



# Black Country Core Strategy Appendix 2

Detailed Proposals for Regeneration Corridors and Strategic Centres

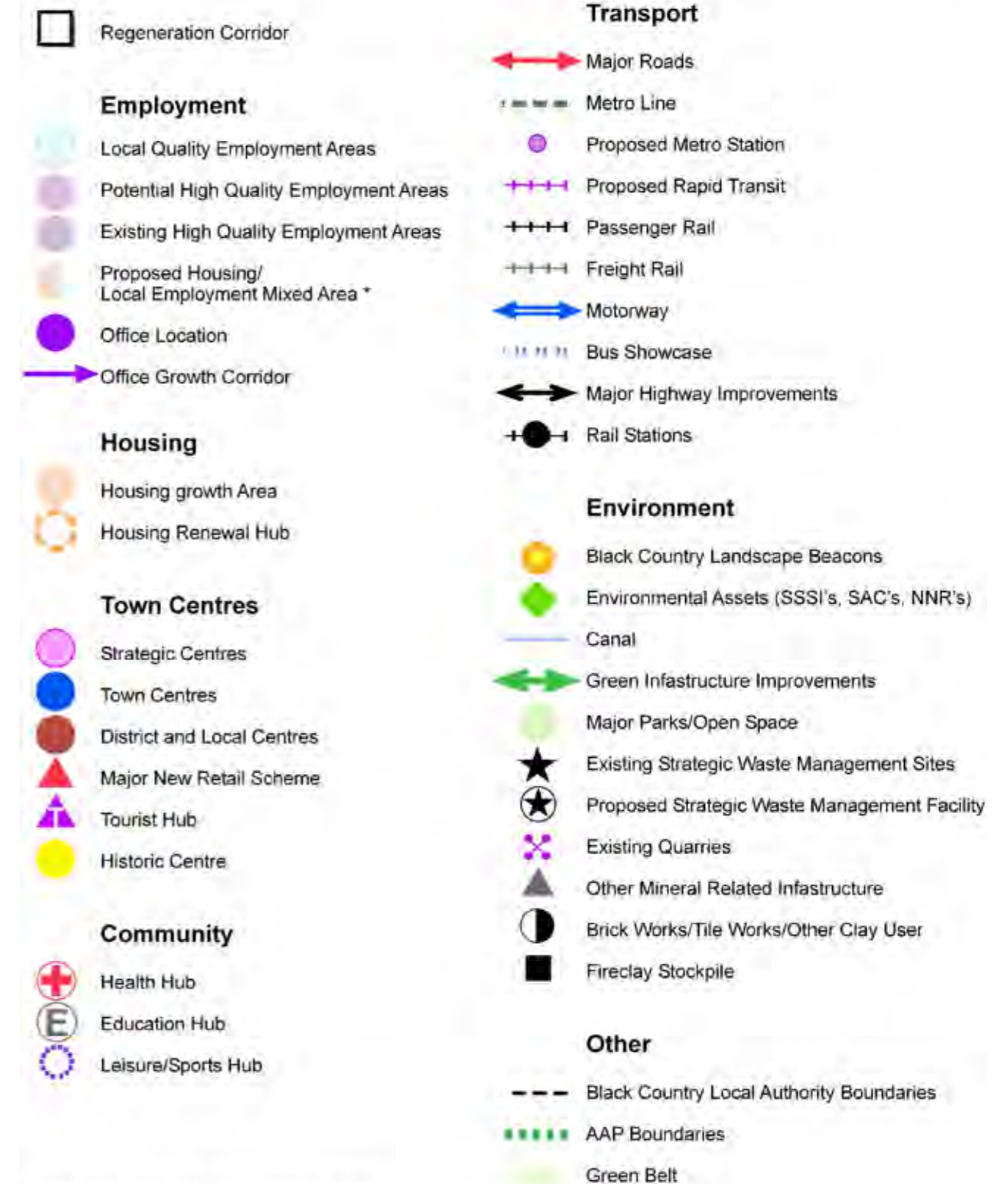
Adopted February 2011

## Appendix 2

This Appendix sets out the detailed proposals for the transformation of the Regeneration Corridors and Strategic Centres, including figures for housing and employment, infrastructure requirements and delivery mechanisms. The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change. Detailed boundaries and exact figures will be defined in lower tier Development Plan Documents such as Site Allocation Documents and Area Action Plans.

Number	Corridor	Page No.
SC1	Brierley Hill Strategic Centre	4 - 8
SC2	West Bromwich Strategic Centre	9 - 13
SC3	Walsall Strategic Centre	14 - 17
SC4	Wolverhampton City Centre	18 - 25
RC1	Pendeford and Fordhouses	26 - 29
RC2	Stafford Road	30 - 36
RC3	South of Wolverhampton City Centre	37 - 42
RC4	Wolverhampton - Bilston	43 - 49
RC5	Loxdale Moxley	50 - 54
RC6	Darlaston, Willenhall, Wednesfield	55 - 61
RC7	Bloxwich – Birchills – Bescot	62 - 67
RC8	Hill Top	68 - 74
RC9	Dudley Port/Tividale/Brades Village	75 - 81
RC10	Pensnett - Kingswinford	82 - 87
RC11a	Dudley Town Centre - Brierley Hill	88 - 94
RC11b	Brierley Hill - Stourbridge	95 - 100
RC12	Oldbury/West Bromwich/Smethwick	101 - 108
RC13	Jewellery Line -Rowley Regis to Stourbridge Junction	109 - 116
RC14	Coombswood - Halesowen	117 - 121
RC15	Brownhills	122 - 126
RC16	Coseley, Tipton, Princes End	127 - 132

## Key





\* Areas where there will be both substantial housing development and retention of employment land

The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

## Brierley Hill Strategic Centre

### KEY

-  Town Centre Boundary
-  Primary Shopping Area
-  Retail Expansion
-  Existing Retail
-  Offices
-  Business Expansion
-  Mixed Business and Residential
-  Retained Local Employment
-  Proposed Rapid Transit
-  Rail
-  Highway Network
-  Canal
-  Public Square
-  Mixed Town Centre Uses
-  Town Park
-  Conservation Area



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

## SC1 Brierley Hill Strategic Centre

### Vision

SC1.1 By 2026, Brierley Hill will be a vibrant, inclusive and accessible strategic town centre embracing sustainable urban living, providing superb shops and office employment, leisure and cultural facilities. Strong, cohesive communities will have been created which will have easy access to the services and facilities they need to enjoy a good quality of life.



SC1.2 The strategic centre's growth will maintain and enhance its function as a sub-regional shopping and employment centre and contribute to regeneration by complementing other centres in the West Midlands network of town and city centres. Unemployment will be addressed, and valuable skills training will be promoted through regeneration and enhanced enterprise.

SC1.3 Development in Brierley Hill will promote sustainable living against the backdrop of the national and regional climate change strategy, and have the highest standards of design incorporating energy efficiency measures.

SC1.4 Brierley Hill will be recognised as having a high quality built and natural environment that respects and enhances local distinctiveness including historic assets and the regeneration potential of the canal network. A strong Green Infrastructure and wildlife corridor network will ensure a thriving natural environment throughout the town.

SC1.5 The strategic centre will be supported by a highly integrated, high quality public transport system which offers people choice in where, when and how they travel which is complemented by appropriate car access and demand management measures as well as a safe, efficient and attractive provision for movement by foot and cycle.

SC1.6 The connectivity of the Merry Hill/High Street/Waterfront triangle will be improved by creating a network of high quality routes and public spaces and a safe and attractive urban form. New development will enable the traditional High Street, Merry Hill Shopping Centre and the Waterfront to provide complimentary functions and to be fully integrated into a new urban townscape.

## Features and Opportunities

### SC1.7 Features

- The Merry Hill Shopping Centre: A large shopping centre featuring comparison and convenience retail, a cinema and restaurants.
- A traditional High Street designated as a Conservation Area featuring shops, community facilities, markets, a library, a large town hall and health centre.
- The 'Waterfront': Comprising approximately 46,500 square metres (500,000 square feet) of B1 offices as well as a business park, bars and restaurants, hotel and health club.
- A challenging topography with wide reaching views to surrounding areas.
- Extensive canal frontages and strategic location for wildlife between Fens Pools Special Area of Conservation and Saltwells Local Nature Reserve.
- Good accessibility to the motorway network via the M6 and M5 to the east and M54 to the north.
- Poor quality older industrial areas in the north and south of the Centre.

### SC1.8 Opportunities

- A fully integrated Strategic Centre can be created by connecting Merry Hill, Brierley Hill High Street and the Waterfront triangle, making it easier for people to travel between these areas on foot, by cycling and by public transport.
- Sustainable transport options can be enhanced to improve access for everyone. Provision of bus services can be enhanced and Rapid Transit delivered into the Centre to reduce car dependency.
- Jobs can be provided by increasing shopping floorspace and delivering office development and investment in suitable locations.
- Some 2,900\*\* homes can be provided that are high in quality, in a range of types and tenures.
- New homes can be integrated with employment, leisure and open spaces to create a pleasant and safe environment.
- A range of leisure and community facilities can support the growing community in the context of a town centre designed to respect the past and reach into the future, with high quality, distinctive and truly diverse design solutions that focus upon 'people' and 'place'.
- The wildlife, biodiversity and geological value of Brierley Hill can be protected and enhanced by using a green infrastructure approach, enhancing watercourses and establishing an ecologically functional wildlife corridor linking Fens Pool Special Area of Conservation to Saltwells Local Nature Reserve to make Brierley Hill more sustainable and climate proof.
- Enhancements can be delivered to the overall environment in Brierley Hill (including biodiversity, air quality, land contamination and climate change) which can also address the current lack of open spaces and difficulties for pedestrian and cycling movement.

### Indicative Land Use Figures

<b>Housing Commitments @April 2009</b>	<b>0 dwellings</b>
<b>Additional Housing Capacity 2009-26</b>	<b>2,939 dwellings**</b>
<b>Of which:</b>	
<b>2009-16</b>	<b>2,306 dwellings</b>
<b>2016-26</b>	<b>633 dwellings</b>

<b>Comparison retail development 2006-26</b>	<b>95,000 square metres (gross)</b>
<b>Of which:</b>	
<b>2006-21</b>	<b>65,000 square metres (gross)</b>
<b>2021-26</b>	<b>30,000 square metres (gross)</b>
<b>Convenience retail development 2006-26</b>	<b>5,000 square metres (net)</b>
<b>Of which:</b>	
<b>2009-16</b>	<b>5,000 square metres (net)</b>
<b>Office development 2006-26</b>	<b>220,000 square metres</b>

\*\* Excludes 294 dwellings which have been included in RC11a

### SC1.9 Creating Sustainable Communities

- There is a recognised need to develop high quality housing to attract a range of occupiers (including professional and entrepreneurial people) alongside meeting an identified local need, for example, for single person households, the elderly and those unable to compete on the open market.
- Given the limited capacity, a flexible and imaginative approach will be needed to provide a mix of dwelling types and tenures at a variety of densities suitable to a Strategic Centre to accommodate a balanced population.

### SC1.10 The Economy, Employment and Centres

- There is a shortage of formal green space within the centre but there are large areas of natural open space adjacent to the Strategic Centre boundary at Fen's Pool and Saltwells Local Nature Reserve.
- Brierley Hill needs educational, leisure, healthcare and other community facilities appropriate to a Strategic Town Centre. A number of regeneration projects are being progressed. For example, a new Health and Social Care Centre is currently under construction and a planning application is being progressed for a new college campus.
- The Brierley Hill Area Action Plan provides opportunities for further leisure and community developments, complemented by new public realm including a series of public squares to accommodate outdoor activities.



SC1.11 Transport and Accessibility

- A fundamental component of the long term growth of Brierley Hill is the establishment of a high quality, accessible, affordable and well patronised public transport system that offers genuine advantages over the private car.
- A public transport strategy has been developed which sets out an approach for the long term enhancement to the public transport network to facilitate growth at the centre. This public transport strategy specifically recognises the valuable role that the proposed Rapid Transit would provide, but also recognises the importance of providing alternative means of public transport in the event that funding prevents the delivery of Metro (now rapid transit).
- Sustainable movement will be enhanced by a complementary package of measures including new primary thoroughfares catering for pedestrian and cycle movement, an improved public transport offer and car based demand management.

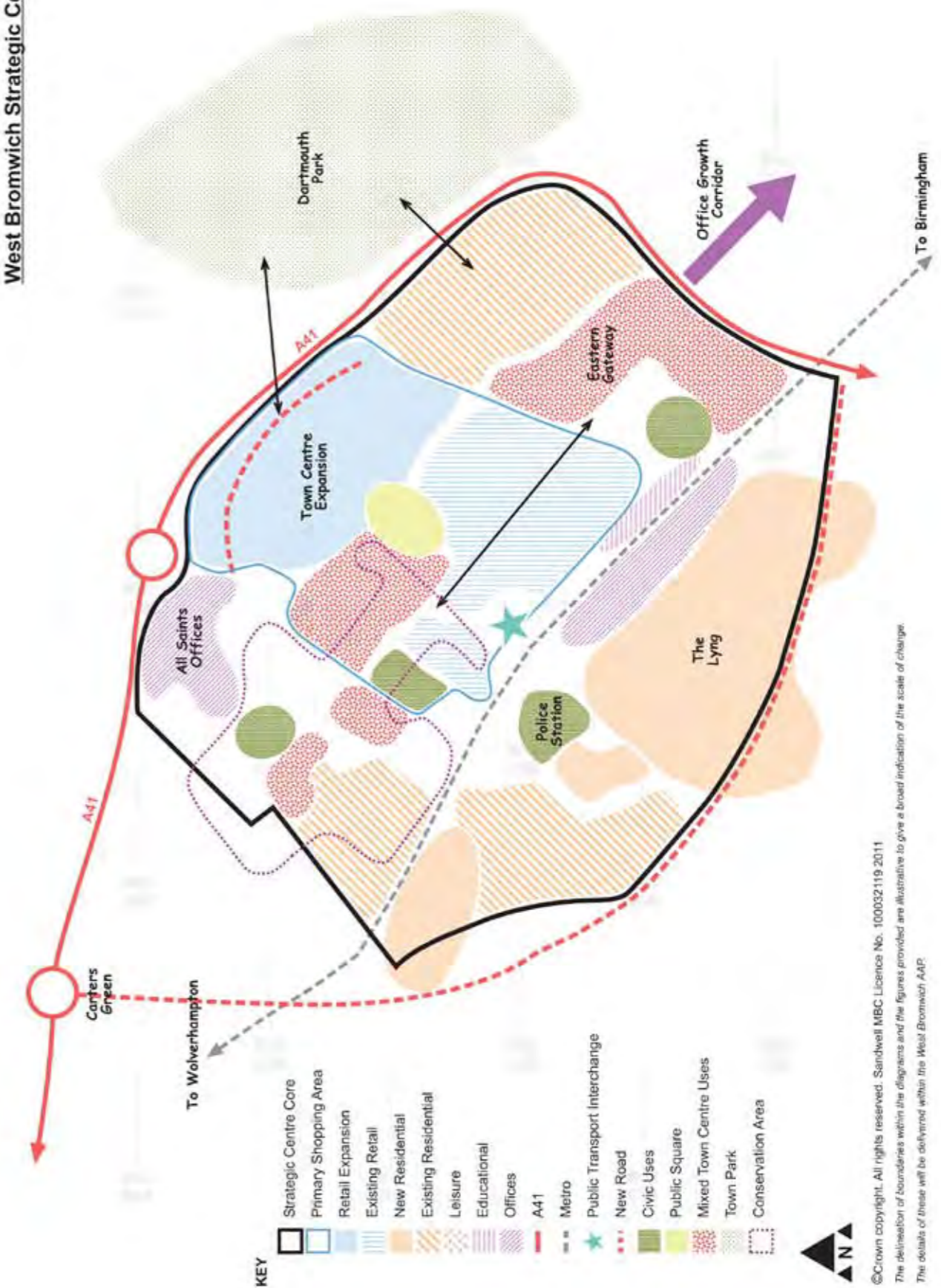
SC1.12 Environmental Infrastructure

- Brierley Hill is located between the Fens Pool complex, including an internationally designated wildlife site, and the Saltwells Local Nature Reserve, which is of national importance.
- The canals running through the Strategic Centre are recognised as Sites of Local Importance for Nature Conservation. These wildlife rich sites and the avenues for movement of species between them need to be protected and enhanced within the wider landscape context of all new development to combat the combined challenges of climate change, past habitat fragmentation and increased urbanisation.
- The Strategic Flood Risk Assessment has confirmed that there is no floodplain within Brierley Hill and a low risk of flooding.
- The Strategic Centre is, however, heavily urbanised and development should combat future potential problems with flooding, air pollution and heat island effect through contributions to the wildlife corridor network, wildlife friendly landscaping (including green roofs) and sustainable water use, reuse and disposal.
- Brierley Hill High Street provides retail uses for local needs and constitutes a Conservation Area.
- To the east, large tracts of industrial wastelands have been reclaimed for office developments, service industries and the regionally significant Merry Hill Shopping Centre.
- Dudley No.1 Canal provides a spine running through the Town and the area. Once almost derelict, this is now a major recreational resource.
- The town lies on an elevated ridge and as the land falls away to the west, extensive views are afforded which should be maintained where possible.

Delivery

Mechanisms	Partners
Brierley Hill Area Action Plan	Land-owners and Developers
Local Transport Plan	Centro / Network Rail / WMT / other transport operators
	Advantage West Midlands
	Dudley New Heritage Regeneration Company
	Local Education Authority
	Registered Social Landlords
	Dudley Primary Care Trust
	Stourbridge College
	Westfield Plc.

West Bromwich Strategic Centre



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 The details of these will be delivered within the West Bromwich AAR.

## SC2 West Bromwich Strategic Centre

### Vision

- SC2.1 The Sandwell of 2026 will be served by a growing, dynamic and vibrant Strategic Centre offering a wide range of high quality retail, employment, leisure, cultural, civic and public services. The centre and peripheral areas will provide sustainable urban living opportunities, which will exemplify high quality public realm and public spaces and linkages to Dartmouth Park and the wider Sandwell Valley all served by an integrated public transport system.



### Features and Opportunities

#### SC2.2 Features

- Excellent accessibility to the motorway network via the M5 providing access to the M6.
- The Public arts centre, which provides cultural, learning and performance opportunities.
- The Public Square provides opportunity for social engagement within high quality public realm.
- Astle Park - mixed retail, food and leisure.
- Public Transport links - Metro links to Wolverhampton and Birmingham - Bus links throughout the Black Country and Birmingham.
- High Street Conservation Area, comprises buildings of heritage worth within the Town Centre.

#### SC2.3 Opportunities

- Recent planning permission for a major retail expansion, Phase 1 of which includes leisure facilities anticipated to commence operating in 2013.
- New high quality office development.
- Planning permission for provision of new buildings for Sandwell College of Further Education. Occupation expected in 2011/12.
- Replacement Police station with planning permission and anticipated to be occupied in 2011.
- Planning permission has been granted for a new Magistrates' Court.
- Leisure opportunities.
- Edge of centre living.



- Leisure and recreation opportunities as part of the retail expansion.
- Mixed use town centre opportunities at Eastern Gateway and Town Square West.
- Retention and protection of the Market.
- All Saints Office Development Phase 1 with planning permission anticipated for occupation in 2011.
- Phase 1 of Lyng new housing scheme has been granted planning permission.

### Proposals

- SC2.4 The significant proposals for new development identified in the AAP mean that the area will potentially undergo major change, with the opportunity to create a high quality built environment, through securing a high quality of townscape, urban form, building design and urban spaces. The broad locations of these are indicated on the Strategic Centre spatial strategy diagram, with detailed allocations and site boundaries for new development to be provided within the West Bromwich Area Action Plan (AAP).
- SC2.5 The key proposals for the different parts of the Town Centre are set out below:

#### Primary Shopping Area

Significant change will be seen within the Primary Shopping Area as the existing Queens Square is set to be refurbished and extended with provision made for links to the new retail expansion consisting of a new Tesco's store, department store, numerous high street stores, provision for public spaces and the incorporation of leisure, food and drink establishments. Links to Dartmouth Park will also be established and strengthened. It is proposed not to extend the Primary Shopping Area beyond that currently defined in the Adopted UDP as the retail core. This will allow existing retail commitments to be built out and ensure that a compact town centre is maintained, with future increases in floor space being achieved through redevelopment of existing areas in a more intensive format.

#### Office Sector

The stimulation of the centre's office sector will provide new sustainably located employment within the strategic centre including All Saints Phase I & II and the North Lyng Office, whilst also providing modernised and centralised services including the new College and Police Station. The focus for this development will be within the defined Strategic Centre outside of the Primary Shopping Area, on the edge of the Centre and within the office growth corridor linking the Strategic Centre with Junction 1 of the M5.

#### Eastern Gateway

The Eastern Gateway presents the opportunity to provide interest in the form of high quality mixed use development incorporating retail, office, living, leisure and civic services to the east of the Primary Shopping Area, thus increasing the offer of the Strategic Centre. Redevelopment of the Eastern Gateway will enable the refurbishment of sections of the existing built form with the provision of significant, new office space and housing with potential for public realm improvements, the creation of integrated public spaces and the strengthening of linkages to Dartmouth Park.

## Lyng / Carter's Green and Greets Green

Redevelopment of the Lyng area will provide sustainable urban living on the edge of the Strategic Centre with access to high quality retail, office employment, leisure, recreation, cultural facilities and multiple modes of public transport. The development of urban living in the Carter's Green and Greets Green area will intensify the residential population, benefit from and improve the vitality of businesses and facilities within the Strategic Centre and Carter's Green District Centre.

### Creating Sustainable Communities

- SC2.6 The West Bromwich Strategic Centre of 2026 will be shaped by the principles of fostering sustainable communities through the provision of mixed housing, employment, retail, leisure, culture, recreational opportunities, high quality services and facilities to meet the needs of a mixed community. Key service providers, including education and health will be pivotal in ensuring that physical improvements to infrastructure are delivered.

### The Economy, Employment and Centres

- SC2.7 Sustained economic growth will be promoted through the pursuit of a balanced economy by means of providing a greater variety of high quality strategic centre and employment uses within a tightly defined primary shopping area and expanded town centre as well as safeguarding and promoting high quality employment uses at strategically accessible locations. Developing the role of the centre as a visitor destination and encouraging a greater variety of evening time activities, including family friendly activities / venues and residential development within the core area will increase economic vitality and strengthen West Bromwich as a strategic centre. Accessibility to the strategic highway network, the locational advantage in relation to Birmingham City Centre and the efficiency of the public transport infrastructure are major strengths, which will assist in attracting future investment to the Strategic Centre.
- SC2.8 The Core Strategy Centres Policy CEN3 provides figures for the growth in retail and office floorspace within West Bromwich Centre. These are:
- Comparison Shopping  
45,000 square metres gross to 2021, with an additional 20,000 square metres gross by 2026.
  - The level of convenience retail provision over the plan period will be determined in the West Bromwich Strategic Centre AAP. It is anticipated that the majority of this floorspace will be met by existing commitments.
  - Offices  
220,000 square metres by 2026.

### Transport and Accessibility

- SC2.9 The West Bromwich Area Action Plan will set out a balanced transportation strategy with emphasis on prioritising and improving accessibility for pedestrians and cyclists within the strategic centre will support its growth. In addition, the growth of the town centre will also be assisted by improvements to existing infrastructure including public transport and highways alterations that will provide greater accessibility to vehicles from the strategic highway network.

