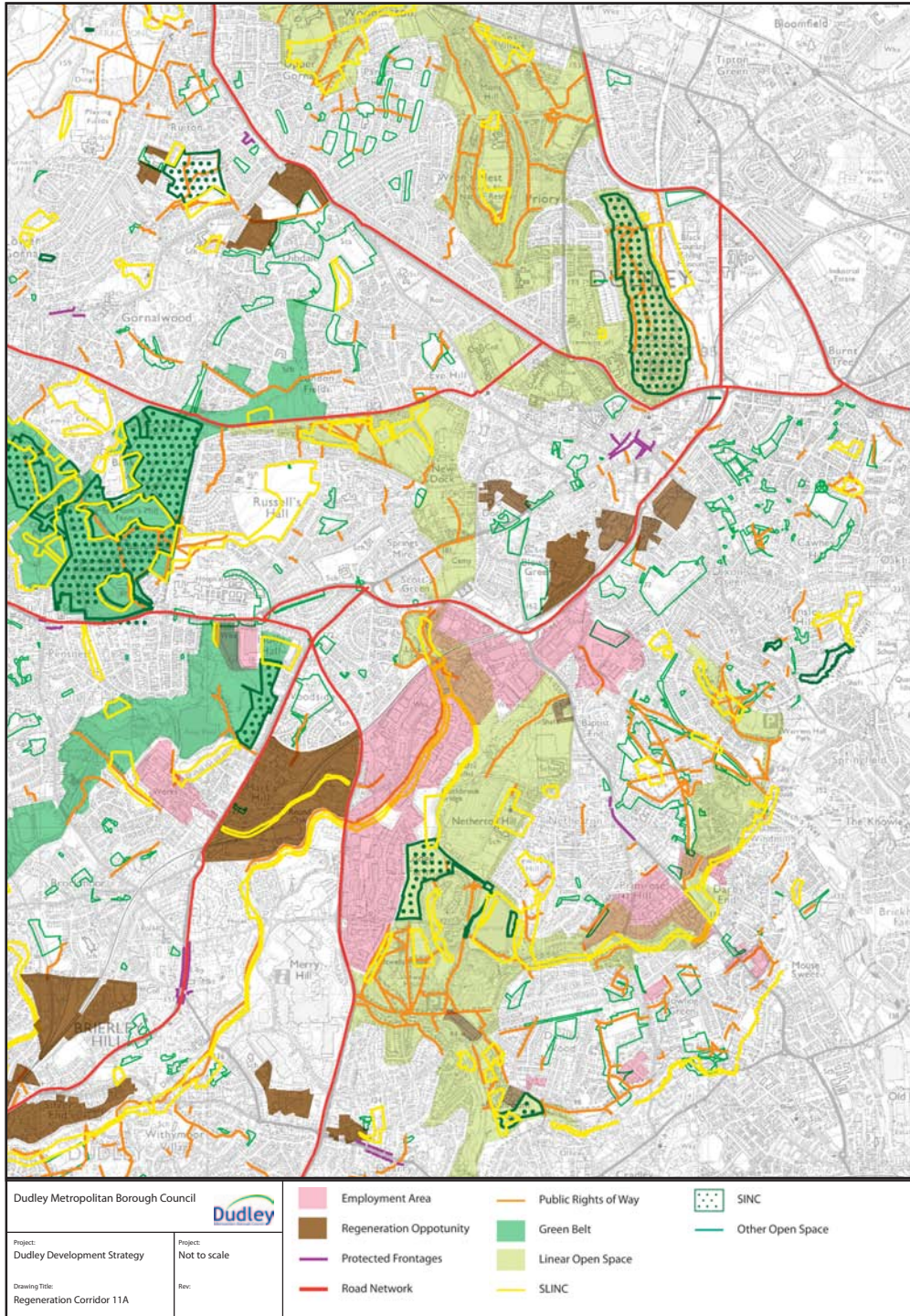
Question 115

Do you agree with the Vision and Strategy for this Corridor?

Question 116

Are there any specific sites or premises within this corridor that you consider appropriate for redevelopment and for what use?

14 Regeneration Corridor 11a - Dudley Town Centre to Brierley Hill



Spatial Strategy

- 14.1** This Corridor provides a link between the anchor points of Dudley and Brierley Hill Town Centres providing a wide range of employment activity from the Waterfront at Brierley Hill up to the western edge of Dudley Town Centre at Castle Gate. The Strategy will focus on continuous improvement to the quality of the employment offer within the Corridor through industrial redevelopment opportunities to provide new and improved employment premises. This will be combined with continued improvements to the highway network linking the area to the M5 and M6 to ensure that the area achieves its potential as a high quality employment location. There will also be some peripheral housing development close to the two Town Centres and increased public transport links through the corridor through the introduction of improved bus provision centred around Brierley Hill Centre and a proposed rapid transit rail connection between the two and beyond to other Strategic Centres in the Black Country as well as Birmingham City Centre.
- 14.2** Protecting and enhancing the important wildlife and ecological corridors will also be a priority especially links to the Fens Pool Special Area of Conservation to the west, Saltwells Nature Reserve to the east and Castle Hill and Wrens Nest National Nature Reserve in the north of the Corridor. The Canal network will also act as a basis for these ecological links but will also provide an important tourism and heritage asset in attracting visitors to the area particularly in and around Dudley Town Centre. Dudley's built heritage as an historic market town as well as visitor attractions such as Dudley Zoo and Castle, the Black Country Museum and Wrens Nest Nature Reserve and limestone caverns provide excellent opportunities to stimulate the visitor economy and act as a tourism development hub.

