

OPPORTUNITY AREA 6 - CARTER'S GREEN AND GREET'S GREEN

The Carter's Green and Greets Green area is located on the west edge of the town centre and provides a valuable range of local facilities. Carter's Green is designated as a district/local centre within the Black Country Core Strategy.

4.7.1 Sites have been identified within the wider Carter's Green and Greets Green area to contribute to the need to provide new housing in response to the national agenda. These include unallocated sites that have been through certain processes/mechanisms (e.g. relocation, closure, site clearance) that have led to them becoming a development opportunity and sites that through consultation and negotiation are anticipated to present a development opportunity that is deliverable within the plan period.

4.7.2 Sites one and two are closely linked to the High Street and subsequently the town centre. The remaining sites are located south of the Metro Line and though there are links to the High Street it is an important element of the strategy for this area to improve and reinforce these linkages.

Density

4.7.3 The density of new development must achieve a balance between maximising the potential of the site area, providing for quality of life and attaining a certain level of sustainability whilst also considering context. The sites located in close proximity to the High Street are located on the edge of the town centre and therefore a higher density in the region of 60+ dph may be appropriate. The remaining sites located south of the Metro Line lie between the edge of centre and suburban areas and therefore densities in the region of 35 – 60+ dph will be appropriate, on a sliding scale from moderate to very high depending on the distance from the town centre and proximity to links to the town centre and public transport nodes.

General Design, Character, Streetscape and Linkages

4.7.4 The residential suburb is located on the edge of the district centre in close proximity to the town centre and is typified by secondary streets dominated by terraced dwellings.

4.7.5 In accordance with the West Bromwich Town Centre Streetscape Strategy sections of the public realm within the Carter's Green and Greets Green area will be improved to the standards set out for the Secondary High Street area, Metro Station Linkages and Secondary areas.

4.7.6 Linkages to the town centre and public transport links (Metro) will be reinforced to provide a greater sense of permeability and legibility of the townscape.

Planning Obligations

4.7.7 Developers of the sites identified as residential development opportunities within the Carter's Green and Greets Green area will be required to provide a number of planning obligations including; on site provision of affordable housing at up to 25% of total dwellings, contributions to the provision and maintenance of open space and contributions to the improvement of local education facilities. Developers will also be required to contribute to the delivery of the transport strategy for the West Bromwich AAP area. Contributions to public transport improvements may also be required.

Carter's Green/Gun Lane

- Proposal Site **WBPr25** : Carter's Green/Gun Lane

- Site size: 2.7 ha approx.
- Allocation: Residential
- Timescale: Short term

4.7.8 This site is located in Guns Village to the rear of Carters Green High Street. At present the site houses the Territorial Army Centre and a number of maisonettes and flatted residential properties, with associated garage areas. The site is bounded by housing on three sides, properties that front High Street form the remaining boundary. The residential element has seen £500,000 worth of investment to bring them up to decent homes standard through the Greets Green Partnership and Urban Living interventions.

4.7.9 It is proposed that the Territorial Army Centre site be developed for a high density residential scheme, should it come forward for development, the scale of development will contribute significantly to the catchment population for Carter's Green. The proposals proximity to High Street and the public transport network will require a minimum housing density of 50 units per hectare to be developed on site.

Delivery and Implementation

4.7.10 In order to bring forward development on the site, the Council will have to have negotiations with the landowner (Territorial Army) regarding relocation etc. Homes that have been subject to the refurbishment programme should remain.

John Street

- Proposal Site **WBPr26** : John Street
- Site size: 1 ha approx.
- Allocation: Residential
- Timescale: Medium term

4.7.11 This site is situated between High Street and the Expressway, but access to the site is poor. The site is under utilised and at the moment houses a cleared residential site, former Council office accommodation, car parking and storage yard. Although over a hectare in size, the location, shape and poor access arrangements make this a poor and unattractive site to develop.

4.7.12 However, a development of an appropriate scale has the potential to be very visible from the Expressway, but improved access visually and physically with High Street is regarded as being critical if new development is to be fully integrated and contribute to the vitality of this area. This may require expanding the site to incorporate some of the properties fronting High Street. The Council will support its redevelopment for residential purposes.

4.7.13 An Outline planning permission had previously been granted for the demolition of all existing structures and electricity sub station and the erection of 6 no. residential buildings comprising 90 no. 2 bed apartments and 11 no. 3/4 bed houses and associated infrastructure. This permission has now expired.

Delivery and Implementation

4.7.14 Black Country Housing Group were proceeding with site assembly on this site and had planning consent for a 101 unit development, this expired in May 2009. This has now fallen through as the development was deemed to be unviable. A major issue was the relocation of the public car park to facilitate the scheme. The site is considered to be a medium term opportunity with comprehensive being the preferred option.

Claypit Lane II/Meadows School

- Proposal Site **WBPr27** : Claypit Lane II/Meadows School
- Site size: 1.7 ha approx.
- Allocation: Residential
- Timescale: Short term

4.7.15 The site comprises two storey maisonette properties at the corner of Coppice Street and Claypit Lane arranged fronting Claypit Lane and in 3 blocks to the rear, and maisonette properties fronting the south side of Coppice Street. Also within the site is the vacant former Meadows School fronting Jervoise Street. Approximately $\frac{3}{4}$ of the site is in Council ownership.

4.7.16 The Junction of Coppice Street with Claypit Lane was identified within a Key Space on the Greets Green Urban Design Framework approved by the Partnership Board in December 2000 as the first stage in the preparation of a community master plan. Housing has been cleared from the site, though small scale industrial and marginal uses of poor design and condition still remain.

Delivery and Implementation

4.7.17 Planning application was received in June 2009 from Housing 21 proposing the development of an Extra Care facility comprising 87 no. 1 and 2 bed apartments and 5 no. 2 bed bungalows with communal facilities, associated courtyard, landscaping and car parking. However, due to concerns expressed by the Health and Safety Executive on the suitability for the site for this scheme, an alternative site has been found, noted further in this plan, and this site will be for general residential use.

4.7.18 It is envisaged that the site will be marketed to housebuilders, possibly with a preferred Social Housing Partner or funding could be sought to provide properties as part of Sandwell Homes stock.

Claypit Lane/Wattle Road

- Proposal Site **WBPr28** : Claypit Lane/Wattle Road
- Site size: 4.5 ha approx.
- Allocation: Residential
- Timescale: Short term

4.7.19 The site located on a main arterial route through West Bromwich, used to comprise traditional two storey semi-detached and terraced houses fronting Claypit Lane and a mix of two storey semi detached and terraced houses, flats and maisonette properties looking west across Wattle Road to the Greets Green Recreation Ground. There are two narrow entrances to the Recreation Ground from Claypit Lane.

4.7.20 The northern end of the site was identified within a Key Space on the Greets Green Urban Design Framework approved by the Partnership Board in December 2000 as the first stage in the preparation of a community master plan.

4.7.21 The layout of the new development will be designed to take better advantage of the location next to the playing fields by opening up new, wider entrances to it from Claypit Lane and building out onto an equivalent area of the open space.

4.7.22 It is planned that the development scheme will open up Greets Green Playing Fields to the wider community with the intention to upgrade the open space to a park. New entrances to the open space will be created and overlooked by new development.

Delivery and Implementation

4.7.23 The site in complete Council ownership, assembled through Planning Act powers is prime for development. The site will be tendered to the Greets Green Developer Panel late 2011 and a preferred developer will be identified in early 2012.

Edith Street

- Proposal Site **WBPr29** : Edith Street
- Site size: 3.1 ha approx.
- Allocation: Residential
- Timescale: Short term

4.7.24 The site measures approximately 3 hectares and has been cleared for development. It previously comprised mainly privately owned Victorian two storey terraced housing on Edith Street, which backs onto the embankment of the Midland Metro route to the north, Chapman Street and Allen Street which lead on to Oak Lane/Oxford Road, and forms the boundary to the north-west.

4.7.25 Many of the houses were unfit for human habitation or in disrepair, and the Council carried out a neighbourhood renewal assessment, which indicated that the most appropriate course of action was clearance. A Compulsory Purchase Order under Part 9 of the Housing Act to clear the whole area to deal with the combined problems of unfitness and obsolete layout unsuited to modern housing needs was declared in 2005 and has subsequently been confirmed. A development for an Extra Care Scheme (Greets Green 'extra care' housing scheme for frail elderly) proposed by Housing 21 is currently under construction. The remainder of the site will accommodate additional residential units.

4.7.26 The design and layout for the remaining elements of the scheme must appropriately consider the location of the site with regard to backing onto the railway line and making provision to overcome the issue through design or by merely providing a screen.

Delivery and Implementation

4.7.27 The site has been assembled through Housing Act powers and all properties have now been cleared, with site investigation and reclamation currently underway, which is expected to be completed by March 2010. The site will then be tendered to the Greets Green Developer Panel, though the marketing of this site has not yet been programmed at this point as it will depend on the success of the Claypit/Wattle site. The Extra Care scheme element has already commenced on site and is well advanced in its construction.

Bus Depot

- Proposal Site **WBPr30** : Bus Depot
- Site size: 1.1 ha approx.
- Allocation: Residential
- Timescale: Medium to long term

4.7.28 The site is identified within the Greets Green Housing Plan as a residential development site. The current use represents a non-conforming use in a predominantly

residential area. The frontages to Oak Lane and Hazelbeech Road and the relationship to backs of properties on Beechwood Road must be considered appropriately in the design, scale and layout of any scheme.

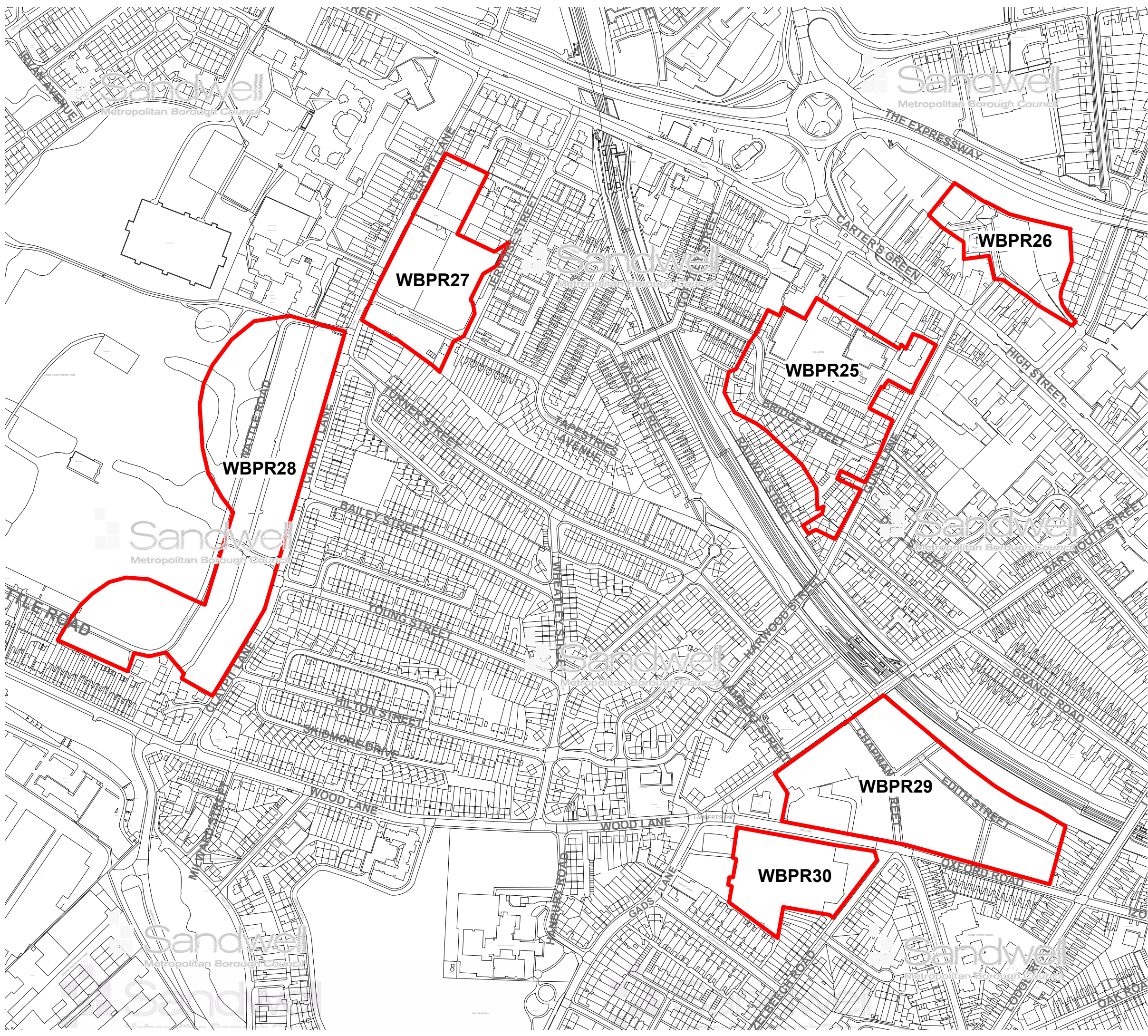
Delivery and Implementation

4.7.29 Bringing forward comprehensive residential development on this site is an aspiration. The site is privately owned and the current use performs an important role for the Borough and region as a whole making it imperative that a suitable relocation site is identified before the development process can commence. The Council recognise the need to identify an alternative, appropriately located site for the relocation of the facility and will work with the bus company to achieve this. Upon relocation the site will be redeveloped for residential purposes. This may also be dependent upon the future of the other site at Izons Road currently used for overspill parking.

Figure 16

Carter's Green and Grets Green

- WBPr25 - Carter's Green/Gun Lane
- WBPr26 - John Street
- WBPr27 - Claypit Lane II/Meadows School
- WBPr28 - Claypit Lane/Wattle Road
- WBPr29 - Edith Street
- WBPr30 - Bus Depot



September 2012

NOT TO SCALE

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office.

Crown copyright

Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

OPPORTUNITY AREA 7 - CANALSIDE

4.8.1 The canalside area is located on the western and southern edges of West Bromwich where the Birmingham Canal, Walsall Canal and the Balls Hill Branch Canal converge. A band of industrial uses interspersed with small portions of housing stretch from the Birmingham Canal along the Balls Hill Branch Canal and the Walsall Canal, which has been a traditional location for industry over the past 100 years due to the benefits of waterway linkages.

4.8.2 The canalside area was previously designated within the Business Zone in the UDP (2004) taking account of the predominant existing industrial uses in the area. The designation ensured that existing uses and sites in the area would be safeguarded for industrial purposes and that development for other uses that would compromise industrial future of the area would not be permitted.

4.8.3 The national housing agenda and the subsequent regional and sub-regional interpretation places a requirement on local authorities to identify suitable land for housing. The canalside area of West Bromwich presents a significant opportunity for transformational change with potential for the creation of new sustainable communities, with access to local facilities, where there is a lack of local provision and a local need is identified. and upwards of 2,500 new homes, which will contribute to meeting the housing need. The key element of the strategy for the canalside area is the transformation of the industry in the area to provide new residential communities.

4.8.4 It is important that the canalside area is not viewed as individual sites but is considered as a whole where sustainable communities that connect can be developed, whilst also forming links with the existing, established communities and neighbourhoods in proximity. The provision of connections through the canalside area will aid permeability and help to ensure that development is more sustainable.

4.8.5 The local economy is evolving to accommodate office based business as well as the traditional manufacturing industries and is anticipated to continue changing. This change has been recognised and accommodated in the form of significant office and high quality employment allocations within the AAP. Though it is anticipated that the office market will pick up in West Bromwich it is still accepted that industry makes up an important part of the umbrella of employment and therefore the Council will have an important role to play in assisting the relocation of businesses.

4.8.6 It is evident that there will be a number of significant issues that arise as a result of attempting to implement and deliver change in this area. The number of multiple landowners on sites allocated for development may make the process of land assembly more lengthy and difficult. The phasing of the development of the canalside area may also provide difficulties as not only the phasing of individual sites but the area as a whole will have implications. A situation where completed housing developments are situated adjacent to existing industry must be avoided. There is also concern that the legacy of industrial uses will have generated a significant amount of contamination, which will have implications for developers and potentially for development. It is common for sites of this nature within Sandwell and the Black Country to suffer a certain degree of contamination. Subsequently it is the developer's responsibility to prove abnormal conditions in order to avoid complying with the required planning obligations.

4.8.7 In addition to this, the area is affected by a number of consultation zones, drawn by the Health and Safety Executive, around hazardous premises or installations. There are generally three areas to consider, the inner, middle and outer zones. The HSE consider different type of development may be acceptable in each of the zones, dependent upon the possible consequences of a major accident at the hazardous installation and whether it would be possible to evacuate people quickly in such an event. Therefore the HSE are a statutory

consultee on any planning application coming forward, especially for residential development where they would be affected by one of the zones.

4.8.8 The HSE may then 'advise against' development if they consider there may be health and safety concerns. The Local Authority must then decide whether to grant permission against the advice of the HSE, but this may lead to the call-in of the application. Therefore, each of the sites within the AAP will need to be considered on its merits, together with the most up to date situation about each of the zones and in consultation with the HSE. Should the larger sites be split into smaller parcels, this would enable appropriate mitigation measures to be put in place which would assist in development coming forward across the site. Advice from the HSE on development of sites within affected areas is thus;

Certain sites and pipelines are designated as major hazards by virtue of the quantities of hazardous substances present. The siting of such installations will be subject to planning controls, for example under The Planning (Hazardous Substances) Regulations 1992 (as amended) aimed at keeping these separated from housing and other land uses which might be incompatible from the safety viewpoint. In accordance with Department for Communities and Local Government Circular 04/00, the Local Authority will consult the Health and Safety Executive, as appropriate, about the siting of any major hazard installations.