## Environmental Infrastructure

- SC2.10 The strategy for the design of new development, streets and places within the Strategic Centre will be key in setting the standard for the improvement of the built environment. The provision of new spaces and squares coupled with public realm, pedestrian, cycle and green linkage improvements will support the creation of a high quality, legible and permeable townscape.

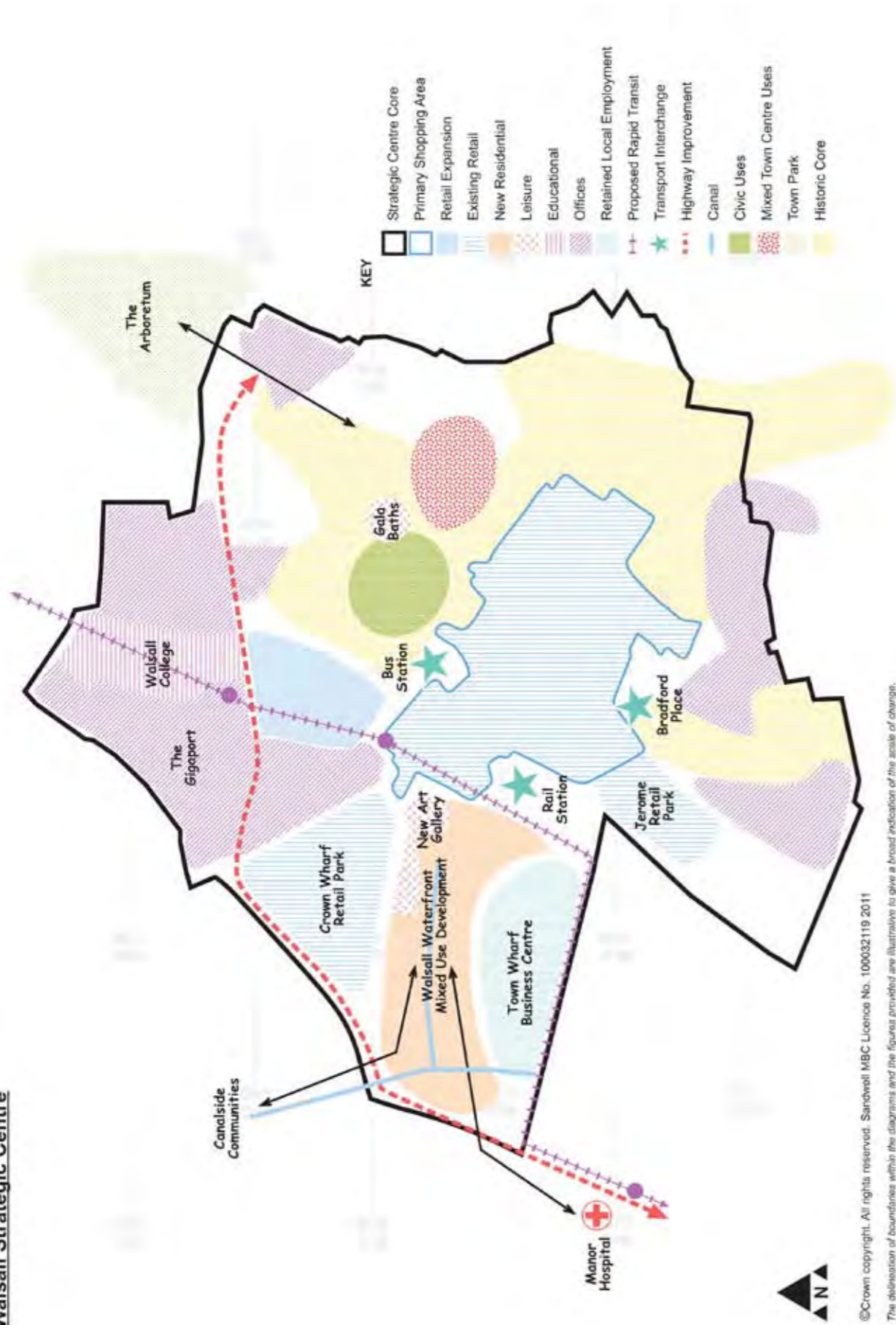
### Potential Development Partners and Mechanisms

#### Mechanisms:

- West Bromwich AAP
- Site Allocations and Delivery DPD
- Local Transport Plan

#### Partners:

- Landowners and developers
- Centro/Network Rail/WMT
- Advantage West Midlands
- Sandwell Primary Care Trust
- Local Education Authority
- Urban Living



## SC3 Walsall Strategic Centre

### Vision

SC3.1 By 2026 Walsall strategic centre will have been regenerated as a sub-regional focus for the local economy and the community. It will provide its catchment area with an attractive choice of comparison shopping and leisure, entertainment and cultural facilities, as well as supporting a thriving office market. Walsall will also support modern town centre living. The centre will bring all of these activities together in a vibrant, safe, attractive and accessible environment that combines local heritage with modern design.



### Features and Opportunities

#### SC3.2 Features

- An established sub-regional comparison shopping centre, with a range of multiple and independent retailers, with opportunities for future development and investment.
- A large and popular market and a range of foodstores.
- A centre for nightlife and cultural facilities (including the New Art Gallery), with scope for further investment in entertainment facilities and high quality restaurants.
- A centre for public and professional offices, with some commercial offices with need for development but currently lacking an active office market.
- Canal frontages.
- Includes a major Technical College, which has been relocated to an expanded site.





- A compact centre containing several pedestrianised areas and with strong linkages to its immediate surroundings.
- A generally attractive and characterful centre, combining historic buildings and modern architecture, but with some areas in obvious need of investment.
- A focus for bus services covering the borough and providing links to surrounding areas.
- Location at the centre of a rail network, with considerable potential for improvement and expansion.
- Excellent strategic access to the motorway network via the M6, M5 and M6 Toll.
- A package of highways improvements and associated measures has recently been completed in the town centre.

#### SC3.3 Opportunities

- Major opportunity for comparison retail development on the former Shannon's Mill site and around Digbeth.
- Opportunities for leisure, residential and office development at the Gigaport and Walsall Waterfront sites.
- Large-scale, high quality development opportunities within and on the edge of the ring road available to attract additional investment.
- Potential for additional residential development in the centre.
- Replacement swimming pool and associated facilities.
- Improved links between the main public transport facilities to enhance Walsall as a transport interchange.
- Improved links with places and facilities beyond the ring road.
- Maintenance and restoration of built heritage.

### Indicative Proposals and Infrastructure Needs

#### SC3.4 Creating Sustainable Communities

- The type and tenure of housing provided will take into account evidence of need in a revised Housing Needs Study.
- The primary and secondary educational needs of people moving into the town centre can be accommodated at existing schools.
- A new college of further education has recently been completed in Littleton Street.
- Manor Hospital redevelopment recently completed.
- There will be a need to review further initiatives in primary care.

#### SC3.5 The Economy, Employment and Centres

- Growth in convenience floorspace for the strategic centre is likely to be delivered through existing commitments such as the Tesco supermarket on the former Walsall College of Art & Technology site (this was completed in 2010) and at Walsall Waterfront North. The quantity of additional floorspace to be provided beyond these commitments is expected to be determined in the Walsall Strategic Centre Area Action Plan.
- In terms of office development, the 220,000 square metres of B1 (a) floorspace between 2006 and 2026 referred to in CEN3 will be directed to the Waterfront north and Gigaport schemes.
- The Primary Shopping Area will remain the preferred location for retail development in the town centre and the town centre boundary will continue to provide opportunities for development which can extend and complement the role of the centre.
- There is a need for more leisure facilities and venues to serve all sections of the community and boost the evening economy. In particular there is no cinema and no major entertainment venue. There is also a need for hotel and conference facilities.
- Detailed proposals for the Strategic Centre might be taken forward in future through an AAP but (having been updated for the Core Strategy) the Adopted UDP is considered generally sufficient to provide a local policy framework in the short term.

#### SC3.6 Transportation and Accessibility

- The ring road in the north and west of the town centre has recently been improved.
- Improvements to transport interchange facilities are planned.
- High quality rail links to London and other towns and cities are being investigated. A study will explore various rapid transit options to link Walsall to Birmingham, Wolverhampton, Sutton and Brownhills/Lichfield.
- A network review of public transport will result in improved services across the catchment area, particularly in terms of quality of provision and off-peak services to support enhanced employment, shopping and also entertainment roles for the centre.
- Pedestrian links between the centre and its surroundings need to be improved, to link in the Manor Hospital and major employment areas, such as the office corridor, but also to make the most of the proximity to nearby residential areas.

#### SC3.7 Environmental Infrastructure

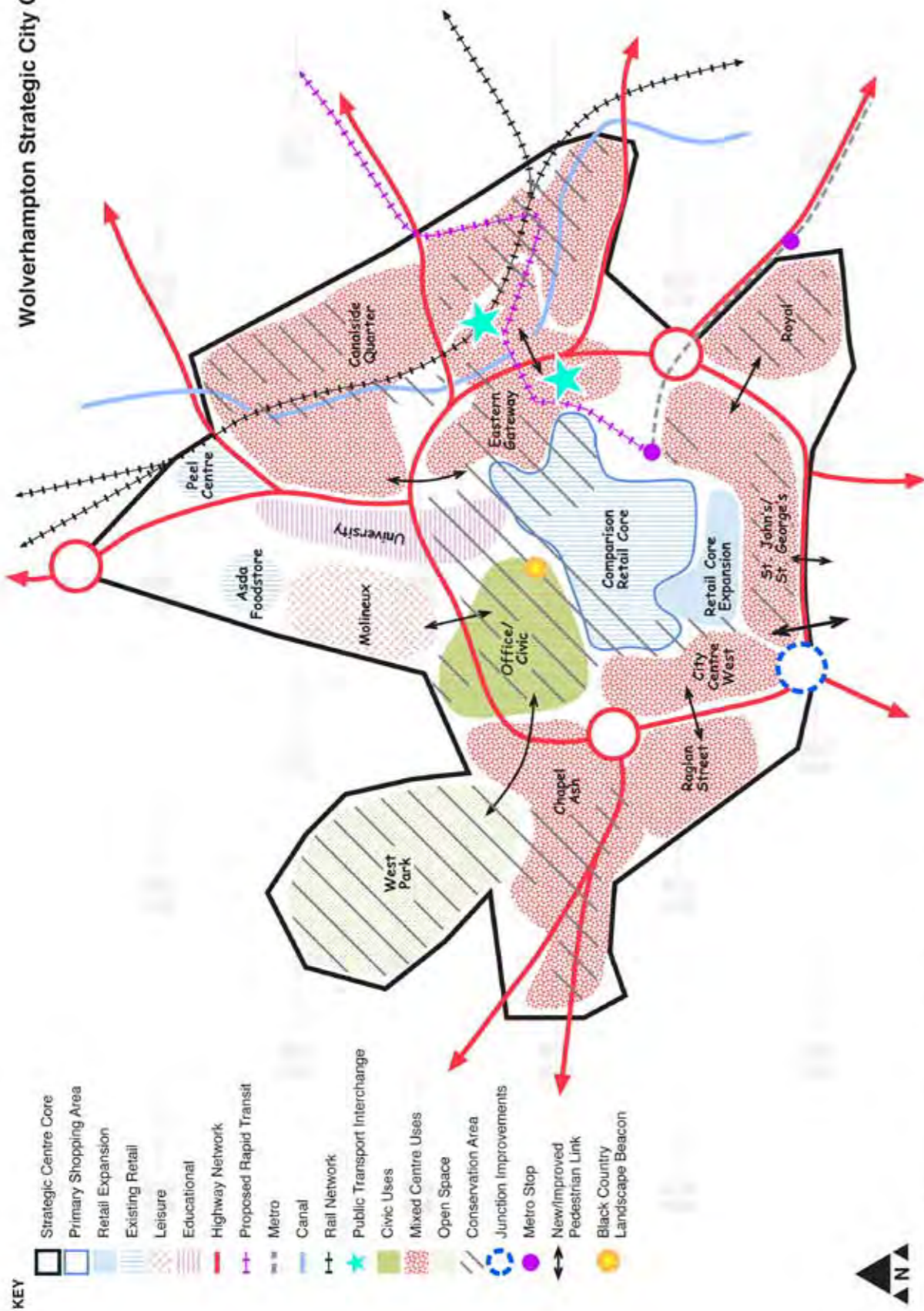
- Encourage design of new development which complements and improves the built environment, historic environment and townscape of this area rich in cultural heritage assets and enhances local distinctiveness and a sense of place.
- Canal frontage improvements.
- Focus on civic and other town centre squares including public realm at Walsall Waterfront as well as bringing the Arboretum up to Green Flag status.

#### SC3.8 Waste

- Waste management facilities which are compatible or complementary to town centre uses (for example facilities serving or ancillary to existing uses) will be permitted in the retained employment areas such as Town Wharf Business Park.
- New Strategic Centre developments should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed.
- Where applicable, provision should be made for managing contaminated soils arising from land remediation.

#### SC3.9 Minerals

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



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KEY

- Strategic Centre Core
- Primary Shopping Area
- Retail Expansion
- Existing Retail
- Leisure
- Educational
- Highway Network
- Proposed Rapid Transit
- Metro
- Canal
- Rail Network
- Public Transport Interchange
- Civic Uses
- Mixed Centre Uses
- Open Space
- Conservation Area
- Junction Improvements
- Metro Stop
- New/Improved Pedestrian Link
- Black Country Landscape Beacon



## SC4 Wolverhampton City Strategic Centre

### Vision

SC4.1 By 2026 Wolverhampton will be served by an established, confident Strategic Centre with a wide variety of quality shops and cultural attractions, 21st century offices, urban living and a city-scale public transport interchange. A modern public realm network and vibrant Canalside quarter will have made the compact centre attractive to walkers and cyclists. Historic areas will provide an enhanced, well maintained built environment which will be attractive to visitors, commercial businesses and residents.



### Features and Opportunities

#### SC4.2 Features

- Excellent accessibility to the motorway network via the M6 to the east and M54 to the north, and to M5 to the south via A41 and A4123.
- Mainline railway station providing fast and frequent service to London and a wide range of destinations, including Birmingham, Manchester, Liverpool, Scotland and Wales. Focus for bus and metro services serving Wolverhampton and the Black Country.
- A proposed new Metro link to the railway station and new Metro line to serve Wednesfield and Walsall.
- Good bus links to and within the Strategic Centre offering people an attractive, frequent, convenient and affordable service.



- A level and mix of short stay car parking that supports the City economy.
- An established sub regional shopping function providing a substantial retail offer with a range of high street shops and independent retailers.
- A thriving and dynamic City Centre University campus
- A compact centre offering a high quality and well sign-posted network of pedestrianised streets.
- Wide range of civic, administrative, leisure and cultural activity including theatres, art gallery, cinema, cafes and restaurants, parks and open squares and sports facilities, including central swimming baths and Wolverhampton Wanderers FC Molineux stadium.
- One of the highest concentration of cultural heritage assets in the Black Country, with a large number of listed buildings and conservation areas and non-designated buildings of heritage value.
- A number of significant development and regeneration projects including the Learning Quarter, St Johns Urban Village, the Canalside Quarter, Retail core expansion, the Royal development area, the Broad Street / Stafford Street Townscape Heritage Initiative area, Molineux / Wolverhampton City Archives, City public transport Interchange and major foodstore led mixed-use development at Raglan Street.

#### SC4.3 Opportunities

- Continued growth and expansion of Wolverhampton Strategic Centre, to provide a high quality shopping, cultural and leisure environment. To significantly develop the office and service sector role of the City centre, and to increase the resident population.
- To maximize the existing environmental quality of the City Centre, in particular the rich built heritage and canals.
- Maximize the potential of underused fringe areas including outmoded employment locations.
- Explore the potential to develop a Black Country Sports Arena and Conference Centre (a "Sports Beacon") within easy reach of the public transport interchange, which could attract major sports events and conferences and become the "home" for major clubs.

#### Indicative Land Use Proposals

<b>Housing Commitments (April 2009)</b>	<b>2,130 dwellings</b>
<b>Additional Housing Capacity</b>	<b>1,100 dwellings</b>
<b>Of which:</b>	
<b>2009-16</b>	<b>0 dwellings</b>
<b>2016-26</b>	<b>1,100 dwellings</b>
<b>Total Estimated Housing Capacity up to 2026</b>	<b>3,230 dwellings</b>
<b>Additional Comparison Retail Development 2006-26</b>	<b>100,000 square metres (gross)</b>
<b>Of which:</b>	
<b>2006-21</b>	<b>70,000 square metres (gross)</b>
<b>2021-26</b>	<b>30,000 square metres (gross)</b>
<b>Additional Office Development 2006-26</b>	<b>220,000 square metres (gross)</b>

SC4.4 The majority of the Strategic Centre development needs will be focussed into key regeneration opportunity areas. For other parts of the City a strategy of consolidation and investment will be more appropriate. The broad locations of these areas are shown on the City Centre spatial strategy diagram and detailed land use proposals will be provided in the Wolverhampton City Centre Area Action Plan (AAP). These areas are based on the distinctive character areas or quarters identified in the 2006 Wolverhampton Unitary Development Plan.

SC4.5 The strategy for the Strategic Centre accommodates major comparison retail, office and leisure development within the ring road, making the most of linkages with the existing retail core, the cultural quarter and civic / administrative functions. Office and high density residential activity will be directed to an arc of redevelopment opportunity on the north-eastern, eastern and southern fringe of the strategic centre. This reflects the opportunities created by economic and social change and long standing regeneration initiatives along the canal and rail corridor. The approach also results from the physical constraints to major re-development to the west and north of the ring road (for example associated with stable residential areas around West Park), with the exception of the Raglan Street Site.

SC4.6 The key proposals for the different parts of the Strategic Centre are set out below:

- **Retail Core.** This area is the focus for retail activity in the Strategic Centre but also contains a range of bars, restaurants and offices. The retail offer is based on Dudley Street and the Mander and Wulfrun Centres. The strategy for this area is to consolidate and improve the existing offer and maximising linkages with the Retail Core Expansion area. There will be a focus on ongoing public realm improvements, a broadening of the existing retail offer to accommodate specialist retailing and encouraging small scale redevelopment opportunities where they come forward. This area corresponds to the Shopping Quarter / Primary Shopping Area as identified in the UDP and the detailed boundary will be reviewed as part of the City Centre AAP.
- **Retail Core Expansion.** The Retail Core Expansion will provide a new high quality retail and leisure cluster and will represent a major uplift to the centre's retail and leisure offer of 45,557 square metres gross. It will provide for the majority of additional Strategic Centre comparison shopping needs to 2021 by delivering an additional 40,030 square metres gross comparison retail floorspace. Planning permission for this development was granted in 2006 and the development will be key in attracting further investment into the City Centre. This proposal reflects the 2006 planning permission and corresponds to the boundary of the City Centre Retail Core Expansion Area as identified in the UDP.
- **St Johns / St Georges.** This area forms the southern part of the City Centre. It contains the grade II\* Listed St Johns Church and its grounds, the City Library, learning quarter, metro terminus and Sainsbury foodstore incorporating the grade II listed former St Georges Church. The area surrounding St Johns Church in the square contains buildings of high quality, many being former Georgian townhouses that are now listed, and occupied primarily for office activity. The St Georges area is more mixed in terms of the quality of its public realm but acts as a key gateway into the Strategic Centre. The strategy for the area is to bring back vitality through economic and social regeneration. This will be achieved through continuing public realm improvements and development of mixed use schemes, such as new houses and homes, new shopping, food and drink, office and learning facilities. This area broadly corresponds to the St Johns Urban Village Quarter.

- **All Saints / Royal.** This area consists of the All Saints residential area around Vicarage Rd, Gordon St and Raby St and the Royal Hospital and former Bus garage buildings fronting the Ring Road to the north. It accommodates the grade II listed Royal Hospital and other historic buildings in the Cleveland Road Conservation area, and a former Bus Depot. This forms an important gateway to the Strategic Centre from the south east. Within the residential area there is a high level of vacancy and the area suffers from a poor image with a deteriorating housing stock. The strategy for the area is to create a sustainable residential community based on housing led mixed use development including part demolition and retention of existing historic buildings to also provide offices, primary health care centre and ancillary service activity. This area broadly reflects the All Saints / Royal Hospital Quarter.
- **Eastern Gateway.** This area provides a focus for leisure and cultural activities, education uses and creative industries. It also contains the Bus Station, Mainline railway station and proposed metro station. The strategy for this area is for significant high quality mixed use development centred around a new public transport interchange, phase one of which has already received planning permission. This will include major office, retail leisure and residential development. This area is made up of parts of the Canalside Quarter and the eastern part of the City Centre Cultural Quarter.
- **Canalside Quarter.** The Canalside Quarter lies to the north and east of the City Centre. It is a longstanding area of comprehensive economic and physical regeneration, taking advantage of canalside development opportunities and maximising the reuse of historic buildings and features in the Union Mill Conservation Area. The area acts as a gateway into the Strategic Centre from the north, including the west Coast railway line, canal corridor and is adjacent to the A449 Stafford Road. The strategy for this area is to build on current initiatives to provide a wide range of sustainable land uses including residential-led, leisure and employment. A number of key schemes such as Low Level Station and Springfield Brewery have planning permission. Improved access links will be required to secure integration with the rest of the Strategic Centre. The north-western part of the area is occupied by a mix of businesses and commercial activity and provides a major opportunity to transform the northern approach to the Strategic Centre. The phasing of development will have regard to the need to remove any constraints to the regeneration of sites.
- **University.** The University campus plays a key role in supporting the City and regional economy. The strategy for this area is to continue to provide high quality teaching, learning and research facilities and a high quality campus environment.
- **Molineux Stadium.** The Molineux is the home of Wolverhampton Wanderers Football Club. The stadium has been subject to major investment in recent years and the strategy for the area is for the consolidation and further development of the facilities.
- **Office / Civic Quarter.** This area is dominated by the Civic Centre, St Peters Church and major office uses both within and on the edge of the ring road. The strategy for this area recognises the potential to intensify existing activity through the reuse of vacant sites and the upgrading of existing outdated office accommodation. There will be continued enhancement of the public realm and historic buildings in the Wolverhampton City Centre Conservation Area.

- **Chapel Ash.** This area corresponds to the Chapel Ash Quarter in the 2006 UDP. This area contains an important vibrant shopping function and cluster of service activity centred around Chapel Ash, serving the needs of the local community to the west of the city centre. The strategy for this area is based on retaining the area as a focus for speciality shops, and other service activities, together with associated retail, business, leisure and housing development. This area also contains the Raglan Street site which has planning permission for a high quality mixed use development providing a major new foodstore, housing and leisure uses with strong links to the city centre retail core. Opportunities to support heritage led regeneration in the conservation area are being taken through the Chapel Ash / Darlington Street conservation area Partnership Scheme. Improved links to the Strategic Centre.
- **West Park.** West Park is the largest area of open space adjacent to the Strategic Centre and meets a range of recreational and amenity needs. It is the focus of the Park Conservation Area and recognised as one of the finest Victorian parks in the country by virtue of its inclusion on the English Heritage Register of Parks and Gardens. It is an area of high townscape value and forms the backdrop to attractive residential areas containing many fine historic houses. There will be continued investment in the facilities and enhanced pedestrian links to the Strategic Centre.
- **City Centre West.** This area contains a range of retail and service activity and a number of development opportunities particularly to the south. This area can accommodate significant high quality mixed use development including retail, offices and leisure activity through the creation of a new quarter for the Strategic Centre.

