



Dudley Port - Part of the Black Country Garden City

SUPPLEMENTARY PLANNING DOCUMENT

DECEMBER 2017



CONTENTS

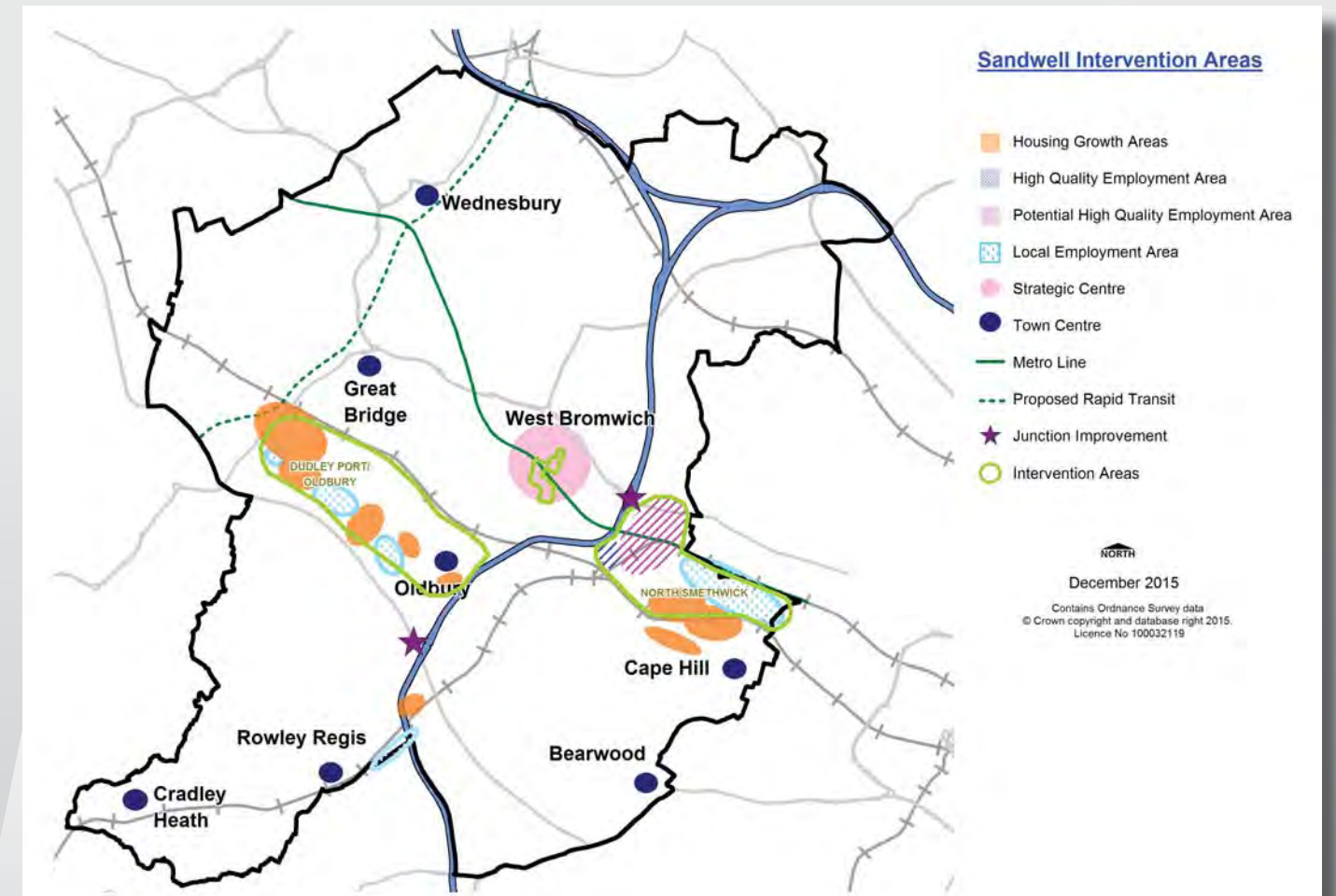
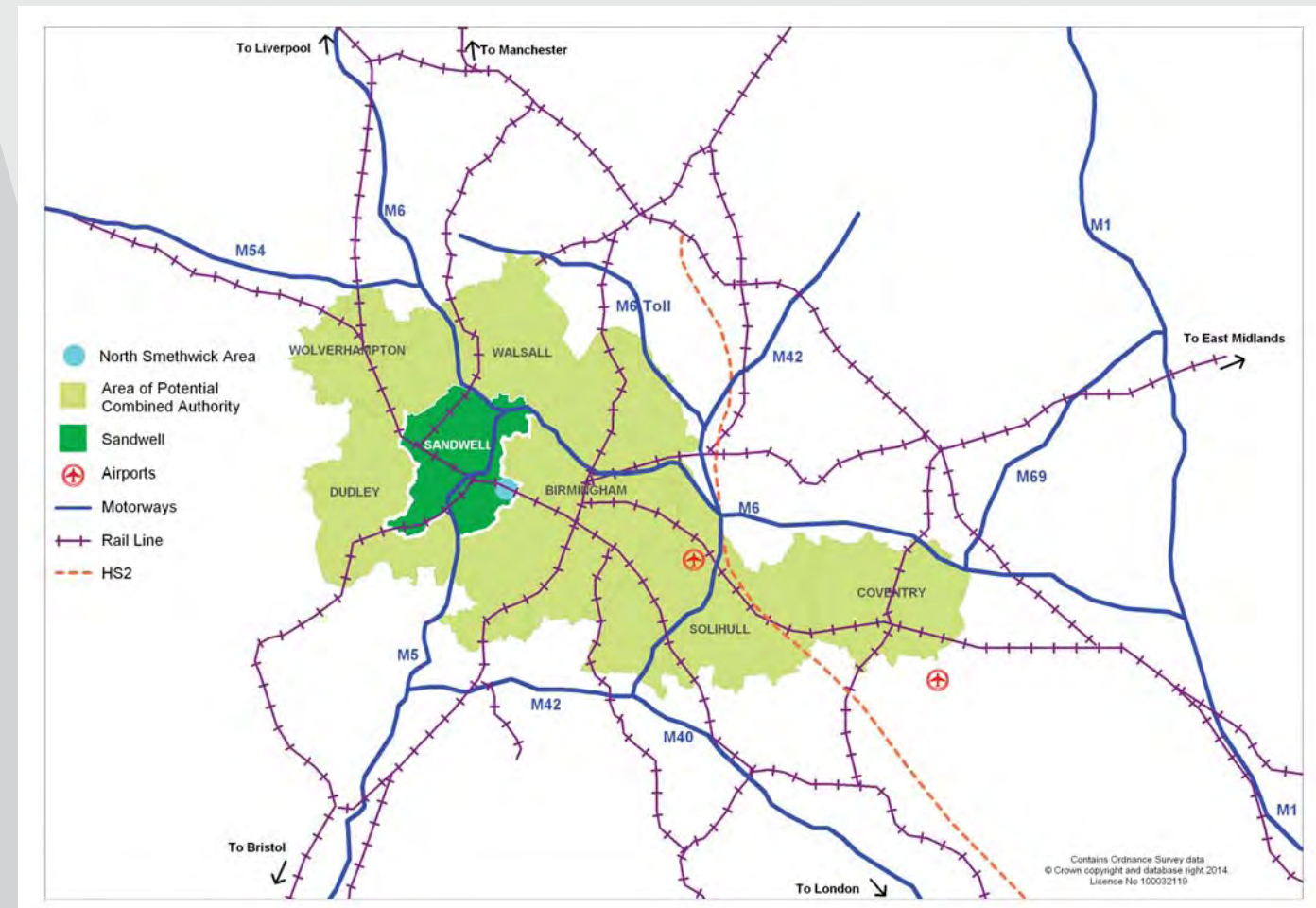
INTRODUCTION	3
VISION	4
PRINCIPLES	4
OBJECTIVES	6
THE DUDLEY PORT AREA	7
SWOT ANALYSIS	8
QUALITY OF LIFE	9
EFFICIENT USE OF RESOURCES	10
ACCESS TO NATURE	11
COMMUNITY COHESION	12
DISTINCTIVE DESIGN	13
DESIGNING FOR CANALS	14
ACCESS AND MOVEMENT	16
LANDSCAPING	18
PUBLIC SPACE	18
ENERGY EFFICIENCY	20
SENSORY RICHNESS	21
DESIGN CODE	23
SITE INFORMATION	25

INTRODUCTION

The Dudley Port area has been identified as a key area for sustainable growth within Sandwell due to effective, existing connections and opportunities for new housing and employment growth. This document seeks to promote Dudley Port and raise the profile of the strengths and opportunities on offer.

Dudley Port is a mixed area comprising traditional housing and significant areas of employment, with some recent housing development, which has regenerated pockets of obsolete employment land. As expected, with a history of industrial employment, the area has a legacy of environmental issues including congestion and ground conditions.

The SPD will be subject to public consultation with a range of stakeholders, agencies, residents and businesses in order to capture and consider all issues and options that will lead to the development of this spatial plan.





VISION

The vision for the Dudley Port Priority Area is directed by the Garden City approach, and the detail of the vision is largely formed by the area itself and the benefits it has to offer, e.g. green space, canals and linkages.

The Dudley Port Priority Area will exhibit a contemporary interpretation of the traditional garden city principles. The combination of architecture, environmental / public realm improvements and street furniture will make the area distinctive, and easily identifiable. Involvement in activities and decisions to shape the area will foster greater ownership, pride and community cohesion.

- Dudley Port will be a place where people want to live, work and enjoy recreation pursuits.
- Green spaces will be easily accessible from residential and employment areas, routes will be improved and opened up, to be more visible, usable and safe.
- Green spaces will be promoted, enhanced and more widely used as part of a connected network of spaces and activities.
- Reinforced and improved linkages to housing, employment and recreation destinations will maximise the use of blue and green networks within the locality.
- The canals will be more active with increased walking, cycling and activity on the water itself.
- New housing will be distinctive in terms of appearance and in terms of providing a more sustainable way of

living, whilst existing built form / environments will be adapted to achieve greater energy efficiency.

- New canalside living will bring more people into the area, lead to more activity along the canal network and provide opportunities for active lifestyles along the network, both on and off the water.
- Streets will be more active (play and recreation) and vibrant spaces. Street greening (planters, street trees, green walls), social spaces and activities will assist in reducing vehicle speeds.
- A cohesive community will be evident in the organisation of events. The community will be more visible and active with enhanced opportunities and networks relating to nature, walking and food growing groups.
- The pursuit of the garden city principles will assist in driving Dudley Port forward for future investment in employment and housing

PRINCIPLES

The original Garden City movement focussed on quality of life and society living harmoniously with nature. Sandwell Council is seeking to introduce a contemporary, remodelled version of the Garden City concept that continues the pursuit of the principles of quality of life, community coherence, access to nature and sustainability, within a modern context.

The fundamental principles can be summarised as:

- Quality of life, the main overarching principle, which all other principles will complement and contribute towards;
- Access to nature and green space;
- Efficient use of resources / land and buildings;
- Fostering community cohesion.