Features and Opportunities

14.3 Features

- The proposed high quality rapid transit route from Wednesbury to Brierley Hill as well as significant bus provision improvements.
- A high proportion of retained high quality industrial and employment uses of significant importance to the local economy.
- Dudley Town Centre with great opportunities for residential growth, as well as tourism and leisure capitalising on its architectural and heritage assets
- Dudley Canal corridor running between Dudley and Brierley Hill
- Old, outdated industrial areas to the north of Brierley Hill and south of Dudley Town Centre in need of regeneration

14.4 Opportunities

- Enhance the employment base to provide good quality new sites and premises for high technology and modern manufacturing businesses through site assembly and use of existing vacant sites.
- Retain and improve the quality of the existing industrial building stock where viable
- Redevelop some of the older industrial and manufacturing areas for uses such as housing once they become unviable and obsolete particularly close to the proposed Rapid Transit route. These include areas to the south of Dudley Town Centre and to the north of Brierley Hill Town Centre
- Residential and leisure lead regeneration in and around Dudley Town Centre.

Issues needing to be addressed

14.5 Housing

- There is a significant need for affordable housing within the corridor
- Brierley Hill has enough social rented housing but lacks shared ownership and market housing
- There may be a need for Key Worker housing in the corridor which is in close proximity to Russells Hall Hospital
- Dudley's main hospital (Russells Hall) lies adjacent to the Corridor. Improvements to access and facilities at the hospital will be facilitated.
- Redevelopment of some of the older, outdated industrial areas in and around Dudley Town centre for housing needs to be planned and phased.
- Significant housing development to take place in Dudley Town Centre through building conversions and redevelopment opportunity sites identified in the Dudley Area Development Framework.

14.6 Centres

- Housing development and retail opportunities around the larger centres of Dudley and Brierley Hill may increase walk-in population to serve day to day shopping needs and have sustainable regeneration benefits
- Increased housing growth in and around Dudley coupled with improvements to its heritage assets will help to maintain and improve its viability as a strong centre and historic market town.
- The local centre of Netherton lies adjacent to the corridor to its east. Need to carry out a health check for the centre and identify opportunity sites for additional retail and residential development as well as new/improved community facilities and public realm/ environmental infrastructure improvements. Improve accessibility and traffic flows.
- There will be further opportunities to improve and expand Dudley College campuses

14.7 Employment

- Important Corridor for continued development of high quality employment.
- Maintain and expand the Waterfront as a high quality office environment.
- Improve the quality and range of industrial premises in Peartree Lane and employment areas adjacent to Duncan Edwards Way (Dudley Southern Bypass). However this will involve selective demolition and rebuild of these areas to maintain quality which will prove difficult to deliver.
- Continued improvements to road links to the Motorway network e.g. Burn Tree Junction improvements
- Opportunities to link training and skills development with companies within the potential high quality employment area.

14.8 Transportation & Accessibility

- Development of a rapid transit link through the corridor will be vital in facilitating its regeneration
- High Quality bus provision to be implemented centred around Brierley Hill Strategic Centre.
- Design of development around rapid transit stations or stops needs to be addressed
- Development of Brierley Hill as a central hub for bus network improvements linking existing and new potential housing areas.
- Opportunities for canal corridor enhancement due to future housing growth in this corridor, links to cycling & walking routes.
- Provide surfaced cycleway along canal side which runs through corridor and encourage linkages to adjacent green spaces.
- Seek opportunities to improve walking and cycling links to existing open spaces around the corridor, such as Saltwells Nature Reserve, Buckpool and Fens Pool Nature Reserve and Wrens Nest National Nature Reserve and Turls Hill.

14.9 Environmental Infrastructure

- Significant areas of high nature conservation value exist on the eastern boundary of the corridor at Saltwells Nature Reserve and Fens Pools Nature Reserve and Special area of Conservation to the west of the corridor. It is therefore important that during redevelopment, east-west open space links are created and maintained between these two areas which are currently lacking.
- There are also important SLINCs following the canal network running north-south through the corridor which need to be maintained and improved.

- Corridor is well served by local parks particularly around Dudley Town Centre including Priory Park, Dudley Town Park (Scotts Green) and Buffery Park which should be protected and enhanced as necessary.
- Boundaries and status of all parks in the corridor need to be verified and re-visited where necessary.
- In this area there should be an emphasis on improving & enhancing links from existing and potential new housing areas into the existing open spaces in the area particularly Saltwells Nature Reserve to the east and the Green Belt to the west of the corridor
- Encouragement of green links between areas of nature conservation value through future redevelopment needs to be carried out.
- Dudley Castle is the high point above Dudley town centre and existing views should be protected and the potential to create new viewpoints should be explored
- Opportunities for access to natural green spaces at Fens Pool / Buckpool to the west should be explored
- The SFRA did not raise any major flood issues in this corridor apart from an area in the Hurst Industrial Estate where there are both flood zones 3a and 2 present.
- From the Water Cycle Study there appear to be several options for the distribution of wastewater in this corridor. The area is located at the upstream ends of two treatment works catchments and the downstream end of another. The combination of development in this corridor, Brierley Hill Strategic Centre and RC13 and RC14 will need detailed modelling to assess the capacity in the network.

14.10 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected:
 - G & M Industrial Services, Shaw Road, Brierley Hill, Dudley
 - Lister Road EfW (Energy from Waste), MES Environmental Ltd, Dudley MBC Depot, Lister Road, Dudley
- New waste management facilities will be permitted within the retained employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation.

14.11 Minerals

- Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Black Country Core Strategy).