#### SC4.7 The Economy, Employment and Centres

- 70,000 square metres of gross comparison retail floorspace will be delivered by 2021. The vast majority of this will be met by existing commitments (50,500 square metres), which includes the Summer Row retail core expansion development (41,030 square metres). Further floor space will be provided by pipeline schemes of strategic importance such as the mixed-use development as part of the Wolverhampton Interchange scheme to provide a new bus and railway station. From 2021-2026 capacity for a further 30,000 square metres of gross comparison floorspace might emerge.
- The level of convenience retail provision over the plan period will be determined in the Wolverhampton City Strategic Centre AAP. It is anticipated that the majority of this floorspace will be met by existing commitments.
- It is important to ensure that, as the strategic centre is the main focus for higher-order comparison provision, there is not an over-concentration of large scale foodstore provision in the city centre. This will be done in order to ensure that polarisation of food shopping provision does not undermine the network of Town Centres in the Black Country, especially Bilston and Wednesfield, whose vitality and viability is reliant upon ensuring their convenience retail offer (Policy CEN3 and CEN4).
- 220,000 square metres of B1(a) office floor space will be provided within or on the edge of the Strategic Centre.
- The retail and office floorspace requirements will be delivered by the Wolverhampton City Centre Area Action Plan.
- The City Centre will also be the focus for other centre uses, such as Hotels, commercial leisure and entertainment facilities such as cinemas as well as community facilities.

SC4.8 **Creating Sustainable Communities**

- There is currently a small resident population in the Strategic Centre. City centre living is likely to appeal more to younger, professional households. However, it will be important to create mixed, sustainable communities with sufficient affordable housing to meet local needs, and to avoid a predominance of “buy-to-let” accommodation. Type of housing provided will be limited by high density and mixed use nature of sites available.
- There is currently adequate access to GP surgeries in all parts of the strategic centre for existing or potential housing. The proposed Primary Health Care facility at the Royal Hospital site will further enhance existing provision.
- Continual improvement of Wolverhampton University.
- Completion of City Centre Learning Quarter.

SC4.9 **Transport and Accessibility**

- Implementation of Interchange proposals.
- City centre metro loop.
- Further enhance and improve pedestrian / cycle links to West Park.
- Implementation of highway improvements and review the opportunities to improve pedestrian and cycle crossing facilities across the ring road, road traffic capacity requirements and the environmental improvements, including planting strategies that could be implemented along the ring road ‘corridor’.

SC4.10 **Environmental Infrastructure**

- New development should incorporate design which complements and improves the built environment, historic environment and townscape of this area rich in cultural heritage assets and aim to enhance local distinctiveness and a sense of place. Opportunities for heritage-led regeneration should also be realised.
- This centre contains eight designated conservation areas and a significant concentration of listed buildings including the grade I listed St Peter’s Church. Development of the settlement of Wolverhampton dates back to Saxon times and possibly earlier and the survival of archaeological remains, above and below ground, from all periods since is a possibility when redevelopment is under consideration.
- Further opportunities for heritage-led regeneration should also be explored including area based grant schemes and refurbishment / re-use of historic buildings at risk.
- Given a lack of green open space in the east of the Strategic Centre, where new residential development will be concentrated, there is a need to create valuable amenity space for new residents, employees and visitors, maximising use of the canal corridor e.g. Broad Street Basin, and to improve pedestrian / cycle links to Fowlers Playing Fields (see RC2).
- Public realm improvements across the Strategic Centre are required to increase its attractiveness and strengthen key links between different parts of the City.
- Improve the setting of important existing buildings.
- Take opportunities to create new nesting and foraging habitats for existing populations of Black Redstart and birds of prey.

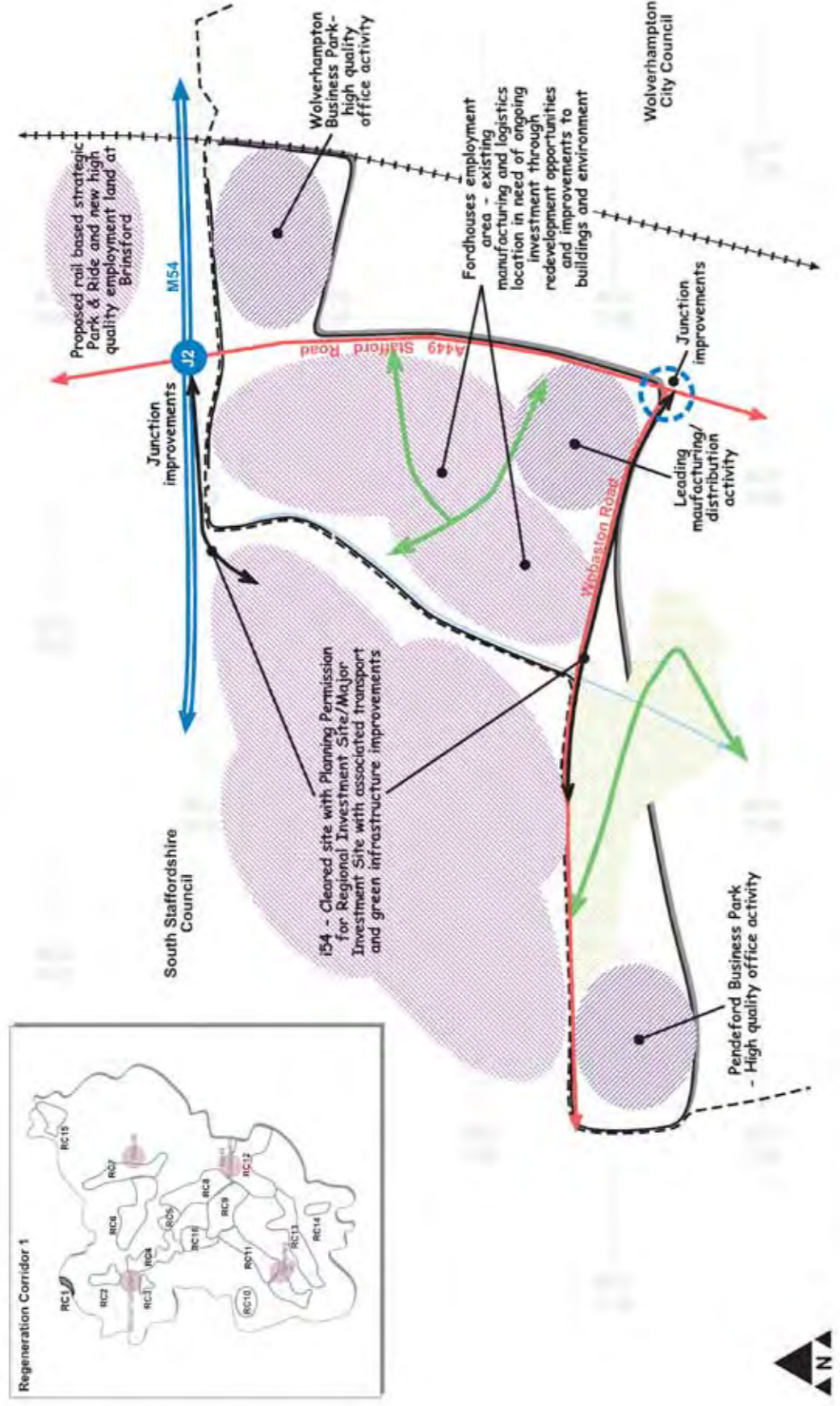
Delivery

Mechanisms	Partners
Wolverhampton City Centre Area Action Plan	Land / property owners, developers and businesses
Stafford Road Technology Corridor Area Action Plan	Centro / Network Rail / WMT / other transport operators
Local Transport Plan	Advantage West Midlands
	Wolverhampton Development Company
	University of Wolverhampton
	Registered Social Landlords
	Wolverhampton City Primary Care Trust

Investment

- Secured DfT investment in new transport interchange.
- Development partner in place for Retail Core expansion.

**Black Country Core Strategy  
Regeneration Corridor 1 - Pendeford - Fordhouses**



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

**Regeneration Corridor 1: Pendeford and Fordhouses**

**Vision**

RC1.1 By 2026 this area of Pendeford and Fordhouses, together with the i54 site, will have fulfilled its potential to become one of the premier high quality employment locations in the West Midlands, and a focus for leading edge, high technology industry in the Wolverhampton to Telford High Technology Corridor. The Corridor has key locational advantages with adjacent access to the national motorway network (M54, M6 & M6 Toll), a substantial local labour force and a historic canalside location. These locational advantages will be enhanced by progressive redevelopment and environmental improvements to the Fordhouses industrial area and by public transport and road improvements. Strong links between high technology industry and the education sector (notably the University of Wolverhampton) will have increased skill levels and created new job opportunities for local people, ensuring that the benefits of investment are felt in local communities and sustainable transport patterns are maintained.



**Features and Opportunities**

RC1.2 **Features**

- Excellent access to the motorway network via Junction 2 of the M54 and good access to Wolverhampton City Centre via Stafford Road, although subject to peak period congestion.
- High quality office activity at Wolverhampton Business Park and Pendeford Business Park
- Home to leading manufacturing / aerospace occupiers such as Goodrich Actuation Systems and HS Marston Aerospace Ltd.
- i54 Regional Investment Site / Major Investment Site with planning permission on adjoining land mainly within South Staffordshire.
- Important heritage resource of the linear Conservation Area designation based on the late 18th century Staffordshire & Worcestershire canal.
- Major wildlife corridor running along the Staffordshire & Worcestershire canal, linking the South Staffordshire countryside with the urban area.



### RC1.3 Opportunities

- Falls within the Black Country North Employment Land Investment Corridor and is a key location within the Wolverhampton to Telford High Technology Corridor.
- Large-scale, high quality employment development opportunities available to attract additional investment.
- Further bus service improvements planned to link Wolverhampton City Centre to i54.
- Potential Rail-based Park & Ride site with bus service improvements immediately to the north, in South Staffordshire.

### RC1.4 Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>61 ha</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	20 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	41 ha
Additions to employment land through existing development opportunities (RELS April 2009)	10 ha
<b>Total Gross Employment Land at 2026</b>	<b>71 ha</b>
Long term supply of land for new employment development through recycling of gross employment land	34 ha

### RC1.5 Creating Sustainable Communities

- Employment opportunities offered by new developments should create links to the local community to enhance the local skills base and create job opportunities.

### RC1.6 The Economy, Employment & Centres

- The focus in this part of the growth network is to build on the strengths of the area in providing high quality accommodation and environment for leading edge, high technology industry.
- The area has a number of redevelopment opportunities focused around the motorway junction and adjacent to the i54 proposal. There are also a few development plots remaining at the Wolverhampton Business Park.
- 19 Ha of the existing employment land is considered to be of existing high quality standard. The Employment Sites Study (2009) identifies the area as having the potential for 34 Ha of land to come forward in the long term for development, with 10 Ha currently available. The remaining employment land has no significant weaknesses and has the potential to be high quality over the plan period following general external and environmental improvements.
- The delivery of the i54 site (a site of approximately 96 Ha, expected to provide around 6,000 jobs) could be the catalyst for the redevelopment of the wider area and should be prioritised. Improving the accessibility of the employment areas should also be explored.

### RC1.7 Transportation & Accessibility

- Tackling existing congestion is a priority along the Stafford Road and Wobaston Road, particularly if we are to achieve the successful redevelopment of the area. Schemes such as the improvements proposed to Junction 2 of the M54 and the Wobaston Road / Stafford Road junction in association with the i54 proposal are essential.
- Improving the accessibility of employment areas, as well as the canal, in terms of public transport, cycling and walking will be explored as they will have positive impacts in terms of reducing congestion, improving air quality and creating a high quality environment. These will include public transport and general highway improvements along Wobaston Road and Stafford Road particularly to improve access to i54.

### RC1.8 Environmental Infrastructure

- The Staffordshire & Worcestershire canal and the existing open spaces form the backbone of the Environmental Infrastructure in the area and should be prioritised for enhancement.
- There are also opportunities for further enhancement and creation of Environmental Infrastructure, such as biodiversity networks and open spaces (identified as issues in this Corridor in the EIG), as sites and areas come forward for development. This should be linked to ongoing improvements to the environment of the Fordhouses industrial area. The redevelopment of this area will also need to enhance the setting of the adjacent conservation area with distinctive design solutions which exploit canalside locations.
- Whilst benefiting from relatively good cycle links, enhanced facilities should be provided as areas are redeveloped and the potential for improved cycle route provision along the Stafford Road should be explored.
- Flood Zones 2 and 3 exist within the area, therefore it will be important to maintain the openness and wildlife value of Waterhead Brook, which runs through Fordhouses industrial area, and the drainage function of playing fields along its route. The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. In most of this Corridor, further investigation is required to ascertain the most suitable SUDs techniques to apply.
- The value of a high quality environment is important in attracting high value occupiers to employment areas, such as has been achieved at Wolverhampton Business Park. It will be particularly important to maximise high quality design / environmental improvements to sites fronting Stafford Road and the canal as they are key gateways to the City.

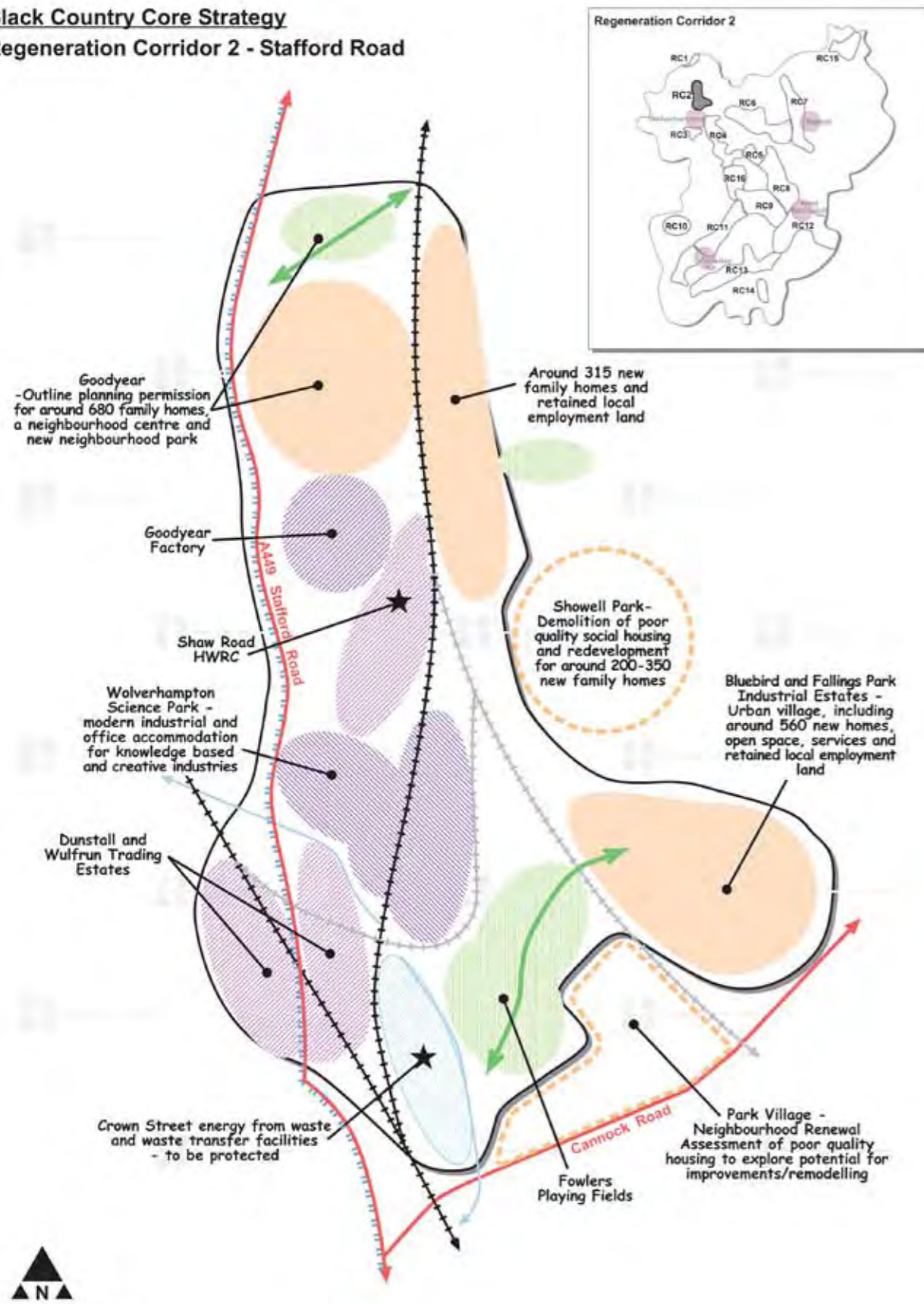
### Delivery

Mechanisms	Partners
Stafford Road Corridor AAP	Existing businesses and potential occupiers
Local Transport Plan	Landowners and Developers
EIG Phase 2	Advantage West Midlands
	Centro

### Investment

Advantage West Midlands has invested in i54. Anticipated outputs include 6,000 jobs created, 96ha employment land, 186,000 square metres of industrial floor space and 35,000 square metres mixed use.

**Black Country Core Strategy**  
**Regeneration Corridor 2 - Stafford Road**



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**Regeneration Corridor 2: Stafford Road**

**Vision**

RC2.1 This Corridor connects the leading edge business hub around Junction 2 of the M54 to the City and University Centre of Wolverhampton, with its own flagship of the innovative future of the Black Country – Wolverhampton Science Park – at its heart. By 2026, the Corridor will symbolise the new Black Country where high quality homes and knowledge-based business comfortably share a high quality environment with fast, reliable public transport access to the exciting and expanding University-led City Centre of Wolverhampton.

RC2.2 Employment land close to the Stafford Road will have fulfilled its potential to become a high quality employment location with a focus on innovation and knowledge-based industry, through extension of the Wolverhampton Science Park and progressive improvements to the Dunstall Hill and Wulfrun Trading Estates. Strong links between high technology industry and the education sector will have increased skill levels and created new job opportunities for local people. With the Corridor also benefiting from public transport improvements, the overall benefits of investment will be felt in local communities and sustainable transport patterns will be maintained.



RC2.3 New residential areas and amenities will be created, building on the positive aspects of local character and distinctiveness and providing opportunities to acknowledge the significant transport heritage that continues to have a powerful presence in the southern part of the corridor. A rejuvenated central area, including the canal, Fowlers Playing Fields and Park Village, will have improved access links to the area east of the railway line, where mixed new residential communities will have been created on surplus employment land. The Birmingham Canal will make a significant contribution towards promoting a new image of the Black Country, with its enhanced environment linking the Corridor to the City Centre.





## Features and Opportunities

### RC2.4 Features

- Good access to the national motorway network via Junction 2 of the M54 and to Wolverhampton City Centre via Stafford Road, although subject to peak period congestion
- High quality office and research and development activity at Wolverhampton Science Park
- Landmark Goodyear factory site with planning permission for mixed use redevelopment including the creation of a Neighbourhood Park.
- Strong and recognisable historic quality, including the street pattern and key buildings of Park Village. Two monumental 19th century Listed railway viaducts and other historic railway infrastructure are significant landscape features in the southern half of the area.
- Poor quality social housing to the east now benefiting from housing renewal activity at Bushbury and Low Hill.
- Birmingham Canal (Wolverhampton Level), a designated Conservation Area containing a large number of statutory Listed Buildings, runs through the southern half of the area, linking to the Canalside Quarter of the Wolverhampton City Centre. It is a major heritage anchor and wildlife corridor.
- Crown Street Energy from Waste Facility and Shaw Road HWRC.
- West Coast Rail Line runs through the centre of the area – a major wildlife corridor together with Fowlers Playing Fields.



### RC2.5 Opportunities

- Falls within the Black Country North Employment Land Investment Corridor.
- Land available for expansion of Wolverhampton Science Park. Further improvements to bus services to link Wolverhampton City Centre to the i54 development.
- New high quality and locally distinctive residential growth through redevelopment of poorly located employment activity to the east of the West Coast Rail Line.
- Potential for declaration of Park Village as a Neighbourhood Renewal Area.
- Wolverhampton Racecourse is a major leisure facility near to the Regeneration Corridor, with planning permission for expansion and enhanced facilities.

### Spatial Strategy

RC2.6 The strategy will build upon the strengths of the area as a strategic employment location, but also on emerging land use changes to make this a place for high quality residential communities.

RC2.7 This Corridor will play a key role in ensuring the City has the right quality and amount of strategic high quality employment land. This approach focuses employment development in the central area of the Corridor and builds on the strengths of its location, which is highly accessible to the national Motorway network. It also seeks to replicate and expand the success of Wolverhampton Science Park, which is at the heart of the central employment area.

RC2.8 New residential communities will help change the image of the eastern half of the Corridor. High quality residential developments will replace outdated and poorly located employment land (access is significantly constrained by the railway line when compared to the central employment area). To attract AB households, extensive redevelopment with associated environmental and open space provision and improvements will be delivered through new development opportunities. Existing businesses will be encouraged to remain in the area where they compliment the regeneration proposals.

RC2.9 The phased redevelopment of poorer quality surplus employment land for housing will be planned in a comprehensive manner. It will have regard to the needs of individual businesses, issues of site assembly and any adverse ground conditions. The Stafford Road Corridor Area Action Plan, which also includes RC1, is being prepared to allocate sites in the light of more detailed evidence and local consultation, and to help secure the partnership and resources necessary to deliver the strategy.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>127 ha</b>
Housing Commitments on Employment Land (April 2009)	770 dwellings (19 ha)
Housing proposals on surplus Employment Land (25 Ha at 35 dph gross)	873 dwellings (25 ha)
Of which:	
2009-16	0 dwellings
2016-26	873 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>1643 dwellings</b>

Retained Gross Strategic High Quality Employment Land (Policy EMP2)	25 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	35 ha
Retained Gross Local Employment Land (Policy EMP3)	23 ha
Additions to employment land through existing development opportunities (RELS April 2009)	11 ha
<b>Total Gross Employment Land at 2026</b>	<b>94 ha</b>
Long term supply of land for new employment development Through recycling of gross employment land	12 ha

#### RC2.11 Creating Sustainable Communities

- New residential areas fall between three local housing market areas (as defined in the Wolverhampton Housing Needs Study 2007), with a wide variety of needs for flats and houses of different sizes.
- Housing Renewal project areas at Park Village and Showell Park closely adjoin this Corridor, providing opportunities for wider area regeneration and creation of a more balanced mix of housing types and tenures.
- Building Schools for the Future will provide new secondary schools at North Wolverhampton Academy and Heath Park High School which will serve this part of the Growth Network.
- There is currently reasonable access to all residential services in the area, although some areas of proposed new residential communities could be limited to 35-45 dph (net) to reflect accessibility requirements.
- Employment opportunities offered by new developments should create links to the local community to enhance the local skills base and create job opportunities.

#### RC2.12 The Economy, Employment & Centres

- Wolverhampton Science Park will provide a strong focus for future high quality employment development and investment in the area. Dunstall Hill and Wulfrun Trading Estates offer further opportunities, particularly to maintain a range of employment accommodation in the City. The potential to create relocation zones for firms displaced as a result of change elsewhere in the Corridor will be explored.
- The Corridor has a number of redevelopment opportunities, mainly focused around Wolverhampton Science Park. 11 Ha of land is currently available for employment development.
- 25 Ha of the existing employment land is considered to be of high quality standard. The Employment Sites Study (2009) identifies the area as having the potential for 12 Ha of land to come forward for development in the long term. The remainder has no significant weaknesses, such as the Dunstall Hill and Wulfrun Trading Estates, and has the potential to be high quality over the plan period following general external and environmental improvements.
- A new neighbourhood centre providing local shopping facilities will be provided as part of the Goodyear site redevelopment. Other new residential areas may require enhanced local services which should be of a scale that complements the existing network of centres.