5. **Facilities and services** - Is there easy access to shops, schools, workplaces, parks, play areas, pubs and cafes?
6. **Distinctive** - Does the scheme have a clear identity, expressed through its architecture, public spaces and the way it is marketed?
7. **Enterprising** - Does the scheme help support the creation and development of new business?
8. **Engaging** - Will the scheme involve its residents in the management of their new community?
9. **Smart** - Does the scheme harness technological innovation in its construction and operation to make it more sustainable and successful?
10. **Healthy** - Does the scheme promote healthy lifestyles?

The Black Country Local Enterprise Partnership (LEP), with input from Midlands Architecture and the Designed Environment (MADE) has devised a set of 10 'Garden City' criteria, by which to score new developments to provide an indication of how aligned new developments are with the garden city principles, and essentially the principles of good urban design, and potentially to attain a level of accreditation.

Dudley Port Garden City SPD reflects this set of 10 criteria seen as key to delivering the garden city aspirations.

LEP / MADE Garden City Criteria

1. **Land use** - Does the proposed development bring under-used land assets back into productive use?
2. **Black Country** - Does the scheme make the most of the major assets of the Black Country such as green areas, built heritage and the canal network?
3. **Garden** - Does the scheme integrate eco-sensitive planting and food-growing into well designed streets and spaces?
4. **Easy to get around** - Is the development well connected internally and more widely by all modes of transport?



THE OBJECTIVES

The following objectives and sub objectives will assist in the delivery of the garden city principles.

QUALITY OF LIFE – To create environments that offer opportunities to improve the quality of people's lives.

- Development of new housing achieving above the minimum spatial standards
- Maximisation of opportunities to provide positive sensory experiences
- Access to nature and recreational opportunities providing physical and mental health benefits
- Access to community groups, activities and events
- Improved air quality / barriers to poor air quality

ACCESS TO NATURE – To maximise the interaction with and experience of nature, by making it a key part of the area.

- Improvement and promotion of existing green spaces and waterways
- Improvement of access to nature through the provision of signage and way finding, upgrading of surfaces, drainage and lighting
- Creation of new green spaces / linear linkages / places of interest
- Promotion of friends groups and related activities
- Use of new development opportunities to provide natural surveillance
- Retro greening of streets – tree, hedge planting, green walls, green roofs, green bus shelters
- Use of Sustainable Urban Drainage Systems (SuDS) to solve drainage issues and promote biodiversity

EFFICIENT use of resources – To improve the ease at which Dudley Port and the population function.

- Efficient movement – encouraging active travel by creating and improving pedestrian and cycle linkages to green spaces, transport modes, employment opportunities and facilities
- Generation and transfer of energy – implementing policy and encouraging landowners and developers where practicably possible to utilise sustainable methods of construction, micro-generation, energy transfer (smart grid) and SUDS (rainwater harvesting)
- Under/unused sites, buildings and resources – promoting new uses for sites (solar farms, coppicing, green space), and retrofitting of existing buildings for micro-generation
- Ownership and enterprise – Promoting opportunities for the local community to own and manage land and generate income through sustainable food growth

COMMUNITY COHESION - To create environments that generate opportunities for communities to grow together.

- Creation of meaningful spaces – accessible destinations, convivial spaces (green spaces and waterways) for activities (communal gardens and growing projects) and play.
- Opportunities to bring under/unused spaces into use
- Activities and groups – promoting community groups, activities and events

THE DUDLEY PORT AREA

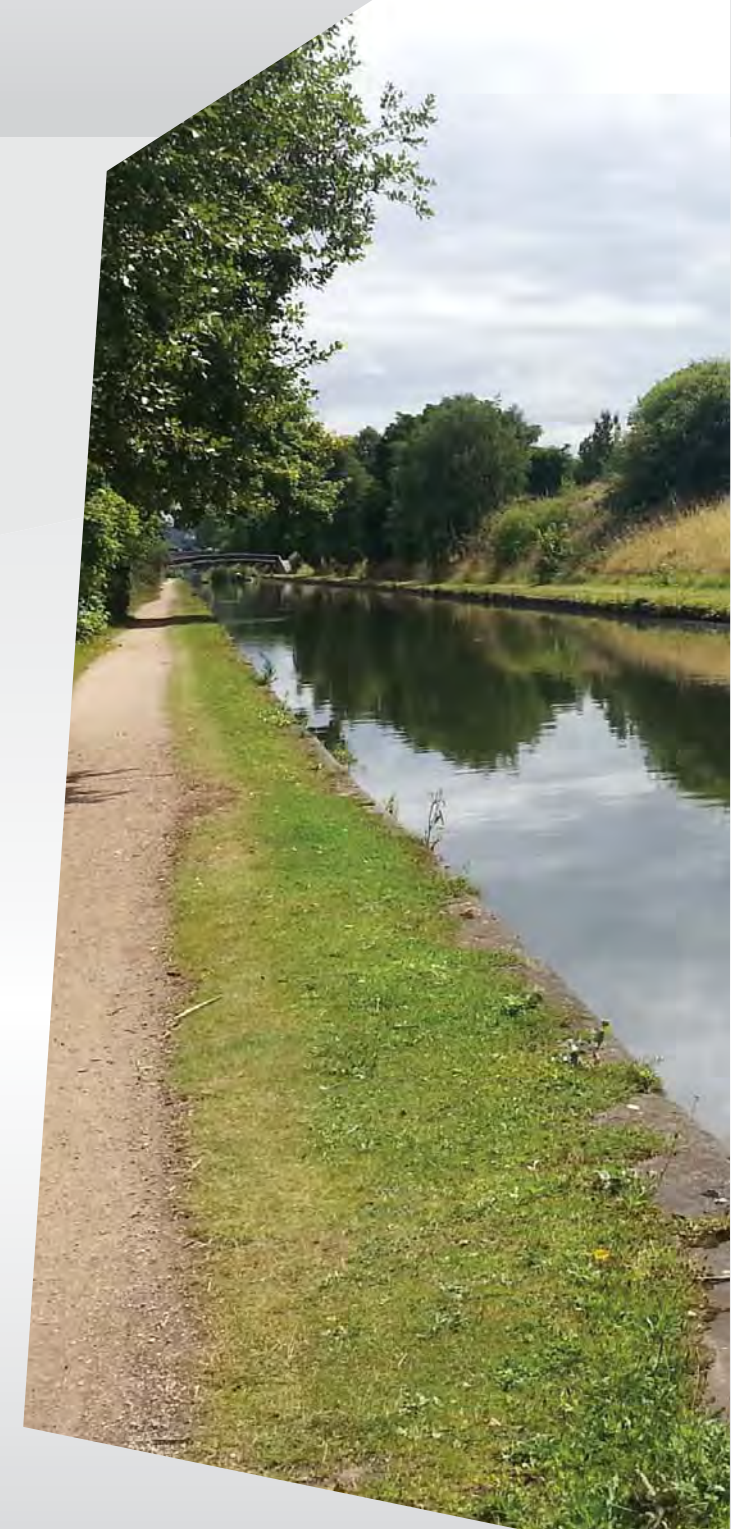
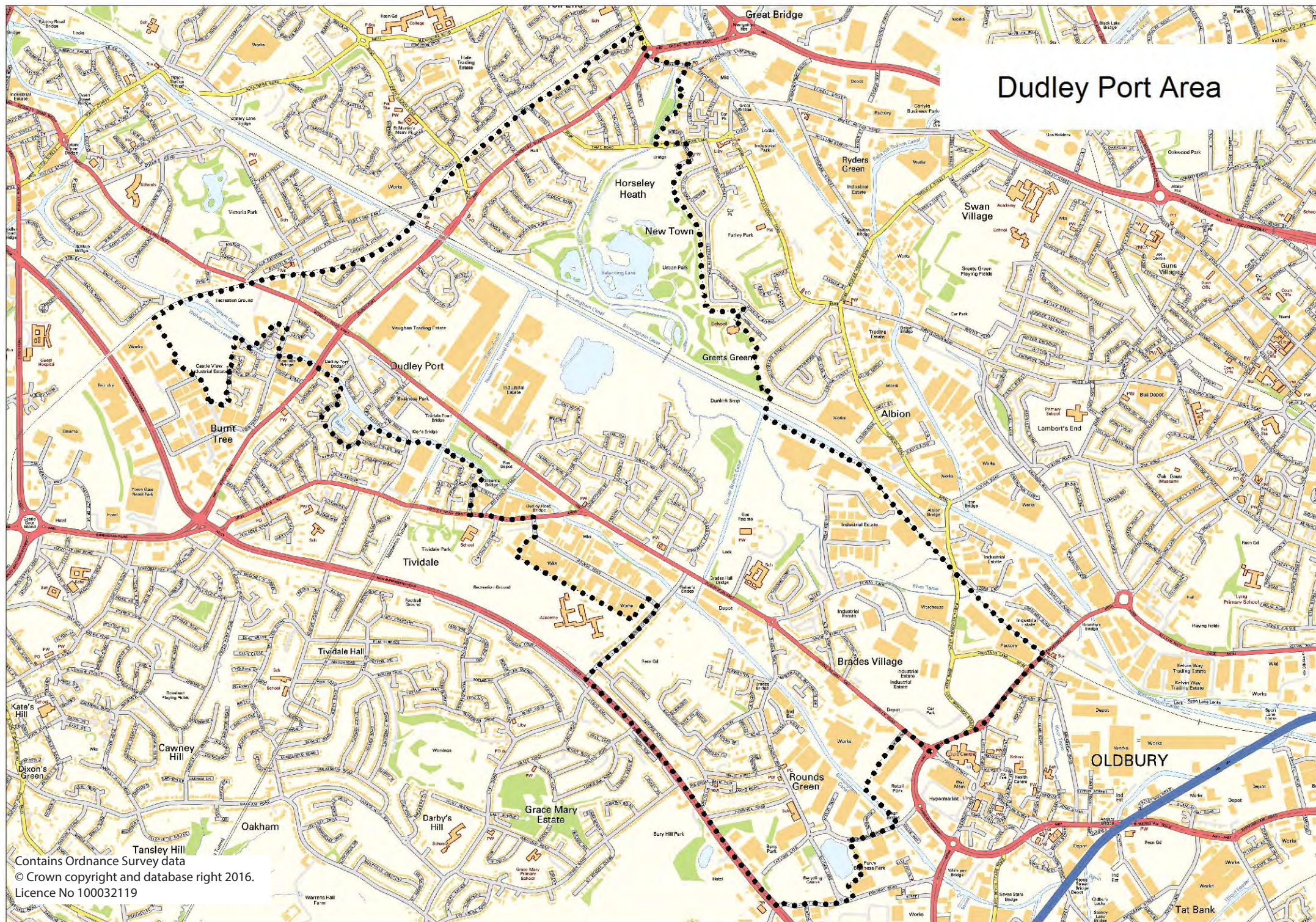
The Dudley Port Priority Area spans west from the edge of Oldbury town centre to the Dudley border, generally occupying the land between the A4123 and the Birmingham Canal. The area also incorporates Sheepwash Nature Reserve and a small portion of Great Bridge town centre to the north.

The area is served by a railway station, highway, motorway and canal network providing links to Birmingham and Wolverhampton, and features a local nature reserve, town centre and local centre, all of which provide access to a range of facilities, schools and employment opportunities.