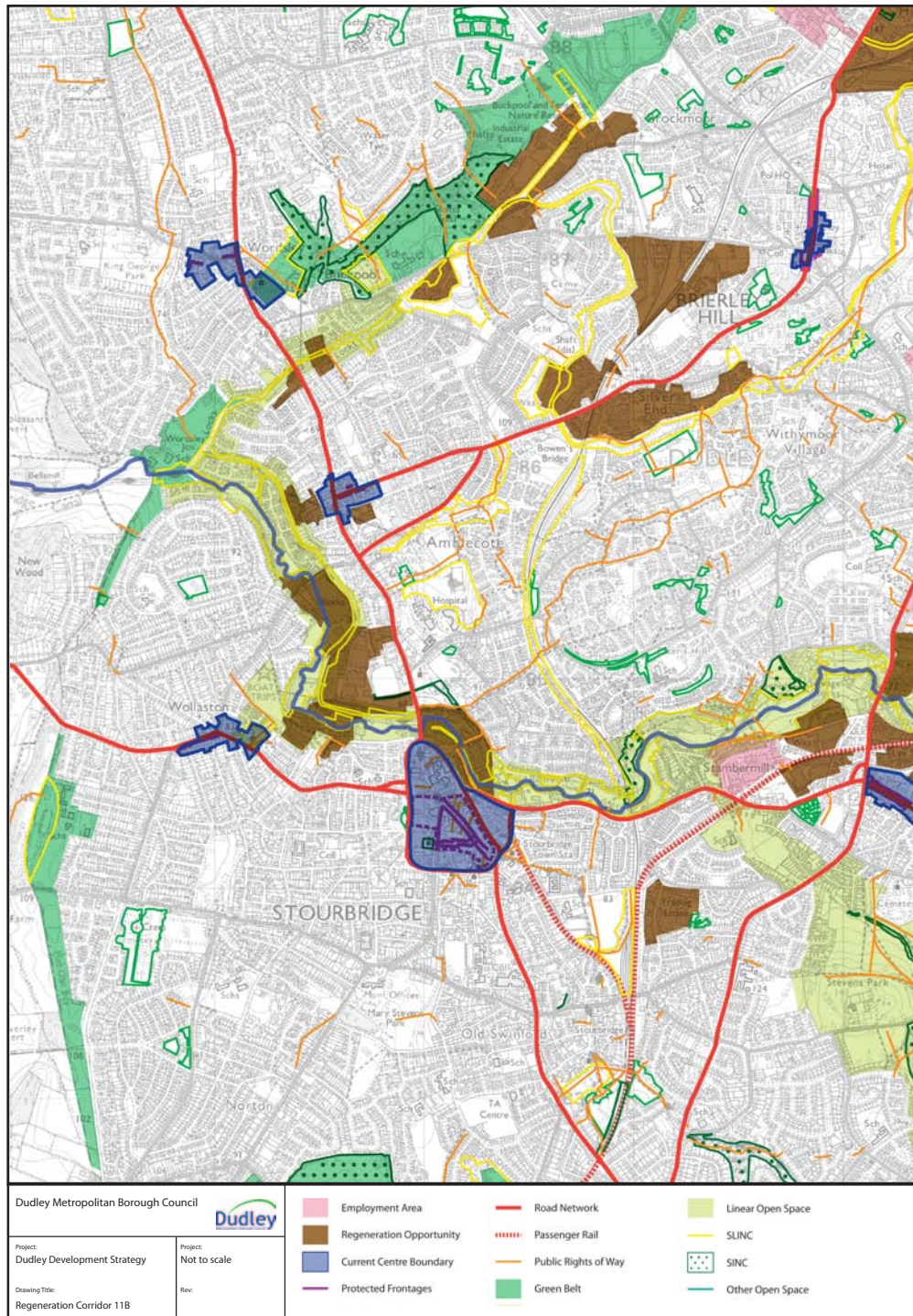
Question 117

Do you agree with the Vision and Strategy for this Corridor?

Question 118

Are there any specific sites or premises within this corridor that you consider appropriate for redevelopment and for what use?

15 Regeneration Corridor 11b - Brierley Hill to Stourbridge



Spatial Strategy

15.1 The main focus of development will be housing growth in some of the older, outdated and more remote industrial land and premises along the canal network and close to the town centres of Stourbridge and Brierley Hill. This will be coupled with continuous improvements to ecological links along the canal network and the River Stour to the green belt of South Staffordshire to the west as well as the railway corridors running north to south to provide a high quality environment. This will help to attract and retain population and increase housing growth potential not only along the canal network but also in and around the Stourbridge and Brierley Hill Town Centres.

Features and Opportunities

15.2 Features

- A good proportion of industrial and employment uses of low quality and varying importance to the local economy.
- Older industrial areas at Moor Street, The Leys, Silver End and along the canalside north of Stourbridge Town Centre.
- Areas in need of housing improvement and potential redevelopment at Hawbush
- A good quality canal corridor running between Brierley Hill and Stourbridge

15.3 Opportunities

- Retain and improve the quality of the existing industrial building stock where viable
- Redevelopment opportunities in some of the older, outdated industrial and manufacturing areas for uses such as housing once such areas become unviable and obsolete
- Residential development opportunities in and around Stourbridge Town Centre
- Residential renewal and environmental improvements within major housing areas such as Hawbush.

Issues needing to be addressed

15.4 Housing

- There is significant demand for market housing within the corridor.
- There is also a need for affordable housing within the corridor particularly in and around Stourbridge Town Centre
- Brierley Hill has enough social rented housing but lacks shared ownership and market housing

- Regeneration and redevelopment of some of the older, outdated industrial developments between Brierley Hill and Stourbridge needs to be planned and phased.
- Masterplanning and phasing of redevelopment of Rolling Mills/Old Wharf Road area to the north of Stourbridge Town Centre

15.5 Centres

- Local Centres of Wollaston and Amblecote in or adjacent to the southern part of the corridor which would both benefit from investment in the public realm
- Housing development opportunities around these centres but particularly around the larger centres Stourbridge and Brierley Hill may increase walk-in population to serve day to day shopping needs and have sustainable regeneration benefits
- Increased housing growth around Stourbridge Town Centre will help to improve and maintain its viability as a strong centre
- Stourbridge College expansion.

15.6 Employment

- Manage the decline of older industrial areas along the Corridor and protect other industrial areas where necessary.