#### RC2.13 Transportation & Accessibility

- Tackling existing congestion is a priority along the Stafford Road for this regeneration corridor and RC1, particularly if we are to achieve the successful redevelopment of the area. Proposals such as public transport improvements along the Stafford Road to serve i54 are essential.
- Improving the accessibility of employment areas in terms of public transport, cycling and walking will be explored as they will have positive impacts in terms of reducing congestion and improving air quality along the Stafford Road and Cannock Road.
- Working with the Highways Agency, Staffordshire County Council and South Staffordshire District Council will be important in ensuring that the whole A449 corridor is considered to assist the management of traffic and improve conditions for public transport, cycling and walking.

#### RC2.14 Environmental Infrastructure

- It will be particularly important to maximise high quality design, retain existing landmark buildings and undertake environmental improvements to sites fronting Stafford Road, Cannock Road and other key gateways to the City, such as the Birmingham Canal. These improvements will be essential to attract investment, businesses and families to occupy new homes.
- Existing open spaces offer the opportunity to deliver environmental enhancements in the Corridor. To address open space deficiencies, a new Neighbourhood Park will be created as part of the Goodyear site redevelopment. Fowlers Playing Fields also needs to be subject to improvements to increase its use and accessibility to existing and proposed residential communities, as well as the canal. Green spaces, green roofs or street trees will need to be provided in new residential developments to combat risks from the heat island effect (see policies ENV5 and ENV6).
- The area has surviving remains, many still in use, of the early development of the transport infrastructure of Wolverhampton including several statutory listed railway and canal features and part of the Wolverhampton Locks conservation area. Steps will be taken to ensure that these sites are preserved and enhanced and opportunities to improve their use as educational and recreational resources will be exploited in the context of any new development.
- Important wildlife corridors exist along the Birmingham Canal (Wolverhampton Level) and the railway lines. New developments adjacent to these features offer the opportunity to address biodiversity deficiencies in the area, as well as the wider enhancement and promotion of the canal network.
- Improvements to open spaces and the canal will help develop links to national and local cycle routes. The potential for improved cycle route provision along the Stafford Road will be explored.
- A small section of the Corridor falls within Flood Zones 2 and 3, at Oxley Brook, near the Goodyear site, and at Smestow Brook, near Wolverhampton Science Park and Park Village. The potential for deculverting should be explored as part of any Neighbourhood Renewal proposals for Park Village. The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. In most of this Corridor, further investigation is required to ascertain the most suitable SUDs techniques to apply.

#### RC2.15 Waste

- The Crown Street Energy from Waste Facility and Shaw Road HWRC (key facilities in terms of managing MSW) will be retained as part of the network of strategic waste management facilities in the Black Country (see Policy WM2).

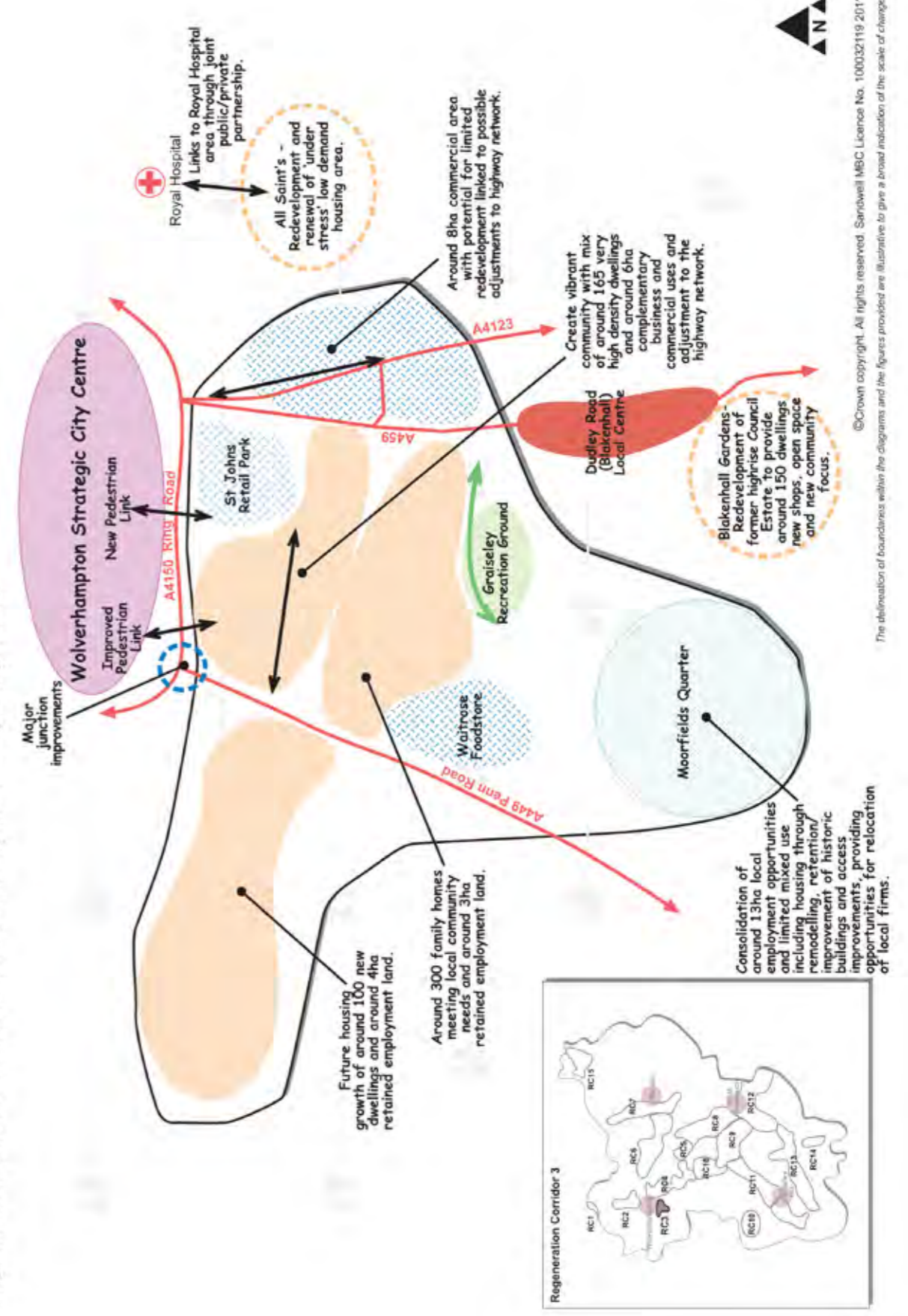
Delivery

Mechanisms	Partners
Stafford Road Corridor Area Action Plan	
Potential for Park Village to be declared a Neighbourhood Renewal Area	Existing businesses and potential occupiers
	Advantage West Midlands
	Centro
	Landowners and Developers
	University of Wolverhampton
	Homes and Communities Agency

Investment

Private sector development of Goodyear site, which will result in 28ha of remediated land and 685 net new dwellings.

**Black Country Core Strategy  
Regeneration Corridor 3 - South of Wolverhampton Strategic City Centre**



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## Regeneration Corridor 3: South of Wolverhampton City Strategic Centre

### Vision

RC3.1 By 2026, this distinctive inner city area of traditional industry mixed with commercial and retail premises and fringed by low demand Victorian terraced and social housing, will have been transformed into a vibrant, mixed residential community with strong links to the City Centre (to the north) and to existing local communities to the south. The strong historic character of the area will be retained, with opportunities for new amenity open space and environmental improvements along the key pedestrian routes through the area linking it with the City Centre. A careful managed process of change will ensure that the most sustainable local employment uses are retained within the City Centre mixed use quarter and in the historic Moorfields Quarter, allowing outdated surplus land to be released for a mix of high density and family housing tailored to local needs and complementary business and commercial uses.



### Features and Opportunities

#### RC3.2 Features

- High profile location adjacent to the City Centre Ring Road and containing three of the City's arterial routes - A449 Penn Road, A459 Dudley Road and A4123 Birmingham Road.
- Housing renewal and regeneration progressing to the east, in All Saints, to the south, in Blakenhall, and to the west, in Graislely.
- St Johns retail park to the north, the Waitrose superstore to the south-west and the Blakenhall / Dudley Road Local Centre to the east.
- Concentration of historic buildings, many statutorily listed, associated with the early development of the British motor car and cycle industries.
- Graiseley Recreation Ground – attractive high quality Neighbourhood Park and Fellows Street Conservation Area.
- New St Luke's Primary School, Bromley Street has achieved BREEAM excellent status for its sustainable design.
- Cross Street South Eco-Homes development has achieved numerous awards for its environmental and sustainable features.

#### RC3.3 Opportunities

- Opportunities to introduce new quality, locally distinctive residential development into a low demand area through the transfer of poorly located employment activity.
- Refurbishment of the historically important Sunbeam Building complex on Pool Street which is a key landmark to the City Centre and potential catalyst to quality mixed use development.
- Remodelling of Moorfields Quarter employment area including refurbishment of historic industrial buildings and limited mixed use including housing.
- Blakenhall Gardens Regeneration Area with scope for new family housing and a new community focus to provide a mixed community and recreation facility replacing older outmoded facilities elsewhere in the area, new shops and open space to consolidate Dudley Road (Blakenhall) Local Centre.
- Potential to complement and link with City Centre regeneration, including the creation of high quality office and commercial environments in the Pool Street / St Johns area.
- Priority for Action within the All Saints and Blakenhall Community Development Area.

### Spatial Strategy

- RC3.4 The strategy seeks to build upon the existing strengths of the area, in particular its proximity to the city centre, strong historic character and the potential to bring forward development opportunities. The majority of the area is identified as a Priority for Action within the All Saints and Blakenhall Community Development Area (ABCD). The strategy will build upon this programme and carry forward key projects.
- RC3.5 The northern part of the area will be transformed into an integrated residential and business community with excellent links into and within the area, and to the City centre. This process of transformation will build on landmark projects including a revitalised mixed use Sunbeam Building, and a phased programme of housing renewal and mixed use regeneration through opportunities created by the redevelopment of poor quality surplus employment space. The strategy also maximises the benefits of regeneration initiatives in adjacent areas including the City Centre and the Royal Hospital and Raglan Street sites.
- RC3.6 The southern part of the area contains the Moorfields Quarter employment area. The strategy proposes the retention and improvement of this area to accommodate local businesses, and limited mixed use including housing.
- RC3.7 A Wolverhampton City Centre Area Action Plan (AAP), which will cover the City Centre and RC3, is being prepared to allocate sites in the light of more detailed evidence and local consultation, and to help secure the partnership and resources necessary to deliver the strategy.

## Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>41 ha</b>
Housing Commitments on Employment Land (April 2009)	0 dwellings (0 ha)
Housing proposals on surplus Employment Land (12 ha at 35 dph gross + 3 ha at 50 dph gross) Of which:	563 dwellings (15 ha)
2009-16	0 dwellings
2016-26	563 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>563 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Retained Gross Local Employment Land (Policy EMP3)	26 ha
Additions to employment land through existing development opportunities (RELS April 2009)	0 ha
<b>Total Gross Employment Land at 2026</b>	<b>26 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	7 ha

## RC3.8 Creating Sustainable Communities

- New residential development areas fall within the Inner City Core housing market area (as defined in the Wolverhampton Housing Needs Study 2007), with particular needs identified for market flats and for a large amount of affordable housing of all types and sizes.
- Higher density housing concentrated in the northern part of the area closest to the City Centre as part of a mixed office / commercial quarter.
- The provision of larger family housing in higher quality environments, building on strong community ties, would help to retain local BME residents, and improve the socio economic mix. The area south of Pountney Street and around Graislely Recreation Ground has the opportunity to meet these needs.
- All Saints Renewal Area to the east of the Regeneration Corridor a priority for renewing and some redevelopment of a low demand under stress housing area with a focus on improving the private rented housing sector. Potential for joint private / public sector partnership working as part of the redevelopment of the Royal Hospital site within the City Centre area.
- The relocated St Luke's Primary School has met the need for accessible primary school places in the area.
- The area is served by Colton Hills and Parkfield High Secondary Schools. The Building Schools for the Future proposals for the Bilston Academy will replace Parkfields High School. Need to improve public transport access from the area to this existing and proposed secondary school provision.
- There is currently adequate access to GP surgeries in all parts of the corridor with existing or potential housing. The proposed Primary Health Care facility at the Royal Hospital site will further enhance existing provision.

## RC3.9 The Economy, Employment & Centres

- Managed approach to the redevelopment of employment premises in the northern and central parts of the area which recognises the needs of existing businesses including the potential for their relocation.
- It will be essential to retain and promote improvements to the Moorfields Quarter Industrial area, to ensure that sufficient local jobs are retained to support the local economy as large scale change progresses. This area contains some large manufacturing companies and has the potential to accommodate new investment through limited redevelopment and refurbishment of historic buildings.
- High density business and commercial development in the northern part of the area close to the City Centre ring road.
- Areas for new housing development have good access to local shopping facilities including access to fresh food (Policy CEN6).
- New investment in the Dudley Road (Blakenhall) Local Centre consolidated through new shops and open space at the Blakenhall Gardens redevelopment.
- Other retail development in the area to be small scale to meet the needs of the resident population as set out in Policy CEN6.

## RC3.10 Transportation & Accessibility

- The Graislely (northern) area will benefit from remodelling of the internal road network, in particular better east-west linkages between Penn Road and Birmingham Road.
- Improved pedestrian linkages through the area and to the City Centre. In particular the routes between new housing and mixed use development in the area across the ring road to the St •
- Johns Church quarter of the City Centre and through the Moorfields Quarter.
- Potential remodelling of the Birmingham New Road / Dudley Road junctions, and the Lea Road / Penn Road junction.

RC3.11 Environmental Infrastructure

- There has recently been major investment in the area's three main parks – Graiseley Recreation Ground, Dixon Street Playing Fields and Pheonix Park, as a key element of the ABCD project. A new network of local open space and recreation facilities is required both to serve new housing. The PPG17 Study identifies the need for additional open space in this area and we will plan for 15% of land within housing growth areas to be used for open space purposes. Remaining open space needs that cannot be provided on site will be met by off-site contributions.
- A Heritage Audit and detailed historic characterisation work has been carried out in the area, which forms a strong basis for protecting and enhancing the historic character of the area as long term change progresses. The area has many surviving buildings which were built to accommodate the emerging cycle, motorcycle and motor car industries in the late 19th and early 20th centuries.
- The Fellows Street conservation area has benefited from improvements in recent years including grant aided repairs to individual properties and enhancements to the recreation ground. A review of the boundaries of this conservation area should be undertaken.
- The western part of the Corridor is affected by a culvert and limited groundwater flooding. The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. Further investigation is required to ascertain the most suitable SUDs techniques to apply in the Corridor.
- Green spaces, green roofs or street trees will need to be provided in new residential developments to combat risks from the heat island effect (see policies ENV5 and ENV6).

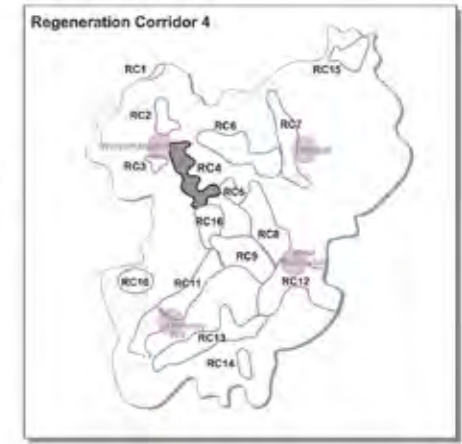
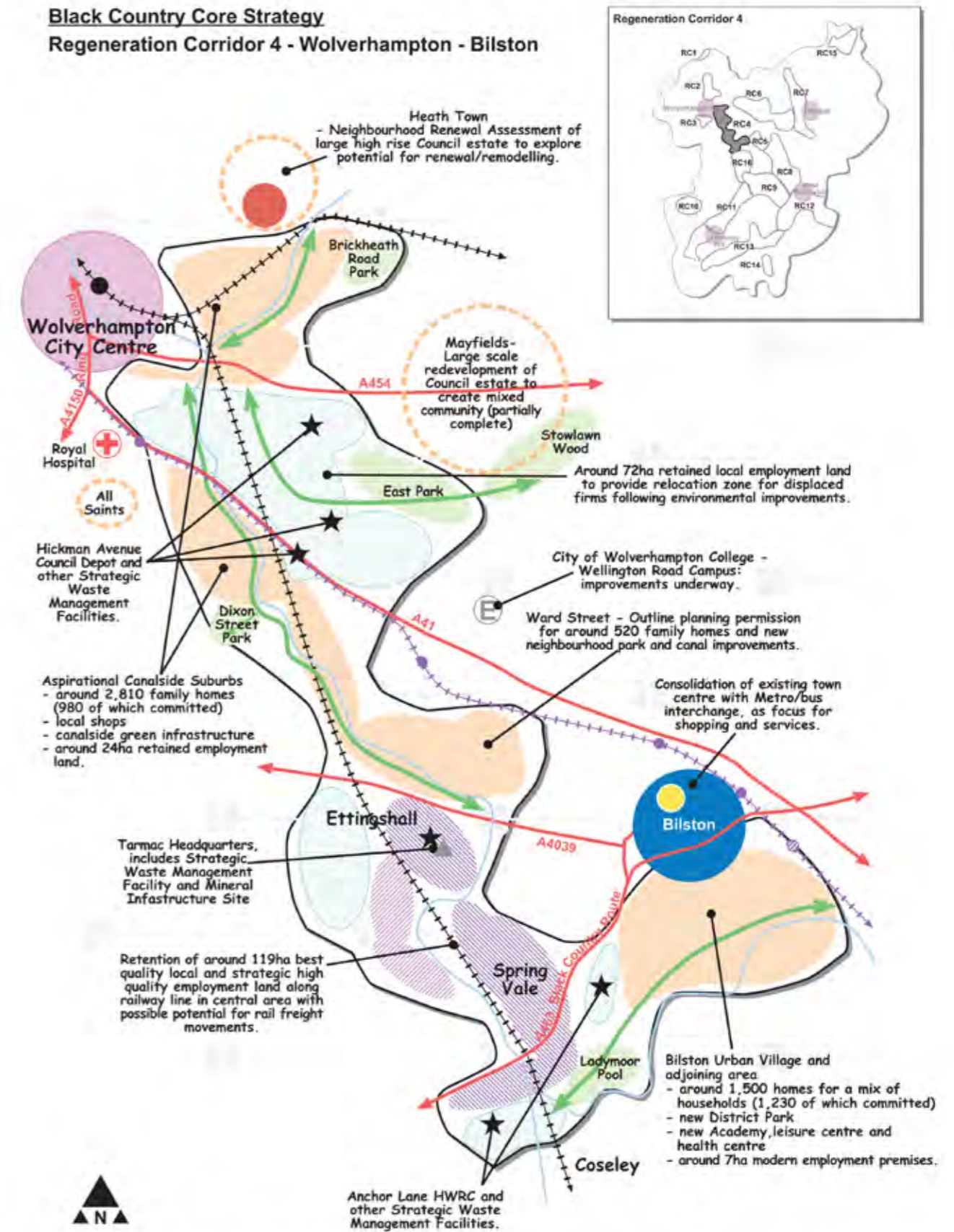
Delivery

Mechanisms	Partners
Wolverhampton City Centre Area Action Plan	Land-owners and firms
All Saints and Blakenhall Community Development (NDC)	Developers
	Advantage West Midlands
	Registered Social Landlords
	Centro
	Homes and Communities Agency

Investment

- Potential to bid for heritage funding for improvements in the Moorfields Quarter.

Black Country Core Strategy  
Regeneration Corridor 4 - Wolverhampton - Bilston



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

## Regeneration Corridor 4: Wolverhampton - Bilston

### Vision

- RC4.1 By 2026, one third of the large swathe of industrial land stretching along the canal between Wolverhampton City Centre and Bilston Town Centre will have been transformed into new residential communities, continuing the metamorphosis that began when the collieries and foundries dominating this area were redeveloped at the beginning of the 20th century. New communities will be served by high quality networks of green infrastructure and residential services, focussed on the metro route and canal corridor. This will be achieved by making the area a major focus for partnership-led regeneration in Wolverhampton and securing long-term commitment, investment and marketing in order to overcome major constraints and deliver high quality development. Retained employment land, concentrated in the centre of the Corridor, will serve key local employment needs and also provide some high quality job opportunities. Integration of development with adjoining deprived neighbourhoods will have reinforced the new image and spread benefits.



### Features and Opportunities

#### RC4.2 Features

- Continuous corridor of mixed quality employment land, including estates in Eastfields, Monmore Green, Ettingshall and Spring Vale, which has been gradually eroded in past decades by large housing developments (e.g. Millfields; GKN site, Birmingham New Road) and currently includes a number of cleared housing and mixed use commitment sites (Bilston Urban Village; Ward Street; Cable St/ Steelhouse Lane).
- Canal and railway infrastructure dating from the 18th and 19th centuries are significant landscape features: Wolverhampton to Birmingham Railway line (with stations at Wolverhampton City Centre and Coseley) and an extensive stretch of the Birmingham Canal (Wolverhampton Level). The listed Chillington Wharf Canal / Railway Interchange Basin and Canopy in the north of the area is the last surviving example in the Black Country.



- The Wolverhampton to Birmingham Metro line serves the northern and southern parts of the corridor, with halts at The Royal, Priestfield, The Crescent, Bilston Central, Loxdale, and Bradley Lane.
- Former railway cutting / greenway runs from Wolverhampton City Centre through to Bilston Town Centre.
- Four of the Black Country's key arterial roads cross the Corridor - Willenhall Road (A454), Bilston Road (A41), Millfields Road (A4039) and the Black Country Route (A463) – which serves the southern third.
- Bilston Town Centre, with a bustling shopping centre and renovated historic buildings, and the focus of strong community spirit, adjoins the southern end of the Corridor, and is to be complemented by, and integrated with, Bilston Urban Village, providing a mix of centre uses including a new leisure centre, Academy, Park and a major shift in image for this traditional Black Country town.
- Surrounding residential areas are dominated by social housing and include concentrations of deprivation e.g. Heath Town and Ettingshall.
- Some major open spaces (e.g. East Park) adjoin the Corridor.



#### RC4.3 Opportunities

- Significant potential for redevelopment of low quality, under-used employment land for residential-led mixed use development centred around the canal corridor and creating major opportunities to improve existing open space and pedestrian / cycling networks.
- Some stretches of the canal and adjoining areas may be of sufficient quality to merit conservation area designation. Surviving remnants of canalside industrial heritage could form the focal point or inspiration for new locally distinctive developments.
- Retention and improvement of significant areas of local and high quality employment land to provide jobs for local communities.
- Potential to spread regeneration benefits to surrounding areas and co-ordinate with potential housing market intervention activity.

### Spatial Strategy

- RC4.4 The strategy will build upon the transformation achieved to date in this Corridor by creating new residential communities on low quality, under-used employment land along the historic canal corridor stretching from Wolverhampton City Centre to Bilston Town Centre. This Corridor will deliver the largest amount of new housing in Wolverhampton up to 2026 (4310 dwellings), whilst retaining 228 ha of mixed quality employment land and creating truly sustainable links between homes and jobs. To change the image of the area and attract AB households, there will be significant environmental infrastructure improvements – maximising the historic character of the canal network and industrial heritage, and creating a high quality open space network. New development will be integrated with surrounding neighbourhoods to maximise and spread regeneration benefits.