The Priority Area is predominantly located within Regeneration Corridor 9 as set out in the Black Country Core Strategy (2011). The area is identified as having key strategic linkages and

significant housing and employment opportunities consolidated as allocations within the Sandwell Site Allocations and Delivery Document (2012).

The Priority Area incorporates a mix of housing and employment, and exhibits areas of poor ground conditions as a legacy of the industrial age. The area benefits from good linkages, multi-modal transport opportunities, and access to green spaces and facilities (town / local centres), as well as heritage assets such as Listed structures in the form of canal locks, an aqueduct and cottages..



SWOT Analysis

Analysis of the Dudley Port area provides important information regarding the strengths, weaknesses, opportunities and threats, and enables a good insight into how the area works, what works well, and what does not work so well.

A workshop day event introducing the garden city concept and its application to the Dudley Port area was held in the Balaji Temple, Dudley Road East, Oldbury on 7/7/2015.

Representatives from MADE, the Canals and Rivers Trust and the other Black Country Local Authorities were in attendance.

The main aims of the day were to share information from Sandwell's perspective of the garden city concept, and potential ideas for implementing it in Dudley Port, through presentations, input from MADE, a walking tour of the area, and a group workshop exercise to produce a SWOT analysis of the area.

The virtues of the garden city principles were well received, and generally the attendees were surprised and impressed with what the area had to offer in terms of transport linkages and blue and green networks and the opportunities that this presented for sustainable development.

A full version of the SWOT analysis can be provided upon request but a brief summary of the analysis is provided below.

Generally the strengths, weaknesses, opportunities and threats within the Dudley Port area are all based around the same group of recurring aspects.

Strengths

It was widely appreciated that the Dudley Port area benefitted from a number of existing strengths, based around the resources on offer within the locality including the canal network, green spaces and linkages, connections to public transport, facilities and employment opportunities.

Weaknesses

Whilst it was agreed that the area offered a significant number of strengths, it was also accepted that the area suffered from a number of obvious weaknesses that prevent the area from functioning effectively.

Whilst green spaces, connections and linkages were seen as a strength, the legibility of these places, access to them, and the

lack of natural surveillance were perceived as poor, and seen as weaknesses, that would impact on safety and use.

A lack of ease of movement sporadically throughout the area and a lack of cycle parking provision at Dudley Port Railway Station, were considered as evident weaknesses.

Opportunities

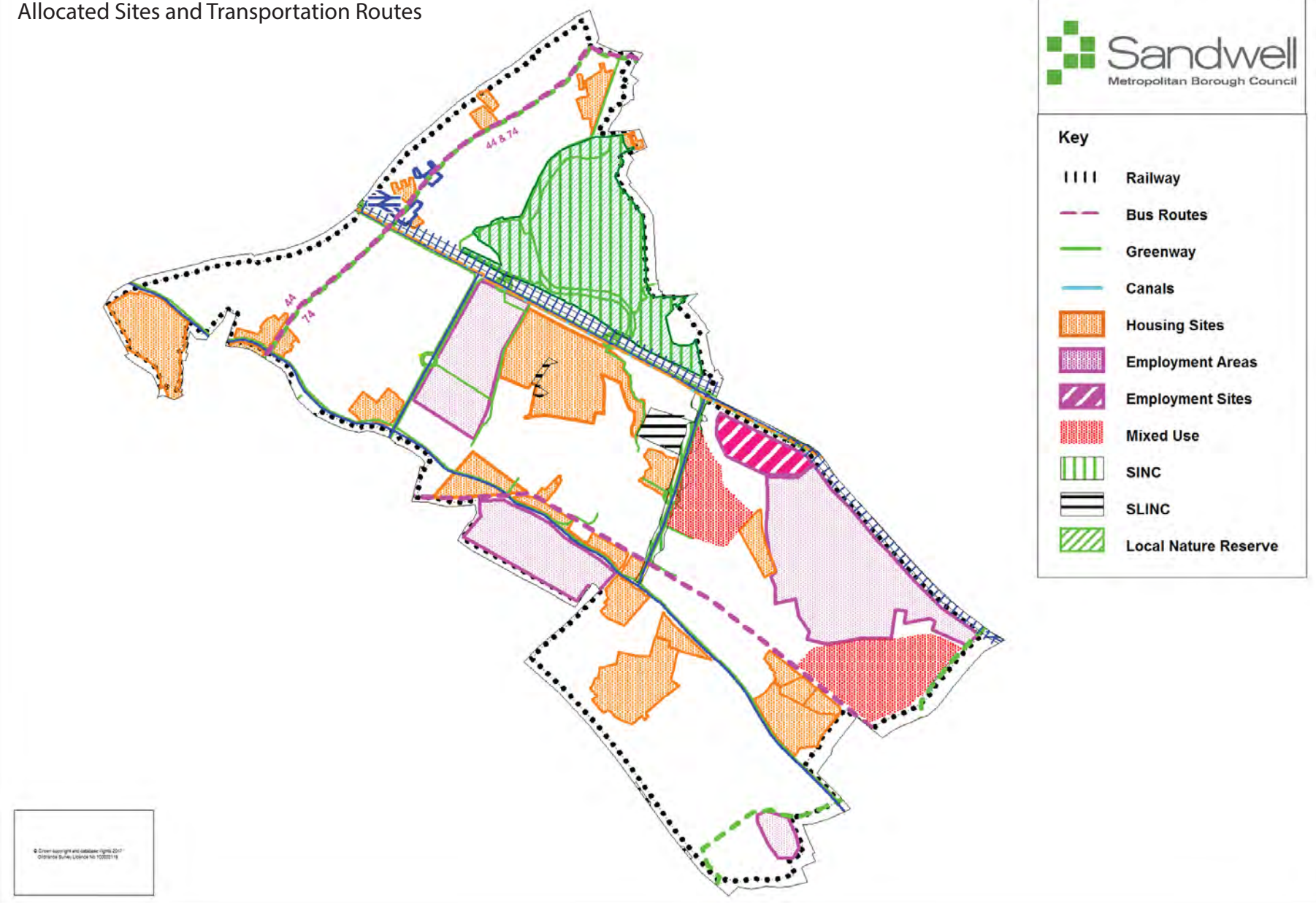
Though the area suffers from the weaknesses as mentioned, it is considered that the strengths provide opportunities to improve functionality and aesthetics, and should be exploited. There is opportunity to promote and enhance the existing resources that the area has to offer including improving access to the canal network, and green spaces, maintaining vegetation to improve

safety, greening highways through the introduction of street trees and green walls to provide visual links with the green environment, encouragement of more activity, both on and off the water, enhancement of access, linkages and connections.

Threats

It is evident that if nothing is done to improve movement, congestion on the highways will increase, and public transport may become less attractive. There is also concern that improved resources may not be as widely used as hoped, if partnership working and the forming of networks is not prioritised. The long term maintenance of any future improvement programmes for street greening, cycle paths, towpaths, tunnels etc, must be fully considered in order to ensure that quality is maintained.

Allocated Sites and Transportation Routes





QUALITY OF LIFE

What?

To shape environments and neighbourhoods so that opportunities are provided to improve the quality of people's lives.

Why?

The quality of people's lives is arguably the most important consideration for planning and regeneration. Quality of life can be measured by a range of social, environmental and economic factors and indicators, which can in part be influenced by planning. These may include education, crime, standard of housing, air quality, emissions, ecology, access to nature, cost of living, housing affordability and fuel poverty.

Quality of life is the overarching aspect of this garden city approach, which the other principles and objectives of this strategy will complement and contribute towards.

Why is it important for Dudley Port?

Sandwell ranks as the 12th most deprived Local Authority nationally, in terms of the Index of Multiple Deprivation. The Dudley Port area in particular incorporates neighbourhoods that have scored within the most deprived 10 percent of neighbourhoods in England. It is therefore of great importance that efforts are made to address those issues that can be improved through new development and regeneration of the existing environment.

Though the Dudley Port area evidently ranks poorly in terms of the Index of Multiple Deprivation, the area incorporates key resources (extensive canal network and green spaces) that provide significant opportunities for active lifestyles.

How?

The Dudley Port area provides a wealth of opportunities by which to positively impact on the quality of life of residents, in terms of physical and mental health benefits. Improvements to the provision of these will be sought through:

- promoting, enhancing and providing links to places and spaces that offer a range of atmospheres and recreation opportunities, through the provision of new signage, way finders and information boards;
- promoting, enhancing and providing healthy walking, running and cycling opportunities through the provision of enhanced surface treatment, new signage, and information boards;

- greening of streets, enhancing air quality, and providing alternative routes, through the provision of street trees and green walls,
- promoting activities, community groups, fostering community cohesion and social inclusion, through working with existing community groups and the Canal and River Trust;
- achieving the required private amenity space for new housing developments;
- promoting and enhancing access to nature and recreational opportunities providing physical and mental health benefits;
- exploring opportunities to maximise positive sensory experiences through planting, enhancing access, enabling activity, and improving the sense of safety.
- connections and linkages



EFFICIENT USE OF RESOURCES

What?

To provide opportunities to improve the way that the Dudley Port area and the population function.

Why?

Resources are limited, and ineffective use of available resources can lead to processes being repeated, and additional cost, time and energy incurred. The cost of energy to the consumer has risen exponentially and fuel poverty has become a widely recognised issue. It is important that the sustainable agenda is pursued, in order to maximise resources, reduce the impact on the environment and help to future proof development.

A sustainable approach to regeneration will increase the opportunities to provide robust energy security and help to address the issues of fuel poverty, inefficient use of energy and negative impacts on the environment. It is also important to utilise existing resources to further enhance the sustainability of developments.

Why is it important for Dudley Port?

It is important for the Dudley Port area to function more efficiently, and help to combat some of the existing quality of life issues evident within the area.

The Dudley Port area provides the opportunity for new housing and employment growth within a sustainable location. There is opportunity for developers to incorporate micro generation of

energy within new schemes. In addition, there may be opportunity for potential new demand for energy to be partially met by the generation of energy by existing industries within the locality.

Incorporation of green energy technologies within new development will help to show a step change in technology, and showcase sustainable design and the Dudley Port area.

How?

The following options will be considered and adopted in order to promote the sustainable use of resources:

- Sustainable use of land – appropriate increased densities for new housing development in proximity to public transport corridors (proposed Dudley Port public transport interchange), efficient use of non-developable land, consideration of energy generation, solar farms etc; (solar farms, coppicing, green space)
- Efficient movement – encouraging active travel by creating new, and improving existing pedestrian and cycle linkages to green spaces, transport modes, employment opportunities, residential areas and facilities.
- Sustainable use of buildings – maximising opportunities for sustainable technologies (energy generating and energy saving) in retro fits and new builds, and encouraging landowners and developers where practicably possible to utilise sustainable methods of construction, micro-generation, energy transfer (smart grid) and SuDS (rainwater harvesting), subject to agreement with Canal and River Trust.
- District heating – exploring opportunities to meet demand for energy with localised sources and how the canals can assist by utilising the heat from the canal via heat pump technology;
- Ownership and enterprise – Promoting opportunities for the local community to own, part own, lease or manage land and generate income or provide for need through sustainable food growth.
- Re-using the rail line (low level) at Dudley Port – bringing the rail line back into use as a main part of the route for the Wednesbury to Brierley Hill Metro line extension, providing local sustainable linkages to residential areas, places of employment and interest.