15.7 Transportation & Accessibility

- Impact of continued housing development on A491 Corridor – strategy to combat continued congestion
- Development of Brierley Hill as a central hub for bus network improvements linking existing and new potential housing areas.
- Potential to develop the freight line between Stourbridge and Brierley Hill as a passenger line.
- Opportunities for canal corridor enhancement due to future housing growth in this corridor as well as links to cycling & walking routes.
- Provide surfaced cycleway along canalsides which run through the corridor as well as developing linkages to adjacent green spaces.
- Seek opportunities to improve links to existing open spaces around the corridor, such as Saltwells Nature Reserve, Buckpool and Fens Pool Nature Reserve

15.8 Environmental Infrastructure

- Corridor is well served by local parks particularly around Stourbridge Town Centre including Mary Stevens Park and open spaces at Fens Pool Special Area of Conservation and The Leys (Green Belt) area on the western boundary of the corridor. Encourage green links between these areas through future redevelopment.

- Emphasis on improving & enhancing links from existing and potential new housing areas into the existing open spaces in the area particularly Saltwells Nature Reserve to the east and the Green Belt to the west of the corridor.
- Significant areas of important nature conservation value to the west of the corridor at Fens Pools and the Leys.
- River Stour to the south of the corridor provides nature conservation links to open countryside to the west
- Flood Zone 2 & 3 along River Stour north of Stourbridge town centre.
- Opportunities at Stourbridge to enhance the canal basins including Regeneration opportunities for buildings at risk e.g. Lion Foundry.
- The SFRA identified the presence of Flood Zones 3a and 3b along the River Stour which also includes the Mill Race Lane Estate. Much of the Rolling Mills industrial area is within flood zone 2. The potential redevelopment of this area will need to be addressed through a Level 2 SFRA and Sequential Test report.
- From the Outline Water Cycle Study there appear to be several options for the distribution of wastewater in this corridor. Development to the south of the downstream system can be accommodated within the existing sewer network but, with the additional proposed development in RC13 and RC14, these pipes may need upgrading.

15.9 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected:
 - Stourbridge Household Waste Recycling Centre, Off Stamford Road, Birmingham Street, Stourbridge
- New waste management facilities will be permitted within the retained employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation.

15.10 Minerals

- Mineral resources within the mineral safeguarding area will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised.

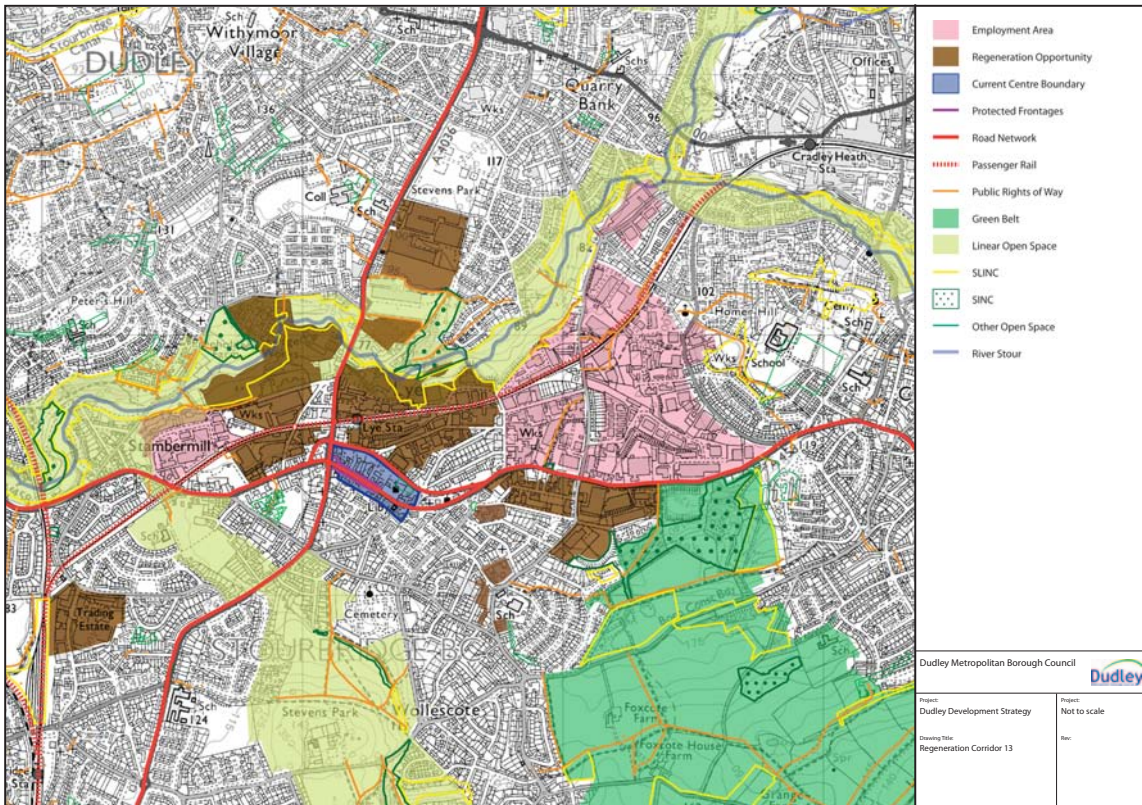
Question 119

Do you agree with the Vision and Strategy for this Corridor?

Question 120

Are there any specific sites or premises within this corridor that you consider appropriate for redevelopment and for what use?

16 Regeneration Corridor 13 - Jewellery Line. Lye to Stourbridge Junction



Spatial Strategy

- 16.1** This corridor will be consolidated as a housing corridor through the development of outdated or obsolete areas of industrial land and the exploitation of the excellent main-line rail links. A key feature of the strategy will be to create new residential communities to substantially increase the catchment and population base of Lye to create a distinctive urban village with its proximity to Lye Station along the Jewellery Line with links to Birmingham City Centre and Worcester. The environmental infrastructure will be enhanced as the canal networks and open spaces will become part of a higher quality natural environment network. Other public transport links will also be improved.
- 16.2** The corridor is well served by both formal and informal green spaces including the town park in Wollescote and easy access to the open countryside. However, the scale of the new housing growth is such that there may be a requirement for new open spaces to be created. The rivers and canals will provide the opportunities to promote good quality waterside living and public realm environments. The area's local distinctiveness and character will also be enhanced, particularly in places such as Lye centre.