The area covered by this Local Development Plan already contains a number of major hazard sites and pipelines. Whilst they are subject to stringent controls under existing health and safety legislation, it is considered prudent to control the kinds of development permitted in the vicinity of these installations. For this reason the Planning Authority has been advised by the Health and Safety Executive of consultation zones for each major hazard site and pipeline. In determining whether or not to grant planning permission for a proposed development within these consultation zones, the Planning Authority will consult the Health and Safety Executive about risks to the proposed development from the major hazards in accordance with Circular 04/00.

4.8.9 The sites within the canalside area present the opportunity to provide local facilities ancillary to the planned housing, due to the fact that the area is currently isolated from existing facilities located within the town centre and that the canalside area is devoid of any local facilities.

4.8.10 The suburban location of the canalside area necessitates an appropriate density in the region of 30-50 dph, with scope for increased densities and building heights on canal and main road frontages.

Planning Obligations

4.8.11 All sites within the canalside area are identified for residential development which will subsequently generate a requirement for the provision of affordable housing on site and contributions to the provision and maintenance of open space in the form of a commuted sum. Residential development will be required to provide contributions towards the improvement of education provision and community uses in areas where it is identified that provision is lacking and to mitigate against increased demand as a direct result of new residential development. In addition development will contribute to the delivery of the transport strategy for the West Bromwich AAP area and may also be required to contribute to public transport improvements. Development opportunities adjacent to the canal will generate more usage of the towpaths contributing to sustainable communities. However this will also lead to increased liabilities and maintenance issues such as increased litter and discharging of surface water into the network. The Council will look to secure contributions to improve the canal infrastructure, towpaths and open space as part of the development proposal and to mitigate any other issues that may arise from the development.

Delivery and Implementation

4.8.12 Each of the sites within the Canalside area are occupied by active businesses of differing quality. A number of landowners within the Canalside area have expressed interest and willingness to be part of plans for the regeneration of the area. Consensus amongst landowners within the Canalside area is not fully known at this point and therefore the process of assembling land for development through means of a Compulsory Purchase Order will be a last resort. However, it is hoped that the projected long term development opportunity that this area provides will enable landowners to buy into the future proposals and to secure relocations. The Canalside area is seen as a long term development opportunity.

Phasing

4.8.13 The phasing of residential development on individual sites within the Canalside area will assist in bringing forward development. However, this will not always be appropriate in this general location given the surrounding uses and the potential to create non-conforming neighbouring uses. In instances where a phased approach is taken to the redevelopment of a site, it is preferred that a masterplan is prepared detailing comprehensive redevelopment to ensure that early phases do not compromise later stages or the comprehensive plan.

Oldbury Road

- Proposal Site **WBPr31** : Oldbury Road
- Site size: 16.8 ha approx.
- Allocation: Residential
- Timescale: Long term

4.8.14 The site is occupied with operational industrial businesses and a small portion of housing. The site provides a significant opportunity for large numbers of new housing, which may be undertaken in two phases either side of Oldbury Road. The design, layout and development of early phases must ensure that development doesn't preclude later phases.

4.8.15 The frontage onto the Birmingham Canal and Balls Hill Branch Canal provides the opportunity to create a high quality canalside living environment. Development of the site should consider orientation and layout with regard to the relationship with adjoining residential communities to the west as well as the frontage onto Greets Green Road

4.8.16 Development must consider whether any screening of the industry on the south side of the Birmingham canal is required.

4.8.17 The site is marginally affected by a HSE Consultation Zone and therefore there may be issues with bringing this site forward for development unless appropriate mitigation measures are put in place or the consultation zone is reduced/removed in the future.

Brandon Way/Albion Road (North)

- Proposal Site **WBPr32** : Brandon Way/Albion Road (North)
- Site size: 6.2 ha approx.
- Allocation: Residential
- Timescale: Long term

4.8.18 The site, which is occupied by a number of operational businesses, provides a substantial opportunity for the development of a significant number of new homes and communities.

4.8.19 The site presents an opportunity to develop a high quality canalside living environment with potential for high standards of design at the frontages onto the Balls Hill Branch Canal, Albion Road and Brandon Way.

4.8.20 The division of existing uses on the site provides the opportunity to phase the redevelopment of the site.

4.8.21 The site is affected by a HSE Consultation Zone and therefore there may be issues with bringing this site forward for development unless appropriate mitigation measures are put in place or the consultation zone is reduced/removed in the future.

Brandon Way/Albion Road (South)

- Proposal Site **WBPr33** : Brandon Way/Albion Road (South)
- Site size: 1.5 ha approx.
- Allocation: Residential
- Timescale: Medium to Long term

4.8.22 The site, occupied by operational industrial businesses provides a significant opportunity for the provision of new high quality canalside living environment, with high quality frontages onto the Birmingham Canal, Brandon Way and Albion Road and potential for high quality landmark design at the northern gateway to Oldbury.

4.8.23 Consideration should also be given to some form of screening from the industrial uses to the south across the Birmingham Canal.

4.8.24 There may be potential to phase development given the size of the site and the potential for the creation of different points of access to the site. Consideration should be given to how the site is brought forward for development in a phased way if housing is developed next to existing industrial uses.

4.8.25 The HSE Consultation Zone has been reduced significantly recently to take into account updated practices on the neighbouring site. This has therefore had a positive effect on this site as it is no longer affected by HSE consultation zone for Hazardous substances. However, a Major Accident Hazard Pipeline runs long the southern boundary along the canal and therefore design of development will need to reflect this. It is recommended that no development for residential take place in the inner zone, and limited number of properties should be allowed in the middle zone.

4.8.26 It is proposed to develop a Planning Brief for the site which will assist in bringing the site forward for appropriate development in line with the Council's design principles.

Brandon Way/Brandon Close

- Proposal Site **WBPr34** : Brandon Way/Brandon Close
- Site size: 1.0 ha approx.
- Allocation: Residential
- Timescale: Long term

4.8.27 The site is occupied by industrial businesses in operation. Development on the site must consider orientation and layout with regard to the relationship with existing housing to

the east and the frontage to Brandon Way. Development of this site could come forward independently of the other sites within the canalside area due to its isolated location on the edge of an existing residential community on the eastern side of Brandon Way.

4.8.28 Given the size of the site and its previous uses, no problems are envisaged in bringing this site forward for development in line with adjoining development.

Kelvin Way

- Proposal Site **WBPr35** : Kelvin Way
- Site Size: 62.0 ha approx
- Allocation: Local Employment Land
- Timescale: Long Term

4.8.29 This is a large area of current industrial land stretching from Oldbury Road across Bromford Road/Kelvin Way and up to Kenrick Way. It takes in a large portion of land south of the Birmingham Canal incorporating Oldbury Road and Albion Industrial Estates, Bromford Industrial Estate and Kelvin Way Trading Estate. Whilst the industrial land is not considered to be of a particular high quality, it plays an important role in the provision of industrial land, still much desired in this part of the Borough due to its prominent and easily accessible location off the Strategic Highway Network. Whilst the canal is included within the overall area, it is not envisaged that development that could affect the normal operation of the canal will take place and its future will be protected.

4.8.30 The Joint Core Strategy for the Black Country has identified this particular area as worthy of retaining for local employment land. Whilst this site was not consulted upon as part of the Preferred Options published in 2008, further consideration on the future of this area has resulted in this long term allocation to safeguard its future as an important industrial area. This is particularly important given that now the Core Strategy is adopted, the Business Zone protecting this area has fallen and therefore the area will have no specific allocation.

4.8.31 Major Accident Hazard Pipelines run along the Birmingham Canal through the centre of this site in a south to north east direction. Therefore all three zones (inner, middle and outer) run through the centre of the site. In addition, the MAHP runs along the northern boundary of the western (Bromford Bridge to Izon Bridge) area allocation. All zones therefore encroach on this northern boundary area. Design of development therefore will need to consider excluding the area covered by the inner zone and to limit the number of residential properties within the middle zone. The land between Oldbury Road and Kenrick Way is identified as being at risk of flooding. Appropriate assessments will need to be undertaken when these sites within this allocation come forward for redevelopment to ensure appropriate mitigation measures are put in place.

4.8.32 The long term vision for this area is for Industrial development to remain, with the potential to improve the provision within the area and raise the quality of the industrial offer within West Bromwich.

Figure 17

Canalside

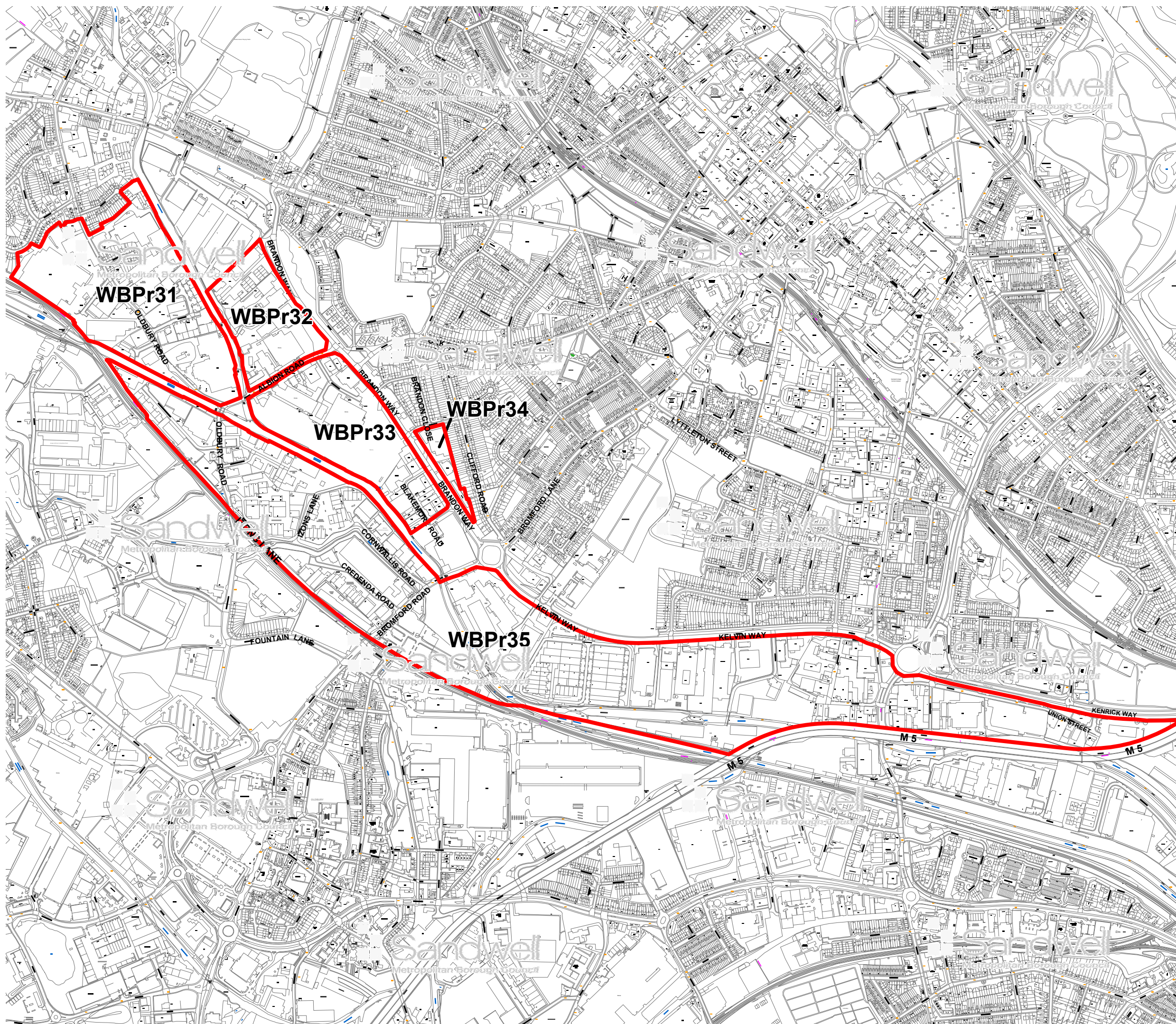
WBPr31 - Oldbury Road

WBPr32 - Brandon Way/Albion Road

WBPr33 - Brandon Way/Albion Road

WBPr34 - Brandon Way/Brandon Close

WBPr35 - Kelvin Way



September 2012

NOT TO SCALE

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office.

Crown copyright

Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

Sandwell M.B.C. Licence No. LA 100032119 2012

OPPORTUNITY AREA 8 - NORTHERN RESIDENTIAL QUARTER (NORTH OF A41)

4.9.1 The area north of the A41 is predominantly made up of residential communities separated from West Bromwich town centre by the Expressway. However, it provides access to recreational opportunities at Dartmouth Park and the Sandwell Valley beyond. A key element to the overall strategy in the AAP will be to break down the barrier created through the Expressway and to improve pedestrian links in and out of the area.

4.9.2 In terms of land use change it is envisaged that the area will remain largely a residential quarter supporting the commercial activity of the town centre. Due to the nature of the area being made up of an established group of residential communities there are limited opportunities for significant new residential development on sites that have been previously developed for uses other than residential. Coupled with the regional and sub-regional interpretation of the national agenda to find new sites for housing and the need to create sustainable communities it is evident that these limited opportunities for significant development within this broad area should be considered primarily for new housing with ancillary uses where shortfalls in local provision and residual need are identified.

4.9.3 The group of sites identified have the potential to contribute greatly to meeting the sub regional need for new housing by developing new sustainable communities served by local facilities and public transport. This should be achieved whilst ensuring that new development is not isolated and in fact makes attempts to integrate with existing residential communities. Any subsequent sites that should come forward during the plan period should not be considered for uses that would conflict with the fabric of these communities.

Planning Obligations

4.9.4 All sites within this area are identified for residential development and will subsequently generate a requirement for the provision of affordable housing on site and contributions to the provision and maintenance of open space in the form of a commuted sum. Residential development will be required to provide contributions towards the improvement of education provision and community uses in areas where it is identified that provision is lacking and to mitigate against increased demand as a direct result of new residential development. In addition development will contribute to the delivery of the transport strategy for the West Bromwich AAP area and may also be required to contribute to public transport improvements where appropriate.

4.9.5 The suburban location of these sites necessitates an appropriate density in the region of 35-50 dph, with scope for increased densities and building heights on main road frontages.

Former Swan Village Gas Works

- Proposal Site **WBPr36**: Former Swan Village Gas Works
- Site size: 5.4 ha approx.
- Allocation: Residential
- Timescale: Short to medium term development opportunity

4.9.6 The gas works is no longer operational and following discussions with the land owner is likely to come forward for development during the plan period. Initial feasibility work on the cost of reclamation suggests that the only viable end use (residential) would be compatible with the overall strategy for the area and adjoining land uses.

4.9.7 The whole West Bromwich AAP site has not been assembled, therefore development at this time will only be brought forward on the NGP (National Grid Property Holding Ltd) owned section (the former gas works) and not the Swan Lane Industrial Estate. Initially, residential development on this site will not be as comprehensive as that planned within the West Bromwich AAP. Proposals for new development on site will be encouraged to make

provisions for further phases of development and not to prejudice the potential for a comprehensive solution if the remainder of the AAP site becomes available and comes forward for change.

4.9.8 Development of this site has the opportunity to address the frontage to the A41 through the provision of a high quality design statement. There is potential for higher densities of residential development to be located in the areas in proximity to the Metro Line and strategic highway network, which is served by public transport.

Delivery and Implementation

4.9.9 Negotiations have been held with NGP and the consultant team and dialogue has continued throughout the AAP process. A planning application has been submitted on the site and received approval subject to conditions in April 2011. There are issues regarding the viability of the site and the provision of affordable housing to meet policy requirements which is still being resolved. This site is seen as a short to medium term development opportunity, though comprehensive residential development of the whole AAP site may be a long term realisation.

John Street North

- Proposal Site **WBPr37**: John Street North
- Site size: 1.5 ha approx.
- Allocation: Residential
- Timescale: Medium to long term development opportunity

4.9.10 This site was identified for residential purposes in the Council's Adopted UDP (April, 2004), but its potential for redevelopment has yet to be realised. The site is currently occupied by active builders merchants, but should it become available within the plan period, residential development would be the preferred land use change.

4.9.11 Development of the site has the potential to create a landmark statement of high quality design at the gateway to the High Street, but must also consider the relationship with the Expressway and overcome any conflicts.

Delivery and Implementation

4.9.12 The site is currently occupied by an active business and it is not known whether the landowners wish to sell the land. Assistance would be offered to the existing occupiers should they wish to relocate. The nature of the site does not appear to lend itself to a phased approach to development. The site is seen as a medium to long term development opportunity.

Church Lane/Gladstone Street

- Proposal Site **WBPr38**: Church Lane/Gladstone Street
- Site size: 2.8 ha approx.
- Allocation: Residential
- Timescale: Medium to long term development opportunity

4.9.13 This site comprises a small enclave of industrial uses, which are isolated from a small area of employment to the north and is surrounded by residential, open space and educational use. The preferred use for this site is residential given that it is isolated from the pocket of employment uses to the north by the B4149 and is more closely linked with the surrounding residential area.