The comprehensive redevelopment of large areas of occupied employment land for housing in a deprived area will be constrained by multiple land ownership and extensive poor ground conditions. A Bilston Corridor Area Action Plan (AAP), extending beyond RC4 to cover Bilston Town Centre and Loxdale Industrial Area (see RC5), is being prepared to allocate sites in the light of more detailed evidence and local consultation, and to help secure the partnership and resources necessary to deliver the strategy.

#### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>299 ha</b>
Housing Commitments on Employment Land (April 2009)	1210 dwellings (32 ha)
Housing Commitments on Other Land (April 2009)	1000 dwellings (17 ha)
Housing proposals on surplus Employment Land (60 ha at 35 dph gross)	2100 dwellings (60 ha)
Of which:	
2009-16	0 dwellings
2016-26	2100 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>4310 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	52 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	16 ha
Retained Gross Local Employment Land (Policy EMP3)	139 ha
Additions to employment land through existing development opportunities (RELS April 2009)	14 ha
<b>Total Gross Employment Land at 2026</b>	<b>221 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	35 ha

#### RC4.5 Creating Sustainable Communities

- There is a lack of high quality market housing in this area, and also a need for more affordable housing to meet local needs. Some adjoining public housing estates are in need of housing renewal. New development will play a major role in creating mixed but cohesive communities.
- It will be important to carefully phase and masterplan new housing developments on employment land, to protect the local economy and secure a viable housing delivery trajectory.

- Although primary school places are generally in surplus across Wolverhampton, localised quality and access issues mean that a new primary school is required in the Bilston Urban Village area, where higher density housing is planned.
- Building Schools for the Future will provide a new Academy on the Bilston Urban Village site. Most of the northern half of the Corridor does not have adequate access to a secondary school. Opportunities to address this gap through sustainable transport improvements should be explored.
- There is currently adequate access to GP surgeries in all parts of the corridor with existing or potential housing, and the new Health Centre to be provided within Bilston Urban Village will increase quality of provision. The temporary surgery in Ettingshall, created to fill an identified gap in provision, should be established on a permanent basis.
- A new sports hall is now available at Wolverhampton College, Bilston Road, and a new leisure centre will be provided as part of the first phase of Bilston Urban Village. These facilities will meet the needs of new residents for indoor sports facilities.

#### RC4.6 The Economy, Employment & Centres

- It will be essential to retain and promote improvements to remaining local employment land, to ensure that sufficient local jobs are retained to support the local economy as large-scale change progresses. The potential to create one or more relocation zones for firms displaced as a result of change elsewhere in the corridor should be explored.
- Potential high quality employment land requires external environment improvements.
- A small part of the aspirational canalside suburbs area currently has inadequate access to fresh food. It is likely that this could be addressed through local shopping provision.
- Bilston's viability as an important Town Centre will be enhanced by the increase in new housing provision within its catchment area, through the benefits of the 1,000 houses to be built at Bilston Urban Village and links with Regeneration Corridor 4 to Wolverhampton City Centre. There will be full integration between Bilston Urban Village and the Town Centre through the Bilston High Street Link which includes the commitment for a mix of centre uses. Other opportunities to improve and promote existing local shopping areas e.g. New Street, Ettingshall will also be explored.
- New retail development within Bilston Town Centre will be limited in scale to meet local needs with a focus on meeting any gaps in convenience shopping. Significant capacity has been identified for convenience retail provision in Bilston over the length of the plan period, which could be met by extensions to existing facilities or by a new food store, provided that large scale additional convenience floorspace drawing on Bilston's capacity is not permitted elsewhere within its catchment area. It is anticipated that capacity for some further comparison goods floorspace might emerge above existing commitments, depending on how shopping patterns evolve in the Black Country. Policy Cen4 identifies that provision through schemes of up to 500 square metres gross would be appropriate in Town Centres.
- B1(a) office provision and other centre uses of an appropriate scale will be encouraged in Bilston Town Centre, particularly the use of upper floors.

#### RC4.7 Transportation & Accessibility

- Development should make full use of the good public transport links in the Corridor and should support improvements where necessary.
- The proposal for a new metro stop to serve Bilston Urban Village should be pursued.
- Pedestrian and cycle links along the Corridor should be extended, and made more safe and attractive, particularly routes linking residential areas to Wolverhampton City Centre, Bilston
- Town Centre and employment areas. As part of this, a greenway network should be developed (see below).



RC4.8 **Environmental Infrastructure**

- Dixon Street and Brickheath Road Neighbourhood Parks and East Park District Park serve the northern half of the Corridor and in the southern half a District Park will be created in the Bilston Urban Village development, and a Neighbourhood Park in the Ward Street development.
- A new network of local open space and recreation facilities is required to serve the significant amount of new housing to be provided along the Corridor, given current deficiencies against open space, sport and recreation standards. This should include the creation of a network of greenway corridors (see below), with open space nodes incorporating play and outdoors sports facilities, running alongside a significantly improved canal network, producing a spacious and suburban feel to attract A/B households. The PPG17 Study identifies the need for additional open space in this area and we will plan for 15% of land within housing growth areas to be used for open space purposes. Remaining open space needs that cannot be provided on site will be met by off-site contributions. The deficiency in allotments and outdoor sports facilities in the Bilston area should be met through new provision in Bilston Urban Village.
- There is particular potential to create a high quality greenway network, by enhancing biodiversity and extending cycling / walking networks along canals and disused railway corridors, and creating new links to existing Parks, and wildlife sites at Stowlawn Wood to the east and Ladymoor Pool to the south. Ecological surveys of designated nature conservation sites, including the disused railway corridor and Ladymoor Pool, will be carried out to inform the AAP.
- A detailed Historic Landscape Characterisation Study has been carried out to support the AAP, and opportunities to reinforce the local distinctiveness of the area will be informed by this and further historic landscape characterisation work.
- Through development, opportunities should be taken to enhance the setting of the canal and provide distinctive design solutions which exploit canalside locations and incorporate the preservation of historic structures. Canalside locations with surviving remnants of industrial heritage should form the focal point or inspiration for new locally distinctive developments.
- It will be vital to maximise high quality design / environmental improvements to sites fronting Willenhall Road, Bilston Road and the railway line, which are all key gateways to Wolverhampton City Centre.
- There is a Flood Zone 2 area in the southern part of the Corridor, mainly affecting Bilston Urban Village. This will be addressed through the creation of a lake and Sustainable Drainage systems (SUDs). The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. The majority of the Corridor is not favourable to infiltration SUDs.
- The Outline Water Cycle Study identifies potential waste water infrastructure issues in this Corridor which will be scoped through more detailed Water Cycle Study work to inform the Bilston Corridor Area Action Plan.
- Green spaces, green roofs or street trees will need to be provided in new residential developments to combat risks from the heat island effect (see policies ENV5 and ENV6).

RC4.9 **Waste**

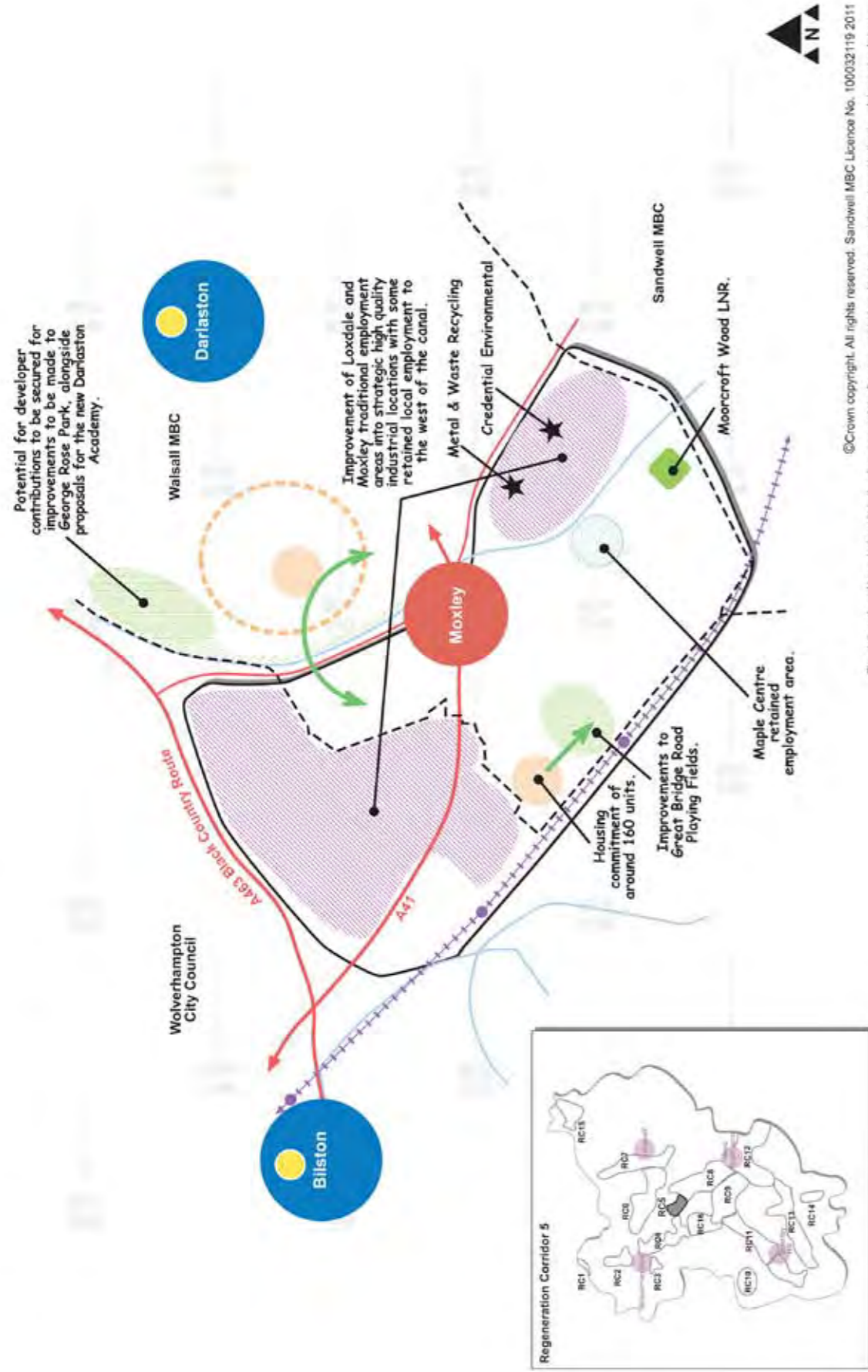
- There are a number of strategically important waste management facilities in this Corridor. These will be retained in waste management use, and uses which are unlikely to be compatible should avoid locating near them (see Policy WM2):
  - Anchor Lane HWRC, Anchor Lane – MSW Facility
  - Hickman Avenue Depot, Hickman Avenue – MSW Facility
  - Old Chillington Works, Hickman Avenue – Physical Treatment Facility
  - Parkfield Works (EMR), Bilston Road – Metal Recycling Facility
  - Ettingshall Recycling (Tarmac), Spring Road – CD&EW Facility
  - S & B Waste Management, Purbrook Road – Special Waste Transfer Facility
  - Valgrove Ltd, Withy Road – MRF

**Delivery**

<b>Mechanisms</b>	<b>Partners</b>
Bilston Corridor Area Action Plan (adoption 2012)	Businesses, land-owners and developers
	Homes and Communities Agency
	Wolverhampton Primary Care Trust
	Advantage West Midlands
	Housing Associations
	Centro
	Environment Agency
	Severn Trent Water

**Investment**

- Significant on-going investment in Bilston Urban Village, from the City Council, AWM, the private sector, Building Schools for the Future and the Wolverhampton Primary Care Trust.
- Bilston Urban Village and Ward Street are HCA National Affordable Housing Programme priorities.



## Regeneration Corridor 5: Loxdale - Moxley

### Vision

RC5.1 Located in the heart of the Black Country and straddling the Black Country New Road with its fast, reliable access to the motorway network, both to north (M6) and south (M5), the Loxdale and Moxley employment areas will fulfil their potential to become major industrial and logistics hub serving the Black Country and the region. By 2026, through environmental and local access improvements, a new image will be created attracting new investment and jobs. Housing renewal in adjacent areas will have improved housing for local people and attracted new residents, who will also have good access to job and educational opportunities in Walsall, Wolverhampton and Birmingham.



### Features and Opportunities

- RC5.2 **Features**
- Core traditional employment area falling within the Black Country Central Employment Investment Corridor.
  - Contains two major industrial estates – Loxdale in Wolverhampton & Moxley (Western Way) in Walsall, separated by a housing area.
  - Easy access to the Black Country Route, Black Country New Road and M6.
  - Wolverhampton to Birmingham Metro line on western edge, with two stops.
  - Some low quality housing being improved or replaced through the Moxley Regeneration Framework in the wider Moxley area.
  - Moxley Local Centre – convenience shopping and community facilities.
  - Walsall Canal, which has had recent environmental improvements, and the Bradley Locks branch which originally linked up to the Birmingham Canal Wolverhampton Level.
  - Moorcroft Wood Local Nature Reserve (over 10 ha) adjoins Moxley.

### RC5.3 Opportunities

- Moxley & Loxdale Core Employment Areas are well connected to the Black Country Route and Black Country New Road, and have the potential to attract high quality industry along with retaining local employment to the west of the canal.
- Development opportunities in Moxley Local Centre including retail and leisure investments.
- A range of residential development opportunities in and close to the corridor in the Moxley area, including Harrowby Road (approximately 200 units) and AP (UK) (planning permission has been granted for 304 units).
- Potential improvements to Great Bridge Road playing fields.
- Improve links to the Metro line.
- Improved road networks to attract investment and improve public transport services, walking and cycling facilities along with the overall accessibility of the corridor.

### Spatial Strategy

RC5.4 The overall strategy for this corridor is to retain the employment areas and invest in them to provide high quality employment. This will be achieved by utilising the excellent transport links to attract high quality industry while retaining current industry. In turn this will create a new image for the area therefore helping to maintain its role in the economy and employment of the Black Country. In addition housing improvements and opportunities for new homes in the Moxley area will help to improve housing choices and help build on the positive features of the corridor such as the canal network and Moorcroft Wood Local Nature Reserve.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>85 ha</b>
Housing Commitments on Employment Land (April 2009)	0 dwellings
Housing Commitments on Other Land*(April 2009)	860 dwellings (9.28 ha)
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>860 dwellings</b>
*redevelopment of existing housing areas in Moxley	
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	7 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	76 ha
Retained Gross Local Employment Land (Policy EMP3)	2 ha
Additions to employment land through existing development opportunities (RELS April 2009)	1 ha
<b>Total Gross Employment Land at 2026</b>	<b>86 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	18 ha

### RC5.5 Creating Sustainable Communities

- Some 860 new dwellings in and adjacent to Regeneration Corridor 5, as part of the Moxley Regeneration Framework, and the redevelopment of the former AP(UK) and Moxley Tip sites.
- Anticipated increase in pupil numbers within this corridor is small and can be accommodated by current school facilities.
- Anticipated health requirements can be accommodated in existing facilities, e.g. relatively new medical centre at Moxley.
- Improvements to recreation facilities including George Rose Park as a result of the development of Darlaston Academy.

### RC5.6 The Economy, Employment & Centres

- Moxley Local Centre meets day-to-day convenience shopping needs, with Darlaston and Bilston providing major convenience stores and some comparison shopping.
- There will be a transformation of Loxdale and Moxley traditional employment areas into a high quality industrial location in order to attract new investment, through external environment improvements.
- There will also be the retention of local employment land to the west of the canal.

### RC5.7 Transportation & Accessibility

- Existing Metro route through corridor.
- 5Ws rapid transit route close to corridor, to be implemented subject to funding.
- Improvements to M6 Junctions 9 and 10 (outside corridor but will serve it) to be implemented subject to funding.
- Red Routes – Black Country Route, - which will enable the traffic to move more freely and decrease the journey time for road users.
- Black Country New Road – which has made industrial land more accessible along with relieving congestion and traffic problems on other roads.

### RC5.8 Environmental Infrastructure

- The Moxley Regeneration Framework provides for a range of environmental improvements to open spaces and streets, especially the High Street, and for the protection and positive management of the Site of Local Importance for Nature Conservation and Local Nature Reserve at Moorcroft Wood.
- There are various nature conservation designated sites in and around this corridor with important wildlife features such as protected species and priority habitats. Therefore the Core Strategy will take steps to protect and enhance them and, where proposals could impact on these designations, ensure that adequate mitigation measures are provided against any adverse effects. This is especially pertinent where sites are of significance to the local area, such as Moorcroft Wood Local Nature Reserve.
- The Black Country Strategic Flood Risk Assessment identifies an area of Flood Zone 2 falling within Loxdale Industrial Estate. The Flood Risk associated with development options for this area has been adequately addressed through the Wolverhampton Level 2 SFRA and Sequential Test report.
- Existing heritage assets will be protected and enhanced where appropriate, with the majority of these assets within this corridor likely to be features of the historic canal network. Canal routes in this corridor also provide an opportunity for greenways to be created linking existing residential and employment areas to environmental assets such as Moorcroft Wood Local Nature Reserve or George Rose Park, just outside the corridor.
- Quantitative provision of urban open space and parks in this corridor should be increased wherever possible; however the priority should be for qualitative improvements to existing spaces. Great Bridge Road playing fields may benefit from improvements as a result of a housing proposal adjacent to this area, while mixed housing / open space proposals may come forward at Moxley Tip, just outside the corridor.

RC5.9 **Waste**

- The Corridor includes the following strategic waste management facilities. These will be retained in waste management use, and uses which are unlikely to be compatible should avoid locating near them (see Policy WM2):
  - Metal and Waste Recycling, Bull Lane, Moxley (recovery and transfer)
  - Credential Environmental, Western Way, Moxley (tyre treatment/ transfer)
- New waste management facilities will be permitted within the retained employment areas of Loxdale and Moxley. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

RC5.10 **Minerals**

- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

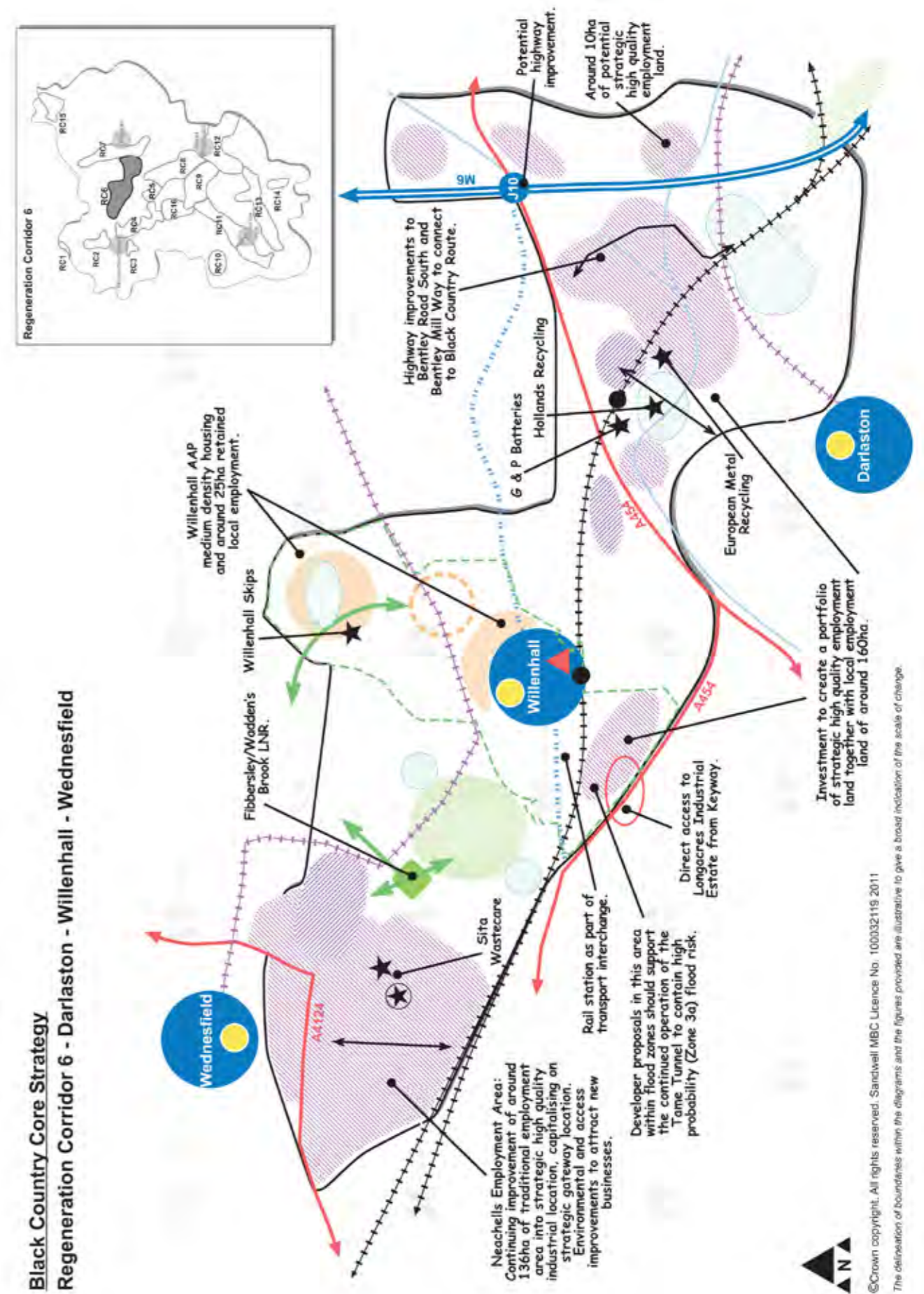
**Delivery**

Mechanisms	Partners
Walsall Site Allocations and Development Management DPD and Masterplans	Housing: Walsall Housing Group, private developers, Homes and Communities Agency and other social landlords
Strategic Regeneration Framework 1	Industry: Private developers
Homes and Community Agency funding	Open Space: Private developers
Planning Applications	Education: Walsall Children's Services - Serco
	Health: PCT
	Transport: Centro, private developers, bus companies
	Centre: private developers

- RC5.11 It is anticipated that other site-specific proposals will come forward as site allocations in Site Allocations DPDs and / or as planning applications following pre-application discussions with the relevant planning authorities and other stakeholders.

**Investment**

- HCA National Affordable Housing Programme



## Regeneration Corridor 6: Darlaston, Willenhall, Wednesfield

### Vision

RC6.1 This corridor forms one of the main gateways to the Black Country, leading from Junction 10 of the M6. This corridor will play a major part in providing first class quality employment land for knowledge-led manufacturing and logistics businesses serving the regional economy, attracting and providing sustainable jobs for Black Country residents. Building-on and extending the high quality road connections for freight to the national motorway network – the Black Country Route and The Keyway – this former heartland of Black Country engineering industry and traditional lock manufacturing will be transformed with new environments created to produce new employment areas, commencing with the redevelopment of the Darlaston Strategic Development Area adjacent to M6 Junction 10.



RC6.2 Willenhall and Darlaston are fine examples of the 'traditional' Black Country industrial villages and towns with their craft based specialisms. Poor quality industrial land will be restructured around Willenhall to provide new high quality residential development and green spaces adding to the historic character, heritage and vitality of this traditional town centre. The corridor will have improved cultural, leisure, health and educational facilities to ensure a higher quality of life in the area. Improved and new public transport services will be added to enable the local communities and businesses to access the growing services and activities of the network of Black Country Centres, in particular Wolverhampton and Walsall.