ACCESS TO NATURE

What?

To maximise the interaction with and experience of nature, by making it a key part of the area.

Why?

Nature and the natural environment forms a significantly important part of our living environments, and offers a wealth of physical and mental health related benefits, from recreation pursuits (walking, cycling, fishing) to hobbies (canal boating, bird watching, foraging). The most prominent aspect of the original garden city movement was the importance of access to nature. It is now known that access to nature has mental health as well as physical health benefits. It is therefore important that the natural environment is promoted, made more accessible, and where possible brought into areas where people live and work.

Why is it important for Dudley Port?

The Dudley Port Priority Area benefits from significant blue and green networks, which offer a wealth of assets including Sheepwash Nature Reserve, wildlife corridors along the canals, community open space and sites of local importance for nature conservation. However, it is evident that the current awareness of these resources is poor. It is evident that there is a lack of signage, and the resultant usage is low, possibly because the local population may not be fully aware of what is on offer, or where

routes / linkages lead. There may also be safety concerns due to the relatively low usage, overgrown vegetation and lack of natural surveillance.

In addition, it is evident that natural areas / greenery is quite distinctly separate from the predominantly urbanised areas. The highway network within the urban parts of the Dudley Port area is heavily used due to the connections, and therefore suffers from congestion and air quality issues. Methods of injecting greenery into residential, employment areas and transport corridors should therefore be explored.

How?

In order to assist the local population in using the blue and green networks in greater numbers it is important that the potential barriers to usage are overcome.

- Siting of new development to overlook green areas, and canal side areas to provide opportunities for natural surveillance – Sheepwash, canal side housing;
- Improvement and promotion of existing green spaces and waterways – way finders, distance markers, signage, branding;
- Improvement of access to nature through the provision of signage and way finding, upgrading of surfaces, drainage and lighting (Sheepwash, tunnels, Netherton Tunnel, canal side towpaths), maintenance of vegetation;
- Promotion of existing and setting up of new community groups / events / networks for wildlife walks / canal events etc. and use these areas – potential links with the RSPB (Sandwell Valley), events at Tividale Quays;
- Street greening by means of street trees, green walls, planters, green roofs etc will bring nature and interest to the street;
- Creation of new green spaces / linear linkages / places of interest;
- Use of SuDS to resolve drainage issues and promote biodiversity by, for example, encouraging the use of bat roost or bird boxes.



COMMUNITY COHESION

What?

To create environments that generate opportunities for communities to come together and grow together.

Why?

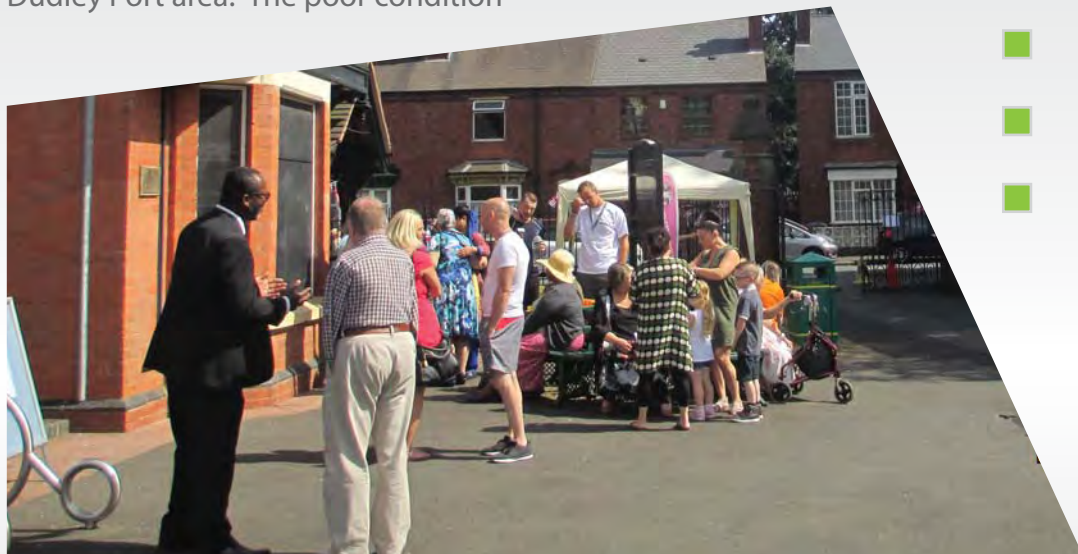
Communities perform a key role in how places function, and will either have a positive or negative impact on the quality of life of resident's. It is therefore important that environments are designed to facilitate and generate opportunities for communities to come together and grow together.

By their very nature, communities can be parochial and close knit, and physical barriers (severance caused by roads, railways, canals, race, social class and gender) to social inclusion can exist. Planning has the potential to address the physical barriers, addressing the social barriers however, is a wider issue. It is important that where present, physical barriers preventing social inclusion, cohesion and engagement are removed or mitigated to enable communities to grow together. It is the aspiration that by improving linkages and connections, communities may become more accessible and mobile, and feel a greater sense of inclusion and ownership.

Why is it important for Dudley Port?

The Dudley Port area incorporates a number of distinct geographic communities, including Tividale, Brades Village and Rounds Green, to which residents have strong associations and connections. This parochialism may also be evident at an even more localised level as this sense of belonging can be present at an estate level.

The railway line is undoubtedly one of the main physical barriers to communities integrating and engaging together within the Dudley Port area. The poor condition



of the access tunnels below the railway line, combined with the poor promotion of the links and the overgrown nature of vegetation on Sheepwash, serve to exacerbate the issue.

Community venues within the Dudley Port area are limited since the closure of Tividale Community and Recreation Centre, though the Coneygre Arts Centre remains. In addition there are a number of potential community spaces, and community groups active within the area, but it is evident that there is opportunity for the creation of additional community groups, activities and events.

How?

The following options must be considered in order to promote community interaction and engagement:

- Promotion of, and engagement with existing local groups and groups that operate on a wider scale (nature groups, walking groups, angling groups, friends of sheepwash, Sandwell Council staff, etc);
- Mitigation / solving of physical barriers;
- Enhancement and promotion of the local environment to provide opportunities for activities;
- Quality promotion of activities, groups and events through the use of Sandwell Council communication networks, where appropriate;
- Opportunities to bring under/unused spaces into use, and create meaningful spaces – accessible destinations, convivial spaces (green spaces and waterways) for activities;
- Provision of community garden growing spaces, working with the Council and landowners;
- Incentives to put on local events;
- Potential links with schools.
- Designing of residential environments with social spaces.



DISTINCTIVE DESIGN

What?

To establish new environments that are distinctive in terms of aesthetics and functionality.

Why?

High quality, distinctive urban design through the treatment of buildings, spaces and environments can perform an important role in raising the quality of a place both in terms of aesthetics and function, which can in turn raise the profile and aspirations of an area. Distinctive design will help to create an identity, and has the potential to heighten people's desire for belonging to, or associating with an area, whilst improved functionality will aid people's daily lives.

It is therefore important that wider plans and strategies for regeneration are carefully considered, and the quality and distinctiveness of buildings, spaces and environments made a major consideration of discussions and negotiations at the earliest possible stage (pre-application and application stages).

Why is it important to Dudley Port?

It is important that new design in the Dudley Port area sets a benchmark for quality to promote the regeneration of the wider area. It is important that new development is not only of a high quality, but also distinctive and memorable to raise aspirations, identity and profile, performing a secondary role as a form of marketing and branding for the area.

It is considered that elements of the Dudley Port area (natural landscape, canals and connections) provide high quality resources that should be maximised and complemented by high quality, distinctive design to raise not only the visual appearance of the area, but more importantly the functionality of the environment.



How?

In order to achieve distinctive design and signal a positive change, new development within the Dudley Port area must set a benchmark in terms of quality, and establish a distinctive appearance. Most importantly, the design of development must provide a consistent thread through the area, by which new schemes relate to one another and are recognisable as being associated. It is the aspiration that this will form a strong sense of identity and branding for the area.

It is of significant importance that new developments are designed to incorporate a greater degree of contemporary materials and green technologies, which will shape the design. (optimum roof angles etc). A mix of contemporary and contextual materials will be required, given the context of the canal network. A streamlined palette of materials and details will help to ensure that different schemes within the corridor relate, and establish a distinctive identity.

Potential suitable materials may include red brick, blue brick, render, wood, steel and glazing. Brick and render present more traditional options that will relate to large parts of the canalside vernacular. Wood, steel and glazing provide contemporary options, with steel relating to canal side infrastructure (bridges) and current and previous industries, and wood relating canal side infrastructure (narrow boats and lock gates) and the natural landscape and glazing, as a metaphor for water, due to the transparent and reflective qualities. Though a wide range of materials may be suitable, it is important that an element of consistency is retained on individual regeneration sites.



Distinctive Design: Castle Street, Tipton

Materials red brick, blue brick, timber cladding, glazed canopies

It is important that the design of new built form is both of a high quality and distinctive, though whether the style is traditional or contemporary is often subjective and of less consequence. The residential scheme at Castle Street, Tipton presents a good example of a high quality, distinctive housing scheme that works well within a sensitive, canal side setting alongside a Grade II Listed building. The scheme introduces new building heights which complement the existing, while providing a positive addition of variety and interest, new materials (timber cladding, grey framed windows), new features (windows punctuating eaves, balconies) and new colours (teal/aqua green railings and metalwork). The use of certain traditional materials (red brick, grey slate) in the more contemporary style reflect and compliment the setting, whilst creating a distinctive scheme, which helps to further reveal the heritage assets.

Though the scheme effectively backs onto the canal, with side and rear elevations and surface level car parking having a visual impact on the setting (due in part due to the spatial and heritage constraints of the site), it is evident that the rear elevations and boundaries have been designed to maximise activity onto the canal.





DESIGNING FOR CANALS

What?

To maximise the interaction with, and the experience of water.

Why?

Canals were traditionally developed to provide linkages for the transportation of materials and goods, and played a fundamental role in the Industrial Revolution before losing significance at the event of the development of the railway and highway networks.

Canal networks are a positive heritage resource, that provide many beneficial opportunities for biodiversity, social interaction, recreation, movement, activity and sensory experiences, which in turn can have a positive impact on physical and mental well being.

In addition, canals provide significant, positive opportunities for development, and it is accepted that waterside locations have a positive impact on property prices.

Why is it important to Dudley Port?

The Dudley Port area benefits from an extensive canal network concentrated in such a small area including the Birmingham Canal (new and old lines), Gower Branch Canal and Dudley Canal.

Within the relatively small Dudley Port area it is possible to experience a range of vastly different canal side environments, from intensely industrial and urbanised, to a modern residential estate, quaint and characterful canal side cottages, and even semi-rural landscape.

There is an important need to work with the canal network in Dudley Port, as it does provide a significant, positive resource, which is generally not celebrated, is partly hidden away, underused, and in poor condition in part.