4.9.14 Development of this site should consider orientation and layout or methods of screening from employment to the north, though the green space to the east provides potentially beneficial aspects.

Delivery and Implementation

4.9.15 The site is currently occupied by active businesses and it is not known whether the landowners are in a position to sell the land. Given the distinct division of the site it may be possible to phase development, which may assist in bringing forward change at a faster rate. If this is to be the case development of earlier phases must be undertaken with a view to not obstruct later phases. The site is seen as a medium to long term development opportunity.

Sandwell District & General Hospital

- Proposal Site **WBPr39**: Sandwell District & General Hospital
- Site size: 3.0 ha approx.
- Allocation: Residential
- Timescale: Medium to long term development opportunity

4.9.16 Sandwell and West Birmingham NHS Hospitals Trust are currently undertaking the Right Care, Right Here Project. This Project is an action plan to improve health and social care in Sandwell and the heart of Birmingham. The Trust has a unique opportunity to make this happen because many of its buildings are getting old and extra government funding is available to provide replacement buildings.

4.9.17 Residential development of the site provides the opportunity to create high quality development fronting the road and corner aspect.

Delivery and Implementation

4.9.18 Part of the consideration of future healthcare provision in Sandwell is whether services could be provided on new or redeveloped sites, thus releasing surplus land for other uses to meet local needs in the area. This has led the Trust to consider the redevelopment of Sandwell General Hospital, Hallam Street for new and updated facilities on the site, along with the release of a portion of the site for other uses. The Trust expects that the site will be available for redevelopment following disposal by year 2016.

4.9.19 Therefore, this proposal is best viewed as being a medium to long term opportunity. Should land become available for development, residential will be the preferred use.

Former Churchfields School

- Proposal Site **WBPr40**: Former Churchfields School
- Site size: 5.5 ha approx.
- Allocation: Residential
- Timescale: Short term

4.9.20 The site of the former Churchfields School, previously in the ownership of the local authority, is now owned by a major house builder and with the benefit of a residential planning consent provides the opportunity for a significant contribution to the Local Authority's housing targets.

4.9.21 The site presents the opportunity to provide a contemporary extension to an existing residential community with the potential to create a statement of high quality design onto the A4031 frontage and maximise vistas over the green space to the east.

Delivery and Implementation

4.9.22 The site has been subject to development briefs and planning applications, which has amounted to planning permission being granted for the development of a significant amount of new housing and sports pitch provision. Construction has already commenced and units occupied. The main site access was constructed in mid 2010. The process leading to the development of this site is evidently advanced, and therefore it is envisaged that the site is a short term opportunity.

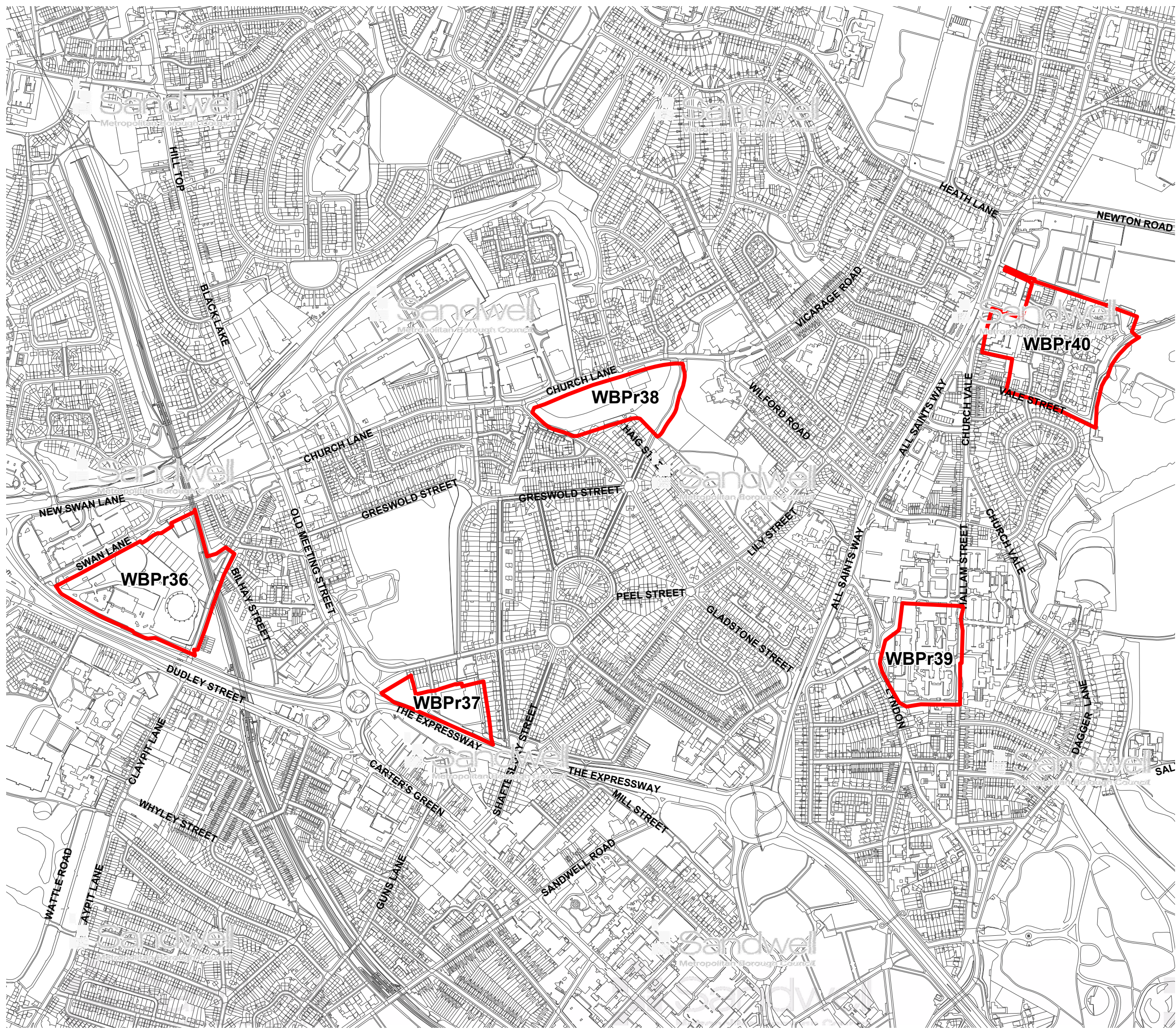


Figure 18

North of A41

WBP36 - Swan Lane

WBP37 - John Street North

WBP38 - Church Lane/Gladstone Street

WBP39 - Sandwell District & General Hospital

WBP40 - Former Churchfields School



September 2012

NOT TO SCALE

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office.

Crown © copyright

Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

PART 4 – DELIVERY AND IMPLEMENTATION

5.1 West Bromwich is undergoing major change over the coming years, with major investment over phased programmes delivering the transformational change it needs to compete as a Strategic Centre. In order to bring the developments forward, there will need to be significant funding from a combination of sources including public and private agencies.

5.2 Whilst there are a number of proposals within the Area Action Plan, many of these have been subject to many years of planning and negotiation to ensure that the end product will deliver the appropriate type and scale of development suited to a Strategic Centre. New high quality retail and leisure provision will assist in promoting the town and reversing its past decline. Additional office provision will also assist in ensuring that West Bromwich becomes a destination for high quality businesses to locate, bringing further investment into the town and the Borough as a whole. New housing will help to deliver the sustainable communities set out in the Core Strategy, and improved public realm and an integrated transport network will improve the environmental quality for people who work, live or visit the area.

5.3 In order to achieve the aims and objectives of this plan, significant investment will be required. Many schemes already in the pipeline are being delivered through private investment, in the form of the new retail and leisure development by Tesco, and the office development at Providence Place by Stoford. Other schemes in the area such as the new College are being delivered through the Learning and Skills Council.

5.4 In order to bring forward some of the schemes, it has been necessary to attract funding from other sources of intervention, such as Urban Living, the Birmingham and Sandwell Pathfinder whose programme ceased in March 2011. Urban Living has been instrumental in assisting the progression of some of the schemes within the AAP area. However, other partner agencies such as Homes and Communities Agency will also play a key role in assisting in the delivery of some of the major schemes coming forward within the plan period.

5.5 Obviously the economic downturn over the past couple of years has affected the delivery of some of the schemes, with funding regimes being cut or significantly reduced, it has not been possible for some of the schemes to come forward or it has affected the commencement date on site. On some occasions, it has been necessary for the Local Authority to be flexible on the amount of S.106 contribution by developers in order to assist the viability of certain schemes.

5.6 The Implementation Table (Appendix 7) shows each of the proposals with the anticipated implementation mechanism and funding sources where appropriate. It also shows the target phasing timescales for each of the schemes which, dependent upon the market and future funding sources, may change. Whilst the Table shows the assumed programme of development for each of the sites, any change to this due to unforeseen market conditions is beyond the control of the Local Authority to predict.

5.7 There are a number of risks attached to the proposals within Part 3 of this document. The fundamental risk however lies with successful partnership working with both agencies and the private sector. There must be partnership working on many of the schemes in order for them to be brought forward and for the visions of each of the agencies for the regeneration of West Bromwich Town and its environs to be realised and become reality. Significant gap funding from the various agencies is paramount to some of the schemes being brought forward within the plan period, but there is a need to recognise that funding has been considerably reduced over the last couple of years and there is no indication that this will be reversed in the near future. It is therefore necessary for each of the agencies to prioritise those schemes which will deliver the most outputs and further assist the government's agenda to create sustainable communities, viable centres and access to employment opportunities.

5.8 In addition to this, there is the risk that private sector funding will not be forthcoming which may further delay or halt schemes reliant on the private sector to deliver. Whilst the market conditions are not favourable at the present moment, there is an indication that the situation is turning for the better and although it may take some time and some schemes may be delayed, the proposals contained within this Plan are considered to be deliverable, and robust enough, even in the uncertain financial position we are in at present.

5.9 The proposals considered to be most at risk are the major transport proposals which, as a result of cuts on funding from the Department for Transport, are uncertain to be deliverable within the plan period, if at all. This has resulted in some schemes being deleted from the Area Action Plan where deliverability is compromised due to no funding coming forward within the Plan period. Other measures have, however, been introduced which aims to achieve the transport strategy as set out earlier in this Plan.

Monitoring

The Local Authority is required to monitor the effects of planning policies on an annual basis. These include policies within the Black Country Core Strategy and other Local Development Plan Documents.

The policies will be monitored against the Core and Local indicators as set out in the adopted Core Strategy as well as specific local indicators where appropriate. The outputs will monitor issues covered in the West Bromwich Area Action Plan such as the amount of convenience and comparison floorspace being created as part of the development plan proposals, amount of office space being generated through new developments, numbers of houses to be built within the Area Action Plan and accessibility and transport issues. Monitoring will be reported through Sandwell's Annual Monitoring Report.

Monitoring of the above as part of the AAP process will ensure that the anticipated outputs are achieved, and if necessary, reviewed or altered, in order for the strategic objectives of the plan to be realised. The indicators have been derived in relation to the AAP objectives.

Objective 1 – To encourage sustained economic growth by;

- Increasing and improving the quality and choice of retail provision in the town centre
- Increasing and diversifying the level of employment, leisure, cultural and social opportunities within the town centre
- Enhancing the image of the area to encourage indigenous and inward investment.
- Providing easy access to a wide range of employment opportunities and services within the town centre
- Defining an appropriate town centre boundary, including a primary shopping area and areas of predominantly leisure, business and other main town centre uses.

Indicator	Target
LOI CEN3 - Amount of completed floorspace (sqm) for Retail (convenience and comparison), B1a Office, leisure / entertainment / cultural and tourism facilities by location	Comparison shopping provision - 45,000sq.m. (up to 2021) 20,000sq.m. (2021-2026) New office floorspace – 220,000 sq.m. (up to 2026)
LOI EMP2c – Loss of employment land by Local Authority area (ha) by Strategic High Quality and Potential Strategic High Quality Employment Area as defined in Policy EMP2 and broad locations shown in Appendix 3 (ha)	0

Objective 2 – To improve the quality of the public realm and built environment by;

- Modernising the built form and urban fabric to transform the towns identity and provide it with a new contemporary image
- Conserving and enhancing the historic environment
- Raising standards in architectural design and quality
- Creating a balance between vehicular traffic and cycle and pedestrian movement
- Creating streets and spaces which people want to be in and enjoy using
- Reinforcing key gateways and nodes throughout the area
- Reviewing and interpreting the Public Realm Strategy for specific sites and area of the town
- Developing planning and design guidance for strategic sites and areas and, where necessary, developing detailed masterplans

Indicator	Target
LOI ENV3a - Proportion of major planning permissions adequately addressing By Design and Manual for Streets guidance as appropriate.	100%
LOI ENV2 - Proportion of planning permissions granted in accordance with Conservation / Historic Environment Section or Advisor recommendations	100%

Objective 3 – To improve the attractiveness of West Bromwich as an area to live by;

- Improving the range, quality and affordability of accommodation on offer within the town centre and adjoining neighbourhoods
- Reducing the actual and perceived level of crime and anti social behaviour
- Improving the quality of and access to public open spaces
- Working closely with key services providers, such as Education and Health, to ensure improvements to infrastructure can be delivered
- Promoting a vital and vibrant town centre that offers a wide and varied range of facilities, including leisure and culture, capable of meeting the community's needs of the area
- Identifying and allocating sites to fulfil the housing needs of the area
- Incorporate environmental infrastructure within new developments and creating sustainable living environments
-

Indicator	Target
COI HOU1b – New and converted dwellings on previously developed land	95% of dwellings to be constructed/converted on previously developed land
COI HOU3 – Gross affordable housing Completions 11000 by 2026 (15% of target gross housing completions between 2006 and current year)	In WBAAP area sites will accommodate the following affordable housing provision 320 (2011 – 2026) 514 (2016 – 2021) 330 (2021 – 2026)
LOI ENV5 - Proportion of major planning permissions including appropriate SUDs	100% of planning permissions will have appropriate SUDs incorporated within the design

LOI ENV3b - Proportion of major planning permissions meeting at least Code for Sustainable homes Level 3 or BREEAM very good standard	100% of developments will meet Level 3 standard as a minimum
COI ENV3 – Housing Quality Building for Life assessment.	Move towards 100% with a rating of good or very good by 2026
LOI HOU5 - Loss of Education and Health Care capacity during the plan period	None. No development will result in the loss of education or health provision without appropriate mitigation measures being in place unless it can be demonstrated that the provision is no longer required.
LOI ENV6b - Delivery through Local Development Documents of broad open space, sport and recreation proposals for each Regeneration Corridor and Strategic Centre set out in Appendix 2	100% by 2026

Objective 4 – Improving accessibility and movement to and within the area by;

- Giving greater priority to pedestrian movements in certain parts of the town centre
- Developing routes and crossings that are safe and attractive and balance the needs of the pedestrian and the car
- Promoting the use of public transport, through improvements to infrastructure and accessibility to services
- Promotion of greater priority measures for public transport to improve service provision both in and around the centre
- Developing a hierarchy of roads across the town that meet the needs of an expanded town centre
- Providing appropriate levels of short and long stay car parking that meet the future long term needs of the town
- Providing a co-ordinated approach to signage, furniture and paving materials to create a stronger sense of place and identity

Indicator	Target
LOI TRAN2 - Appropriate provision or contributions towards transport works and Travel Plans measures by all relevant permissions based on best practice. Targets and measures contained in travel plans and agreements will be monitored and reviewed.	Travel Plans to be produced and monitored for 100% of all planning applications that are required to submit a Transport Assessment or a Transport Statement
LOI TRAN4a - Increase in cycle use of monitored routes	1% increase in cycling by 2026
LOI TRAN4b - Implementation of Proposed Local Cycle Network identified in the Cycle Network Diagram	Increase % length implemented
WBAAP Local Indicator – Area Wide Travel Plan Target with West Bromwich AAP Area	Achieve target of single occupancy work related car borne trips to 55%
LOI TRAN5b - All new publically owned long stay parking spaces in Strategic Centres to be located in peripheral locations.	100%

APPENDIX 1 - PUBLIC REALM

The overall approach is to set out a limited palette of materials and streets furniture with subtle variations between different character areas. This will bring a coherent character to West Bromwich Town centre whilst - at the same time - providing a variety that responds to place. The palette for each category is set out in the following sections.

Boulevard

The inner ring road forms a three-quarter circle around the town centre. This, plus some sections linking the town centre and Expressway, make up the 'Boulevard' category. Although dominated by vehicle traffic, the route should nevertheless be attractive to all users, as it represents a strong image of the town to drivers of passing vehicles as well as acting as an important pedestrian link.