### Features and Opportunities

#### RC6.3 Features

- This area includes Junction 10 of the M6 and extends west from Darlaston, in Walsall, towards Wednesfield in Wolverhampton.
- The centre of this corridor roughly follows the Walsall – Wolverhampton rail line and part of the Black Country Route.
- It includes two large existing industrial areas, one at each end, in north Darlaston (the Darlaston Strategic Development Area (SDA)) and Neachells employment area, south of Wednesfield Village Centre, with a rather more mixed residential and industrial pattern prevailing in the central part.
- Also included is Willenhall district centre, with many historic and attractive commercial buildings and streets. There are some parks and green areas to the west of Willenhall centre, and some of the existing housing around Willenhall is attractive.

- The Ashmore Lake and nearby employment areas in Willenhall suffer from relatively poor access; however they sustain a variety of local and national employers.
- Some sites, notably in Darlaston, have the potential to become high quality employment areas but existing transport links tend to cut across the industrial areas rather than providing good internal access.

#### RC6.4 Opportunities

- Darlaston SDA – high quality industry.
- The Keyway – high quality industry with potential for direct access to Longacres Industrial site subject to private funding.
- South Wednesfield / Corus.
- Willenhall District Centre – historic centre with potential for mixed/commercial uses, urban living, potential rail station with transport interchange.
- In-centre development opportunities: 74-77 Stafford St; Indoor Market Union St; Wolverhampton St; South of New Road / West of Bilston St; East of the District Centre; Union St/StaffordSt/Market Place.
- Black Country Route /M6 Junction 10 – main gateway to Black Country from national road network. Need to provide good internal access to the Darlaston SDA from the Black Country Route.
- Walsall Canal cuts across the Darlaston SDA but could help provide setting for high quality employment uses, and to act as an artery for east-west movement.
- Railway cuts across Darlaston SDA – no current passenger services but there is potential for a station in Willenhall to enhance its attraction for high quality housing and also in Darlaston to enhance its accessibility. Also potential for freight sidings at Bentley Road South and Neachells to connect industry.
- Fibbersley Local Nature Reserve, Willenhall Memorial Park and Wadden's Brook SINC all provide a continuous network of green space with greenway connection via a disused railway line to the wider residential area in Willenhall.
- East Willenhall / Ashmore Lake - potential for existing employment activity to be relocated to areas with better access, and existing industrial areas to be redeveloped for housing. Willenhall Area Action Plan will examine options for high density housing-led mixed use and medium density housing development.
- Wednesfield will have consolidated to become a vital and viable centre, fulfilling its role in the second tier of the hierarchy of centres (Policy CEN2 and CEN4) serving the shopping, leisure, civic and community service needs of the local community.

### Spatial Strategy

RC6.5 Provide high quality employment development to accommodate new businesses and assist existing industry to relocate from declining poor quality sites. Safeguard investment that has already taken place in modern industrial premises. Enhance the historic core of Willenhall as the centre of new moderate density housing on former employment land, particularly to the east of the town centre.

## Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>339 ha</b>
Housing Commitments on Employment Land (April 2009)	350 dwellings (10 ha)
Housing proposals on surplus Employment Land (48ha at 35 dph gross)	1698 dwellings (48ha)
Of which:	
2009-16	359 dwellings
2016-26	1339 dwellings
<b>Total Estimated Housing Capacity up to 2026</b>	<b>2048 dwellings</b>

Retained Gross Strategic High Quality Employment Land (Policy EMP2)	40 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	184 ha
Retained Gross Local Employment Land (Policy EMP3)	57 ha
Additions to employment land through existing development opportunities (RELS April 2009)	58 ha
<b>Total Gross Employment Land at 2026</b>	<b>339 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	68 ha

### RC6.6 Creating Sustainable Communities

- A new primary school has recently been provided at Noose Lane immediately to the west of the AAP area and another at Elm Street is programmed for replacement in the next two years. Residential growth on the scale proposed in the Willenhall area is likely to require a two-form entry primary school and the AAP will identify a suitable site. It is considered that other educational needs can be met by existing facilities nearby with some support from developer contributions.
- Replacement community facilities to be provided as part of redevelopment or relocation of Pool Hayes Arts and Community School.
- A modern medical centre has been provided in Willenhall district centre and a new medical centre is to be provided about 1.5 km north of the AAP area. Another medical centre has recently been completed in Bentley, which may serve parts of the corridor. It is considered that these will meet primary healthcare care needs in the area, but developer contributions could supplement local provision as necessary.

### RC6.7 The Economy, Employment & Centres

- There will be a transformation of North Darlaston and Neachells employment areas to high quality industrial locations through internal and external environmental improvements, internal access improvements and redevelopment in some cases.
- New Morrisons foodstore and residential development on the eastern side of Willenhall centre opened in 2010.
- Lidl foodstore which opened in 2007 on New Road, Willenhall.
- Major convenience and some comparison shopping is provided in Darlaston, Willenhall and Wednesfield town centres.
- Walsall council will continue to seek resources for conservation and enhancement of Willenhall centre.

### RC6.8 Wednesfield Town Centre

- Wednesfield will have become a well integrated Centre, with improved linkages between the Primary Shopping Area from the High Street to the Sainsbury's Store and to the entrance to the mall units of the Bentley Bridge Retail Park through the Wednesfield Link Project. There will be improved sustainable forms of accessibility between Wednesfield and other destinations in the Black Country by the centre occupying an important node on a new Midland Metro line.
- There is scope for a modest increase in convenience retail floorspace provision within the centre of up to 1,687 square metres net to 2026, in order to consolidate the role played by the centre in meeting the convenience shopping needs of the Wednesfield community.
- There is no need for any additional comparison retail floorspace above existing commitments in the short to medium term to 2021. There might be a modest amount of comparison retail need emerging between 2021-2026 of up to a total of 536 square metres gross, but this will be dependent on how shopping patterns evolve in the Black Country.
- B1(a) Office provision and other centre uses of an appropriate scale will be encouraged in the centre, particularly the use of upper floors.
- The nearby Bentley Bridge Retail and Leisure Park will have matured into an established retail warehouse and leisure destination making full use of its existing floorspace with current vacant units becoming fully occupied, whose role complements and does not compete with Wednesfield Village Centre.
- Any edge-of-centre or out-of-centre development which could undermine the vitality and viability of Wednesfield's convenience shopping function provided by existing anchor stores and the outdoor market; the integration and linkages provided through the Wednesfield Link Project; or the potential occupation of vacant units at the Bentley Bridge Retail Park, will be resisted (see Policies CEN1, CEN4 and CEN7).

### RC6.9 Transportation & Accessibility

- M6 Junction 10 Improvements.
- Darlaston SDA Access Roads (from Black Country Route): in Local Transport Plan. Such highway proposals are crucial to the regeneration infrastructure within the corridor and beyond.
- Access improvements to Neachells.
- Investigate provision of rail freight connections at Bentley Road South and Neachells.
- Improved access to Longacres from the Keyway.
- Red Route – with the aim of controlling movements along the A454 Wolverhampton Road which will enable the traffic to move more freely and decrease journey time for all road users (scheme is completed).
- Railway Line: new stations for Willenhall and Darlaston, subject to funding.
- Bus showcase: 529 route and Wednesbury Road improvements.
- Willenhall transport interchange subject to funding.
- 5W's Rapid transit corridor route between connecting Walsall, Wednesbury, Willenhall, Wednesfield and Wolverhampton.

RC6.10 **Environmental Infrastructure**

- A number of large urban open spaces are present in this corridor, particularly to the north-west of Willenhall centre. Fibbersley playing fields, Willenhall Memorial Park, Villiers Street, The Crescent, Bentley Leisure Pavilion, and Wood Street Cemetery could all benefit from developer contributions and other funding to improve the quality of these sites. Some new open space may be created in residential growth areas.
- There are various nature conservation designated sites, such as Fibbersley Local Nature Reserve and Wadden’s Brook SINC, in and around this corridor with important wildlife issues such as protected species and priority habitats. These sites will be protected and enhanced. Where proposals could impact on these designations adequate mitigation measures should be secured.
- Areas of flood zone 2 are present in the Corridor. However the Strategic Flood Risk Assessment identifies the Tame Tunnel culvert as providing a significant level of protection to built-up areas within this corridor. Proposals for development within these identified areas must support measures for the continued effective operation (e.g. by mitigating against factors that could reduce the capacity of tunnels and culverts) of the Tame Tunnel and other culverts / flood defences within this corridor. There may also be a need for more detailed flood risk assessments to be carried out where development is proposed on land at risk from flood events.
- The canal network is a significant feature of the Corridor and, where feasible, future proposals for the restoration of disused canal branches will be supported. In this area, the potential for the Anson branch to be reconnected to join up with the Walsall canal, which provides a key link between the Darlaston SDA and Walsall town centre, may be considered.
- The canal network to the east of this corridor around Darlaston presents an opportunity as an artery for east - west movement connecting the Darlaston SDA with the town centre. In addition, the potential for further ancillary / multi-functional use of the canal network, such as acting as a carrier for cabling and pipe work for broadband, could be investigated.

RC6.11 **Waste**

- The Corridor includes the following strategic waste management facilities. These will be retained in waste management use, and uses which are unlikely to be compatible should avoid locating near them (see Policy WM2):
  - European Metal Recycling, Bentley Road South, Darlaston
  - Hollands Recycling, Bentley Road South, Darlaston
  - Willenhall Skips, Sharesacre Street, Ashmore Lake (waste transfer facility)
  - SITA Wastecare, Neachells Lane, Willenhall
  - G & P Batteries, Crescent Works, Willenhall Road, Darlaston
- New waste management facilities will also be permitted elsewhere within the retained employment areas of Darlaston (DSDA), Longacres and Neachells. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- The Darlaston and Willenhall areas will also be considered as potential locations for a new Household Waste Recycling Centre (HWRC) serving the south-western part of Walsall. There is also a strategic waste management proposal at the SITA Wastecare site which would involve the expansion of the existing facility (see Policy WM3).
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

RC6.12 **Minerals**

- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

**Delivery**

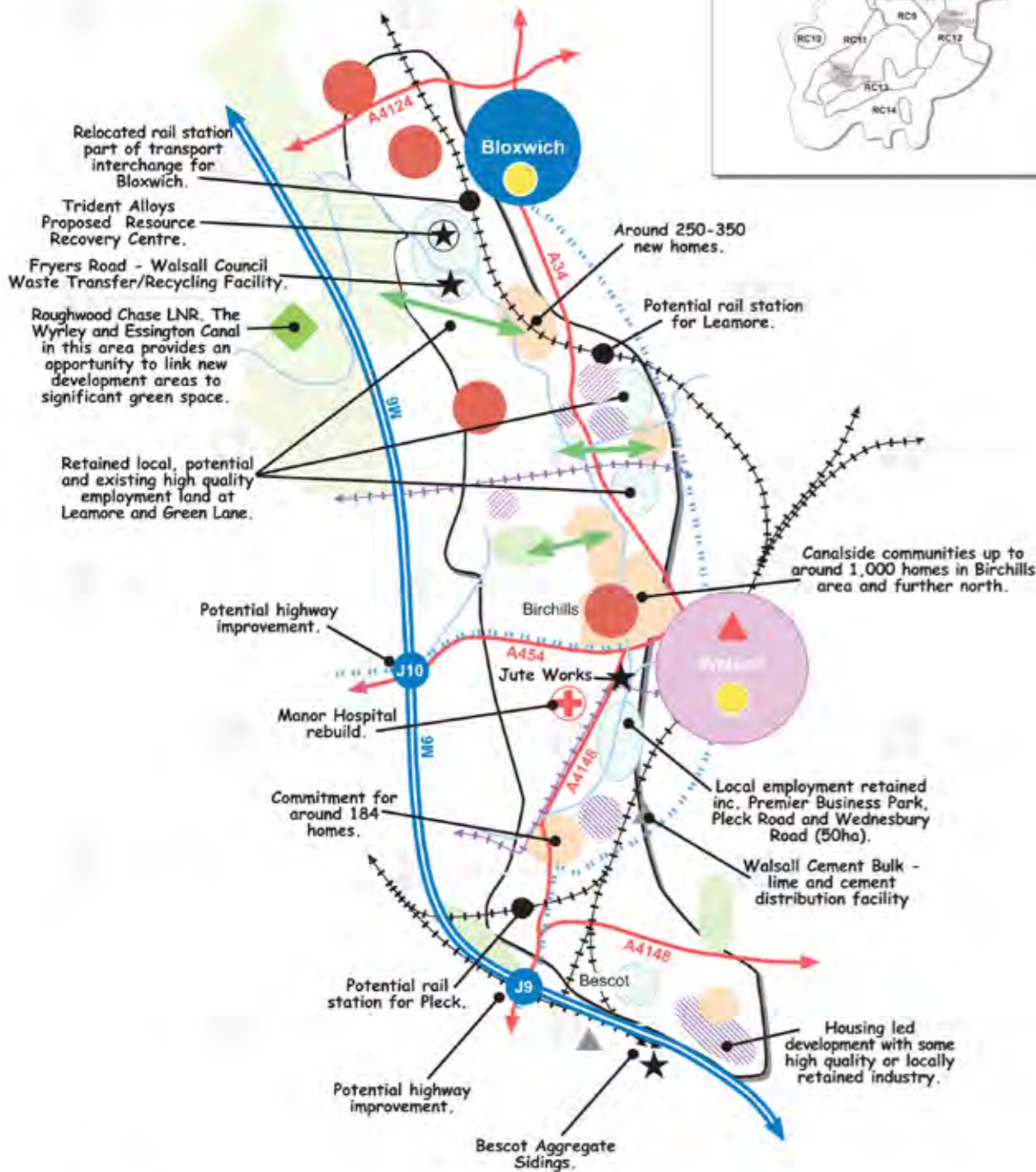
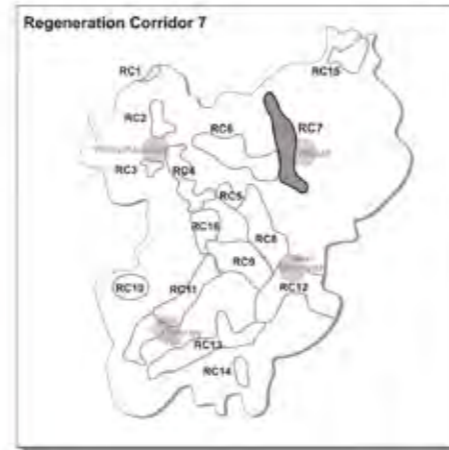
Mechanisms	Partners
Walsall Site Allocations and Development Management DPD and the Willenhall Area Action Plan	Housing: Walsall Housing Group, Private developers, Homes and Community Agency and other RSLs
Darlaston SDA	Industry: Private developers
Walsall Municipal Waste Management Strategy (HWRC)	Open Space: Private developers
Planning Applications	Education: Walsall Children’s Services - Serco
	Transport: Centro, Highways Agency, Private developers, Bus & Rail companies, Network Rail
	Centres: private developers

- RC 6.13 Willenhall AAP will include a delivery plan to ensure viability and provision of relevant infrastructure, partly through a scheme of developer contributions similar to the proposed Community Infrastructure Levy to complement funding from other organisations, for example the Council, Housing Corporation, Lottery and English Heritage. This area is the Black Country in microcosm and, as such concentrated change is proposed, its progress will be critical to the success of the Core Strategy in Walsall.
- RC6.14 Site assembly and remediation, including treating disused underground limestone workings and highway improvements is required to provide a large high quality employment area for the future.
- RC6.15 Proposals for a new Household Waste Recycling Centre in the Darlaston or Willenhall area of Walsall will be brought forward either through the Willenhall AAP/ DSDA or the Walsall Site Allocations and Development Management DPD, and future revisions of Walsall’s Municipal Waste Management Strategy.
- RC6.16 It is also anticipated that other site-specific proposals will come forward as site allocations in Site Allocations DPDs and / or as planning applications following pre-application discussions with the relevant planning authorities and other stakeholders.

**Investment**

- Darlaston Strategic Development Area has investment from Advantage West Midlands, Walsall Council as well as Private sector investment. Anticipated outputs include 2,800 new jobs and 22 ha of employment land.
- Willenhall Townscape Heritage Initiative has funding from the heritage Lottery Fund and Walsall Council.
- Darlaston Strategic Highway Improvements are being funded through DfT.

**Black Country Core Strategy**  
**Regeneration Corridor 7 - Bloxwich - Birchills - Bescot**



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 The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

**Regeneration Corridor 7: Bloxwich - Birchills - Bescot**

**Vision**

RC7.1 This corridor is a typical Black Country mix of homes and industry which skirts Walsall town centre and extends alongside the railway and canals to the north. Its key potential is one of a mix of renewal and redevelopment to evolve new attractive residential canalside communities with access to local industrial jobs and, in particular, to the centres of Walsall, Wolverhampton and Birmingham. The Wyrley & Essington and Walsall canals, the A34 and Pleck Road, and the Walsall to Cannock railway connect the area.

**Features and Opportunities**

**RC7.2 Features**

- This area comprises a long narrow corridor to the east of the M6 in Walsall, stretching from Bloxwich, in the north of Walsall Borough, through a mixed residential, commercial and industrial area west of Walsall Town Centre, towards the Bescot/Palfrey area on Walsall's southern boundary.
- The northern part, to the west of Bloxwich district centre, is largely residential, composed mainly of former local authority housing.
- Two railway stations are located in this area with direct rail services to Cannock, Walsall and Birmingham New Street.
- Southwards to Bloxwich is an extensive area of industry, then a large public housing area, and then, around the north-west of Walsall Town Centre, a mixed area displaying inner-city characteristics of older industry, terraced housing, commercial frontages and late twentieth century houses and flats.
- There are high levels of deprivation in much of this area, and the infrastructure is in need of a comprehensive upgrade. The areas south of the A454, Pleck, Alumwell and Palfrey, are similar to this. There is also a lack of green space close to the residential areas around central and north Walsall.

**RC7.3 Opportunities**

- Canalside Communities initiative which aims to promote new residential development in appropriate areas to regenerate under-utilised and brownfield land into attractive environments, linking new and existing neighbourhoods along the Walsall Canal.
- Manor Hospital has undergone comprehensive improvement replacing old buildings with new state-of-the-art facilities increasing the services provided. These include a new Multi-Professional Education Centre which provides training facilities for NHS staff.
- Rail improvements and potential for additional stations in Bloxwich, Leamore and Pleck
- Canals provide green links and attractive settings
- M6 Junctions 9 and 10 – main gateway to the Black County from national road network.
- The 5Ws high volume route (possible Metro line).





## Spatial Strategy

RC7.4 The strategy will provide a balance of retained local employment land in the Green Lane (A34) corridor, with housing growth focused on the Canalside Communities project centred on the Walsall Canal extending from Walsall town centre towards Leamore and Bloxwich in the north. Canalside Communities are key to this strategy as they will regenerate under-utilised and brownfield land into attractive environments. This will have a knock on impact for the rest of the corridor, therefore promoting further investment in the area.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>189 Hectares</b>
Housing Commitments on Former Employment Land (April 2009)	630 dwellings (18 ha)
Housing Proposals on Surplus Employment Land (35 dph gross)	1015 dwellings (29 ha)
Of which:	
2007-16	911 dwellings
2016-26	104 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>1645 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	10 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	10 ha
Retained Gross Local Employment Land (Policy EMP3)	114 ha
Additions to employment land through existing development opportunities (RELS April 2009)	14 ha
<b>Total Gross Employment Land at 2026</b>	<b>156 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	50 ha

### RC7.5 Creating Sustainable Communities

- New community special school at Leamore Lane; and replacement for Joseph Leckie School. The replacement Walsall College of Art and Technology will also benefit the corridor.
- Manor Hospital Redevelopment. Other healthcare improvements via developer contributions.

### RC7.6 The Economy, Employment & Centres

- The corridor is served by a number of local centres, which provide for everyday needs, and which present development and investment opportunities. The main convenience and comparison shopping is available in Bloxwich and Walsall, which are just outside the corridor.
- The retained local employment areas are generally relatively modern, of good quality and well related to the primary road network. Included in this is the TK Maxx logistics development at Green Lane, which makes a small contribution to the supply of high quality employment areas.

### RC7.7 Transportation & Accessibility

- Walsall Town Centre Ring Road now complete
- Junction 10 M6 Improvement
- Junction 9 M6 Capacity Enhancements
- Red Routes: A34, A454
- Line speed and signalling improvements to Walsall - Cannock Line
- Reopening of Walsall - Stourbridge Line
- Increased frequency of Walsall - Birmingham and reintroduction of Walsall - Wolverhampton train services
- Relocated railway station from Croxdene Ave to Croxstalls Rd, Bloxwich
- New railway stations at Pleck & Leamore
- Bus Showcase Routes: Walsall-Wolverhampton, Walsall - Dudley, Bloxwich - Wolverhampton, implemented from 2008-9
- High Volume Public Transport Route between Wolverhampton, Walsall, Wednesbury and Darlaston: to be implemented by 2015/16 subject to funding
- Attempts to link up local cycle routes within this corridor (in both the northern and southern ends) to national cycle route 5 running through Walsall town centre will be encouraged to improve sustainable movement / transport.

### RC7.8 Environmental Infrastructure

- The area is served by a range of urban open spaces largely in need of qualitative improvement such as, Oily Gough's, Reedswood Park, Sister Dora Gardens, New Mills playing field and Pleck Park. The disused Reedswood Golf Course has potential for residential development.
- Improved links should be provided to major open spaces and green infrastructure outside the corridor, for example Rough Wood Chase Local Nature Reserve, to enable greater public accessibility and better opportunities for wildlife corridors and species migration. Potential enhancements or newly created links will be especially important if existing wildlife movement corridors are altered as a result of major development proposed through the 'canalside communities' initiative in this corridor.
- Barriers to linking development areas to green infrastructure do exist in and around this corridor, particularly where there is a need to cross the M6, but certain opportunities are present and should be protected and enhanced through developer contributions. For example, a greenway where the existing canal network crosses the M6 and enters Rough Wood LNR should be maintained as a priority.
- There are various nature conservation designated sites in and around this corridor with \ important wildlife issues such as protected species and priority habitats. Therefore the Core Strategy will take steps to protect and enhance them and, where proposals could impact on these designations, ensure that adequate mitigation measures are provided against any adverse effects.

- Flood risk is a significant factor for this corridor. The SFRA identifies areas of flood zone 3a and 3b where the Sneyd Brook runs north to south along the western edge of the corridor (although predominantly outside the corridor boundary). The majority of proposed development, particularly housing, in this corridor is situated to the centre and east of the corridor and thus away from these areas of high probability flood risk to meet the sequential test. Any proposals for development in these high probability flood risk zones would need to produce detailed Flood Risk Assessments and may have to satisfy the exception test in accordance with PPS25 and Policy ENV5 (Flood Risk, Sustainable Drainage Systems and Urban Heat Island) of the Joint Core Strategy.
- The Outline Water Cycle Study identifies that future development in this corridor may necessitate some wastewater infrastructure improvements or mitigation due to potential downstream impacts on one of the Wastewater Treatment Works (Ray Hall WwTW) in close proximity to the corridor. However the area is also served by Goscote WwTW which offers the potential to serve any new development. More detailed scoping work may be necessary for site allocations within this regeneration corridor.
- Existing heritage assets will be protected and enhanced where appropriate, with the majority of these assets within this corridor likely to be features of the historic canal network. In addition, proposed development at the north-eastern edge of the corridor should be sympathetic to the historic centre of Bloxwich, which has previously seen improvements as part of the Townscape Heritage Initiative.