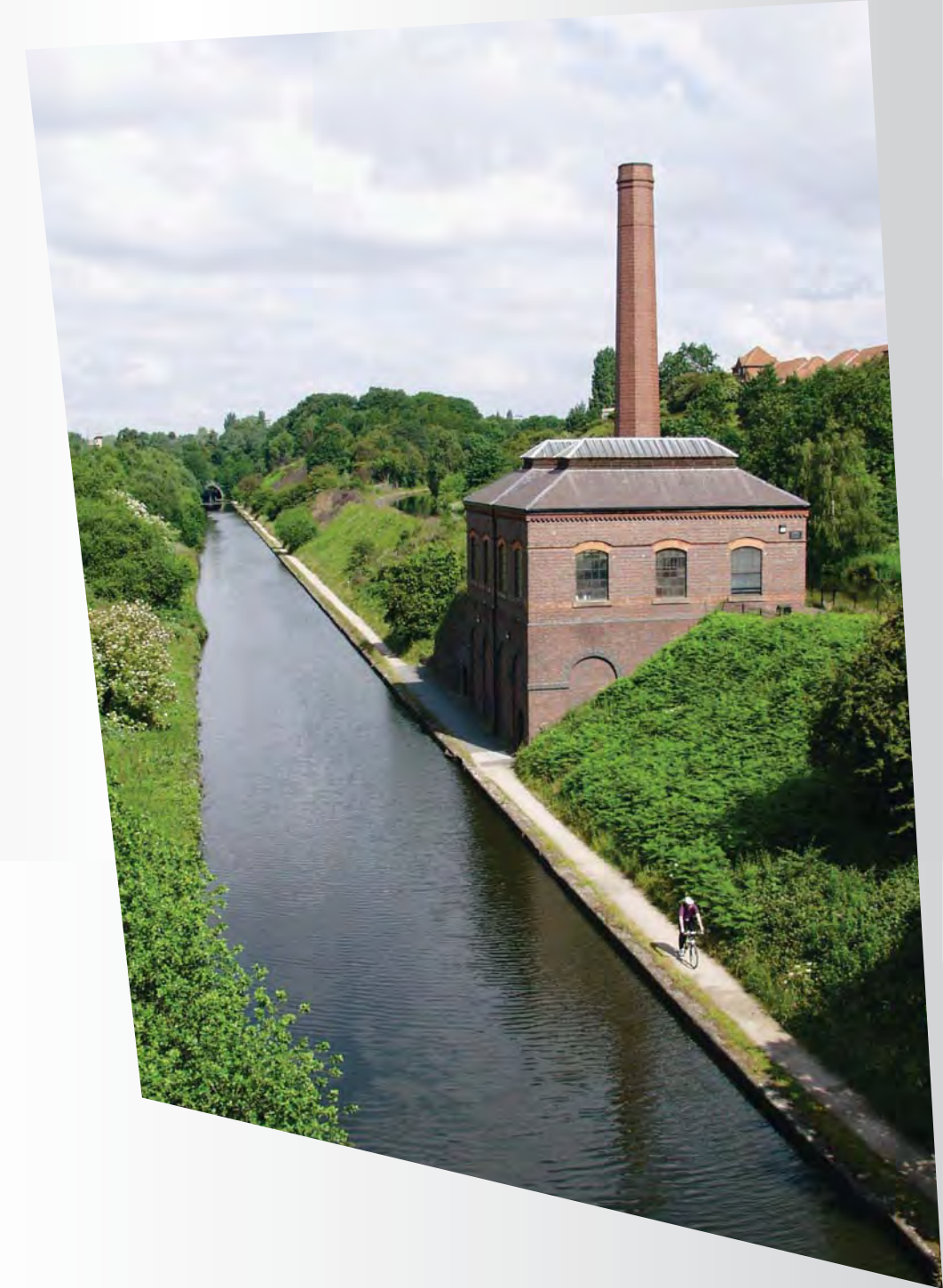
It is an aspiration that the towpaths will become more widely used by pedestrians and cyclists, and that activities and movement will take place on the water.

The key sections of the canal network within Dudley Port, are the Tipton Road / Groveland Road area and Tividale Quays.

How?

In order to increase the use of the canal network and the water it is considered that:

- New development should be located on sites alongside the canal network in a number of locations to promote natural surveillance, provide additional activity on the towpaths and subsequently raise perceived levels of safety.
- Existing barriers preventing the use of the canal network (poor access, poor condition of towpaths, overgrown vegetation causing isolation and safety concerns) must be removed;
- The condition of elements of the canal network must be improved – towpaths, access, signage;
- Use of the canal network and the associated benefits must be promoted – events, groups, water activities (opportunities for established groups to use / promote the area).
- The Council, Canal and River Trust and community groups must look at opportunities to develop a strategy for increasing activity alongside the canals and on the water, through promoting the existence of the canal network, the benefits of using it and organisation of social / recreation activities through organised groups and events.





Greenways and Linkages

-  **Railway**
-  **Greenway**
-  **Local Cycle Network**
-  **Proposed Local Cycle Network**
-  **Access Improvements**



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ACCESS AND MOVEMENT

What?

To design an environment that provides choice of efficient movement

Why?

Access and movement are key to how we experience places.

All types of movement are significant considerations in the design of our environments and it is important that a balance is achieved between different modes in order for places to function well.

It is important that we design environments that: enable efficient movement; improve linkages; overcome barriers to access and movement; provide an enjoyable experience (sensory experience) - Is there a reason why access and movement cannot be a pleasurable experience?; provide and enable opportunities for active travel, and promote physical and mental health; enable safe movement; are convenient – providing opportunities for cycle parking; provide multi modal transport options; provide access and movement to destinations help to reduce contributions to poor air quality, or provide cleaner, alternative routes for pedestrians and cyclists.

Why is it important to Dudley Port?

The predominantly residential wider area and good connections mean that Dudley Port experiences a number of highly congested roads on the local highway network, namely: the A457 – Dudley

Road; A461 – Dudley Port, and the A4123 – Birmingham Road. Static traffic is most detrimental to air quality, therefore any ways of reducing the number of vehicles on the network, or easing the flow of traffic would reduce the impact.

Dudley Port benefits greatly from the presence of the railway station on the Birmingham Line, which provides connections to the national network. This asset is not celebrated and suffers from a lack of pedestrian and cycle friendly access.

The area also benefits from an extensive canal network, which provides an opportunity to enable the movement of a portion of the population that either work, or are educated within the locality, though poor connections and safety concerns undoubtedly hamper usage. These issues must be addressed in order to attract people to use these spaces within Dudley Port.

How?

Ideas for the improvement of multi modal access and movement within the Dudley Port area must be taken forward either as projects, or areas for further consideration in order to deliver improvements (establish a network of linkages comprising new routes and re-enforce and enhance existing connections).

Actions

- Metro proposals – Wednesbury to Brierley Hill via Dudley Port, where a new transport interchange will be created
- Segregated cycle lane along A4123 and A461 with soft landscaping
- Sections of dedicated bus lanes along A461
- Relocation of a section of car parking bays along A461



- Improvements to Dudley Port Railway Station, including pedestrian and cycle access to the station
- Relocation of bus stops at Railway Interchange
- Improved pedestrian / cycle links to canal corridors and green spaces
- Resurfacing improvements to sections of the network of canal towpaths
- Continuation of resurfacing and lighting of Fred Perry Walk, Great Bridge, providing access to Sheepwash Local Nature Reserve
- Opening up of the tunnel entrances providing access to Sheepwash
- Clearance of excess vegetation to enable natural surveillance at Sheepwash
- New development to overlook and connect with green space and canals – improved sense / feeling of security





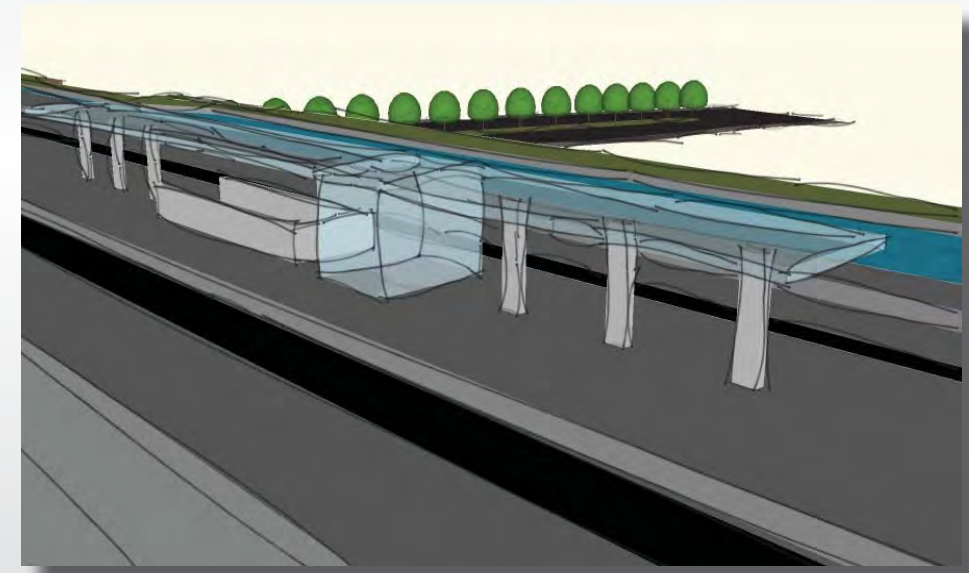
Dudley Port Interchange

Dudley Port Railway Station will become an interchange between bus, rail and metro services. Bus stops on the A461 Dudley Port will be relocated closer to the main entrance to the interchange to improve connectivity to rail and metro. The former South Staffordshire Railway line will be reopened to create a metro route between Wednesbury and Brierley Hill, with a proposed stop at Dudley Port Railway Station. Improvements will be made to facilities at Dudley Port Railway Station, which will include a new waiting facility, ticket office, cycle parking and way finding. Pedestrian improvements will be made to improve access to the interchange and West Midlands Connected totem signs will provide directional signage and maps of the local area. Cycling infrastructure will be improved along the A461 Dudley Port and improved connections to the adjacent canal network and National Cycle Network Route Number 81.

Dudley Port Railway Station is vitally important as a means of enabling Sandwell residents to travel to the job growth zones in Birmingham City Centre and in proximity to Birmingham International Airport at Solihull.

The proposals for the Wednesbury to Brierley Hill Metro Line, further raises the profile of Dudley Port Railway Station, which will become a transport interchange for rail and metro.

It is important that improvements are made to the station to enable it to function better as a Railway Station, in terms of; accessibility, linkages with the proposed metro stop and accommodating additional capacity. The public realm and linkages around Dudley Port Railway Station and the Metro Stop should be defined, and improved, with high quality materials.



LANDSCAPING

What?

To enhance the appearance and functionality of the environment through the design of the public realm, use of materials and planting.

Why?

Landscaping performs an important role in the creation of places, shaping the spaces in-between buildings, managing natural landscapes. There is greater interaction with the public realm, than the buildings themselves, as we navigate through a place, due to the visual human scale and constant contact. The design of the public realm also performs an important role in directing pedestrian, cycle and vehicular traffic through spaces.

It is important that a balance is achieved between the proportions of hard and soft landscaping, as this will have a significant impact on the success of a place, how it appears and functions and how it is used and perceived.

Why is it important to Dudley Port?