The Principles of the palette are to;

- Provide a simple palette of complementary materials and street furniture that creates a simple, clean streetscape that offers both functionality and attractive appearance to users and identifies the 'Boulevard' as a key route within the Town Centre.
- Provide a high quality paved surface for pedestrians using large unit dark granite aggregate concrete paving slabs with granite stone banding.
- Develop a clear zone for street furniture, tree planting and signage away from the pedestrian route - 1.4ms wide
- Provide a tree lined route with a formal rhythm of vertical features (trees light columns and street furniture) to create a unified design to the 'Boulevard' linking together the various different street edge characters and conditions that occur along this long route. Green Granite stone banding within the footway defines a rhythm along the Boulevard.
- Lighting should relate to the needs of both vehicles and pedestrians, and provide a strong rhythm of lamp columns. The specification should match the lights to the The Public forecourt on the Town Square.
- Robust materials, particularly near kerb side where vehicle overrun may take place along the heavily trafficked route and where street works by statutory undertakers are most likely. The use of silver grey granite aggregate concrete blocks allows occasional heavy vehicle over-run and ease of replacement if service works required.
- Use Stainless steel for street furniture to define primary areas and reduces maintenance on highly trafficked routes

High Street Conservation

The Victorian heritage of West Bromwich is preserved through a number of attractive, character buildings. These are clustered along the High Street to the west of the main retail section, forming a 'civic core' that has been designated a Conservation Area. The heritage aspect of this part of the High Street and the adjacent section of Lodge Road demands a sensitive treatment where hard landscaping and street furniture is concerned. Materials and designs reflect the age and style of the buildings with the public realm providing a simple high quality backdrop to the building form.

The street design within the High Street conservation area should aim to enhance the pedestrian environment, improve the setting of the historic buildings and reduce the impact of vehicles. The use of pavement buildouts where possible to reduce carriageway widths to 6.5ms wide and defined parking bays set into the pavement line allows for improved pedestrian crossing, tree planting and a defined zone for street furniture to reduce visual street clutter.

The Principles of the palette are to;

- Provide a simple palette of traditional size paving materials and minimal street furniture provides an uncluttered streetscape complementing the quality of the historic buildings.
- Provide a high quality paved surface for pedestrians using large unit natural aggregate concrete paving slabs with wide granite kerbs.
- Develop a zone for street furniture, cycle parking, tree planting and signage away from the pedestrian route - 1.4ms wide. This will preferably be where pavement buildouts are proposed.
- Provide tree planting where feasible with traditional tree grille painted black.
- Robust materials, particularly near kerb side where vehicle overrun may take place near parking bays. The use of slabs laid on a concrete base will provide stronger construction.
- Provide strong linearity to the street through use of wide granite kerbs, 300mm wide. Where kerb buildouts and parking bays set into the paving are proposed provide a consistent line to main carriageway. Where parking bays are set into paving area provide a similar width of granite between parking bay and carriageways in line with main kerb to retain strong line. * Parking bays to be paved in granite setts, 3 colour random mix, silver grey 30% mid grey 50% and green 20%. Defined loading bays could be raised to footway level to allow use as footway when not in use.

Secondary High Street

These routes are important locations for secondary retail, evening activity and community services. A 'neighbourhood' feel to the local shops is in strong contrast with the heavy volumes of traffic along these key vehicle routes. To enhance the pedestrian environment creating both attractive walkways and places to linger the traffic flows should be reduced, existing wide carriageway should be narrowed with raised loading and parking areas surfaced with quality materials such as granite setts. This, together with the provision of tree planting and wider footways will create a softer, more pedestrian friendly public realm.

These areas have a high level of vehicle and pedestrian usage and consequently require a robust specification. The use of large unit reinforced slabs provides an attractive but simple material which can withstand occasional vehicle runover.

The proposed extended footway provides locations for street furniture and tree planting in line with the parking bays. This ensures that the pedestrian corridor is clear of obstruction.

The Principles of the palette for the Secondary High Street areas are to;

- Provide a palette of attractive robust paving materials and minimal street furniture creating an uncluttered streetscape to encourage ease of movement and browsing in shops.
- Provide a high quality paved surface for pedestrians using large unit granite aggregate reinforced concrete slabs paving slabs with wide granite kerbs.
- Develop a zone for street furniture, cycle parking, tree planting and signage away from the pedestrian route - 1.4ms wide. This will preferably be where pavement buildouts are proposed.
- Provide tree planting where feasible with contemporary galvanised steel tree grille.
- Robust materials, particularly near kerb side where vehicle overrun may take place near parking bays. The use of reinforced slabs across the entire footway ensures the paving can withstand unwanted vehicle overrun.
- The layout of the streets with proposed kerb buildouts and inset parking bays should provide strong linearity to the street to reflect the straight axial form and character of the High Street. Where kerb buildouts and parking bays set into the paving are proposed provide a consistent line to main carriageway. Where parking bays are set into paving area provide a similar width of granite between parking bay and carriageways in line with main kerb to retain strong line. * Parking bays to be paved in granite aggregate concrete setts. Defined loading bays could be raised to footway level to allow use as footway

- when not in use. These can be paved in matching material to footway in sandstone sett blocks
- Tree planting should be provided to soften the street character whilst visually narrowing the vehicle corridor. The latter should help to reduce speeds.

Providence Place

The Providence Place office development offers an opportunity to create attractive pedestrian routes, both within the site and towards the adjacent retail, and civic areas. The materials and street furniture palette provide a high quality contemporary feel to reflect the proposed architectural style of the quarter

The key routes through the site should provide generous footway widths with tree planting and minimal street furniture to create a clear uncluttered feel. Tree planting should be provided to soften street character, and narrow visual corridor for vehicles helping to reduce speeds.

The Principles of the palette are to;

- Provide a limited palette of complementary street furniture providing an uncluttered streetscape that offers both functionality and attractive appearance to users and identifies the 'Providence Place Quarter' as a specific character area.
- Provide a tree lined route with a formal rhythm of vertical features, trees light columns and street furniture to create a unified design within the quarter linking together the various different street edge characters and conditions that occur along this long route.
- Provide a high quality paved surface for pedestrians using large unit dark granite aggregate concrete paving slabs with green granite stone banding.
- Develop a clear zone for street furniture, tree planting and signage away from the pedestrian route - 1.4ms wide
- Street lighting should reflect the quality The specification should match the lights to the The Public forecourt on New Street.
- Robust materials, particularly near kerb side where vehicle overrun may take place along the heavily trafficked route and where street works by statutory undertakers are most likely. The use of silver grey granite aggregate concrete blocks laid in a grid pattern reflects the contemporary character.
- Use Stainless steel for street furniture to define primary areas and reduces maintenance and reinforces the quality working environment.

Metro Station Pedestrian Linkages

The links between the town centre require enhanced legibility, as well as a strong sense of being part of the town's civic quarter. This is in contrast to the wider residential streets. Repaving these routes with reinforced paving slabs provides both an enhanced visual appearance and robust form where street parking results in the occasional vehicle overrun.

The Principles of the palette for Metro Station pedestrian linkages are to;

- To provide a quality robust paved surface able to withstand occasional vehicle overrun whilst being legible as part of the town centre retaining the paved slab form of the High Street. The use of reinforced slabs with a natural aggregate textured finish is recommended.
- Tree planting with grilles should be provided in Dartmouth Street. Where tree planting exists — as along Lodge Road — larger tree pits should be formed with a bound gravel material infill, to overcome issues of root damage and trip hazards. Where footway widths are narrow investigate tree pits within buildouts.
- Limited street furniture to provide uncluttered route. Street furniture painted black.

Secondary

Within the town centre there are a number of residential streets and secondary commercial streets which require upgrading in order to reinforce the civic character of the area. For consistency, footway surfaces should be paved with reinforced concrete slab paving, with concrete kerbs. Existing lighting should be retained.

West Bromwich Streetscape Strategy

-  Major Link
-  Important Link
-  Place
-  Gateway/Node
-  Key Frontages
-  Potential Development

-The link along Bratt Street is key to tying this potentially isolated development into the wider Town Centre - need to improve edges to the street, especially along Astle Park and the proposed Tesco Service area.
- Need to give the street an image that says 'gateway to new office quarter' rather than 'residential road'.
-The link from the heart of the development towards Tesco is important.

Use massing of proposed office buildings around Expressway access roundabout to define strong gateway to town centre

New developments should provide permeable urban form with key routes having active frontages overlooking routes. Provide 24hr route through new retail quarter linking the public to the car parks with evening active uses to ensure surveillance

-Enhance route linkages between proposed new developments of Tescos, All Saints and the High Street/public transport facilities through quality routes and high legibility for pedestrians.
-Reduce the impact of traffic on pedestrian environment leading into the town centre by providing wide footways, tree planting and series of pedestrian crossings.

-Enhance pedestrian linkages between Metro station and bus station/proposed Sandwell College and Kings Square/High Street.
-Improve legibility of Metro station to encourage greater use of public transport and create a strong sense of arrival in the Town Centre.
-Ensure the college development is stitched into the pedestrian network and public transport facilities.
-Create a more positive and welcoming frontage to King's Square shopping centre: make it a 'front' not a 'back'.

-Carriageway narrowed and realigned.
-Boundaries of a new public square defined to assist in traffic speed control.
-Enhanced setting for St Michael's church located mid way along the Golden Mile.
-Extend and link public realm treatment in front of The Public.
-Unify the east-west transition of activity along the High Street.
-Public art and lighting establishes identity for western entrance to retail core.

-The boulevard can connect areas south of the Metro into the Town Centre via Spon Lane.
-Important for landmark buildings to create a high quality designed frontage onto the Ringway.

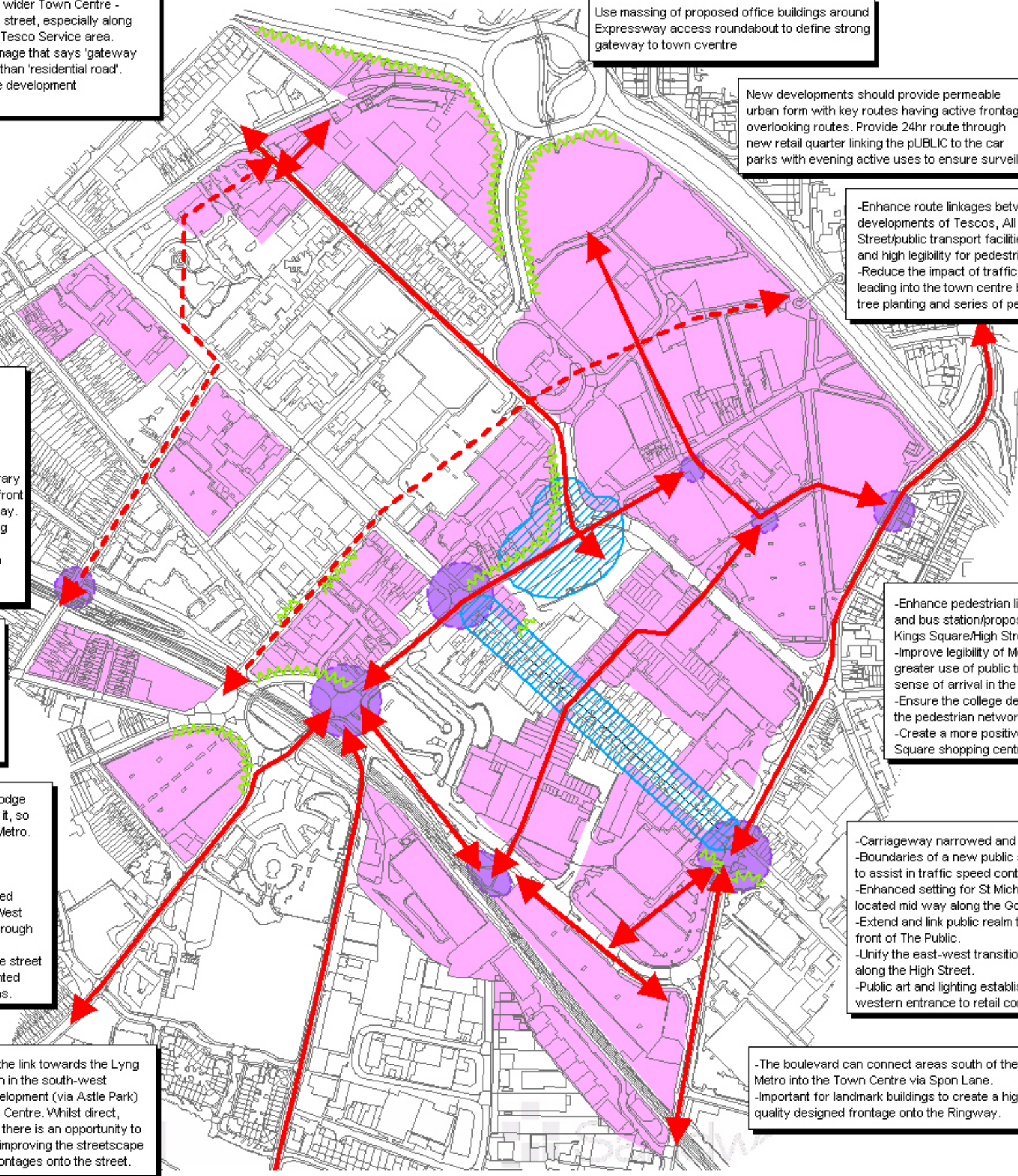
-Carriageways narrowed and paving extended to create parking bays.
-Boundary to Memorial Gardens renewed and the materials intergrated with those of streetscape to create a unified identity for High Street West.
-Boundary to incorporate seating.
-Semi mature tree lined boulevard created leading uphill to proposed civic square.
-Traffic speed control assisted by highway narrowing, use of surface materials and street tree planting.

-Vehicular carriageway narrowed and pavements widened.
-Low rise kerb introduced alongside parking bays at intervals demarcated by street tree planting and use of paving materials.
-Enhanced setting for Town Hall and Library with a potential 'civic square' created in front of the Town Hall incorporating the highway.
-Trees not planted in front of main building elevations.
-New boundary treatment along northern edge of High Street to All Saints with avenue street trees.

-This street connects Lodge Road Town Hall metro stop to the heart of the conservation area; there is an opportunity to provide an attractive linkage to all saints through the gardens.
-A low key focal point could be formed at the crossing point to enhance and reinforce the character of this area.

-Creating an identity that differentiates Lodge Road from the residential streets around it, so signalling it's importance as a link to the Metro.
-Enhancing setting of distinctive, historic buildings to create a strong, memorable character within the High Street.
-Extend this setting to include the listed red brick frontage of former Art School and West Bromwich Institute, which are echoed through red brick houses along Lodge Road.
-Creating a more coherent frontage to the street where it is currently dominated by disjointed access routes, service and parking areas.

Victoria Street forms part of the link towards the Lyng and Lodge Road Metro station in the south-west and the proposed Tesco development (via Astle Park) in the north east of the Town Centre. Whilst direct, it is not an obvious route and there is an opportunity to enhance its legibility through improving the streetscape and creating more positive frontages onto the street.



July 2010

NOT TO SCALE

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office.

© Crown copyright

Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

Sandwell M.B.C. Licence No.100032119 2010

APPENDIX 2 - PUBLIC REALM 20 YEAR MAINTENANCE COSTS

Maintenance Category	Unit	20 Years Commuted Unit Costs	Example Quantity	Example Costs
Macadam Carriageway	sq m	19.43		
Clay Block Carriageway	sq m	38.86		
Stone Carriageway	sq m	51.81		
Macadam Footway	sq m	13.49	500	-6,747
Clay Block Footway	sq m	26.99		
High Quality Modular Footway	sq m	31.49	1,400	44,081
Stone Footway	sq m	35.98		
Drainage	Gullies	294		
Fences, walls, Barriers, Guard Rail	In m	19.68		
Road Markings	In m	4.78		
Antiskid & Coloured Surfaces	sq m	3.46		
Signal Heads (all junction equip per head)	No	6,411		
Street Name Plates & Non illuminated signs	No	194		
Illuminated signs & bollards	No	2,487		
Street Lighting	Units	2,268	6	- 13,606
High Quality Street Lighting	Units	3,598	6	21,588
HIGHWAY MAINTENANCE TOTAL				£45,316
Standard Environmental Cost	sq m	22.21	1400	-31,094
Environmental Cost for High Quality Public Realm	sq m	44.42	1400	62,188
GROUNDS MAINTENANCE TOTAL				£31,094
GRAND TOTAL				£ 76,410

NOTES: 500 sq m of existing macadam footway and 900 sq m of grassed area was replaced by 1,400 sq m of higher quality surfacing with maintenance costs equivalent to clay block paving footway. This also increased the environmental maintenance costs from a standard level to a level appropriate for high quality public realm. In addition, 6 no. standard lighting columns were replaced with high quality columns.

APPENDIX 3 – PUBLIC REALM PROGRAMME OF WORKS

Location.	Related Development.	Works.	Prog.	Funding.	Treatment
Cronehills Linkway.	Providence Place. Tesco Scheme	Improve pedestrian crossings; carriageway and surface treatments; improve signage.	2009-2012	Developer Contribution.	Gold & Silver
Extension to Northern Ringway.	Tesco Scheme.	New carriageway and footway; New structural landscaping; Improved pedestrian routes.	2010-2012	Developer Contribution.	Bronze
Reform Street to Dartmouth Park.	Tesco Scheme	Realignment of carriageway; new footways; structural planting.	2010-2012	Developer Contribution. HLF funding.	Silver
Bull Street to Dartmouth Square.	Tesco Scheme, Queens Square, Eastern Gateway.	Carriageway and pedestrian surface treatments; structural planting.	2010-2014	Developer Contribution; Public Sector.	Silver
Dartmouth Square to Trinity Way.	Eastern Gateway.	New Carriageway and footway; Structural Planting.	2010-2016	Developer Contribution; Public Sector.	Silver
Dartmouth Square to Spon Lane.	College; Spon Lane	Carriageway alignment & Junction Improvement; Surface treatments and Structural planting. Improved pedestrian routes.	2010-2014	Developer Contribution; RFA2 Public Sector.	Silver
Spon Lane to St Michaels Street.	College; Southern Distributor.	Carriageway alignment & junction and pedestrian improvements; new carriageway and footway treatment.	2010- 2014	Developer Contribution; RFA2; Public Sector.	Silver
St Michaels Street / New Street. Junction of High Street.		Improved pedestrian links; surface treatments.	2012- 2014	RFA 2; Public Sector.	Gold
High Street pedestrian Area		Renew surfaces; new street furniture.	2014-2016	Public Sector	Gold
New St / High St junction to Dartmouth Street.	WBBD.	Footway widening; bay parking; carriageway realignment; Surface treatment.	2012-2016	Development Contribution; public sector contribution.	Silver
Sandwell Road.	Providence Place PhI and PhII.	Footway surface treatment; improving pedestrian links.	2009-2014	Developer Contribution; Public sector	Bronze
Dartmouth Road.		Footway surface treatment, environmental improvements.	2009-2010	New Deal.	Bronze

APPENDIX 4 - WEST BROMWICH VISSIM MICRO-SIMULATION TRAFFIC MODEL

A VISSIM micro-simulation traffic model of West Bromwich town centre and surrounding areas has been developed to represent the present and future traffic situations in the study area. The modelled area includes all the major entry and exit points from the centre, all the likely diversion routes available to avoid congestion within the centre and all major junctions including M5 Junction 1.