#### RC7.9 Waste

- The existing Municipal waste transfer station and Household Waste Recycling Centre (HWRC) at Fryers Road, Leamore will be retained and protected. However, it is proposed to relocate the Council depot at Norfolk Place once a suitable site has been found. This site will be redeveloped with housing once the depot has been moved.
- The Corridor also includes the following strategic commercial waste management facilities. These will be retained in waste management use, and uses which are unlikely to be compatible should avoid locating near them (see Policy WM2):
  - Metal & Waste Recycling, Jute Works, Bridgeman Street
  - Tarmac/ Network Rail, Bescot Sidings
- A new resource recovery park will be developed by JPE Aggregates at the former Trident Alloys Site, Fryers Road in Bloxwich. New waste management facilities will also be permitted elsewhere within the retained employment areas of Leamore, Newfield Close, Stockton Close, Premier Business Park, Pleck and Wednesbury Road. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

#### RC7.10 Minerals

- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

#### Delivery

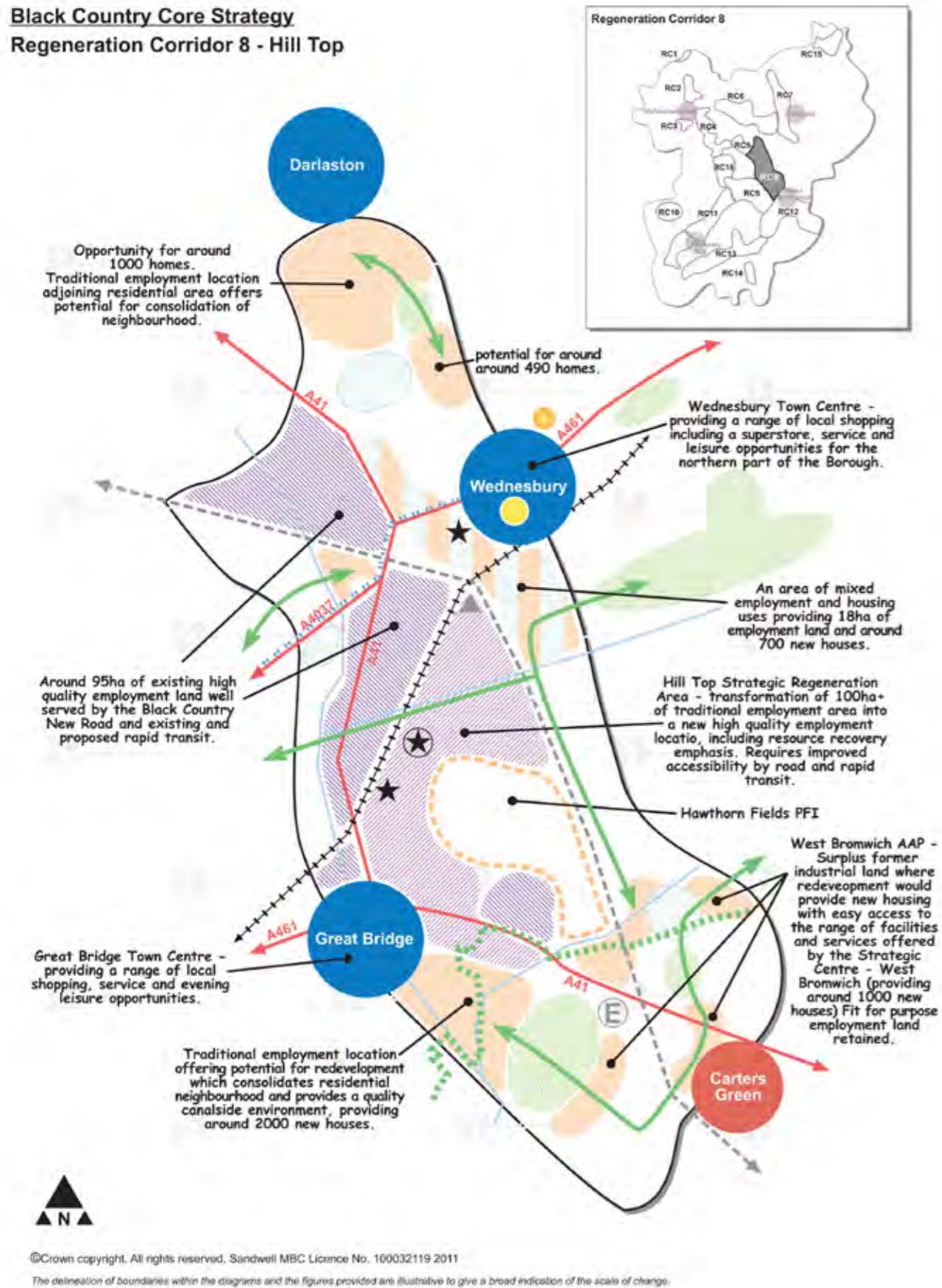
Mechanisms	Partners
Walsall Site Allocations and Development Management DPD and Masterplans	Housing: Walsall Housing Group, Private Developers, HCA and other RSLs
Planning Applications	Industry: developers, AWM
	Open Space: Council Greenspace Team, private developers
	Education: Walsall Children's Services - Serco
	Transport: Centro, Highways Agency, Private Developers, Bus & Rail companies
	Centres: private developers
	Waste: waste operators and waste disposal authorities, possibly also AWM and WRAP
	Housing: Walsall Housing Group, Private Developers, HCA and other RSLs

RC7.11 It is anticipated that most proposals will come forward through Masterplans, as site allocations in Site Allocations DPDs and/ or as planning applications following pre-application discussions with the relevant planning authorities and other stakeholders.

#### RC7.12 Investment

- There is already considerable private sector interest in a number of residential developments, for example at Leamore and Bescot, and these are expected to come forward without assistance.
- The Council are pursuing other developments towards the Canalside Communities project, for example the Metal Casements / Sydenham Playing Fields site and Caparo, both in the Birchills area, and it is expected that private developers will be able to deliver these in the next 5-8 years.
- The Homes and Communities Agency has 6 National Affordable Housing Programmes in the corridor and in Pleck a partnership of Walsall Housing Group and Bovis Homes have replaced 6 tower blocks with 184 new homes including a high proportion of affordable housing.
- To the south of Walsall Town Centre towards Pleck it is envisaged that the Premier Business Park (a national best practice exemplar which raises funds from member firms who cooperate towards economies of scale) will continue to fund its own improvements in modernisation, traffic circulation, parking, security and environmental quality.
- The introduction of a red route on the A34 will assist with traffic flows in and out of the employment areas, as will the ring road improvement recently completed.

**Black Country Core Strategy**  
**Regeneration Corridor 8 - Hill Top**



**Regeneration Corridor 8: Hill Top**

**Vision**

RC8.1 By 2026 Hill Top will play a significant role in the new thriving Black Country economy, with additional high quality rapid transit services direct to Walsall and Brierley Hill. The Corridor will also have seen a major transformation and consolidation of its residential neighbourhoods, where communities will be well served by public transport, schools, open spaces and by a full range of shopping, leisure and employment opportunities. The River Tame and the Tame Valley Canal will be significant features of the rejuvenated environment of Hill Top.

**Features and Opportunities**

**RC8.2 Features**

- Hill Top Strategic Regeneration Area (SRA) is partially served by the Black Country New Road and includes significant new employment uses, however areas away from the road are currently characterised by older premises set in an historic street pattern.
- The corridor is situated directly between Wednesbury and Great Bridge Town Centres, and West Bromwich Strategic Centre.
- The Black Country New Road is a dual carriageway running through the corridor which provides good access to the Motorways
- The Wolverhampton to Birmingham Metro Line has four stops within the corridor, with a fifth stop proposed between Black Lake and Great Western Street.
- Walsall Canal runs from north to south and Tame Valley from east to west of the corridor. These canals act as wildlife corridors and are used as traffic free routes for pedestrians and cyclists.
- PFI project providing decent homes in south Wednesbury, further improvements following on from those carried out under the Greets Green Partnership (New Deal for Communities) initiative.

**RC8.3 Opportunities**

- Hill Top Strategic Regeneration Area is located adjacent to the Strategic Highway network and its excellent public transport access provides a key sub-regional opportunity with the potential to provide a significant amount of strategic high quality employment land and potential for a strategic Resource Recovery Park.
- The corridor could contribute significantly to the economic restructuring of the Black Country, particularly through the provision of Strategic High Quality Employment Land.
- The Walsall and Tame Valley Canals have the potential to become high quality environments and improve sustainable mobility.
- Consolidation of residential neighbourhoods through redevelopment of poorly located, obsolete and surplus former industrial land.
- Comprehensive regeneration of the Hawthorn Fields area through Private Finance Initiative.
- Bringing the disused Walsall to Stourbridge rail line, running through the SRA back into use for both freight and Rapid Transit.
- Creating a network of walking and cycling routes that connect existing highway routes with new developments, canal corridors and green spaces to give communities access to employment, services and facilities.
- Potential rail freight access to major industrial location at Bilport Lane, Hill Top.

## Spatial Strategy

RC8.4 The area will benefit from its location adjacent to the strategic highway network and its excellent public transport links to create a new resource recovery park within the corridor. In addition, new housing will be created on areas of obsolete employment land. Existing housing areas will also be improved through Private Finance Initiatives. People living within this corridor will have access to the facilities provided by both Wednesbury and Great Bridge town centres and other, more local facilities will be provided in appropriate locations. Opportunities for improving the open space and wildlife features will be pursued through this strategy and particular emphasis will be given to improving access to existing spaces at Moorcroft Wood, Hydes Road Pool, the River Tame grassland and Sheepwash Local Nature Reserve.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>379 ha</b>
Housing Commitments on Employment Land (April 2009)	854 dwellings 20 ha
Housing Commitments on Other Land (April 2009)	376 dwellings 8 ha
Housing Proposals on Surplus Employment Land	3287 dwellings
Of which	94 ha
2009 - 2016	0 dwellings
2016 - 2026	3287 dwellings
Housing Capacity on Other Land	955 dwellings
Of which:	27 ha
2009 - 2016	0 dwellings
2016 - 2026	955 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>5472 dwellings</b>
Retained Gross Strategic High Quality Employment Land	113 ha
Potential Gross Strategic High Quality Employment Land	101 ha
Retained Gross Local Employment Land (Policy EMP3)	51 ha
Additions to employment land through existing development opportunities (RELS April 2009)	16 ha
<b>Total Gross Employment Land at 2026</b>	<b>281 ha</b>
Long Term Supply of land for new employment development through recycling of gross employment land (policy EMP4)	38 ha

## RC8.5 Creating Sustainable Communities

- The housing growth proposals in this corridor can be accommodated by existing and proposed education provision at both the primary and secondary level, where sufficient capacity will be available.
- One Building School for the Future - George Salter Collegiate Academy (wave 5)
- Some of the Housing Growth areas to the north of the Corridor may fall short of the 20 minutes access to Secondary Schools. However it is in close proximity to bus showcase route 311 and 313, which goes directly to Stuart Bathurst and Wood Green High School.
- The north of the Corridor is served by the existing Medical Centre in Wednesbury. New Town facilities are also being pursued for Wednesbury whilst neighbourhood facilities being planned for Hill Top will serve the central area of the corridor. Housing growth to the south of the Corridor will be served by new neighbourhood facilities being pursued for Greets Green/Carters Green.
- The opening of a new medical centre in the Great Bridge Centre commercial park has overcome a deficiency of GP access for a small area of housing growth in the south of the Corridor, which was beyond a 10 minute walk.

## RC8.6 The Economy, Employment & Centres

- Wednesbury Town Centre to the north of the corridor has recently seen the completion of a new bus station, and a major supermarket. Although the latter is expected to bring significant trade back to the centre, further investment is required within the traditional parts of the centre. Residential development within the centre's catchment provides the opportunity for the centre's role to consolidate which will contribute towards retaining and enhancing the historic core.
- Wednesbury Town Centre contains a number of listed buildings, which are statutorily protected. These include the civic buildings, churches, war memorials, a clock tower and a public house. To preserve the character and identity other noteworthy buildings and structures will be retained and enhanced.
- Residential development within the centre's catchment provides the opportunity for consolidation, which will contribute towards retaining and enhancing the historic core of the town centre.
- Great Bridge Town Centre's catchment includes aspects of this corridor. This centre is somewhat split into two parts, the traditional shopping "High Street" – Great Bridge which has remained popular, and the new retail park anchored by the superstore. There is some evidence that services are replacing retail in the former as shopping patterns have changed which has encouraged an evening economy. Investment in shop frontages would benefit the shopping environment and would complement improvements in the public realm. The Corridor's accessibility to West Bromwich and Wednesbury and other competing centres suggest that the residential development proposed would not necessarily promote additional significant trade to the shops on Great Bridge, although when coupled with residential growth elsewhere in its catchment there is some opportunity for consolidation.
- West Bromwich Strategic Centre is particularly accessible to the southern part of the corridor, existing and new residents will have the opportunity to access the centre's improved retail and service offer, its new town square set alongside an iconic building and growth in office employment.



- There are two housing growth areas in the Corridor which do not meet the 10 minute walk/public transport accessibility standard to supermarkets or centres. The first is on the north of the corridor and is situated between and in close proximity to Darlaston and Wednesbury Town Centres. The second is in the south and is adjacent to Great Bridge Town Centre. Furthermore the access standards involve peak hour travel, when roads are most busy and a good deal of food shopping does not necessarily take place at this time.

#### RC8.7 Transportation & Accessibility

- The proposed reopening of the Freight Line from Walsall to Stourbridge is within the Centro Rail Vision consultation document and the Network Rail Utilisation Strategy. The line will be shared between freight and a Rapid Transit System, which is being developed between Centro and Network Rail. A Rapid Transit Park and Ride facility is being investigated in Wednesbury.
- The proposed Metro 5Ws route, which will run between Wolverhampton, Wednesfield, Willenhall, Walsall and Wednesbury will widen opportunities to employment and services and interconnect with Metro Route One and the proposed Walsall to Stourbridge Rapid Transit line.
- There is an existing cycle route running from north to the south of corridor 8 from Wednesbury to Carters Green via Hill Top along with a cycle route in the east from Hateley Heath to Hill Top. Provision to the west of Hill Top is poor at present, but there is a proposed route linking to Walsall Canal. The Tame Valley Canal can be accessed from Holloway Bank, which connects with Walsall Canal in the west and National Cycle Network 5 in the east. The Sandwell Cycle Strategy proposes further cycle routes within this corridor. These routes along with future improvements through development will promote cycle access to centres, to jobs and facilities.
- Walking will be actively facilitated in line with the Walking Strategy and Public Rights of Way Improvements Plan.

#### RC8.8 Environmental Infrastructure

- The Corridor lacks formal parks, largely due to much of the land having been used for industrial purposes for many years. Brunswick Park is the Town Park for Wednesbury, but this is centrally located for the existing residential areas beyond the corridor.
- However Greets Green Park in the south of the area, which has proposals for enhancement could provide for the housing growth in that area. Elsewhere the Ridgeacre canal open space, Kings Hill Park and playing fields, Farley Park, River Tame open space Oakwood Park and Sheepwash LNR could serve potential housing growth areas, so enhancing links to these areas should be a priority.
- Cycle and pedestrian networks are well represented within this corridor, and priority should be to provide links to open space and canal corridors where gaps currently exist. Barriers to accessing recreational cycle and pedestrian routes should be identified and overcome and off-road route surfaces should be improved, as identified in cycling and walking strategies and Public Rights of Way Improvements Plans.
- There are four SINC's within this corridor, two of which are associated with canals. There are also three water based SLINC's as well as the Metro line based SLINC. Furthermore there are the Walsall and Tame Valley canal wildlife corridors running through the area.
- Opportunities for wildspace restoration and particularly creation will be pursued as part of the open space strategy for the area, in association with the housing growth areas and potential strategic employment areas especially.
- There are housing growth areas on the fringe of the employment areas, some of which could link with existing open spaces such as Moorcroft Wood, Hydes Road Pool, and River Tame Grasslands whose wildlife value could be enhanced.
- Sheepwash Local Nature Reserve, a major wildspace to the south of the Corridor is accessible by bus services from Wednesbury and Hill Top or by foot or bicycle along Walsall Canal to Great Bridge. The proposed rapid transit system from Walsall to Stourbridge via Great Bridge would further improve public transport to Sheepwash LNR.

- Areas to the north of this corridor are affected by flood zones two and three, however much is within existing strategic employment land use. Where necessary, Flood Risk Assessments and mitigation measures will be required for any proposals that fall within areas of flood risk. For information concerning flood risk areas within this corridor please refer to SFRA.
- A heat island effect may be prevalent in the northern area of the corridor. This can be mitigated through the maintenance and restoration of existing green spaces and the provision of new green spaces within large scale developments, together with the planting of trees
- Church Hill Beacon is situated just to the north of this corridor and should be utilised where possible to create views for new and existing developments.
- The canals in the corridor provide opportunities to create local distinctiveness, links with industrial heritage and quality environments.
- The Outline Water Cycle Study identifies that the sewer capacity in this corridor will need to be assessed in combination with proposed development upstream in RC9, RC12 and RC16 as these are likely to drain into the same strategic network.
- In the Wednesbury area there is a demand for junior playing pitches, and due to a surplus in the area of pitches, qualitative improvements should be prioritised.

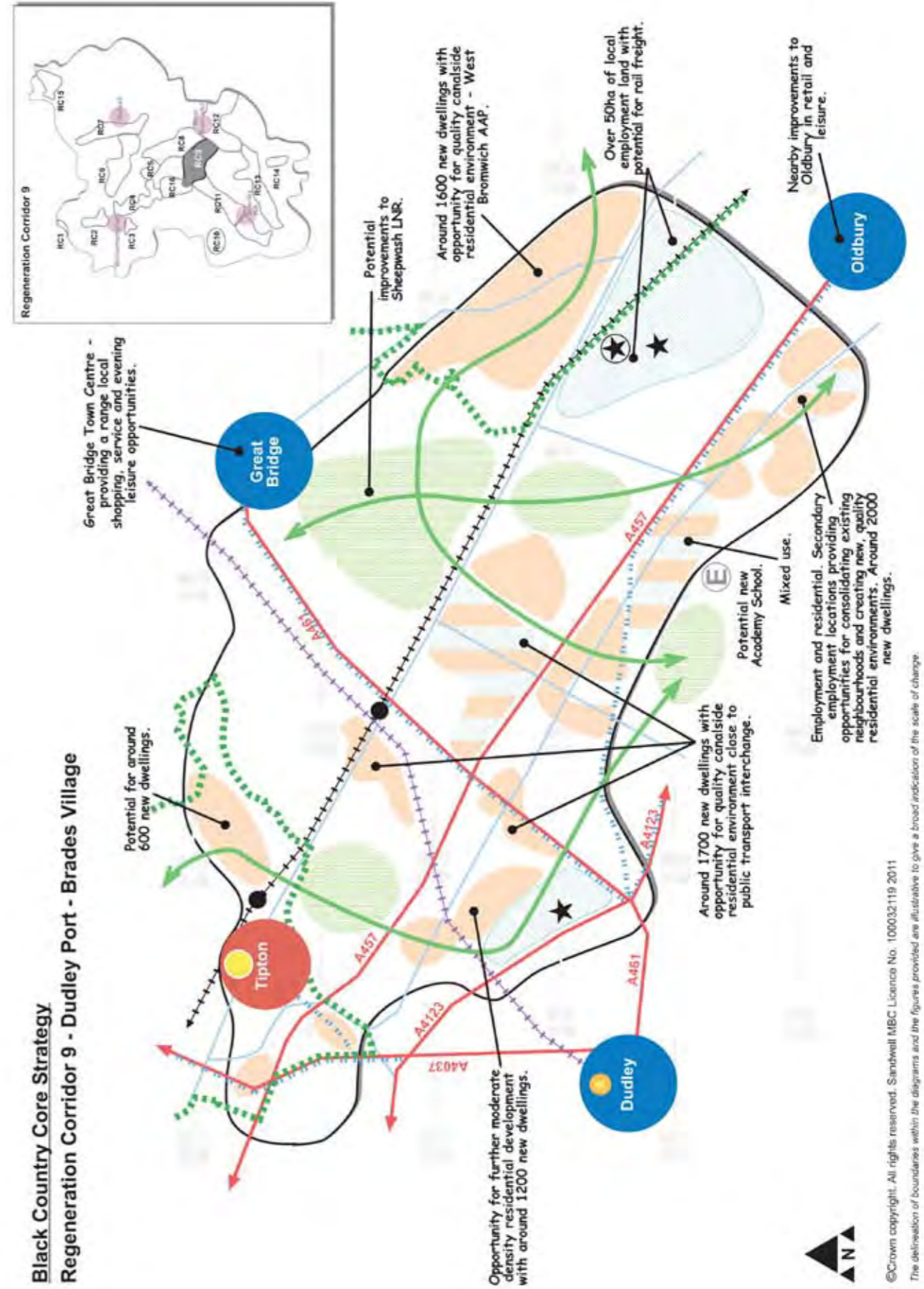
#### RC8.9 Waste

- Hill Top is identified as a strategic location for waste management. There is recognition that new industries recovering value from waste will increasingly play a significant role in terms of creating new employment opportunities.
- Pikelve Eco-park has been granted an outline planning permission for a range of facilities including a materials recycling facility. This will act as a focus to attract other environmental technology businesses to locate here thus creating a cluster.
- There are a number of strategically important sites in this corridor and these will be protected for waste management uses. Any incompatible uses in their vicinity would be strongly discouraged.
- Wednesbury Treatment Centre (Biffa) Potters Lane Hazardous Waste
- Wednesbury Asphalt Plant (Midland Quarry Products) Construction Demolition & Excavation Waste
- Biffa transfer station (Biffa)

Mechanisms	Partners
<b>Hill Top Master Plan Supplementary Planning Document</b> - Adoption and Publication October 2006.	Sandwell MBC Education Department Sandwell MBC Leisure Department Sandwell Environmental services
<b>West Bromwich AAP</b> - To be submitted early 2010, this AAP includes new residential allocations within the Hill Top Corridor and details the improvements and growth of the Borough's Strategic Town Centre.	Advantage West Midlands Centro Primary Care Trusts. Registered Social Landlords Housebuilders
<b>Hawthorn Fields PFI</b> - The PFI programme is designed to boost local authority housing by allowing scope for private, rather than public, sector finance for management, upgrading and provision of new homes.	British Waterways Homes and Communities Agency Utility Companies Developers
Private Investment	
Local Transport Plan	
Site Allocations DPD	
Planning Obligations SPD	

Investment

- Hawthorn Field PFI - £200 million for a range of housing improvements.



## Regeneration Corridor 9: Dudley Port/Tividale/Brades Village

### Vision

- RC9.1 By 2026 this corridor will have seen the creation of new environments for urban living from former industrial sites – a process of ‘mainline living’ around railway stations that has already begun. In addition, the Corridor will have even more widespread high quality rapid transit connections to all four Black Country Centres, as well as Birmingham. It will present a new image of cohesive and prosperous communities, within new housing environments, which make the most of the canal network and are supported by vibrant and attractive centres offering a range of facilities.
- RC9.2 The corridor’s tradition of employment will be maintained by the retention of significant areas of fit for purpose local employment land.
- RC9.3 The environment will be significantly enhanced through the enrichment of green infrastructure throughout the corridor and the redevelopment of outdated and obsolete industrial sites.