Landscaping is key to raising the profile and aspirations of the Dudley Port area, whilst also reflecting the natural, green resources. The Dudley Port area benefits greatly from areas of green space and the canal network. However, these are partially hidden away from more travelled and visible routes.

There is little use of quality public realm treatment to distinguish areas within the wider Dudley Port area, which would enhance

the character and appearance. The injection of areas of high quality hard (granite sets, resin bound paving, block paving) and soft landscaping (street trees, green walls and green roofs) will establish demarcation of zones, knit the wider regeneration of the area together and help to project a significant positive message of regeneration.

High quality, green landscaping of main routes will reflect and provide an indication of these green areas, provide green linkages and reduce the visual harshness of dual / wide carriageways and wide pavement. Street greening will provide physical barriers, and will assist in enhancing air quality and the visual outlook.

How?

In order to deliver a quality, clear, coherent and consistent public realm, it is important that a limited palette of materials is selected. There will be opportunity for Sandwell MBC to have a pro-active influence on landscaping within the area, as part of highways proposals.

Key areas have been identified where it is considered that a higher quality approach to public realm is required, on a sliding scale of gold, silver and bronze.

- Dudley Port Railway Station – The area provides key linkages to the national railway network at Dudley Port Railway Station. It is important that this area is celebrated, and denoted with high quality materials.
- Dudley Port Local Centre – There is opportunity to demarcate the local centre from the surrounding residential areas with the use of high quality landscaping treatment.
- Dudley Port – There is opportunity for planting to create a tree lined environment.
- Green Spaces (Sheepwash and Brades Hall Open Space) – The improvement of green spaces – opening up views, access (removing trees and dense cover), improving linkages, improving natural surveillance, activity and safety.



PUBLIC SPACE

What?

To create a network of quality spaces that enable social interaction and engagement with the environment.

Why?

Public spaces are significantly important to our daily lives, where we live, work, and enjoy leisure pursuits. Our encounters with these places will affect our perceptions of the wider area and shape our wider experience.

The importance of public spaces places a need for the careful consideration of the key aspects that contribute to and influence them (buildings, streets, sensory experience, landscaping, movement and linkages) in order to achieve good, successful spaces.

It is considered that the following aspects are important to creating good quality, public spaces:

Accessibility – good linkages and connections; Convenience: Interest – buildings / places / destination; Active uses – activities, conviviality; Flexibility of space – different activities; Range of ambiances (convivial and quiet areas); Safety – security, natural surveillance, lighting; Opportunities to stay and go – seating (formal and informal) and guiding users through space; Public realm – high quality materials, soft landscaping, lighting.

Why is it important to Dudley Port?

The Dudley Port area incorporates a number of places of existing value, or potential value, and would clearly benefit from improvements to existing and potential new spaces.

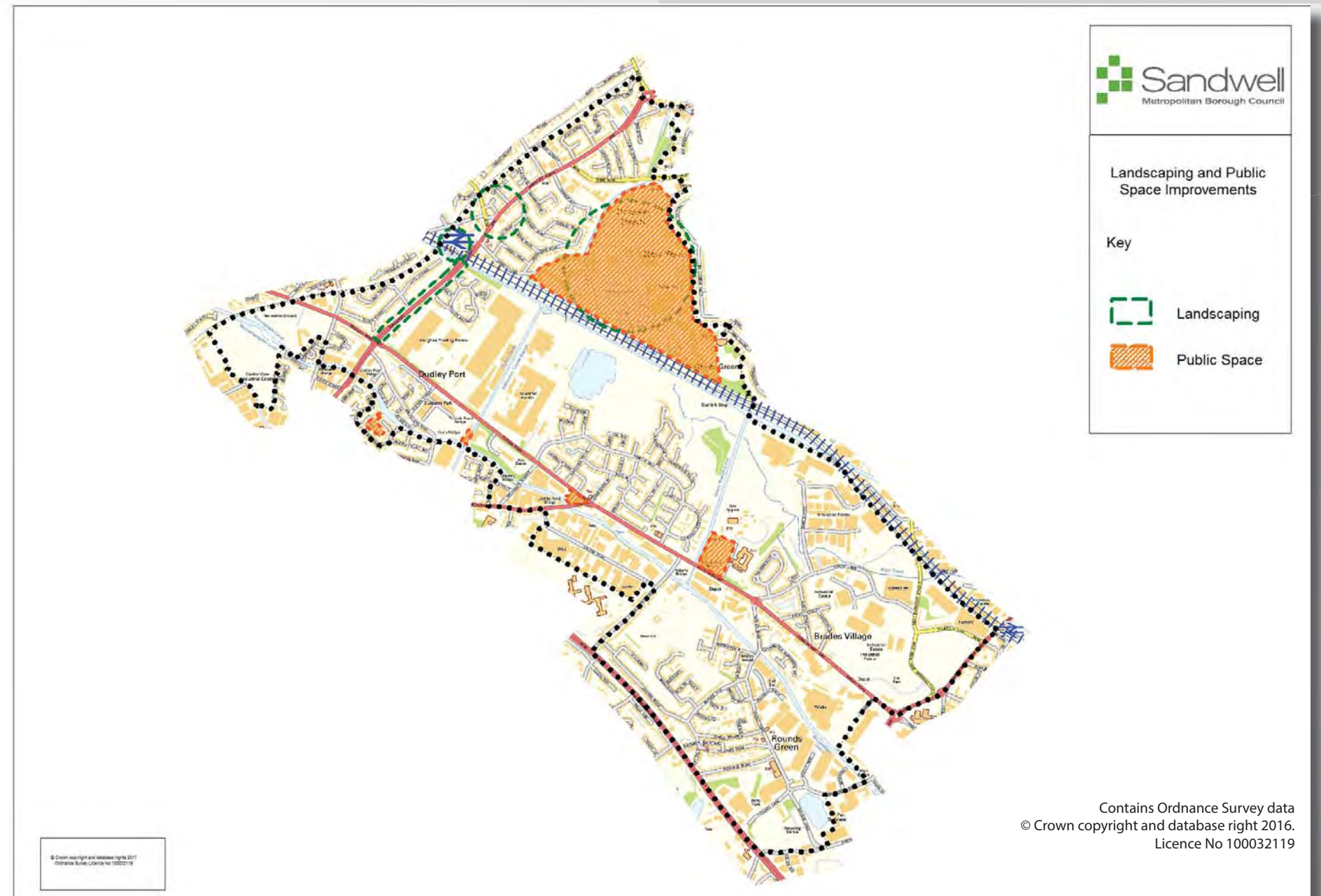
Existing places including Sheepwash and Brades Hall Open Space, would benefit from strategies for improvement to encourage greater use.

Other spaces with potential to become public spaces would benefit from interventions to enable the provision of aspects of good public spaces. There is opportunity to create a network of public spaces where people can stay and enjoy, or be guided on a journey through the landscape.

How?

The aspirations for public space are interlinked with those for landscaping and canals. It is important that a network of public spaces is formed around the following spaces:

- Sheepwash – currently isolated, requires work to improve access, visibility and promotion. New development should be orientated to address the space and provide natural surveillance;
 - Brades Hall Open Space – currently isolated, requires work to reduce vegetation and improve visibility and potential natural surveillance. Should be better connected to the canal towpath;
 - Tividale Quays – opportunity to make more of the space, provide places to sit, and opportunities for formal activity on the water;
 - Canal side Cottages, Netherton Tunnel – opportunity for new development orientated to address the canal side, provide activity and places to sit;
 - Space at corner of Dudley Road West and Tipton Road – opportunity for the creation of an urban green space at the convergence of the junction. A proportion of vegetation could be retained to the perimeter of the site.
 - Great Bridge - the reworking of bus access into the town presents the opportunity to remodel public space at the gateway to Great Bridge.
 - Community Cohesion - informal public space/social space should be incorporated within the design of new residential environments.
- In addition, there may be opportunity to provide new public spaces as part of new developments.



ENERGY EFFICIENCY

What?

To use and manipulate aspects of the design to create a scheme that enhances levels of energy efficiency.

Why?

Energy efficiency and the overarching aims of sustainability are major considerations for new development, given the national and international political position.

The consideration of energy efficiency during the design process will positively influence the scheme as a whole. By being more energy efficient, future proofed and benefitting from reduced energy costs, schemes will be more marketable. If energy efficiency is not fully considered during the design process it is often more costly and labour intensive to adapt built form retrospectively.

Energy efficiency can be pursued either as an overarching consideration of the design process, where every element of the layout of a scheme is geared to improving energy efficiency (orientation for solar gain / penetration, roof pitches for optimum solar power generation), or simply as technological systems that can be inserted into individual dwellings to achieve benefits.

Why is it important to Dudley Port?

The vision for the Dudley Port area is to establish a place where the community and the environment looks forward and makes the most efficient use of the resources at disposal, whether existing natural or man-made.

As stated, neighbourhoods within the Dudley Port area are deprived in terms of quality of life / deprivation indicators. New, energy efficient housing and employment premises will assist in keeping running costs down and combatting fuel poverty.

It is therefore important that new development within the Dudley Port area aims to be energy conscious to promote sustainable regeneration, and assist in the future proofing of housing stock and new employment premises.

How?

Sandwell Council has adopted policy ENV7: Energy Efficiency, which is embedded in the local policy framework, and provides the Council with the opportunity to request that new developments are energy conscious.

It is anticipated that pre-application and application discussions will provide the opportunity to negotiate the desired requirements of new development.

The requirements of Policy ENV7 should be seen as a bare minimum. Where practicably possible, it is preferable that schemes are designed with a full consideration of energy efficiency, over and above the requirements of Policy ENV7. The following aspects should be considered:

- Sun angle analysis to shape layouts, orientate dwellings (larger windows and internal spaces located to benefit from solar gain and penetration) and reduce areas of shade
- Use of deciduous trees to maximise solar penetration during the darker months
- Adopting an approach that incorporates micro generation (solar / photovoltaic panels), sustainable use of resources (SuDS, rainwater harvesting) and fabric first, in line with Policy ENV7 of the adopted Black Country Core Strategy. (2011)



- Incorporating electric car charging points as per SPD 2016.
- Designing sustainable layouts in terms of densities and connections.





positive sensory experiences, including; views of nature, wildlife, water; areas of shade and areas of openness; sounds of bird song; smells of flowers; the taste of wild berries, mushrooms etc.; the feel of flowers, grasses, twigs etc.

It is important that measures are taken to mitigate and address the negative sensory aspects, whilst promoting the positive characteristics of Dudley Port and enhancing the sensory experience of the area

How?

The Dudley Port area benefits from significant assets that provide positive sensory experiences. The main issues are related to improving the accessibility and linkages to these areas, increasing the safety of users and promoting a greater awareness of what is on offer.

Opportunities to interact with nature afforded by the canal network and green spaces must be maximised and capitalised on, to provide opportunities for positive sensory experiences including:

There is opportunity for a whole range of other potential activities that will engender positive sensory experiences including; walking, cycling, running, boating, kayaking, angling, birdwatching, foraging etc.

A number of these activities can be undertaken informally, though there is an evident opportunity for activities to be delivered in a more formal manner, as part of organised groups and networks.



SENSORY RICHNESS

What?

To use and manipulate aspects of the design and the environment to enhance the sensory experience.