In addition to the 2006 base year model, models for the 2011 and 2021 future scenarios were initially developed to test the design options and the effect of proposed land use changes and associated transport infrastructure improvements in and around West Bromwich town centre area.

All models were developed to represent two peak periods:

- The average weekday AM peak period (0730-0900), and
- The average weekday PM peak period (1600-1730).

In addition to the traffic simulation, the models also include a detailed pedestrian assignment network and simulation in which the pedestrians can choose between alternative routes in the town centre based on minimising their travel costs.

Public transport operations in West Bromwich Town centre was modelled on the basis of information available from National Express West Midlands and CENTRO. Bus routes were modelled as static routes on which services enter the network at fixed start times.

The model has been overlaid with a parking choice model, where motorists can choose between alternative car parks as a function of car parking accessibility, capacity, distance to final destination, car parking fees etc. The extent of the West Bromwich Micro-Simulation model is shown in Appendix 4.

In addition to the 2006 base year VISSIM micro-simulation model, the following future scenario models have been developed and tested:

- 2011 scenario VISSIM micro simulation model for AM and PM periods – with the number of development scenarios;
- 2021 scenarios VISUM Strategic models for AM, and PM periods.

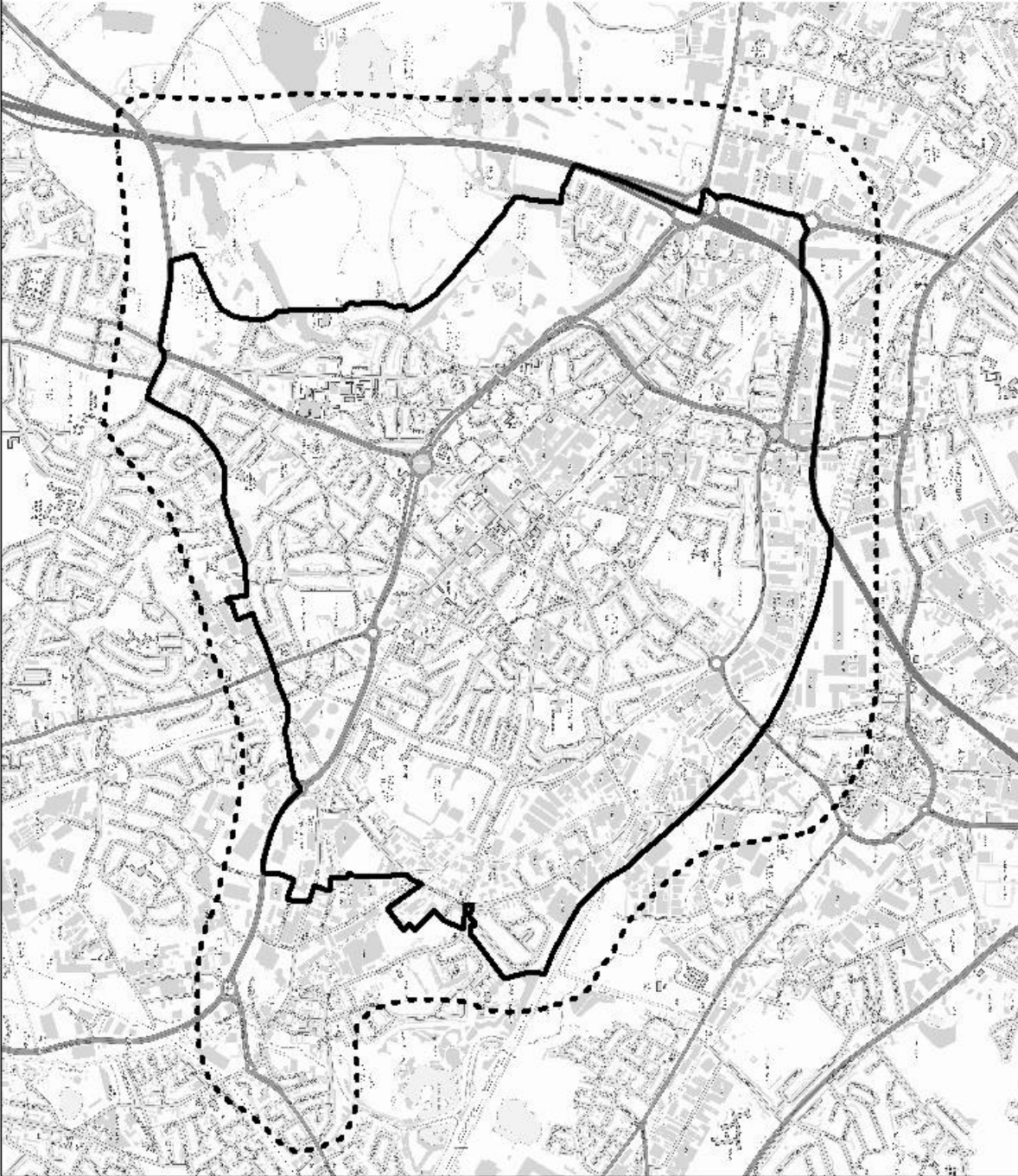
All the developments, their associated network changes and infrastructure improvements proposed till 2011 were tested in the 2011 scenario models and the remaining developments and network changes were included in the 2021 models.

Network changes include the A41 Underpass, Ringway Northern Extension, along with minor improvements at Carters Green and All Saints Way.

The VISSIM micro-simulation models have recently been updated to incorporate the Area Action Plan sites and revised development trip generations for 2016 and 2026 for the following scenarios:

- “Do Nothing” option including the A41 Expressway/A4031 All Saints Way Underpass and Ringway extension;
- “Do Minimum” option including the above plus the Town Centre 20 mph Zone 1, and;
- “Do Something” option which includes the above plus the South West Bypass linking Brandon Way to Swan Roundabout on the A41

**Extent of West Bromwich
Micro-Simulation Model**



NORTH

May 2011

NOT TO SCALE

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of The Controller of Her Majesty's Stationery Office.

© Crown copyright.

Unauthorised reproduction, in whole or in part, is prohibited.

© Sandwell Metropolitan Borough Council

Sandwell M.B.C. Licence No. 10002219.2011

APPENDIX 5 - TRANSPORTATION PROPOSALS

WBTP1 - A41 Expressway/All Saints Way Junction Improvement.

The provision of a vehicular underpass to take A41 traffic beneath the existing roundabout will significantly reduce congestion at this important junction. It will not only improve the efficiency of the SHN but also improve access to the Town Centre from the north. The removal of pedestrian subways and their replacement with at-grade crossings will greatly reduce the severance effect of the A41. This scheme has DfT 'Programme Entry' status and construction commenced in June 2010 with anticipated completion towards the end of 2011.

WBTP2 - Northern extension of the Ringway.

It is proposed to realign the Ringway to the north enabling the proposed Tesco led retail scheme to be fully integrated with the existing retail core. The works will be carried out and funded as part of the Tesco development. This new route will provide access to approximately 2000 parking spaces. Construction commenced in March 2011 with anticipated completion in mid 2011.

WBTP3 - Ringway Modifications (High Street/Bull Street Junction).

Bull Street currently carries a large amount of traffic. This contributes to the severing of the area either side of High Street East from the core of the Town. The provision of new car parks to the south will partially alleviate this. The re-modelling of this junction will enable better pedestrian facilities to be provided whilst simplifying its layout. The important No. 74 and 79 bus services pass through this junction and modifications will pay due regard to this. Along with WBTP4 and the programme of Public Realm improvements described above these modifications will help deter through traffic and help to lessen the severance effect of the Ringway.

WBTP4 – Ringway Modifications (Spon Lane/Ringway Junction).

These modifications will be designed to improve access, pedestrian and cycle facilities whilst deterring through traffic. The design of the modifications will take into account the needs of the bus services which pass through this junction.

WBTP5 – Ringway Modifications (Southern Section).

It is proposed to create a boulevard with a wide median strip along the section of Ringway between the bus station and the access to the Farley Centre car park. This will reinforce the 20 mph speed limit improve pedestrian connectivity. These modifications form part of a wider public realm enhancement, known as Metro Plaza, designed to better integrate Sandwell College, West Bromwich Central Metro stop, the bus station and the retail core at Kings Square. Further integration with the Lyng housing area and the new office developments proposed at WBPr13 will also be facilitated in the longer term.

WBTP6 - High Street/St. Michael's Street Modifications.

The junction between High Street and St. Michaels Street lies at the point where the pedestrianised Retail Core meets the business and financial to the west. High numbers of pedestrians cross at what remains a busy junction for traffic. It is proposed to simplify the layout of the junction to give greater priority to pedestrians.

WBTP7 – Trinity Way/High Street Junction Improvement.

Proposed developments at Eastern Gateway North and South along with the proposed George Street car park (see below) will increase demand at this critical junction. Capacity improvements will therefore be required early in the plan period.

WBTP8 – Kelvin Way/Spon Lane Junction Improvement.

It is proposed to modify this junction to enable traffic to turn right out of Spon Lane towards Oldbury along Kelvin Way. This will remove the need for traffic heading south from the east of the town centre to use Bromford Lane.

WBTP9 - A41 Carters Green Junction Improvement.

Like the junction at All Saints Way, Carters Green plays an important role for through traffic as well as being a Gateway to the Town. It is proposed to carry out a major capacity improvement at this location which will also result in up-graded pedestrian and cycle facilities.

WBTP10 - South West Bypass.

The provision of this missing section of the Kenrick Way/Kelvin Way/Brandon Way route would complete the southern bypass of the Town. It would enable traffic from Smethwick and Birmingham wishing to reach Great Bridge, Wednesbury and beyond to avoid Junction 1 and the Carters Green and All Saints Way junctions on the A41 thus reducing the amount of through traffic at these key nodes.

WBTP11 - A4182 Junction Improvements.

Further capacity improvements in the south of the AAP area may be necessary in the long term depending on the degree to which the growth envisaged in plan is achieved and on the success or otherwise of the measures contained in the Area Wide Travel Plan. Therefore the junctions at Bromford Lane/Kelvin Way, Kenrick Way/Trinity Way and Kenrick Way/Telford Way will be monitored and if necessary proposals brought forward.

WBTP12 – M5, Junction 1 Improvement.

The Black Country Core Strategy identifies requirements for improvements at Junctions 9 and 10 of the M6 and Junctions 1 and 2 of the M5. This requirement has subsequently been carried forward into the West Midlands Local Transport Plan 3 which came into affect in April 2011. The final nature of the improvements at Junction 1 has yet to be determined but LTP3 identifies the proposal as a priority for the period 2016-26.

WBTP13 - B4166 Oldbury Road/Albion Road Junction Improvement.

The existing junction lies immediately adjacent to a canal bridge. As a consequence both vertical and horizontal alignments are poor and visibility is restricted. The scheme involves the realignment of the carriageway in order to overcome these problems.

WBTP14 – Dartmouth Street/Sandwell Road Pedestrian Route.

Improvements along Dartmouth Street and Sandwell Road between the Metro stop and the proposed All Saints office development. This will provide good links between the two major public transport routes (Metro and 74/79 bus services) and the proposed Office Quarter thus improving the attractiveness of these modes for people commuting to this area or visitors.

WBTP15 – Lodge Road Pedestrian Route.

Improvements along Lodge Road between the proposed multi-storey car park, Metro stop and High Street. As with Dartmouth Street, improvements here will assist in the drive for modal shift in relation to the proposed office/civic developments on High Street in the area around the Town Hall and the, soon to be vacated, Sandwell College campus.

WBTP16 – Spon Lane Corridor Cycle Route.

Links the Birmingham Canal cycleway with the Town Centre via the new Sandwell College.

WBTP17 – Lyng Spine Cycle Route.

This route will complete an important link between Sandwell & Dudley railway station, the Birmingham Canal cycleway, the Lyng housing development and the Town Centre at the main public transport hub. The route will be partially on street but will also pass through Kelvin Way Playing Fields.

WBTP18 – Albion Road/Oak Road Corridor Cycle Route.

Links proposed housing developments in the Brandon Way area with the Town Centre.

WBTP19 – Greets Green Road/Wood Lane Corridor Cycle Route.

Links proposed housing developments to the west of Greets Green with the Town Centre.

WBTP20 – Turner Street/Dartmouth Street Corridor Cycle Route.

Links proposed housing developments to the west of Greets Green with the Town Centre.

WBTP21 – Town Centre 20mph Zone.

It is proposed to make the whole of the Town Centre a 20mph zone. The zone would be bounded by the A41 to the north, Trinity Way to the east and a combination of Sams Lane/Lyttleton Street, Cambridge Street/Oak Lane and the metro line to the south and west (see Figure 9). The 20mph zone will improve safety for all road users, particularly pedestrians and cyclists. Lower speeds enable measures to be implemented which would be undesirable or inappropriate where a higher speed limit existed. A 20mph limit will also discourage through traffic from using the Town Centre.

WBTP22 – Strategic Variable Message Signing.

A strategic VMS system, building on the proposed West Midlands UTMC proposals, with signs on the approaches to town that will warn drivers of congestion and advise on the most appropriate routes for particular destinations. This will particularly help to route traffic away from Junction 1 at peak periods.

WBTP23 – Car Park Variable Message Signing.

A car park VMS system will be introduced to advise on car park availability. All new car parks will be linked to this system with existing car parks added as funding permits. It is anticipated that the VMS system will be funded predominantly through section 106 payments.

WBCEP1 – George Street Car Park.

A new multi-story car park to provide both short and long stay spaces to serve the south east corner of the retail core and the Eastern Gateway area. Access would be from the A4031

Trinity Way with possibly an additional egress on Spon Lane. Implementation is likely to be staged with a surface car park being introduced in the medium term with the potential for the longer term provision of a multi-storey facility being dependant on actual demand and the availability of resources. Proposed public realm enhancements (see WBPR3 above) and changes to the Spon Lane/Ringway and Bull Street/High Street junctions will facilitate ease of movement to the retail core.

WBCP2 – North Lyng Car Park.

This car park would lie on the northern boundary of the Lyng Industrial estate and would be constructed in association with the office proposals for this area. It would provide a mix of short and long stay spaces, either multi-storey or decked, thus serving both the new development and the southern part of the retail core via an improved link across the metro line and through Metro Plaza.

WBCP3 – Izens Road Car Park.

This car park would provide long stay provision for the office quarter along the south side of High Street. Implementation is likely to be staged with a surface car park being introduced in the medium term with the potential for the longer term provision of a multi-storey facility being dependant on actual demand and the availability of resources. Pedestrian route enhancements (WBTP15) described above will link the site to the new office developments

APPENDIX 6 - WEST BROMWICH AREA WIDE TRAVEL PLAN.

1. Introduction.

This document sets out the basis for developing and implementing a Smarter Choices/Sustainable Transport scheme for the area covered by the West Bromwich Area Action Plan. The scheme is intended to have a high level of involvement from workplaces, have a high profile, provide useful and up to date travel information, be effective in reducing car dependence, provide a range of benefits/incentives and have monitorable outputs.

The scheme will employ many of the tools already used by Sandwell Council, available via the Sandwell Company TravelWise initiative, to promote the use of Smarter Choices in relation to workplaces. Specific marketing and promotion activities will however be developed and aimed at workplaces in the West Bromwich AAP area to ensure that the use of Smarter Choices is maximised and sustained. This will be important given that the expected amount of new development in the area is likely to place demands on the road network that will be difficult to meet.

A particular name for the scheme has not yet been decided upon although it is currently being referred to as the West Bromwich Area Wide Travel Plan (WBAWTP). A body could be set up to oversee the development of the WBAWTP, possibly to be known as the West Bromwich Transport Management Association, if a number of organisations are willing to contribute to supporting the scheme.

Implementation of the WBAWTP will also help to deliver policies relating to Smarter Choices/sustainable transport contained in the Black Country Core Strategy (BCCS) and LTP3.

2. Background and Need for the WBAWTP.

'Smarter Choices' have been defined as techniques for influencing people's travel behaviour towards more sustainable options, including:

- Providing people with better information about their travel options.
- Actively marketing sustainable travel options.
- Making improvements to transport services to meet people's needs.
- Providing options that reduce the need to travel at all.