Features and Opportunities

16.3 Features

- This is a mixed area of private sector and Local Authority housing of various ages. There is a significant amount of existing employment land in the corridor, based mainly along canals and rail lines.
- Large area of older industrial premises either side of Lye Centre
- Housing areas in need of renewal to the south of Lye Centre and to the east of Stourbridge Town Centre.
- Birmingham – Worcester Jewellery Railway Line
- Lye District Centre and Shell Corner Local Centre
- The Stour Valley corridor

16.4 Opportunities

- Redevelopment opportunities in some of the older, outdated industrial areas for uses such as housing, once these areas become unviable and obsolete.
- New residential development opportunities around Lye centre to create a sustainable 'urban village' community.
- Capacity improvements on the Stourbridge-Snow Hill rail line (Jewellery Line), planned increases in capacity at Park & Ride car park at Stourbridge Junction station.
- Bus showcase routes through Lye and Cradley to Stourbridge.

- Potential for industrial heritage assets around Lye to be preserved and incorporated into new development, enhancing local distinctiveness
- Proposed new health facility in Lye.

Issues needing to be addressed.

16.5 Housing

- Redevelopment of older industrial premises near to Lye centre needs to be planned and phased
- Creation of an urban village in Lye through the creation of new mixed residential communities centred on Lye local centre serviced by Lye railway station requires masterplanning. May have implications for education numbers and provision.
- Redevelopment of older, outdated industrial premises need to be planned and phased

16.6 Employment

- Significant proportion of land to the east of Lye Centre will be retained for local employment provision. Protection of this area for employment as well as investigating opportunities to improve the industrial building stock.
- Manage the continued decline of other older, outdated industrial areas in the Corridor.

16.7 Centres

- Lye is situated on the Jewellery Line. Opportunities for new residential development around this centre and its railway station, will lead to the creation of a sustainable 'urban village' community and associated regeneration benefits. Housing development opportunities around smaller centres in the Corridor such as Shell Corner may increase walk-in population to serve day to day shopping needs and have regeneration benefits.
- Opportunities for convenience goods retail will need to be developed in Lye to take advantage of proposed increases in the levels of housing provision close to this Centre and increase accessibility to fresh food.

16.8 Transport and Accessibility

- Expanded Park and Ride and platform lengthening is proposed for Stourbridge Junction Station.
- New canalside residential developments will provide the opportunity to contribute towards the provision of north to south links for cycling and walking.

- The River and Canal also present opportunities to provide for walking routes.
- Opportunities will be sought to maximise use of Stour valley for green links west - east and improve access to open countryside to the south.

16.9 Environmental Infrastructure

- There are numerous designated nature conservation sites within and adjoining this corridor with important wildlife issues such as protected species and priority habitats. These occur especially along the Mousesweet Brook and the River Stour (SINC/SLINC and Local Nature Reserve) but also in other locations in the corridor, such as along the canals (SINC, SLINC and Wildlife Corridor).
- Two areas along the north side of the River Stour near Lye (Bob's Coppice and Mear's Coppice) will need to be enhanced and protected from inappropriate development.
- Improvements in areas of open space will help support adaptation to the effects of climate change through limiting flood risk and helping modify extreme temperatures in this urban area.
- Flood Zones 2 & 3 run along the River Stour and Mousesweet Brook with associated flood risks at certain locations. Within Dudley, significant fluvial flooding occurred in 2007 at confluence of River Stour and Lutley Gutter to the south of the corridor.
- The area benefits from linear open space that follows the River Stour, a large town park (Stevens Park, Wollescote) and open countryside to the south. The area could benefit from future tree planting and the provision of additional green areas. Local Parks are situated off Cakemore Road but there is scope for greater connectivity between green spaces on the eastern side of the corridor.
- This corridor is generally well served by open spaces of a variety of types, including Stevens Park in Wollescote as well as easy access to the open countryside including Lickey Hills, Hagley Wood and Uffmoor Wood.
- Given the potential scale of the housing growth areas additional open space may be sought, e.g. in association with the StourValley linear open space.
- Lye Centre has access to Stevens Park and open countryside beyond to the south.
- Shell Corner has access to the Coombeswood open space to the south. Powke Lane and Mousesweet parks are also very accessible to this growth area.
- The Rivers and Canals also provide the opportunity for promote quality waterside living and public realm environments.
- Links to Saltwells, Combeswood and open countryside to the south of Lye provide the opportunity to access countryside or more natural greenspace for the urban population.

- Areas where local distinctiveness and character are demonstrated should be enhanced and protected. In particular, centres such as Lye need to maintain aspects of their historic centres, which should be protected and form the basis for regeneration schemes. The Corridor also contains canal features and areas of terraced housing.
- The Water Cycle Study identifies that the development planned in this corridor is located at the upstream end of the sewer network. Upgrades to the sewer network may be needed. This will need to be assessed in conjunction with development in Regeneration Corridor 14 (upstream) and Regeneration Corridor 11 downstream.

16.10 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected:
 - E Coley Steel, James Scott Road, Halesowen
 - Overton Recycling Hub, Rufford Street, Lye, Stourbridge
- New waste management facilities will be permitted within the retained employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation.

16.11 Minerals

- Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised.