Why?

The sensory experience is key to a person's interpretation, perception and experience of a place and fundamentally whether it was enjoyable or not. Sensory experiences will be different from person to person, depending on likes and dislikes and how images, sounds, tastes, smells and contact (touch) is processed. However, it is generally accepted that views of greenery and interaction with nature can have positive mental and physical health benefits. Sensory experiences won't always be dictated by nature, but by the whole environment around us, scale of buildings, quality of paving, traffic, tranquillity, conviviality, isolation, safety.

Sensory richness is therefore a key consideration in the creation of places and spaces, and opportunities to enhance the positive experience of touch, taste, smell, vision and sound should be explored, facilitated, maximised and promoted where possible. Conversely, negative sensory experiences; noise, severance, inaccessibility, odours, views should be addressed and mitigated.

Why is it important to Dudley Port?

There are a number of negative aspects to the current sensory experience of Dudley Port including traffic, air quality, industrial uses and associated noise and traffic.

Though the Dudley Port area does experience poor amenity and a number of significant, poor sensory experiences, the area does benefit from a number of key resources that generate a wealth of










TRANSPORT AND PUBLIC REALM



A461 Dudley Port Transport Corridor & Public Realm Improvements

Key

-  Railway
-  Railway Station (with cycle parking)
-  Metro
-  Metro Stop (with cycle parking)
-  Public Realm Improvements
-  Greenway Improvements
-  Segregated Cycle Route

Scale



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Wood / timber
Wood is closely associated with the area, given the expanse of natural spaces at the nearby Sheepwash and Bumble Hole nature reserves and the green feel along the canal network. Timber was used in the production of canal side locks, narrow boats, and the development of the railways, (which signalled the demise of the canal network), of which there were 2 lines running through Dudley Port. It is evident that wood has a strong association with the history of the local area, and is therefore a worthy material to be reflected in new development.

DESIGN CODE

The design code sets out a commentary of appropriate materials.

Built Form

The design and materials used in new built form is the most obvious form of change within a new housing scheme and plays a pivotal role in communicating the quality of new aesthetics.

Traditional red brick and blue brick

Traditional red and blue brick is closely associated with the history and appearance of Britain's canals. Brick works and clay pits were commonly located along the canal network to aid the transportation of materials and finished products by water. Canal side structures (warehouses, worker's cottages, bridges, walls etc) were typically constructed of red and blue brick, and it is clearly evident that red and blue brick are the most suitable materials to use when looking at new development in proximity to the canal network.

Metal – iron and steelwork

Metalworking is inherently linked with the heritage of the Black Country. Industry was largely reliant on the canal network with steel mills and iron foundries being located in close proximity to enable transportation of coal, materials and distribution of goods. Metalwork is evident in the canal side environment today in the form of bridges, railings, bollards, locks and narrow boats, and it is this historic association that makes metal a suitable material to be reflected within new built form.

Roofs

It is typical that grey slate or terracotta tiles are used for roofing of historic buildings within the area (along the Netherton Branch and Castle Street). These materials should be reflected in the design of new housing schemes.

Windows

Grey window frames are used to good effect on the canal side cottages along the Netherton Tunnel Branch, but have also been proven to work well with contemporary built form, at the Castle Street, Tipton scheme.

Boundaries

Traditional canal side boundaries consist of red and blue brick, often with rounded coping bricks and occasionally with metal railings, depending on height. This general approach has proved to work well with contemporary schemes (Castle Street, Tipton), though other materials (gabions etc.) could also be considered.





Public Realm

In addition to new built form, new streets within new housing schemes are key to conveying the message of quality, and if not considered appropriately, a low quality public realm will have a negative impact on a scheme even where high quality built form has been secured.

It is not practical or realistic to consider the full paving of road surfaces within a scheme, which makes it even more important that other materials are used within the make up of the street to break up the monotony and insert a sense of quality. Rumble strips at entrances to schemes from the main highway, raised tables and kerb detail present just some of the opportunities by which this could be achieved.



Rumble strips and raised tables

Cobbles and block paving (bricks) would be appropriate materials to use to break up the monotony of tarmacadam.



Green streets

Opportunities to incorporate SuDS within the street should be explored, as a way of adding interest to the streetscene, tackling drainage in a practical and aesthetic way, and enabling segregation of transport modes.

Street trees

London Plane, Common Ash, Italian Alder, Sweet Gum and Silver Birch are some of the tree species that exhibit a range of aesthetic and nitrogen oxide fixing qualities, and would therefore be considered suitable within housing development sites. Other trees with notable qualities may also be considered to be suitable.

Canal Network and Greenways

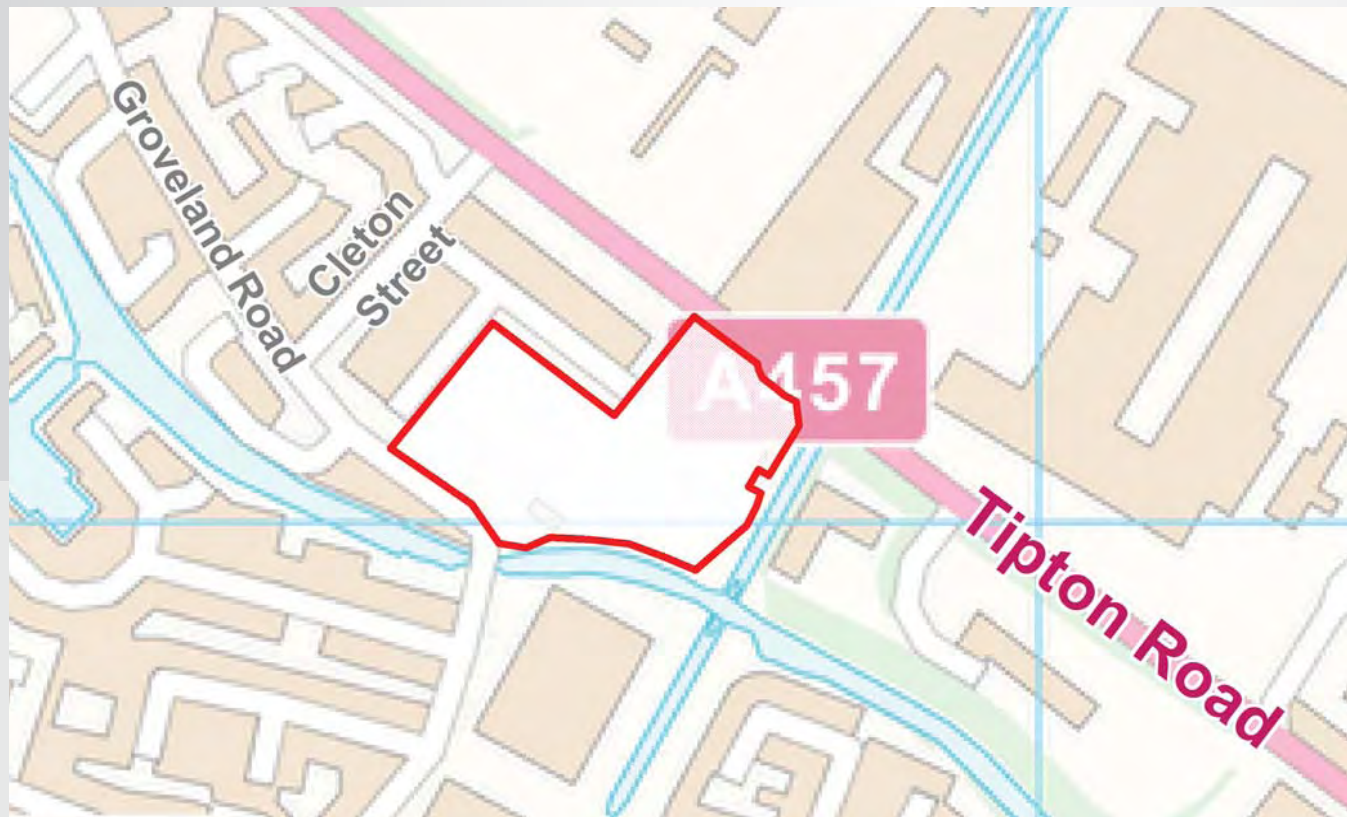
Canal corridors within Dudley Port will be resurfaced in resin bound gravel, which provides a level, hard wearing and low maintenance finish that is a more attractive alternative to traditional bitmac surface dressing. Resin bound gravel uses a stone aggregate (usually gravel 0-6mm) that is set into a resin bonding layer which prevents loose material from dispersing. These paths are flexible, resistant to cracking and have a porous/semi porous surface. A suitable edging may be required to ensure a neat edge but this could be below ground. Resin bound gravel with recycled car tyre granules will also be used to resurface greenways through Fred Perry Walk and Sheepwash Nature Reserve.



DUDLEY PORT SPD – SITES

The following sites have all been allocated in the Site Allocations and Delivery Development Plan Document (2012) and are not proposals of this Supplementary Planning Document. They have been included to highlight the residential opportunities as part of creating the Garden City.

GROVELAND ROAD, TIPTON



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Site: Groveland Road, Tipton

Site Area: 2.2 ha

Description of Site: The site is made up of three plots of land in three separate, private ownerships. The site is bounded by the Tipton Road to the north, the Netherton Tunnel Branch to the east and the Old Birmingham Main Line to the south. Immediately adjacent to the site on the south east boundary are two canalside cottages, which benefit from private access from Tipton Road.

The site experiences significant levels changes down from Groveland Road to Tipton Road. Though the site is located adjacent to industrial and employment uses, the water and road based boundaries, level changes and natural landscaping provide a sufficient barrier for any future residential use. The site includes canal infrastructure owned by Canal and River Trust and therefore early consultation with the Trust should take place on mitigating impacts on the canal infrastructure through development.

Proposed Use: The site is allocated for housing development within the Sandwell Site Allocations and Delivery DPD (2012), and presents a significant opportunity for a canalside residential scheme that benefits from a sustainable location, with good existing and proposed local public transport connections, the canal network, and access to the local centre.

New housing must provide active frontages and enhanced pedestrian access and cycle access onto the canal and road networks. Though there is a significant levels difference, the plateau nature of the site provides the opportunity to overlook the canal. In line with the garden city principles any scheme must look to provide new green streets / linkages, social spaces and sustainable / energy efficient design.

Due to the levels change, the site will be treated as two separate parts, the lower and upper, with the existing access on Groveland Road being improved to provide access to the upper site and a new access from Tipton Road to provide an access to the lower site.

Constraints: The comprehensive site is split into three separate ownerships. One business currently occupies a portion of the site and will require relocating in order to bring forward a scheme for comprehensive redevelopment. The site is within the historic boundary of the Tividale Hall Colliery, a limestone colliery and low risk / high risk coal mining zones. Parts of the site lie within Limestone Mining Consideration Zones relating to the extraction of limestone by underground means from a number of former mines. There is one untreated mineshaft located on the edge of the site (MS2603) and another just beyond the site boundary (MS2604), and a coal mining risk assessment will therefore be required as part of any formal planning application. In addition, two historic canal basins cross onto the site. Site investigation SI/1670 also applies in relation to an outfall sewer.