These techniques are implemented through the application of Smarter Choices measures (also known as 'soft measures') such as:

- Workplace travel plans.
- School travel plans (for addressing the 'School Run').
- Personalised travel planning.
- Public transport marketing.
- Travel awareness campaign.
- Car clubs.
- Car sharing schemes.
- Teleworking/homeworking.
- Introduction of cycling and walking schemes/initiatives.

Following the work undertaken as part of the West Midlands Transport Innovation Fund (TIF), it was recognised that Smarter Choices due to their potential benefits were seen as an important integral part of the metropolitan area's transport strategy. The benefits include:

- Reduced congestion.
- Improved bus reliability.
- Addresses air quality problems.
- Addresses climate change.
- Reduced modal share of single occupancy car.
- Plays a role in addressing the 'School Run'.
- Health benefits through more active travel.
- Complementary to capital schemes.
- Wider benefits such as safety and security.

The extent to which car dependence could be reduced in the West Bromwich AAP area will initially depend on the tools available (information and incentives etc), how well workplaces become engaged in the WBAWTP and the effectiveness of marketing. Ultimately the success of the WBAWTP will depend on how much time can be spent on the project by Council staff and partners, plus the amount of financial support available each year. It should be noted that the WBAWTP will be an ongoing project that will develop over time and require constant review and monitoring to remain effective.

3. Project Objectives.

The project objectives are to develop and implement focused Smarter Choices interventions in the area covered by the West Bromwich AAP.

In terms of the success of such interventions, the project will at least need to ensure that the proportions of people travelling by various methods of transport (known as "modes") remains similar to those reported by the most recent census. Also, there should be no increase in the number of cars that carry just one occupant. Developments within the AAP area will be expected to include a target for work related single occupancy car trips of 55% within their individual Travel Plans which represents a significant reduction on the 65% average figure for the town identified in the 2001 census. Achieving this target will minimise the need for major investment in highway infrastructure to support the overall level growth envisaged in the AAP. for the success of the WBAWTP and individual development Travel Plans will require the provision and promotion of a range of measures, along with incentives to use them. These will include:

- Travel Plans for all existing businesses and new developments in the area.
- Companies to join SCTW and take advantage of discounts on annual travel cards and bicycles.
- Create a public area on carsharesandwell.com and subsidise companies who wish to set up private areas on the website.
- Subsidies for employees to take up cycle training.
- Promote homeworking, videoconferencing and use of satellite offices to reduce the need to commute.
- Promote the extensive use of home delivery services.
- Regular events to promote sustainable transport modes, especially bus showcase routes, Metro, car sharing and cycling.
- Promotion of the WBAWTP using the West Midlands TravelWise website.

- Contingency plans for highway problems to be devised and backed up by installation of variable message signing (VMS).
- Review car parking policy.
- Investigate the potential for establishing a car club for both business and residential use.
- Incentivise take up of recommendations of the Sandwell Bus Network Review carried out by Centro.
- Set up a Transport Management Association so companies can bring travel issues to the attention of the Highway Authority and act upon them swiftly, i.e. a partnership but the companies have to actively promote sustainable travel in return and prove that people are changing to sustainable modes.
- Other initiatives: competitions for participating companies, free one-day Centro cards for trying-out public transport, Dr Bike sessions at companies and in public areas, information sessions and displays for car sharing, personalised travel planning and advice on how to use transport modes in an integrated way, timetable updates advice, circulation of information cards, other promotional giveaways.

A range of physical infrastructure improvements will help to make Smarter Choices attractive, such as:

- Lower traffic speeds on existing and proposed roads.
- Changes in amount of and location of car parking provision.
- Additional cycle routes and cycle parking.
- Modifications to Metro stop platforms to cater for new higher capacity trams.
- Maximising capacity and use of WB bus station.

Alongside the objectives outlined above, outcomes from the WBAWTP will need to be monitored so that the benefits of Smarter Choices can be monetised and therefore demonstrate how Smarter Choices can be considered as “mainstream” transport interventions for future decision making.

4. Business Case and Benefits.

There has not been a detailed assessment of monetised benefits to enable a benefit to cost ratio to be produced, as DfT are still in the process of developing a framework for the appraisal of Smarter Choices. However, the anticipated overall expected benefits of such measures include:

- Transfer of travel mode from car to public transport, walking, cycling and car sharing.
- Reduction in overall number of car trips.
- Increased public transport fare income when trips are transferred to public transport (PT) from car. Note, some interventions may reduce public

transport fare income, where overall trips are reduced or transferred to walking/cycling.

- Change in timing of travel, in particular a reduction in car travel during periods of peak traffic volumes.
- Benefits accruing in physical health and fitness due to an increase in the use of active travel modes, i.e. cycling and walking (either on its own or as part of a public transport trip).
- Improved accessibility to workplaces, schools and other services and hence reduce social exclusion.
- Reduced staff absenteeism and improved staff retention.
- Reduced pupil truancy and increase student participation, particularly in further education.
- Reduced land take for car parking provision.
- Improved safety and security.
- Improved local environmental quality.
- Regional productivity gains, particularly impact on business and attractiveness of West Bromwich for investment.

Reducing car travel decreases congestion on the highway network, reduces risk of accidents and vehicle operating costs and also reduces bus journey times, which results in PT journey time savings and improved accessibility.

Expenditure on Smarter Choices may avoid or delay infrastructure/maintenance spending at specific locations (work is currently being done on this by TfL's Smarter Travel Unit). This could include:

- Road junction upgrades or signal re-timings.
- Additional road capacity.
- Highway maintenance.
- Additional buses for marginal passengers, particularly in inter-peak and off peak.
- Bus priority measures.
- Public transport expansion/ upgrade schemes.

Although the WBAWTP will focus on reducing car use in relation to workplace travel, the proposed Smarter Choices interventions are similar to those used at the three Sustainable Travel Demonstration Towns (Darlington, Peterborough and Worcester). A wide range of initiatives, including personalised journey planning exercises, reduced car driver trips by 9% per person and delivered a benefit-cost ratio in the order of 4.5:1.

A bid for Local Sustainable Transport Fund (LSTF) money to carry out similar work to this along major public transport corridors across the West Midlands Metropolitan Area is being prepared by the Centro, the Integrated Transport Authority (ITA) in order to help deliver the Smarter Choices aspirations of LTP3. West Bromwich lies at the intersection of two of the proposed corridors (A41/404 route). There could therefore be an opportunity for funding the WBAWTP to a significant extent.

5. Policy Background.

The WBAWTP project supports a number of aims and objectives both for Sandwell Council and more widely to policies and strategies across the West Midlands Region and Metropolitan Area.

Smarter Choices was one of the nine Regional Transport Priorities and was previously supported and encouraged as part of the West Midlands Regional Spatial Strategy. The need to pursue the promotion of facilitation of Smarter Choices is now a requirement of the recently adopted Black Country Core Strategy and LTP3. A successful Smarter Choices initiative can also help support and impact on other wider policy objectives relating to health and the environment.

The West Midlands Local Transport Plan has a number of targets, which would be supported through a successful Smarter Choices initiative including an increase in the use of public transport, targeting congestion and increasing cycle usage. Smarter Choices will also have a key role to play in helping to deliver the strategy to make better use of existing assets. As stated in section 4 above, the development and implementation of the WBAWTP would also support the Smarter Choices aspirations of LTP3.

6. Market Research and Monitoring.

Initial market research and robust monitoring will be fundamental to the successful delivery of the WBAWTP project and has been built into the project's budget and delivery timetable. These requirements can be summarised as follows:

- Market research to identify the most effective workplaces in terms of potential for modal shift. Factors will include existing public transport, cycling and walking links, workplace types, plans for new developments.
- Market research will also identify schools, workplaces and other large trip generators along the corridor, segmented into those with and without travel plans.
- Baseline research will identify the size of the market segments, current travel patterns and mode split, as well as existing baseline monitoring data available on the corridors.
- Monitoring – ongoing monitoring and tracking will be required to identify changes in travel behaviour and attitudes as a result of the Smarter Choices interventions. Ongoing monitoring will seek to demonstrate the effectiveness of the WBAWTP in achieving objectives and producing the benefits claimed:
 - Trip numbers by all modes including cycling will be determined from traffic counts and roadside counts of private vehicle occupancy, bus occupancy, cycling and, if appropriate, rail and light rail passengers. This will reveal changes in mode share and quantify transfer to public transport from car.
 - Journey time data, whether from Global Positioning Systems or on board surveys, will monitor changes in journey times and, coupled with patronage data, calculate changes in person delay (congestion). These surveys will also monitor the punctuality of public transport services.
 - Passenger reactions to the Smarter Choices initiatives will be ascertained by face-to-face market research surveys. This will include changes in people's perceptions of safety and security, details

- o of modal change and reasons for that change, changes in the timing of travel and/or reasons for not changing.
- o Surveys could also include Centro's standard customer satisfaction questions so that performance in the AAP area can be benchmarked against satisfaction across the whole public transport network. Surveys can be extended to include private vehicle occupants and cyclists so that all modes are covered.

7. Project Activities.

The WBAWTP will largely involve the approach used by Sandwell MBC's Transportation staff to operate the Sandwell Company TravelWise initiative. This will require many activities to take place that can be placed under the following three broad headings:

Activity	Actions
Develop WBAWTP	<ul style="list-style-type: none"> • Identify range of supporting partner organisations (e.g. Council departments, Centro and bus operators) and potential participating employers. • Secure funding for incentives, promotional activities and dedicated WBAWTP coordinator. • Combine the necessary tools/measures and develop new ones, e.g. website, specific branding. • Identify the transport issues to be addressed by the WBAWTP.
Operate the WBAWTP	<ul style="list-style-type: none"> • Meetings with participating employers. • Implement WBAWTP tools/measures. • Implement infrastructure changes. • Develop marketing initiatives to promote WBAWTP.
Monitoring Effectiveness	<ul style="list-style-type: none"> • Collect transport and trip making data. • Develop tools/measures in response to experience and effectiveness. • Feedback lessons from monitoring process into further development of the WBAWTP

8. Dependencies and Constraints.

The implementation of infrastructure, such as the Town Centre 20mph zone, new cycle routes and improved public realm, will complement the Smarter Choices projects of the WBAWTP.

Staff resources need to be in place before the project can be delivered. Ideally, a dedicated coordinator for the work should be identified /recruited since there will be an intense period where partners and employers will need to be engaged. Job descriptions from other Smarter Choices initiatives in the West Midlands are available.

Buy-in from the relevant partners such as other Council Departments, transport operators and employers (such as through the proposed Albion Business Improvement District) is essential for successful delivery of the WBAWTP.

9. Funding.

Funding will be required for the operational and monitoring stages of the WBAWTP. The development stage will mostly require Council officer time.

Funding will need to deliver:

- **Project Management** – via the employment of a dedicated sustainable travel officer, ideally with experience of Travel Plan work.
- **Marketing and Communications** – use of existing positions to develop marketing and PR to support the sustainable travel officer with the delivery of events, advertising, incentives and printed and online marketing materials.
- **School travel plans** – enhanced support for schools in the AAP area.
- **Workplace travel plans** – enhanced support for employers in the AAP area.
- **Community and residential travel** – some activity could be directed to these elements including Bikeability training for children and adults and the targeting of Estate Agencies and home movers to encourage changes to travel behaviour.
- **Monitoring and evaluation** – to ensure the WBAWTP is effectively and robustly evaluated.

Funding to support the development and some operation of the WBAWTP was requested from the West Midlands Congestion Target Reward Funding. This bid was successful although the amount awarded, £15k, can only be viewed as a kick start with additional funding being required in future years. A successful bid to LSTF by the ITA (see section 4 above) would enable the delivery of all of the items listed above, including monitoring, for the period 2012 to 2015. Beyond that date, funding from both the public and private sectors will be sought to support the ongoing implementation of the WBAWTP particularly in relation to information provision through websites and leaflets.

10. **Timescale.**

The WBAWTP will initially take 3 months to develop before moving towards an operational basis. Since the redevelopment of West Bromwich will occur over a number of years, the WBAWTP also needs to be operational over a period of years. Typically, monitoring would take place on an annual basis but the success of this aspect of the project will depend upon buy-in from partner and participating organisations.

11. **Procurement Strategy.**

Approved suppliers are already used by SMBC's Transportation Planning Team for marketing/communications activity in relation to Smarter Choices/TravelWise.

Sandwell's Primary Care Trust operate an adult cycle training scheme which, as one of the WBAWTP's partners, could deliver this to employees of organisations in the West Bromwich AAP area.

12. Initial Risk Assessment.

- Failure to secure funds from the Congestion Target Reward Fund and LSTF.
- Failure to secure funds on an annual basis, particularly after the initial LSTF period.
- Delay to implementation of planned infrastructure improvements in the West Bromwich AAP area.
- Delays in identifying a baseline of current travel patterns.
- Delays in recruitment of a dedicated sustainable transport officer to deliver the WBAWTP.
- Poor engagement from schools, employers and other large trip generators in the West Bromwich AAP area.

APPENDIX 7 - IMPLEMENTATION TABLE

AAP Proposal	Responsibility for implementation	Implementation mechanisms	Implementation Funding	Land Issues	Phasing Issues	Target phasing timescales
WBPr1- Tesco led retail expansion	Private land owner and developer	Development Agreement Planning Application	Private Development	Phase II subject to relocation of Police Station	First phase commencing Spring 2010. Phase II scheduled for 2013	2010 – 2013
WBPr2 – Queens Square	Private land owner and developer	Planning Application	Private Development	Linked to new Tesco development Phase II	Due to be implemented at Tesco Phase II	2013 - 2016
WBPr3 – Town Square West	Private land owner and developer	Planning Application	Private Development	Conservation Area. Relocation of Church required.	Long term plan	2012 - 2018
WBPr4 – Farley Centre	Local Authority as landowner	Planning Application	Local Authority	None	Long term linked to other strategies on adjacent sites	2020 - 2026
WBPr5 – Kings Square	Local Authority as landowner Private Leaseholder	Development Agreement Planning Application	Local Authority	Leaseholders co-operation required	Long term. Linked to other retail expansion	2016- 2020
WBPr6 – Victoria Street	Private land owner and developer	Planning Application	Private Development	Mostly private ownership	Phased approach considered appropriate	2020 - 2026
WBPr7 – Providence Place Phase I	Private land owner Local Authority AWM	Development Agreement Masterplan Planning	Private Development	None	Subject to Reserved Matters application	2010 – 2015

		Application				
WBPr8 – Providence Place Phase II	Local Authority and private developer	Masterplan Planning Application	Private Development	Requires relocation of car park. Conservation Area/Listed buildings adjacent	Will link to Phase I Providence Place	2015 – 2020
WBPr9 – Dartmouth Street/High Street	Private Developer and land owner AWM	Planning Application	Private Development	Conservation Area	Reliant on new college opening in 2011/12 academic year	2012 – 2016
WBPr10 – Town Hall Complex	Local Authority	Masterplan Planning Application	Local Authority	Conservation Area/Listed Buildings May require relocation and demolition of some buildings	Reliant on deliverable masterplan	2010 - 2016
WBPr11 – Izons Road	Local Authority	Planning Application	Local Authority	Private ownership will require acquisition	Part of long term transportation strategy	2014 - 2016
WBPr12 – Police Station	Private Developer	Planning Application	Private Development	Site owned by Local Authority therefore will require transfer to Tesco for development of Police Station	Linked to Tesco Phase II	2010 - 2012
WBPr13 – North Lyng	Private Developer	Planning Application	Private Development	Multiple ownership. Contamination issues	Possible to have a phased approach with office and car parking delivered separately	2015 - 2020

WBPr14 – Sandwell College	Sandwell College	Planning Application	Learning & Skills Council	None. Construction already commenced.	Development on target to complete	2009 - 2011
WBPr15 – Eastern Gateway North	Private/Public Partnership	Masterplan	Growth Points HCA/Urban Living	Private ownerships therefore acquisitions required.	Consultation on Masterplan early 2010. Planning Application July 2010. Phase 1 commence Spring 2011	2010 - 2015
WBPr16 – Eastern Gateway South	Private Developer	Planning Application	Private Development	Private and fragmented Ownerships. Potential CPO.	Long term. Dependent upon private sector investment	2012 – 2016
WBPr17 – Trinity Way/High Street	Private Developer	Planning Application	Private Development	Fragmented Private Ownership	Medium Term proposal	2013 - 2016
WBPr18 – George Street	Private Developer	Planning Application	Private Development	Currently owned by Home Office, dependant upon acquisition.	Phased development not envisaged	2014 - 2016
WBPr19 – Birmingham Road/Expressway	Private Developer	Planning Application	Private Development	None	Long Term	2015 - 2026
WBPr20 – Birmingham Road/Roebuck Lane	Private Developer	Masterplan/SPD Planning Application	Private Development	Likely to be long term phased approach due to multiple ownerships	Will require phased incremental development	2015 - 2026
WBPr21 – Junction	Private Developer	Planning Application	Private Development	Council owned but leaseholder in place.	Possibility for phased approach.	2020 - 2026