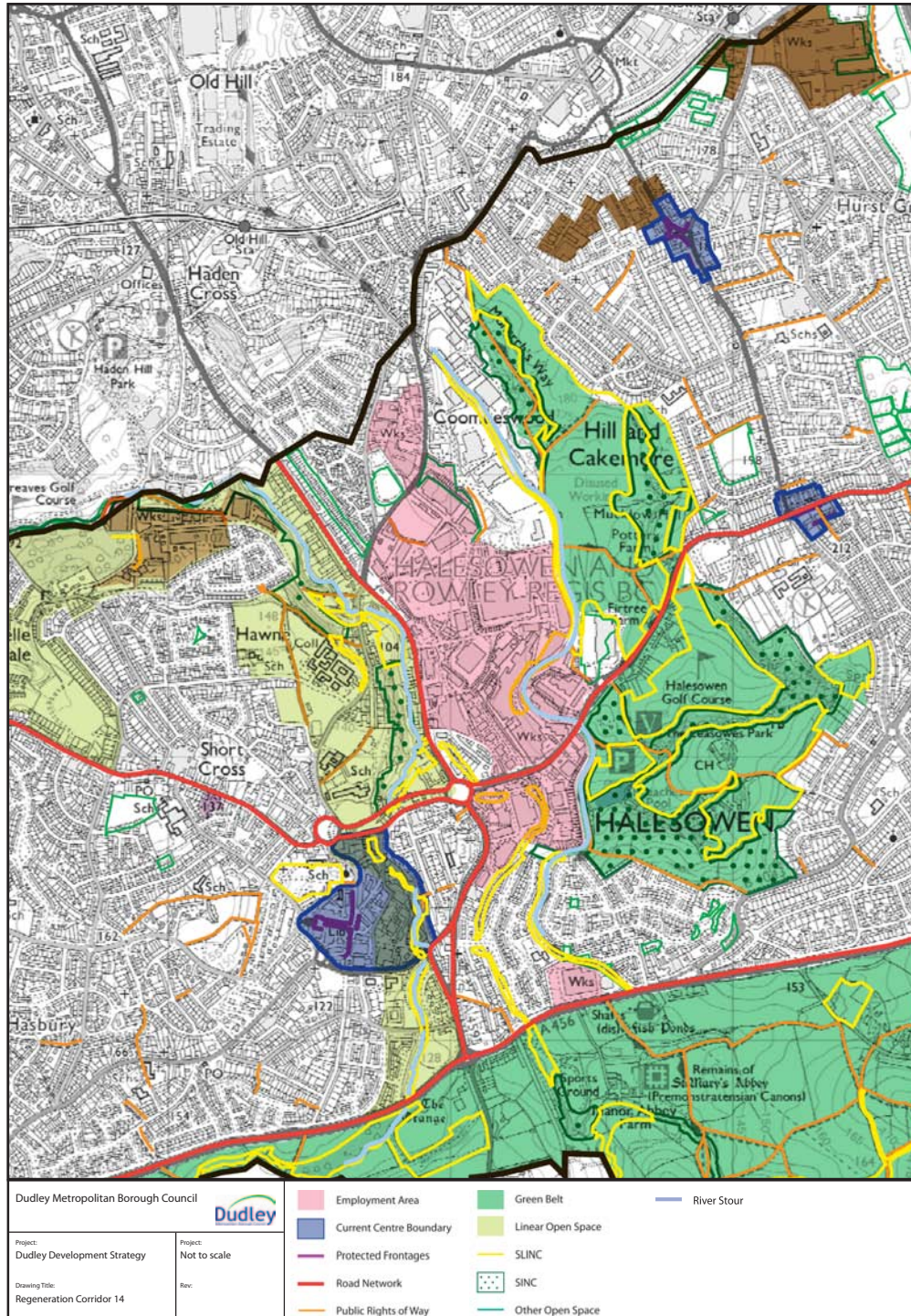
Question 121

Do you agree with the Vision and Strategy for this Corridor?

Question 122

Are there any specific sites or premises within this corridor that you consider appropriate for redevelopment and for what use?

17 Regeneration Corridor 14 - Coombswood to Halesowen



Spatial Strategy

- 17.1** This Corridor will be the focus for high quality employment centred on Coombswood with a well connected public transport system and improved access to the M5 Motorway. High quality residential areas will also be developed close to Halesowen Town Centre, improving its vitality with good walking and cycling links to the Centre as well as to recreational areas at Leasowes Park and the surrounding green belt areas.
- 17.2** By 2026 regeneration of this corridor will create quality environments based on enhancing high technology-led business opportunities and homes for aspirational knowledge workers required to achieve the Black Country Vision and Strategy for Growth and Competitiveness.
- 17.3** The Corridor will also be a significant part of the biodiversity network, supporting and encouraging biodiversity and the penetration of habitats into the sub-region from the surrounding green belt areas and the Leasowes Historic Park.

Features and Opportunities

17.4 Features

- Coombswood industrial area featuring a range of high quality industrial premises within easy reach of the motorway network (M5 Junction 3).
- Mucklow Hill and Shenstone Trading Estates
- Halesowen Town Centre

17.5 Opportunities

- Enhance the employment base by retaining and improving the quality of the existing industrial building stock where viable for high technology and modern manufacturing uses through site assembly and use of existing vacant sites.
- Utilise the area's proximity to the motorway network as a means of achieving the retention of such high quality employment uses
- Redevelop some of the older, peripheral industrial areas for uses such as housing once they become unviable and obsolete
- Residential development opportunities in and around Halesowen Town Centre

Issues needing to be addressed

17.6 Housing

- There is significant demand for market housing within the corridor.
- There is a need for affordable housing within the corridor again semi-detached & terraced properties are desired

- Opportunities for links to Halesowen College
- Identified need for a modern Health centre in or around Halesowen Town Centre near to Hawne
- Masterplanning and phasing of redevelopment of older, outdated industrial areas.

17.7 Employment

- Protect and enhance Coombswood Industrial Estate to maintain it as a high quality employment area with a range of good accommodation attracting good quality businesses
- Protect and enhance other employment areas such as Mucklow Hill, Forge Trading Estate and Shenstone/ Belfont Trading Estate to provide a balanced portfolio of employment land and premises in the area
- Redevelop a small number of the older and more peripheral industrial areas once they become unviable and obsolete.
- Opportunities to link training and skills development with the potential high quality employment area

17.8 Centres

- The existing allocation for convenience goods floorspace has been met through development in the Cornbow Centre.
- An Area Action Plan for Halesowen Town Centre is currently being formulated and due for adoption in 2012
- Housing development opportunities around Halesowen Town Centre may increase walk-in population to serve day to day shopping needs and have regeneration benefits
- Increased housing growth around Halesowen Town Centre will help to encourage increased investment and help to maintain its viability as a strong centre
- New local centre to be established at Hawne.