CONEYGREE SITE, NEWCOMEN DRIVE, TIPTON



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Site: Coneygree Site, Newcomen Drive, Tipton

Site Area: 9.1 ha

Description of Site: The site is located approximately 3 miles to the west of Junction 2 of the M5 in the north western edge of the borough, adjacent to the boundary of Dudley MBC. It is north east of Dudley Town Centre off the A461 (Burnt Tree), with Great Bridge Town Centre situated to the north east of the site, further along the A461 (Dudley Port).

The site is located in close proximity to the proposed Sedgley Road Metro Stop on the Wednesbury to Brierley Hill Metro Line, which will provide access to Wednesbury, Dudley, Brierley Hill and the national rail network.

The site is located within a mixed residential, leisure and commercial area. To the south west of the site are the Coneygree and Castle View industrial estates alongside the Tesco Extra and Town gate Retail Park. To the north and east of the site there are substantial areas of residential estates, separated by the former Walsall to Stourbridge Freight Railway Line and the Wolverhampton Level.

The site is vacant scrub land that exhibits poor ground conditions as a result of the legacy of the previous Lime Works, Coneygree Colliery and three former canal basins.

Proposed Use: The site is allocated for residential development within the Sandwell Site Allocations and Delivery DPD (2012), and has an estimated capacity of approx. 300 dwellings.

The site presents a significant opportunity for canalside residential development, with active frontages and enhanced pedestrian access and cycle access onto the canal and road networks. Improved access to the two portions of the site is key to bringing forward development. In line with the garden city principles any scheme must look to provide new green streets / linkages, social spaces and sustainable / energy efficient design.

In 2009 Outline Planning Permission was granted for residential development of up to 300 dwellings comprising access alterations onto Coneygree Road and Burnt Tree, demolition of industrial units to enable vehicular access into the sit, regrading of the site, stabilisation of the old mine workings and erection of a landscaped acoustic bund.

Constraints: Significant funding is required to bring this site forward for redevelopment, as it is beset with a number of issues. The site suffers from the legacy of former uses and the subterranean limestone geology, which presents a potentially unstable site. Former coal workings and limestone caverns, which it is understood may still be open, exist underneath the site, located up to depths of 200m. Also beneath the site is the culverted Coneygree Brook, crossing from the Coneygree Industrial Estate to the Birmingham Canal.

The majority of the site is devoid of over ground structures and covered in foundry sand. The plateau of a substantial mound of foundry sand adjacent to the Wolverhampton Level, stands approx. 18 metres above the lowest levels on the site. Demolition of a number of industrial units within the Coneygree Industrial Estate is required in order to form a new vehicle access into the site.

RATTLECHAIN, OFF TEMPLE WAY, OLDBURY



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Site: Rattlechain, Off Temple Way, Oldbury

Site Area: 9.3 ha

Description of Site: The Rattlechain site is located in Tividale east of the Autobase Industrial Estate, south of the Birmingham Level and the West Coast Main Line, north of Tipton Road and east of the Vaughan Trading Estate.

The site covers approx. 9Ha of undulating land, and was a former brick clay works, part of which has since been used for waste disposal. The majority of the site is now covered with foundry sand.

The site benefits from a direct canal frontage and indirect links via tunnels to the Sheepwash Local Nature Reserve, on the northern side of the canal. The area to the south and east of the site is predominantly residential, and to the immediate west lies the wet tip.

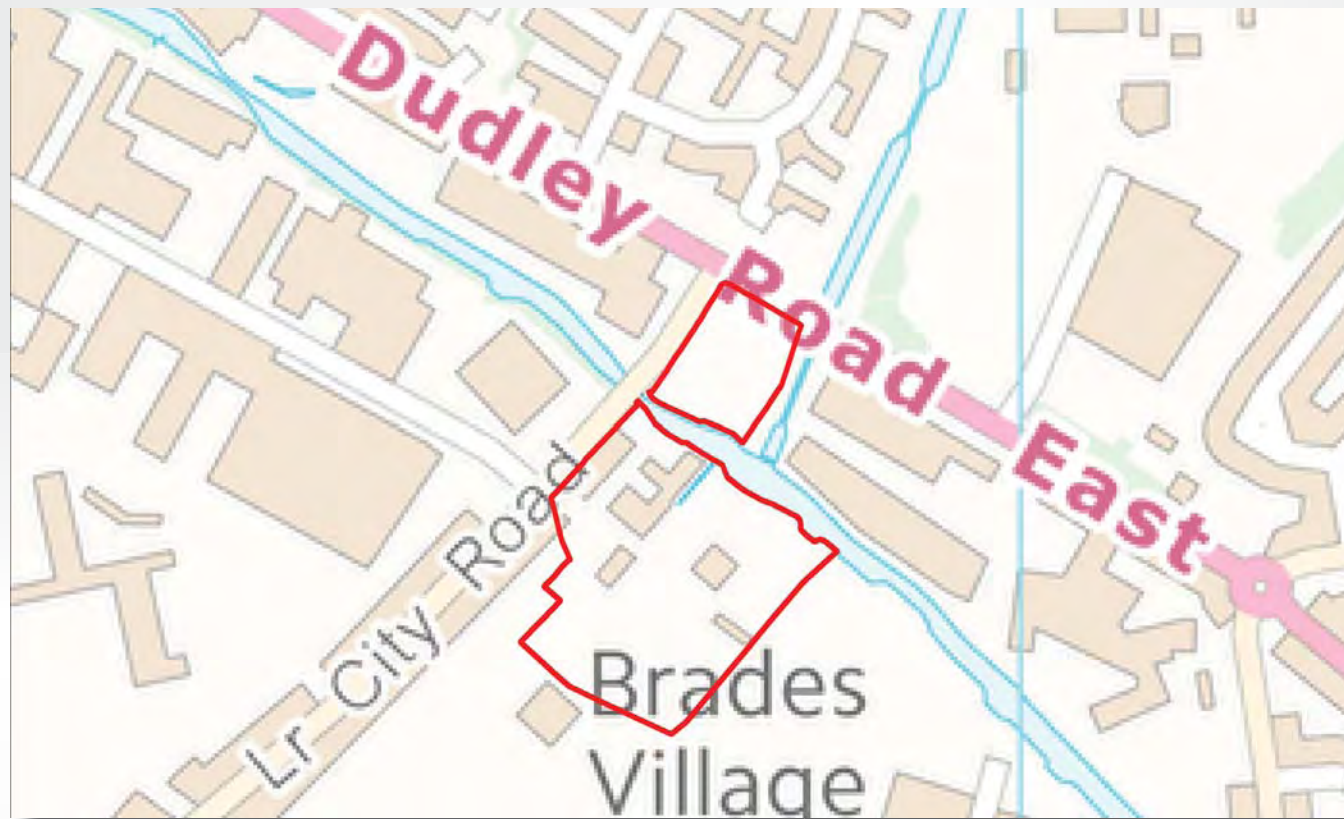
Proposed Use: The site is allocated for residential within the Sandwell Site Allocations and Delivery DPD (2012) and has an estimated capacity of approx. 250 dwellings. The site presents a significant opportunity for canalside residential development, with active frontages and enhanced pedestrian access and cycle access onto the canal and road networks. The site benefits from a sustainable location, with good existing and proposed local public transport connections, the canal network, and access to the local centre. In line with the garden city principles any scheme must look to provide new green streets / linkages, social spaces and sustainable / energy efficient design. The canal towpath at the northern boundary of the site links directly to Dudley Port Railway Station, which, when coupled with proposed towpath improvements will enhance opportunities for sustainable, active travel (pedestrian and cycle movement).

Constraints: Information regarding ground conditions is limited but it is known that the site will require significant engineering and regrading of the foundry sand to provide suitable levels.

The total site may not be capable of complete development, however, this would provide the opportunity to provide green landscaping belts across the site. Access through the existing residential area will need to be addressed to ensure that transport issues are mitigated and resolved. The site has been marketed previously with little interest from housing developers due to perceived market issues, however, the 60 unit residential scheme at Palmerston Drive shows that there is appetite for housing within the local area.

The site was formerly a brick clay works, which was then used for waste disposal. This part of the site was formerly known as the Rattlechain Tip, located adjacent to the wet tip. The site incorporates two untreated mineshafts (MS2617 and MS2618) and site investigation SI/0363 relates to the Rattlechain Tip.

LOWER CITY ROAD, OLDBURY



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Site: Lower City Road, Oldbury

Site Area: 2.2 ha

Description of Site: The site is allocated for housing within the Sandwell Sites and Allocations DPD (2012), but has remained undeveloped since being allocated for housing in the 2004 Unitary Development Plan.

The northern (Brades Hall Locks) portion of the site was not allocated for housing prior to 2012, and has been the subject of a planning application for housing development, though this was refused due to access and density concerns.

The site is severed into two distinct parcels by the Old Main Line Canal, and the Brades Hall Locks portion is completely isolated by Lower City Road, Dudley Road East, the Old Main Line Canal and the Gower Branch Canal.

Proposed Use: The site presents a significant opportunity for canalside residential development, with active frontages and enhanced pedestrian access and cycle access onto the canal and road networks. Improved access to the two portions of the site is key to bringing forward development. In line with the garden city principles any scheme must look to provide new green streets / linkages, social spaces and sustainable / energy efficient design.

Constraints: The site is in a number of different ownerships, including an existing business and premises. There are two untreated mineshafts on the site and a coal mining risk assessment will therefore be required as part of any formal planning application. There is an existing site investigation SI/0406 relating to the ground conditions of the offices. The severed / isolated nature of the sites presents the most significant issue to the development of the site in terms of access.

Three former canal basins associated with the former Gower Brick Works punctuate the site slightly, though these are all now filled in.

Development Ready

Development Ready is a new approach to supporting development in Sandwell that will proactively work with developers and investors to progress regeneration throughout the Borough. Development Ready includes; site identification, site marketing, planning guidance and urban design advice. The key to Development Ready is the dedicated professional support developers will be able access without charge. For further information regarding the services provided by Development Ready email Development_Ready@sandwell.gov.uk or download the [Development Ready Brochure](#).

Think Sandwell

A key Sandwell Metropolitan Borough Council objective is to positively influence its local economy, local people's skills and local employment prospects. To help achieve this objective the Council ensure that the use of 'Community Benefits' clause in purchasing power is fair and transparent to help maximise prosperity and increase employment that will provide social and economic benefits for the people of Sandwell. The proposal of 'community benefits' within planning developments will provide a diversity of employment in the area. This may include construction posts during development and a range of employment in the longer term including retail and office based posts. The developments could also provide a range of opportunities for local businesses. It is therefore recommended that any recruitment, training or purchasing requirements recognised in new and existing development works may be delivered via the following provisions:

'THINK SANDWELL'
Economy, Employment & Skills:
0121 569 2157

FIND IT IN SANDWELL Local
Purchasing: 0121 569 2104
www.finditinsandwell.co.uk

Funding

The Business Growth Team provides support to businesses, landowners and developers to access public sector funding to facilitate investment in the borough.





CONTACT DETAILS:

Planning Regeneration Team
Sandwell MBC
Directorate of Regeneration and Economy
Sandwell Council House
Freeth Street
Oldbury
B69 3DE

For further information
telephone 0121 569 4054/4055
or email ldf_planning@sandwell.gov.uk