1/Kenrick Way					Long term.	
WBPr22 – Lyng Industrial Estate	Private Developer	Masterplanning Planning Application	Private Development	Council owned in part. Remainder in private ownership. Site investigations/relocations required.	Masterplanning 2010/11. Phased approach preferred.	2016 - 2020
WBPr23 – Lyng	Local Authority/ Private Developer	Developer Agreement Planning Application	Private Development	Land will need transferring from Local Authority to private developer once developed	Phased approach necessary. First phase likely commencement 2011.	2010 - 2024
WBPr24 – Albion House/Bromford House	Local Authority/ Private Developer	Masterplanning Planning Application	Private Development	Transfer of Local Authority land required following development	Possibility to deliver in 2 or 3 phases.	2011-2014
WBPr25 – Carter's Green/Guns Lane	Private Developer	Planning Application	Private Development	Acquisitions and relocations required. Possible claw back on funding from Urban Living if homes developed.	Short to medium term possibility, with development over two phases.	2013 - 2018
WBPr26 – John Street	Private Developer	Planning Application	Private Development	Local Authority land requires disposal	Site currently on schedule of disposal sites.	2018 - 2023
WBPr27 – Claypit Lane II/Meadows School	Local Authority Private Developer	Planning Application	Private Development	Land will require transfer from Local Authority once development completed.	Will require comprehensive development	2011 - 2015

WBPr28 – Claypit Lane/Wattle Road	Local Authority Private Developer	Planning Application	Private Development	Land will require transfer from Local Authority once development completed.	Will require phased development	2010 - 2018
WBPr29 – Edith Street	Private Developer	Planning Application	Private Development	None	Cleared site	2011 - 2018
WBPr30 – Bus Depot	Private Developer	Planning Application	Private Development	Relocation of existing Depot required	Long term proposal	2015 - 2020
WBPr31 – Oldbury Road	Private Developer	Masterplan and Planning Application	Private Development	Many existing businesses will require relocation.	Long term development envisaged	2015-2025
WBPr32 – Brandon Way/Albion Road (North)	Private Developer	Masterplan and Planning Application	Private Development	Many existing businesses will require relocation.	Long term, phased development.	2015-2025
WBPr33 – Brandon Way/Albion Way (South)	Private Developer	Masterplan and Planning Application	Private Development	Many existing businesses will require relocation.	Long term, phased development.	2015-2025
WBPr34 – Brandon Way/Brandon Close	Private Developer	Masterplan and Planning Application	Private Development	Many existing businesses will require relocation.	Long term development.	2015-2025
WBPr35 – Kelvin Way	Private Developer	Planning Application	Private Development	None. Industrial uses to remain.	Long term development	2020 - 2026
WBPr36 – Former Swan Village Gas	Private Developer	Masterplan and Planning Application	Private Development	Part of site vacant. Part still in operation. Reclamation of site	Short to Medium term development. May be done as	2012 - 2020

Works				required.	two phases.	
WBPr37 – John Street North	Private Developer	Planning Application	Private Development	Still active use on site. Relocation may be required.	Medium to Long term	2015 - 2020
WBPr38 – Church Lane/Gladstone Street	Private Developer	Planning Application	Private Development	Active uses still on site and will require relocation.	Long Term development	2020-2025
WBPr39 – Sandwell and District General Hospital	Private Developer	Planning Application	Private Development	Reliant on relocation of hospital to new site in Smethwick.	Medium to Long Term	2016 - 2025
WBPr40 – Former Churchfields School	Private Developer	Planning Application	Private Developer	Construction already commenced on site	Short to Medium term development	2010 - 2012

IMPLEMENTATION TABLE - TRANSPORT STRATEGY

AAP Proposal	Responsibility for implementation	Implementation mechanisms	Implementation funding	Land issues	Phasing Issues	Target phasing timescales
WBTP1 - A41 Expressway/All Saints Way Junction Improvement.	Local Authority.	Planning Approval, DfT Major Scheme Full Approval.	Regional Funding Allocation (LTP Major Scheme), Developer Contribution.	None.	None.	Implementation – 2010-2011.
WBTP2 - Ringway	Developer.	Planning Approval.	Private	None.	Necessary	Implementation

Northern Extension.			Development.		relocation of School completed Summer 2009.	- 2011.
WBTP3 - Ringway Modifications (High Street/Bull Street Junction).	Local Authority.	Highway Authority Approval.	LTP Integrated Transport Block,	None.	To be implemented in association with ERDF Public Realm works (subject to approval).	Implementation – 2014.
WBTP4 - Ringway Modifications (Spon Lane/Ringway Junction).	Local Authority.	Highway Authority Approval.	LTP Integrated Transport Block,	None.	To be implemented in association with ERDF Public Realm works (subject to approval).	Implementation – 2014.
WBTP5 – Ringway Modifications (Southern Section).	Local Authority.	Highway Authority Approval, ERDF Approval.	LTP Integrated Transport Block, ERDF.	None.	To be implemented in association with ERDF Public Realm works (subject to approval).	Implementation – 2013-14.
WBTP6 - High Street/St. Michael's Street Modifications.	Local Authority.	Highway Authority Approvals, ERDF Approval.	LTP Integrated Transport Block, ERDF.	None.	To be implemented in association with ERDF funded Public Realm works (subject to approval).	Implementation – 2012-13.
WBTP7 – Trinity Way/High Street Junction Improvement.	Local Authority.	Highway Authority Approvals.	LTP Integrated Transport Block Funding, CIL.	None.	To be implemented in association with WBP16.	Implementation – 2015-16.

WBTP8 – Kelvin Way/Spon Lane Junction Modifications.	Local Authority.	Highway Authority Approvals.	LTP Integrated Transport Block Funding, CIL.	None.	To be implemented in advance of WBPr22.	Implementation - 2015-16.
WBTP9 - A41 Carters Green Junction Improvement.	Integrated Transport Authority, Local Enterprise Partnership, Local Authority.	DfT Major Scheme Full Approval.	LTP Major Scheme, CIL.	Some of the necessarily land remains in private ownership.	DfT programme Entry required. Compulsory Purchase and Side Roads Orders required. DfT Conditional and Full Approvals required.	Statutory Processes (if required) – 2016-17 Implementation – 2018-19
WBTP10 - South West Bypass.	Integrated Transport Authority, Local Enterprise Partnership, Local Authority.	DfT Major Scheme Full Approval.	LTP Major Scheme, CIL, Housing Growth Point Funding.	Some of the necessarily land remains in private ownership.	DfT programme Entry required. Compulsory Purchase and Side Roads Orders required. DfT Conditional and Full Approvals required.	Statutory Processes (if required) – 2016-17. Implementation – 2018-19.
WBTP11 - A4182 Junction Improvements.	Local Authority.	Highway Authority Approval. DfT Major Scheme Full Approval if implemented as a package.	LTP Integrated Transport Block Funding and CIL if implemented individually. LTP Major Scheme and CIL if implemented as a package.	May require minor land acquisitions.	Further analysis required to confirm justification. Compulsory Purchase Order possibly required. Construction to follow implementation of	Statutory Processes (if required) – 2019-20. Implementation – 2021-26.

					WBTP10.	
WBTP12 - M5, Junction 1 Improvement.	Highways Agency, Integrated Transport Authority, Local Enterprise Partnership, Local Authority.	DfT Major Scheme Full Approval.	LTP Major Scheme, CIL.	Some land in private ownership may be required dependant on ultimate layout.	Compulsory Purchase Order/Side Roads Order possibly required.	Statutory Processes (if required) – 2015-16 Implementation – 2017-2018.
WBTP13 - B4166 Oldbury Road/Albion Road Junction Improvement.	Local Authority.	Highway Authority Approval.	LTP Integrated Transport Block Funding, CIL.	Some of the necessarily land remains in private ownership.	Further analysis required to confirm justification. Compulsory Purchase and Side Roads Orders required.	Statutory Processes (if required) – 2022-23. Implementation – 2024-25.
WBTP14 - Dartmouth Street/Sandwell Road Pedestrian Route.	Local Authority, Developer.	Highway Authority Approval, ERDF Approval.	LTP Integrated Transport Block Funding, Greets Green Partnership, ERDF.	None.	Linked to development of proposal WBPr7,8 & 9 and ERDF funded Public Realm works (subject to approval).	Partial implementation 2008/09. Implementation of remaining section – 2011.
WBTP15 - Lodge Road Pedestrian Route.	Local Authority.	Highway Authority Approval, Local Sustainable Transport Fund Approval.	LTP Integrated Transport Block Funding, CIL, Local Sustainable Transport Fund.	None.	Linked to development of proposal WBPr9 & 10.	Implementation – 2016
WBTP16 - Spon	Local Authority.	Highway Authority	LTP Integrated	None.	None.	Implementation

Lane Corridor Cycle Route.		Approval, Local Sustainable Transport Fund Approval.	Transport Block Funding, CIL, Local Sustainable Transport Fund.			- 2013.
WBTP17 - Lyng Spine Cycle Route.	Local Authority, Developer.	Highway Authority Approval, Local Sustainable Transport Fund Approval.	LTP Integrated Transport Block Funding, CIL, Local Sustainable Transport Fund.	None.	Linked to development of proposal WBPr23.	Implementation - 2013.
WBTP18 - Albion Road/Oak Road Corridor Cycle Route.	Local Authority.	Highway Authority Approval, Local Sustainable Transport Fund Approval.	LTP Integrated Transport Block Funding, CIL, Local Sustainable Transport Fund.	None.	None.	Implementation - 2012.
WBTP19 - Greets Green Road/Wood Lane Corridor Cycle Route.	Local Authority.	Highway Authority Approval, Local Sustainable Transport Fund Approval.	LTP Integrated Transport Block Funding, CIL, Local Sustainable Transport Fund.	None.	None.	Implementation - 2012.
WBTP20 - Turner Street/Dartmouth Street Corridor Cycle Route.	Local Authority.	Highway Authority Approval, Local Sustainable Transport Fund Approval.	LTP Integrated Transport Block Funding, CIL, Local Sustainable Transport Fund.	None.	None.	Implementation - 2012.
WBTP21 - Town Centre 20mph Zone.	Local Authority, Developer.	Highway Authority Approvals.	LTP Integrated Transport Block Funding, s106 Payments.	None.	Implementation in association with proposals WBPr1, and public realm improvements.	Implementation - 2011-12.

WBTP22 - Strategic Variable Message Signs.	Local Authority.	Highway Authority Approvals.	LTP Integrated Transport Block Funding, CIL.	None.	None.	Implementation – 2014-15.
WBTP23 - Car Park Variable Message signs.	Local Authority, Developers.	Highway Authority Approvals.	LTP Integrated Transport Block Funding, s106 Payments.	None.	Linked to implementation of proposals WBPr1, 2 and 7.	Implementation – 2011-2012.
WBCP1 - George Street Car Park.	Local Authority, Developer.	Planning Approval.	Development.	Site in private ownership.	Linked to development of proposal WBPr16.	Phase 1 (surface only) Implementation – 2016. Phase 2 (multi-storey) Implementation - TBC.
WBCP2 - North Lyng Car Park.	Local Authority, Developer.	Planning Approval.	Development.	Site in private ownership.	Linked to development of proposals WBPr4, 5 & 13.	Statutory Processes (if required) – 2016 - 2017. Implementation – 2018-2020.
WBCP3 - Izens Road Car Park.	Local Authority.	Planning Approval.	Local Authority, Development.	Site in private ownership.	Compulsory Purchase Order possibly required.	Statutory Processes (if required) –

					Linked to development of proposal WBPR9, 10 & 11.	2014 - 2015. Phase 1 (surface only) Implementation - 2016. Phase 2 (multi-storey) Implementation - TBC.
--	--	--	--	--	---	---

APPENDIX 8 - INDICATIVE IMPLEMENTATION TIMEFRAME

WBPr1- Tesco led retail expansion

Submission of Hybrid Planning Application	April 2003 [#]
Approval of Planning Application	April 2005 [#]
Approval of Reserved matters application	May 2009 [#]
Signing of S.106 Agreement	May 2010 [#]
Issue of Decision Notice	May 2010 [#]
Completion of demolitions	July 2010
Construction commences on site	Jan 2011
Completion of Phase I and opening of Tesco store	Oct 2012
Commencement of Phase II	Oct 2012
Completion of Phase II	Dec 2013

WBPr2 – Queens Square

Submission of Planning Application	2013
Approval of Planning Permission	2013
Refurbishment of Centre commences	2014
Completion of refurbishment	2016

WBPr3 – Town Square West

Masterplan developed	2012
Planning Application submitted	2014
Planning Application approved	2014
Commencement of redevelopment	2015
Completion of redevelopment	2018

WBPr4 – Farley Centre

Enhancement scheme prepared	2020
Refurbishment/redevelopment commenced	2021
Scheme works completed	2026

WBPr5 – Kings Square

Refurbishment scheme prepared	2016
Refurbishment/redevelopment commenced	2018
Scheme works completed	2020

WBPr6 – Victoria Street

Planning application submitted	2020
Planning application approved	2020
Commence works on site	2021
Completed scheme	2026

WBPr7 – Providence Place Phase I

Masterplan prepared	
Phase 1 Outline Planning application submitted	September 2008 [#]
Phase 1 Outline Planning application approved	March 2009 [#]
First Stage Planning application submitted	October 2008 [#]
First Stage Planning application approved	March 2009 [#]
Start on site of first stage of development	July 2010 [#]
Reserved matters received for second stage of development	July 2010 [#]

Reserved matters application approved for second stage	September 2010 [#]
Completion of first stage	August 2011
Completion of second stage	August 2012
Submission of application for remaining office block	2012
Commence works on site	2013
Complete development	2014
WBPr8 – Providence Place Phase II	
Masterplan prepared for site	2015
Planning application submitted	2017
Planning application approved	2017
Commence works on site	2018
Completed development	2020
WBPr9 – Dartmouth Street/High Street	
Masterplan prepared for site	2010 [#]
Planning application submitted	2014
Planning application approved	2014
Commence works on site	2014
Complete works on site	2016
WBPr10 – Town Hall Complex	
Masterplan prepared for site	2010 [#]
Planning application submitted	2014
Planning application approved	2014
Commence works on site	2014
Complete works on site	2016
WBPr11 – Izens Road	
Relocation site identified	2014
Planning application submitted	2014
Planning application approved	2014
Commence works on site	2016
Complete works/car park operational	2016
WBPr12 – Police Station	
Planning application submitted	July 2004 [#]
Planning application approved	April 2005 [#]
Change of use application submitted	April 2010 [#]
Car park ceases to operate	April 2010 [#]
Commence works on site	April 2010 [#]
Change of use application approved	May 2010 [#]
Complete works – building operational	July 2011
WBPr13 – North Lyng	
Identify relocation sites	2014
Planning application submitted	2015
Planning application approved	2015
Works commence on site	2017
Works complete	2020

WBPr14 – Sandwell College	
Planning application submitted	Jan 2008 [#]
Planning application approved	Jan 2009 [#]
Works commence on site	Oct 2009 [#]
Works complete – College operational	Dec 2011
WBPr15 – Eastern Gateway North	
Consultation on Draft Masterplan undertaken	March 2010 [#]
Surveys commenced	February
2010 [#] Initial Option Appraisal	March 2010 [#]
Planning Application	Sept 2010 [#]
Commence works on site (Phase I)	Spring 2011
Complete Phase I	Autumn 2012
WBPr16 – Eastern Gateway South	
Planning application submitted	2013
Planning application approved	2013
Commence works on site	2014
Complete works	2016
WBPr17 – Trinity Way/High Street	
Planning application submitted	2013
Planning application approved	2013
Commence works on site	2014
Complete works	2016
WBPr18 – George Street	
Planning application submitted	2014
Planning application approved	2014
Acquisition of site	2015
Commence works on site	2015
Complete works	2016
WBPr19 – Birmingham Road/Expressway	
Planning application submitted	2015
Planning application approved	2015
Commence works on site	2018
Complete works	2026
WBPr20 – Birmingham Road/Roebuck Lane	
Planning application submitted	2015
Planning application approved	2015
Commence works on site	2018
Complete works	2026
WBPr21 – Junction 1/Kenrick Way	
Planning application submitted	2020
Planning application approved	2020
Commence works on site	2021
Complete works	2026

WBPr22 – Lyng Industrial Estate

Planning application submitted	2016
Planning application approved	2016
Commence works on site	2017
Complete works	2020

WBPr23 – Lyng

Planning application submitted	Feb 2010 [#]
Planning application approved	May 2010 [#]
Commence works on site	2010 [#]
Complete works	2024

WBPr24 – Albion House/Bromford House

Planning application submitted	Sept 2010
Planning application approved	Jan 2010
Commence works on site	Sept 2011
Complete works/operational	2014

WBPr25 – Carter’s Green/Guns Lane

Planning application submitted	2013
Planning application approved	2013
Commence works on site	2014
Complete works	2018

WBPr26 – John Street

Planning application submitted	2018
Planning application approved	2018
Commence works on site	2019
Complete works	2023

WBPr27 – Claypit Lane II/Meadows School

Planning Brief prepared	2011
Market Site	2011/12
Planning application submitted	2012
Planning application approved	2012
Commence works on site	2013
Complete works	2015

WBPr28 – Claypit Lane/Wattle Road

Planning Brief prepared	2011
Market Site	2011/12
Planning application submitted	2012
Planning application approved	2012
Commence works on site	2013
Complete works	2018

WBPr29 – Edith Street

Planning application submitted	June 2010 [#]
Planning application approved	Sept 2010 [#]
Commence works on site	October 2010 [#]
Complete works	2012
Market remaining part of site	2012

Commence On site	2013
Complete works on site	2018
WBPr30 – Bus Depot	
Planning application submitted	2015
Planning application approved	2015
Commence works on site	2016
Complete works	2020
WBPr31 – Oldbury Road	
Planning application submitted	2015
Planning application approved	2016
Commence works on site	2018
Complete works	2025
WBPr32 – Brandon Way/Albion Road (North)	
Planning application submitted	2015
Planning application approved	2016
Commence works on site	2018
Complete works	2025
WBPr33 – Brandon Way/Albion Way (South)	
Planning application submitted	2015
Planning application approved	2016
Commence works on site	2018
Complete works	2025
WBPr34 – Brandon Way/Brandon Close	
Planning application submitted	2015
Planning application approved	2016
Commence works on site	2018
Complete works	2025
WBPr35 – Kelvin Way	
Planning application submitted	2015
Planning application approved	2016
Commence works on site	2018
Complete works	2025
WBPr36 – Former Swan Village Gas Works	
Planning application submitted	2011
Planning application approved	2012
Commence works on site	2014
Complete works	2020
WBPr37 – John Street North	
Planning application submitted	2015
Planning application approved	2015
Commence works on site	2016
Complete works	2020
WBPr38 – Church Lane/Gladstone Street	

Planning application submitted	2020
Planning application approved	2020
Commence works on site	2021
Complete works	2025

WBPr39 – Sandwell and District General Hospital

Disposal of site by NHS Trust	2016
Planning application submitted	2016
Planning application approved	2016
Commence works on site	2017
Complete works	2024

WBPr40 – Former Churchfields School

Planning application submitted	April 2007
Planning application approved	October 2009
Commence works on site	2009
Complete works	2012

Indicates actual achieved date.