17.9 Transportation & Accessibility

- Need for improvement of road access between Coombswood's high quality employment area and M5 Junction 3
- Public transport will need to be accessible to both residential & employment areas
- Seek opportunities to enhance canal corridor and encourage access.
- Corridor not well served by existing cycleway but routes are proposed and encouragement should be given for their provision.
- Need for west-east green links between Leasowes Park and Stour valley. Open countryside to south across physical barrier of A456

17.10 Environmental Infrastructure

- In this area there should be an emphasis on improving & enhancing links from existing and potential new housing areas into the existing open spaces in the area particularly Leasowes Park and the Green Belt to the south of Halesowen Town Centre. Coombswood Green wedge also runs along the eastern boundary of the Corridor.
- Some Flood Zone 2 & 3 along parts of River Stour. Significant fluvial flooding in 2007 to south of Halesowen town centre.
- Protect and enhance views of Rowley Hills at Leasowes Park to east of corridor and Furnace Coppice to the western part of corridor.
- Opportunities to enhance the canals and to reinforce the surviving aspects of the historic character of Halesowen.
- The SFRA identified Flood Zones 2 and 3a along the River Stour and there was significant fluvial flooding in 2007 to the south of Halesowen town centre.
- The Water Cycle Study identifies that the development planned for this corridor is located at the upstream end of the sewer network draining to Roundhill water treatment works. The capacity will need to be assessed in combination with the proposed development in Regeneration Corridor 13 and Regeneration Corridor 11 which are located downstream.

17.11 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected:
 - Mucklow Hill Transfer Station (Skipaway Ltd), Heywood Bridge, Mucklow Hill, Halesowen
- New waste management facilities will be permitted within the retained employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation.

17.12 Minerals

- Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised.

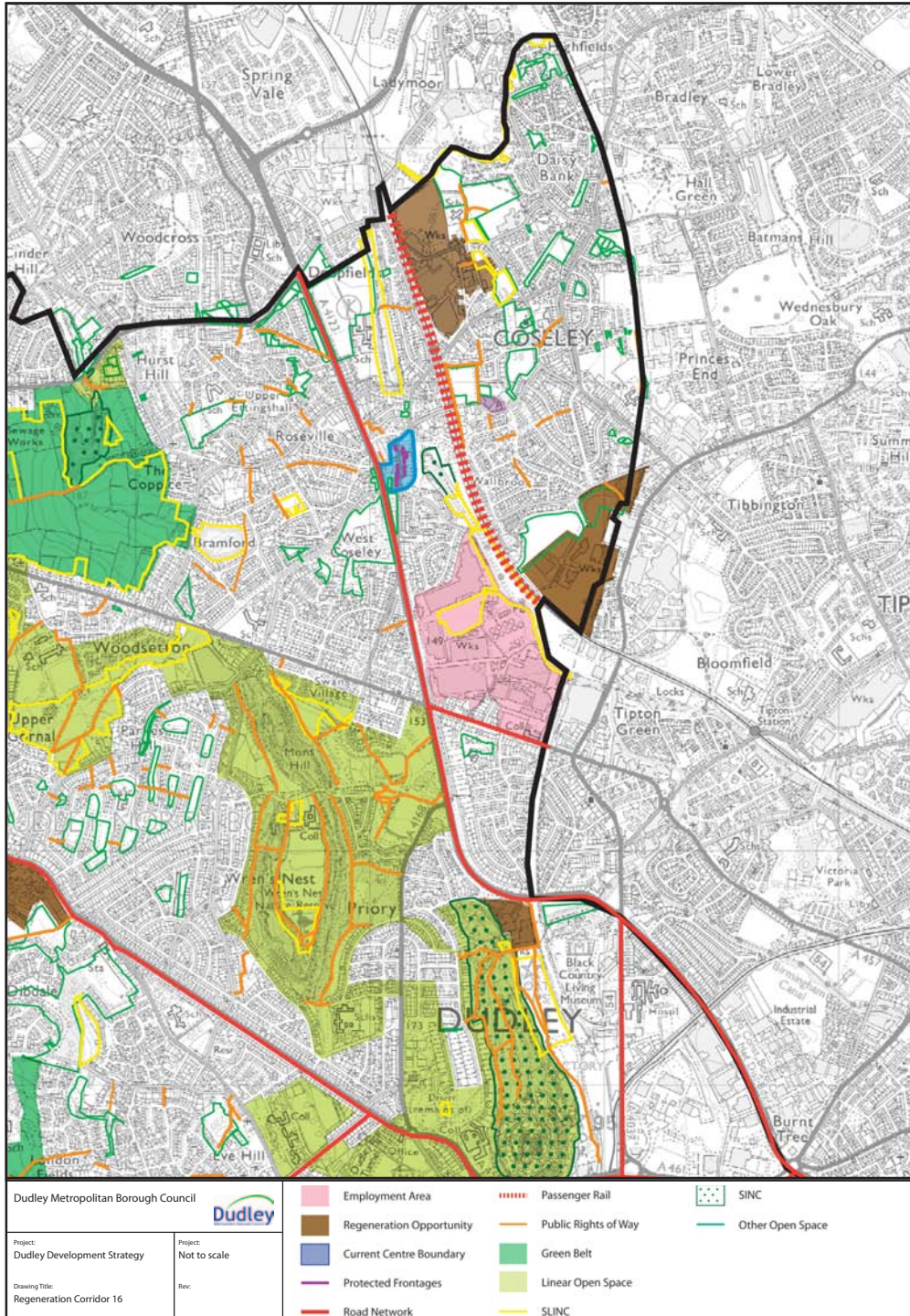
Question 123

Do you agree with the Vision and Strategy for this Corridor?