INDICATIVE IMPLEMENTATION TIMEFRAME – TRANSPORT STRATEGY

WBTP1 - A41 Expressway/All Saints Way Junction Improvement.

Submit Major Scheme Business Case to DfT	2004 [#]
Planning Consent	2004 [#]
DfT Programme Entry	2007 [#]
Agree Tender Price	2009 [#]
DfT Full Approval	2010 [#]
Commence Construction	2010 [#]
Completion	2011

WBTP2 - Ringway Northern Extension.

Planning Consent	2010 [#]
Road Closure Order Approval	2011
Commence Construction	2011
Completion	2011

WBTP3 - Ringway Modifications (High Street/Bull Street Junction).

Preliminary Design	2012
Public Consultation	2012
Local Authority Approval	2013
Commence Construction	2014
Completion	2014

WBTP4 - Ringway Modifications (Spon Lane/Ringway Junction).

Preliminary Design	2012
Public Consultation	2012
Local Authority Approval	2013
Commence Construction	2014
Completion	2014

WBTP5 – Ringway Modifications (Southern Section).

Preliminary Design	2011
Public Consultation	2012
Local Authority Approval	2012
Commence Construction	2013
Completion	2014

WBTP6 - High Street/St. Michael's Street Modifications.

Preliminary Design	2011
Public Consultation	2011
Local Authority Approval	2012
Commence Construction	2012
Completion	2013

[#] Indicates actual achieved date.

WBTP7 – Trinity Way/High Street Junction Improvement.

Preliminary Design	2013
Public Consultation	2014
Local Authority Approval	2014
Commence Construction	2015
Completion	2016

WBTP8 – Kelvin Way/Spon Lane Junction Improvement.

Preliminary Design	2013
Public Consultation	2014
Local Authority Approval	2014
Commence Construction	2015
Completion	2016

WBTP9 - A41 Carters Green Junction Improvement.

Preliminary Design	2015
Public Consultation	2015
Submit Major Scheme Business Case to DfT	2015
DfT Programme Entry	2015
Make Compulsory Purchase Order/Side Roads Order*	2016
Confirmation of Orders*	2017
DfT Conditional Approval	2017
Agree Tender Price	2017
DfT Full Approval	2017
Commence Construction	2018
Completion	2019

WBTP10 - South West Bypass.

Preliminary Design	2015
Public Consultation	2015
Submit Major Scheme Business Case to DfT	2015
Planning Consent	2015
DfT Programme Entry	2015
Make Compulsory Purchase Order/Side Roads Order	2016
Confirmation of Orders	2017
DfT Conditional Approval	2017
Agree Tender Price	2017
DfT Full Approval	2017
Commence Construction	2018
Completion	2019

* Subject to final design - these stages may not be required.

WBTP11 - A4182 Junction Improvements.

(Based on junctions being improved as a package)

Preliminary Design	2017
Public Consultation	2018
Local Authority Approval	2018
Make Compulsory Purchase Order/Side Roads Order*	2019
Confirmation of Orders*	2020

Agree Tender Price	2021
Commence Construction	2021
Completion	2026

WBTP12 – M5, Junction 1 Improvement.

Preliminary Design	2014
Public Consultation	2014
Submit Major Scheme Business Case to DfT	2014
DfT Programme Entry	2014
Make Compulsory Purchase Order/Side Roads Order*	2015
Confirmation of Orders*	2016
DfT Conditional Approval	2016
Agree Tender Price	2016
DfT Full Approval	2016
Commence Construction	2017
Completion	2018

WBTP13 - B4166 Oldbury Road/Albion Road Junction Improvement.

Preliminary Design	2019
Public Consultation	2020
Local Authority Approval	2020
Compulsory Purchase Order/Side Roads Order*	2021
Confirmation of Orders*	2023
Commence Construction	2024
Completion	2025

WBTP14 – Dartmouth Street/Sandwell Road Pedestrian Route.

Commence Construction, Phase 1	2008 [#]
Completion, Phase 1	2009 [#]
Preliminary Design, Phase 2	2011
Public Consultation, Phase 2	2011
Local Authority Approval, Phase 2	2011
Commence Construction, Phase 2	2011
Completion, Phase 2	2011

WBTP15 – Lodge Road Pedestrian Route.

Preliminary Design	2015
Public Consultation	2015
Local Authority Approval	2016
Commence Construction	2016
Completion	2016

* Subject to final design - these stages may not be required.

Indicates actual achieved date.

WBTP16 – Spon Lane Corridor Cycle Route.

Preliminary Design	2011
Public Consultation	2012
Local Authority Approval	2012
Traffic Regulation Orders (if required – subject to design)	2013
Commence Construction	2013
Completion	2013

WBTP17 – Lyng Spine Cycle Route.

Preliminary Design	2011
Public Consultation	2012
Local Authority Approval	2012
Traffic Regulation Orders (if required – subject to design)	2013
Commence Construction	2013
Completion	2013

WBTP18 – Albion Road/Oak Road Corridor Cycle Route.

Preliminary Design	2011
Public Consultation	2011
Local Authority Approval	2012
Traffic Regulation Orders (if required – subject to design)	2012
Commence Construction	2012
Completion	2012

WBTP19 – Greets Green Road/Wood Lane Corridor Cycle Route.

Preliminary Design	2011
Public Consultation	2011
Local Authority Approval	2012
Traffic Regulation Orders (if required – subject to design)	2012
Commence Construction	2012
Completion	2012

WBTP20 – Turner Street/Dartmouth Street Corridor Cycle Route.

Preliminary Design	2011
Public Consultation	2011
Local Authority Approval	2012
Traffic Regulation Orders (if required – subject to design)	2012
Commence Construction	2012
Completion	2012

WBTP21 – Town Centre 20mph Zone.

Preliminary Design	2010 [#]
Public Consultation	2010 [#]
Local Authority approval	2011 [#]
Traffic Regulation Orders	2011
Implementation	2011/12

[#] Indicates actual achieved date.

WBTP22 – Strategic Variable Message Signing.

Scheme Design and Estimate	2013
Commence Construction	2014
Completion	2015

WBTP23 – Car Park Variable Message Signing.

Scheme Design and Estimate	2011
----------------------------	------

Commence Construction	2011
Completion	2012

WBCP1 – George Street Car Park.

Preliminary Design	2014
Public Consultation	2014
Local Authority Approval	2014
Planning Consent	2014
Make Compulsory Purchase Order*	2014
Confirmation of Order*	2015
Agree Tender Price	2016
Commence Construction (surface only)	2016
Completion (surface only)	2016

WBCP2 – North Lyng Car Park.

Preliminary Design	2015
Public Consultation	2015
Local Authority Approval	2016
Planning Consent	2016
Make Compulsory Purchase Order*	2016
Confirmation of Order*	2017
Agree Tender Price	2018
Commence Construction	2018
Completion	2020

WBCP3 – Izens Road Multi-storey Car Park.

Preliminary Design	2014
Public Consultation	2014
Local Authority Approval	2014
Planning Consent	2014
Make Compulsory Purchase Order*	2014
Confirmation of Order*	2015
Agree Tender Price	2016
Commence Construction (surface only)	2016
Completion (surface only)	2016

* Subject to final design - these stages may not be required.

Indicates actual achieved date.

Appendix 9 – Housing Trajectory.

It is anticipated that approximately 3508 net dwellings can be developed within the West Bromwich AAP area to 2026. The housing trajectory below shows significant delivery during the medium term (2015-2022), reflecting current market conditions whilst more modest delivery is indicated for the longer term. The surge in 2016/17 is due to sites commencing in the previous 2 years such as those within the Greets Green area, as well as other sites coming forward following remediation such as Brandon Way and Swan Lane. Further completions on the Lyng development will also occur around this time. In the subsequent years, there will be a steady flow of completions occurring. A second surge is anticipated in 2021/21 when further sites commence development following relocations and clearance. Again, these are mainly the larger sites off Brandon Way and Oldbury Road. Actual delivery will depend on prevailing conditions in future years and may result in a more even trajectory.

Annual Net Housing Completions

Year	Net Completions
2011/12	83
2012/13	85
2013/14	151
2014/15	204
1015/16	340
2016/17	503
2017/18	362
2018/19	180
2019/20	130
2020/21	349
2021/22	317
2022/23	218
2023/24	218
2024/25	215
2025/26	153
Total	3508

** includes committed sites, i.e. those already with planning permission*

West Bromwich Area Action Plan Housing Trajectory

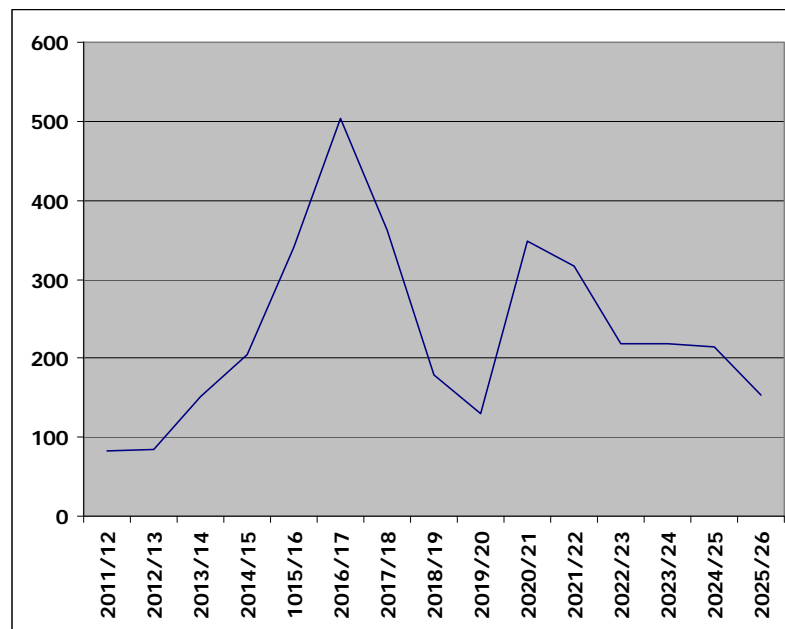
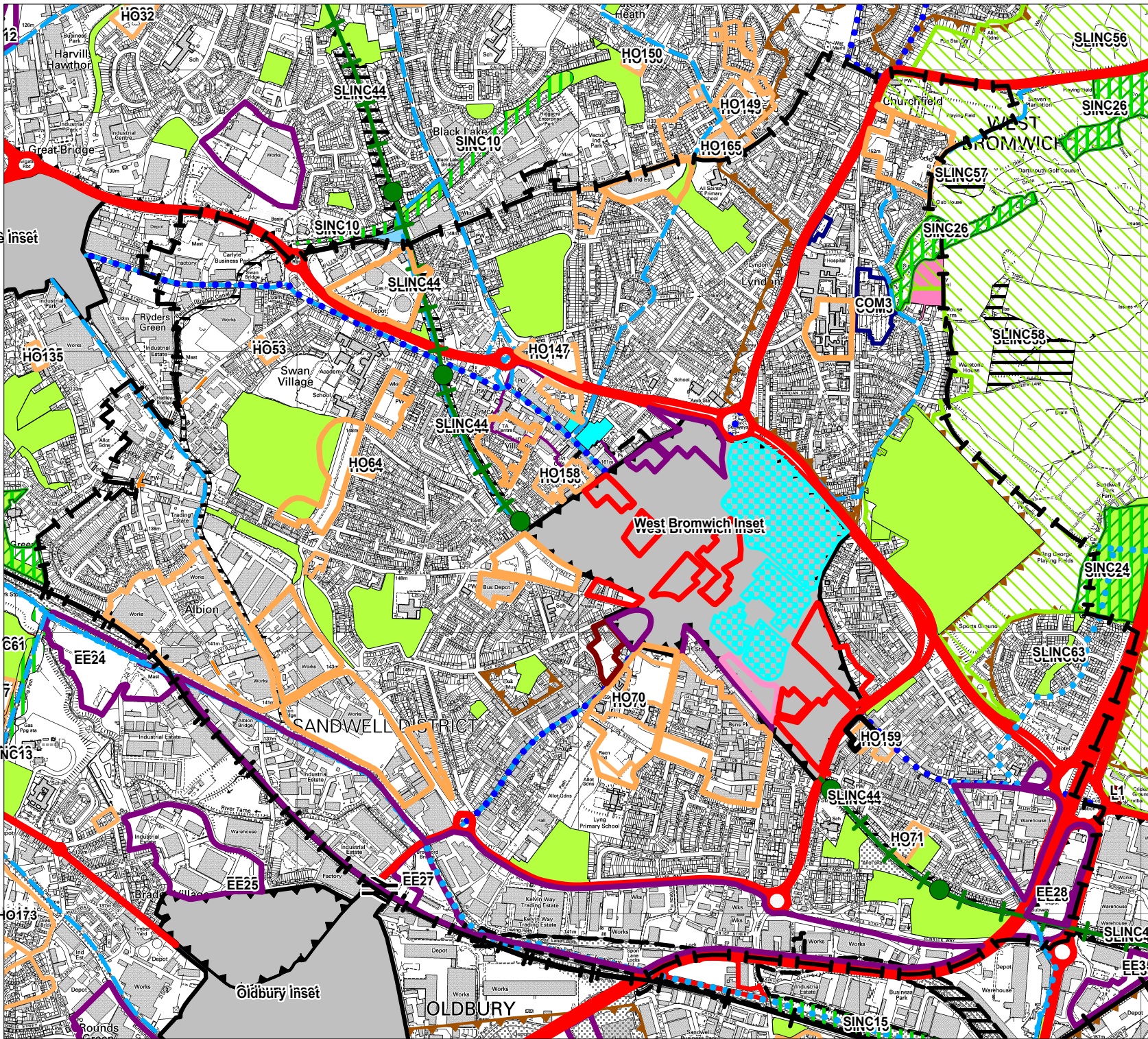


Figure 19
Unitary Development Plan Policies Map



-  Green Belt
-  Strategic Open Space
-  Proposed Business Zones
-  Community Open Space
-  Proposed Community Open Space
-  Retail Proposals
-  Education Proposals
-  Mixed Use Proposals
-  Community Proposals
-  Industrial Proposals
-  Residential Proposals
-  Leisure Proposals
-  Park and Ride Proposals
-  Heritage Site
-  Limestone Consideration Zones
-  District Centre
-  Local Centre
-  Areas of Potential Archaeological Importance
-  Conservation Areas
-  SINC
-  SLINC
-  Local Nature Reserve
-  Wildlife Corridor
-  Inset Boundary
-  Strategic Regeneration Sites
-  Tipton Area Action Plan Boundary
-  Smethwick Area Action Plan Boundary
-  Windmill Eye Area Boundary
-  Mixed Use - Residential and Employment
-  Light Industrial Use
-  Metro
-  Proposed Metro Route
-  Rail
-  Rail Station
-  Local Cycle Network
-  National Cycle Network
-  Motorways
-  Strategic Highway Network
-  Proposed Road Improvements
-  Proposed Bus Showcase Route
-  Borough Boundary

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office.

© Crown copyright.

Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

Sandwell M.B.C. Licence No 100032119 2012

Appendix 10

West Bromwich Area Action Plan Superseded Policies and Proposals

Decisions on the future developments within the West Bromwich area are currently guided by policies contained within the adopted Core Strategy and the saved policies of the West Bromwich Inset of the Unitary Development Plan (UDP), namely,

WB1: The Retail Core
WB2: Maintaining a Vibrant Town Centre
WB3: Design Principles & Environmental Quality
WB4: Public Transport, Pedestrians and Access

The Proposals also currently adopted within the UDP are

WBPr3 – Queen’s Square
WBPr5 – Cronehills Linkway
WBPr6 – Land adjacent to Ringway and Expressway
WBPr7 – The Town Hall Complex
WBPr8 – Council Depot, Cronehills Linkway
WBPr9 – Moor Street

On the adoption of the Area Action Plan, the above policies and proposals will be superseded by new policies and proposals contained within this AAP. This, together with the policies of the Core Strategy will assist in guiding future decisions on redevelopment within the Town Centre and its environs.