Question 124

Are there any specific sites or premises within this corridor that you consider appropriate for redevelopment and for what use?

18 Regeneration Corridor 16 - Dudley Town Centre to Coseley



Spatial Strategy

- 18.1** The Strategy for this corridor will be to create new, high quality residential communities on low quality, obsolete former employment land. This transformation alone will improve the environment of the area and attract and retain a thriving local population. The additional housing will also benefit the local centres of Coseley (Roseville) by providing a larger catchment area. Transport links will be improved through the enhancement of Coseley Station.
- 18.2** There is good access to green space in this corridor due to the presence of significant open spaces and town parks. However, access to these spaces from new residential areas will need to be improved. Access to nature conservation sites, e.g. Wrens Nest National Nature Reserve, will also be improved where appropriate.
- 18.3** Local character and heritage is particularly important in this area due to the proximity of Dudley Castle and the Black Country Living Museum. Opportunities to enhance links to these areas, particularly by canal, will be pursued.

Features and Opportunities

18.4 Features

- The West Coast Mainline – Coseley Station
- A4123 Birmingham New Road
- Coseley (Roseville) Local Centre
- Older industrial areas at Darkhouse Lane and Bloomfield Road
- Adjacent to Wrens Nest National Nature Reserve

18.5 Opportunities

- Opportunities for new housing development close to Coseley Station
- Retention of fit for purpose local employment areas
- Improvements to Coseley Local Centre
- Protect and enhance areas of biodiversity value supporting sub-regional wildlife networks. Improve the connectivity of these areas for the benefit of wildlife penetration and recreational enjoyment particularly links to Wrens Nest National Nature Reserve and beyond as well as the local parks in and around Coseley

Issues needing to be addressed

18.6 Housing

- There is a need for affordable housing within the Corridor.

- There is significant demand for market housing within the corridor with the Mainline Station of Coseley as a potential key driver.
- Potential redevelopment of older industrial areas north of Coseley for high quality housing
- Redevelopment of older industrial areas off Budden Road and Bloomfield Road needs to be planned and phased.

18.7 Employment

- Manage the decline of older industrial areas along the Corridor at Budden Road/Bloomfield Road and north of Coseley
- Protection of other industrial areas at Bean Road/Birmingham New Road where necessary.

18.8 Centres

- Coseley (Roseville) Local Centre falls within the Corridor. However, parts of the housing growth areas currently would not have access to fresh food within the preferred 10 minutes walking/public transport distance. However as this has been calculated for peak hours, it can be anticipated that access by public transport at off peak periods would perform better.
- Coseley (Roseville) would benefit from investments in the fabric of properties and the public realm.
- Housing growth around Coseley may increase walk-in population seeking to serve day to day shopping needs, thereby helping to increase its viability

18.9 Transport and Accessibility

- East – west links between the National Cycle Route 81 in Coseley and those in Sandwell should be pursued.
- Maintain and enhance Coseley Station as part of the West Coast Mainline.
- Accessibility by bus transport will need to be provided to both residential & employment areas.

18.10 Environmental Infrastructure

- In Coseley there are town and local parks providing good access to open spaces.
- To the west and south-west of the corridor, there are significant openspaces at Wrens Nest Nature Reserve, PrioryPark in Dudley, BluebellPark, SilverJubileePark at Roseville and Kettle Hill at the northern end of Castle Hill.

- In this Corridor there should be an emphasis on improving & enhancing links for recreational use to these existing local parks and open spaces to existing and proposed housing areas.
- Canalside development will also provide opportunities for enhancement to the public realm.
- There are few nature conservation designated sites within the corridor itself however there is potential to enhance existing areas to encourage wildlife penetration along the canal corridor and railway line, as well as improving access to the Wrens Nest National Nature Reserve.
- There is an existing wildlife corridor designated for the former Dudley - Priestfield railway. The linear open space based on the former Princes End railway plays a similar role and links with canal based wildlife corridors to the north and south of the Corridor.
- Within the corridor there is a small deficiency with regard to access to both a 2ha and a 20 ha Nature Conservation site. The latter cannot be remedied within this corridor, although improved access to Wrens Nest Nature Reserve could help ameliorate this issue. Further habitat creation on existing open spaces and in association with development should be pursued to offset the former concern.
- The greenspace strategy for this corridor should also emphasise restoration and creation of biodiversity, through enhancements to existing features, particularly the SINC and SLINC at the former Dudley Priestfield Railway.
- The western half of the corridor falls within the Sedgley – Dudley Anticlinorium geological consideration zone, thereby opportunities for geological investigation and exposure should be pursued where viable.
- Views of Dudley Castle will be protected and should be promoted. Opportunities for the enhancement of historic features, notably those associated with the canals, the railways and industrial heritage should be pursued.
- The Outline Water Cycle Study identifies that this area is located at the upstream end of the sewer network. Capacity within the existing sewer network needs to be assessed alongside development in Regeneration Corridors 8, 9, and 12 which drain into the same sewer downstream.

18.11 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected:
 - The Foxyards (Biffa), Bean Road, Tipton, Dudley
- New waste management facilities will be permitted within the retained employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the

development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation.

18.12 Minerals

- Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised.

Question 125

Do you agree with the Vision and Strategy for this Corridor?

Question 126

Are there any specific sites or premises within this corridor that you consider appropriate for redevelopment and for what use?

19 Putting together a Delivery Plan for the Development Strategy

- 19.1** The Document, once formulated, will be accompanied by a Delivery Plan to demonstrate the implementation of policies including their phasing and costing. This will accompany the final Publication Document which is to be submitted to the Secretary of State scheduled for early in 2012.
- 19.2** The Document will also contain monitoring targets by which the effectiveness of the plan will be measured. This will enable the Document to be reviewed periodically and will provide triggers by which the Strategies contained within the Document will need to be revisited.

Question 127

Are there any specific issues or comments on what is to be included?

Question 128

Have you any comments or suggestions for monitoring targets to be contained within the document?