### Features and Opportunities

- RC9.4 This is a mixed area, composed of traditional housing, significant areas of employment, and more recent housing which has regenerated declining employment land areas. A legacy of environmental difficulties includes congestion and a degraded environment.
- RC9.5 **Features**
- Great Bridge Town Centre and Tipton District Centre
  - The Old and New Main Lines of the Birmingham Canal and the Dudley Canal cross the area
  - Sheepwash LNR lies within the centre of the corridor.
  - Significant quantities of local employment land
  - The West Coast Mainline – Tipton and Dudley Port Stations
  - The proposed Rapid Transit extension from Wednesbury to Brierley Hill runs through the area.
  - Bus Showcase routes
- RC9.6 **Opportunities**
- Opportunities to introduce high quality market and affordable housing through the restructuring of land use in areas including the Rattlechain and Newcomen Drive areas.
  - Maximising potential of areas with access to canals and rail stations/ proposed rapid transit stops.
  - Potential to maximise quality of and access to existing and new green infrastructure.
  - Proposal for advanced recycling centre at Union Road, served by rail.
  - Improvements to existing road infrastructure such as the Burnt Tree Island junction improvements.
  - Possible development/designation of new local centre around the Dudley Port train station area
  - Owen Street Relief Road was completed in January 2010. It is anticipated that this will have a beneficial effect on Tipton District Centre.

## Spatial Strategy

- RC9.7 The strategy for this corridor is to use the availability of obsolete employment land in this corridor to create attractive new residential environments, providing a range of housing types and tenures. The corridor’s public transport links will be exploited and there will be improved access to jobs and facilities by passenger rail, metro and bus as well as walking and cycling routes. Existing housing areas will be improved through various housing renewal initiatives. As well as improving access to local centres, there is the potential to improve their retail offer by increasing the catchment areas. There are a few areas of the corridor where access to unrestricted open space is deficient. However, it is anticipated that new areas of open space and improved access to existing areas will arise out of the significant housing growth in the corridor. The canal network within the corridor will offer opportunities for the area’s local character to be preserved and enhanced.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>242 ha</b>
Housing Commitments on Employment Land (April 2009)	1072 dwellings 25 ha
Housing Commitments on Other Land (April 2009)	663 dwellings 19 ha
Housing Proposals on Surplus Employment Land	4600 dwellings 131 ha
Of which:	
2009 - 2016	0 dwellings
2016 - 2026	4600 dwellings
Housing Capacity on Other Land	720 dwellings 20 ha
Of which:	
2009 - 2016	0 dwellings
2016 - 2026	720 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>7055 dwellings</b>
Retained Gross Strategic High Quality Employment Land	0 ha
Potential Gross Strategic High Quality Employment Land	0 ha
Retained Gross Local Employment Land (Policy EMP3)	86 ha
Additions to employment land through existing development opportunities (RELS April 2009)	9 ha
<b>Total Gross Employment Land at 2026</b>	<b>95 ha</b>
Long Term Supply of land for new employment development through recycling of gross employment land (policy EMP4)	23 ha

#### RC9.8 Creating Sustainable Communities

- Existing and planned school provision is generally expected to adequately serve the corridor for both the primary and secondary sector. The distribution of schools however to an extent creates some pockets of housing growth which are deficient in terms of accessibility by walking.
  - Building Schools for the Future at Alexandra High School & Sixth Form Centre (wave 3)
- The PCT have existing town level provision in Oldbury and Tipton which will serve this corridor. There is a new neighbourhood health centre on the edge of Great Bridge and at Slater Street. The former can in particular help offset the deficiency in accessibility to a GP by foot for parts of the housing growth areas.
- The Sandwell Housing Needs Study identifies that there is a need for affordable housing within the Corridor, with two-thirds of the need being for houses, the rest being for flats and bungalows.
- The Historic character of aspects of Tipton and Great Bridge centres, areas of terrace housing and of industrial heritage should be conserved and enhanced wherever possible.

#### The Economy, Employment & Centres

#### RC9.9 Centres

- Tipton District Centre:  
Through the proposed large scale residential development, there is a potential to reverse the under-performing trend of this centre which currently suffers from a low level of footfall and displays poor indicators of vitality and viability. This may improve business confidence within the Centre. Similarly Owen Street Relief Road in Tipton is anticipated to have a significant beneficial effect by removing the physical barrier to the centre that the mainline railway currently creates.
- Great Bridge Town Centre:  
Great Bridge Town Centre's catchment includes aspects of this corridor. This centre is somewhat split into two parts, the traditional shopping "High Street" – Great Bridge which has remained popular, and the new retail park anchored by the superstore. There is some evidence that services are replacing retail in the former as shopping patterns have changed which has encouraged an evening economy. Investment in the shop frontages would benefit the shopping environment and would complement improvements in the public realm.
- Oldbury Town Centre  
Oldbury Town Centre adjoins the eastern part of the Corridor, the traditional part of which is generally service-dominated with limited retail provision along Birmingham Road. The adjacent Sainsbury's development provides a wide range of convenience goods in addition to some comparison provision and is the main anchor for the centre. Linked trips between the two appears to be limited, however the Bus "Mall", the public realm, and the market form a link between the two aspects of the centre. This will be enhanced by the provision of the new library.

There are proposals for a significant amount of additional retail floorspace in association with leisure facilities to the north west of the Sainsbury's, known as Oldbury Junction.

It is considered that there is potential for a Local Centre to be designated at Dudley Port. This will be determined by the Sandwell Site Allocations and Delivery Plan Document.

#### RC9.10 Transportation & Accessibility

- The various canals offer the opportunity to link the developed areas open spaces, particularly to Victoria and Tividale Parks and can also contribute to wider walking and cycle routes.
- National Cycle Route 81 runs through the corridor and its linkage to routes to the north west of the corridor should be pursued.
- Opportunity for extended bus interchange at Great Bridge Town Centre and train interchange and additional park & ride facilities at Dudley Port has been proposed by Centro.
- Burnt Tree island junction improvement is scheduled for completion in 2012
- Owen Street Relief Road was completed in 2010
- There are small areas of housing growth which may be outside the preferred accessibility standard to employment, however this is likely to change following reinstatement of Coneygre as retained employment

#### RC9.11 Environmental Infrastructure

- Sheepwash LNR/SINC lies in the heart of the Corridor. This is complemented by the Rattlechain and the Gower Branch Canal arm SLINCs, along with the two Birmingham Canals' wildlife corridors.
- Improved access to Sheepwash LNR from the housing growth areas to the south of the canal/ railway is programmed for 2009/10. However despite this the proposed housing growth areas will have a small deficiency with regard to access to a 2 hectare Natural greenspace.
- The greenspace strategy for the corridor should therefore also include the creation of habitats where possible, as well as the restoration and retention of natural green spaces.
- Sheepwash LNR in particular offers opportunities for accessing semi natural greenspace. This should be improved through open space provision enhancement and improvements to access associated with housing growth.





- The various canals corridors offer opportunities for local distinctiveness to be enhanced, particularly in association with development.
- The Sandwell Green Space Audit (2006) identified that there are areas where access to community open space is poor. Much of this is currently in employment use, however given the significant housing growth in the corridor access for new residents to parks and open spaces will be a priority.
- The western area of the Corridor has Victoria Park, the Town Park for Tipton, whilst the central housing growth areas have Sheepwash LNR and the Rattlechain area to the north and Tividale Park to the south. The canals in particular offer the opportunity to link housing with these features, whilst improvements to access from the south of the railway to Sheepwash LNR are underway.
- Further east towards Oldbury the Brades Village housing growth area has the opportunity to provide a new local open space to serve its needs.
- The Outline Water Cycle Study identifies that the sewer capacity will need to be assessed in combination with the proposed development upstream in RC12 and RC16 as well as downstream in RC8.
- Sheepwash LNR has flood detention ponds in place and these have counteracted flood risk in this area. Flood Risk Assessments and mitigation measures will be required for any proposals that fall within areas of flood risk or are over 1 hectare. For information concerning floodrisk areas within this corridor please refer to the SFRA.
- Additional provision for adult, junior and mini pitches is required in both the short and longer term in light of anticipated population growth.

RC9.12 **Waste**

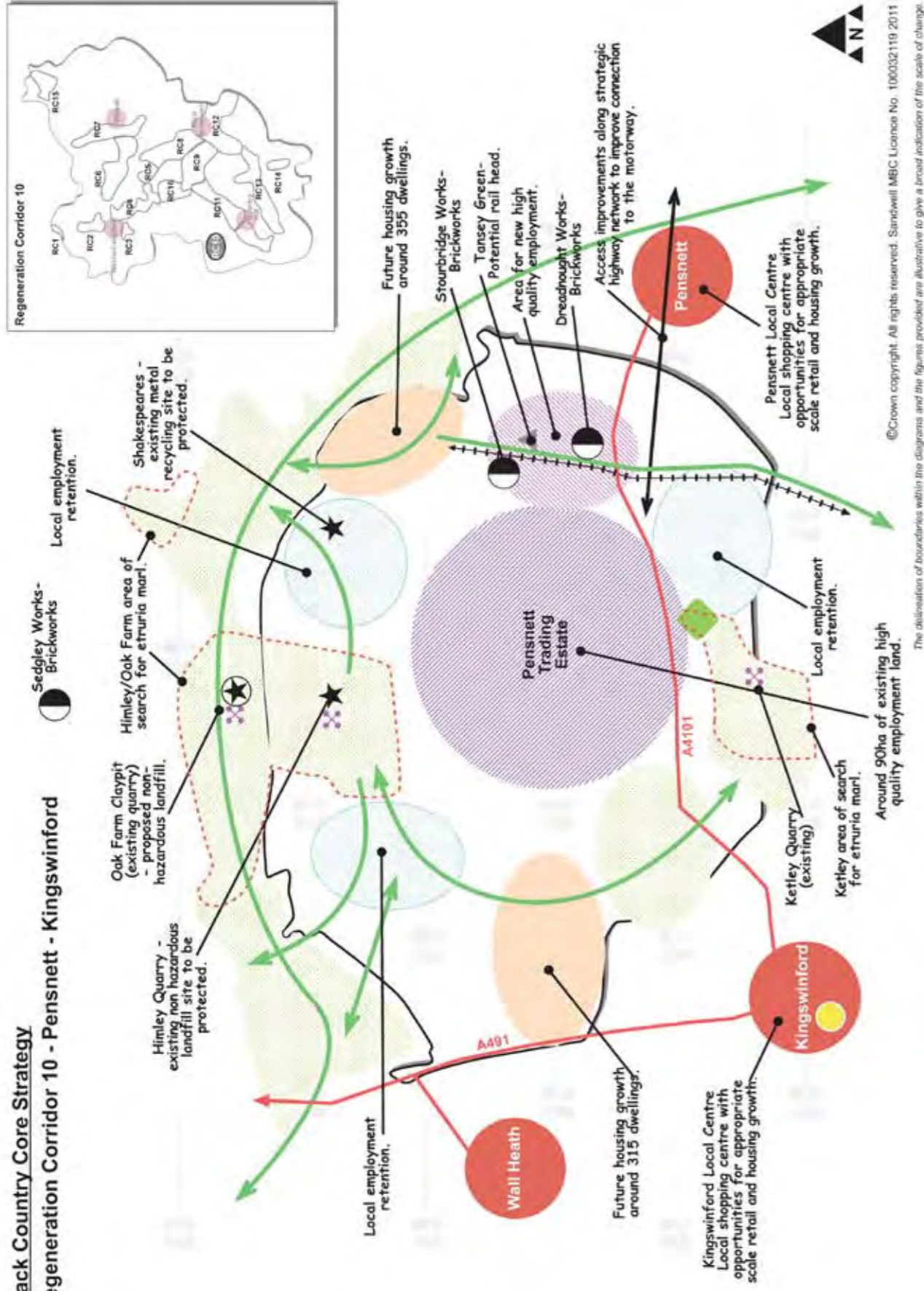
- There are a number of strategically important waste management facilities in this corridor which will be protected. These are:
- SITAs' Tipton Recycling Facility at the Coneygre Industrial estate.
- Black Country Environmental Services facility on Union Road Oldbury (C&I Treatment).
- The former Gulf oil depot site on Union Road and adjoining the rail head is proposed as a new strategic waste management facility.

**Delivery**

<b>Mechanisms</b>	<b>Partners</b>
Tipton Area Action Plan (submitted in October 2007, due for adoption in 2009)	Black Country Consortium
West Midlands Local Transport Plan	British Waterways
West Midlands Regional Economic Strategy	Network Rail
Site Allocations Delivery DPD	Community and Voluntary Sector
Planning Obligations SPD	Centro
	Travel West Midlands
	Sandwell MBC Conservation Team
	Sandwell MBC Education Department
	Sandwell MBC Housing Department
	Sandwell MBC Leisure Department
	Advantage West Midlands
	Private Developers
	Registered Social Landlords
	Environmental Organisations
	Sandwell Primary Care Trust
	Homes and Community Agency
	Government Office for the West Midlands
Sandwell Local Strategic Partnership	
Utility Companies	

**Investment**

- There are currently major junction improvements being undertaken at Burnt Tree Island Junction.
- The Homes and Communities Agency has identified Neptune One for their National Affordable housing Programmes.



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

## Regeneration Corridor 10: Pensnett - Kingswinford

### Vision

- RC10.1 With one of Europe's largest secure industrial estates at its heart – the Pensnett Trading Estate, this Corridor will be the focus for high quality employment, building on the success of the Estate as home to an increasing number of leading-edge technological companies with an improved, well connected road and public transport system. Together with the further development of high quality residential areas, for which the area of Kingswinford is known, this Corridor will be a symbol of what the future Black Country has to offer, combining high quality homes and business environments for knowledge workers and knowledge-led manufacturing. The area is characterised by excellent transport connections to employment locations (both within the Corridor and the Strategic Centre of Brierley Hill to the south-east) as well as to the local centres of Lower Gornal, Pensnett, Kingswinford and Wall Heath. Additionally, easy access to surrounding recreational areas within the Green Belt such as Himley Park and Baggeridge Country Park and beyond will continue to be an important feature in attracting and maintaining strong and prosperous communities within the Corridor.
- RC10.2 The Pensnett – Kingswinford Corridor will also be a significant part of the biodiversity network, supporting and encouraging biodiversity habitats from the surrounding nature reserves and Green Belt areas to help the penetration of these habitats into Dudley and the rest of the sub-region via areas such as Barrow Hill and Fens Pools Local Nature Reserves and the Fens Pools Special Area of Conservation – contributing significantly to the new image of the 'Black Country as Urban Park'.

### Features and Opportunities

- RC10.3 **Features**
- Pensnett Trading Estate – one of the largest single-owned industrial estates in the Country featuring a range of high quality industrial and office premises and rail freight connection.
  - Large opportunity sites for high quality housing development at Tansey Green Road and Oak Lane/Stallings Lane
  - The area is flanked by green belt land on its northern and eastern fringes including important park land at Himley Hall and Baggeridge Country Park.
  - The Corridor is also an important part of the green infrastructure network running through from green belt areas to the north west through to Barrow Hill Local Nature Reserve and the urban areas of Dudley and Brierley Hill beyond.
  - Kingswinford District Centre, Wall Heath Local Centre and Pensnett Local Centre all located in or adjacent to the Corridor.
  - Mineral safeguarding areas of brick clay are present around Ham Lane/Oak Lane and Ketley Quarry.

RC10.4 **Opportunities**

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

**Spatial Strategy**

RC10.5 The main focus of this Corridor is to protect and enhance the high quality employment offer within the Pensnett Trading Estate and its peripheral industrial areas through continuous improvements to its infrastructure, premises and environment. This will include the need to improve accessibility along the strategic highway network between the area and the motorway network through junction improvements and congestion decreasing measures. New residential communities will also be developed to the east of the Corridor, east of Tansey Green Road, to provide additional high quality housing on the edge of the green belt. Further new residential communities will be developed close to Kingswinford and Wall Heath on outdated, low quality former employment land. The area is also important for brick clay extraction with three quarries (Ketley Quarry, Himley Quarry and Oak Farm Quarry) present and at various stages in their extraction life. Protection and enhancement of the significant wildlife corridors will be a feature for the Corridor between the green belt areas running into South Staffordshire and urban areas such as Brierley Hill, Pensnett and Dudley. There are also important ecological links to Fens Pools Local Nature Reserve and its Special Area of Conservation. The infilling and aftercare of the quarrying activity in the Corridor will also play an important role in strengthening ecological and wildlife links across the area and into the Black Country.

Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>147 Hectares</b>
Housing Commitments on Former Employment Land (April 2009)	0 dwellings (0 ha)
Housing Proposals on Surplus Employment Land (35 dph gross)	670 dwellings (19 ha)
Of which:	
2009 -16	355 dwellings
2016-26	315 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>670 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	84 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Retained Gross Local Employment Land (Policy EMP3)	44 ha
Additions to employment land through existing development opportunities (RELS April 2009)	5 ha
<b>Total Gross Employment Land at 2026</b>	<b>133 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	15 ha

RC10.6 **Creating Sustainable Communities**

- There is significant demand for both market housing and affordable housing within the corridor. Semi-detached & terraced properties are desired.
- There may be a need for Key Worker housing particularly as the Russells Hall Hospital is within a mile of the corridor.
- The housing growth proposals in this corridor can be accommodated by existing and proposed education provision at both the primary and secondary level, where sufficient capacity will be available.
- Opportunities to link training and skills development with the potential high quality employment area.
- Transport links to Russells Hall hospital will be maintained and enhanced where possible.

#### RC10.7 The Economy, Employment & Centres

- The centres of Kingswinford, Wall Heath and Pensnett adjacent to the corridor could benefit from investments in the public realm.
- Housing development around the three centres may increase walk-in population to serve day to day shopping needs which will help to increase their viability.
- Need to identify new retail opportunities to ensure continued and improved access to fresh food for the population around these local centres.

#### RC10.8 Transportation & Accessibility

- There are not any canals present in the Corridor.
- Opportunities to provide cycle routes through the Pensnett Industrial estate and adjacent housing areas to link to proposed cycleways to the north and west will be explored.
- Seek opportunities to improve accessibility to the Greenbelt to the north and east.
- Need for improvement of road access between Pensnett Trading Estate and the Strategic Highway Network particularly Pensnett and Kingswinford High Streets.
- Public transport will need to be accessible to both residential & employment areas.
- Investigate the use of rail freight connection into Pensnett Trading Estate

#### RC10.9 Environmental Infrastructure

- The corridor is significantly important for nature conservation as it contains an important link from the Fens Pools Special Area of Conservation (SAC) through Barrow Hill Local Nature Reserve and Coopers Bank to the open countryside in South Staffordshire.
- Improve access to open countryside to the north of corridor.
- A distinctive landscape due to former industrial/mining activities and opportunities to link green space creation/ enhancement with the area's heritage including the presence of Scheduled Ancient Monuments at Coopers Bank and the Church at The Village in Kingswinford.
- The Corridor has a town park (King George VI Park in Kingswinford) and local parks to the south (Kingswinford) and to the west (Wall Heath).
- In this area there should be an emphasis on improving & enhancing links from existing and potential new housing areas into the existing parks, open spaces and into the Green Belt areas to the north and east.
- Opportunities will be sought to provide pocket parks through redevelopment for housing.
- The SFRA identified a Flood Zone 3a area in the south west corner of the corridor.
- The Outline Water Cycle Study concluded that the proposed level of development in this corridor will be able to be accommodated within the existing sewer network.

#### RC10.10 Waste

- The capacity of the following "strategic" waste management sites/facilities will be protected (see Policy WM2):
  - Himley Quarry Landfill Site, Oak Lane, Kingswinford, Dudley.
  - Shakespeares Metal Recycling Site (MRS), Scrap Yard, Oak Lane, Kingswinford, Dudley.
- It is likely that non-hazardous landfill operations will commence at Oak Farm Clay Pit (off Oak Lane, Kingswinford, Dudley) during the Core Strategy's plan period to 2026.
- New waste management facilities will be permitted within the retained employment areas. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

#### 10.11 Minerals

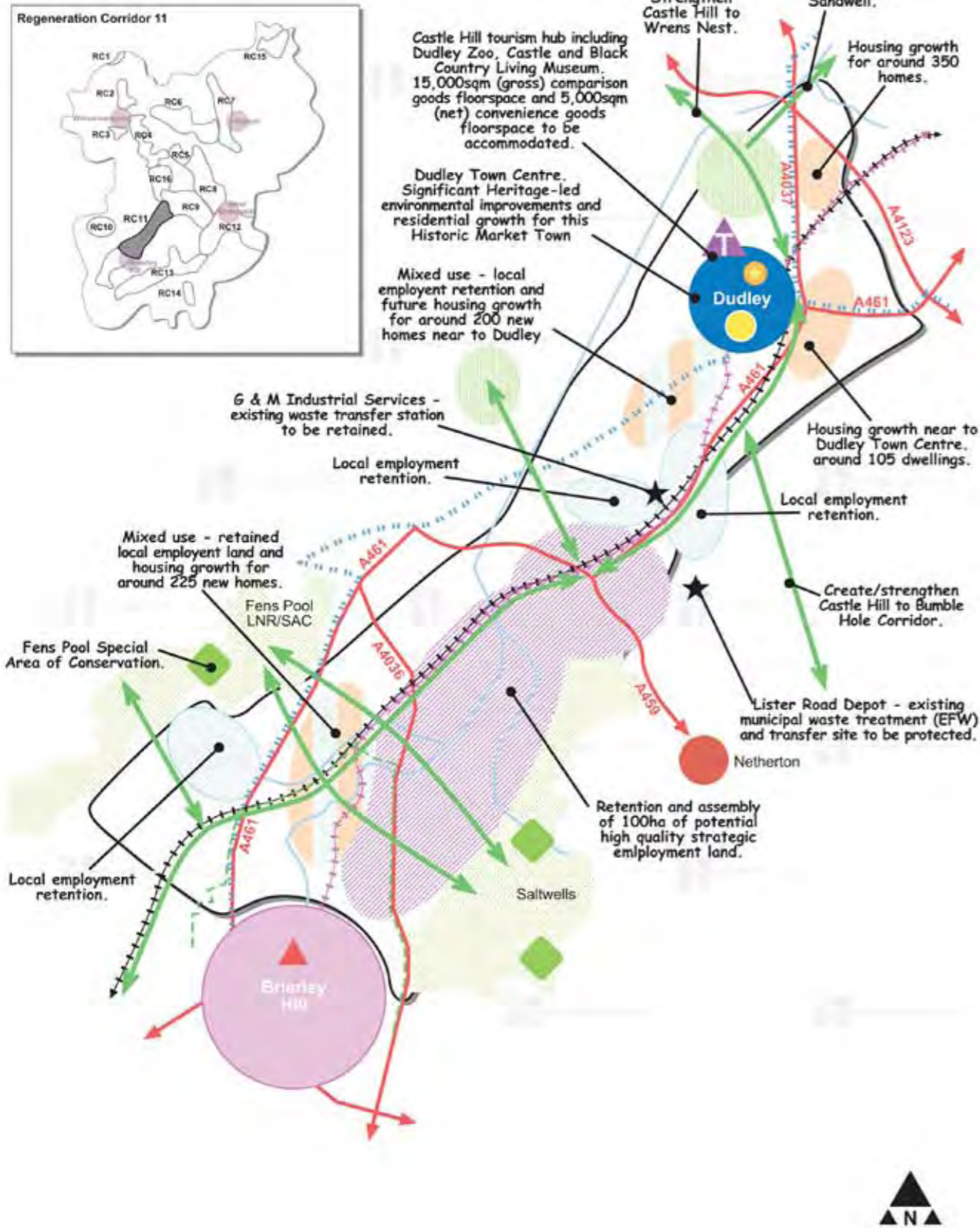
- The Kingswinford/Pensnett area of Dudley Borough contains deposits of Etruria Marl which is a high-quality clay used in brick and tile making. Three clay quarry sites currently exist, these being Himley Quarry, Ketley Quarry and Oak Farm Clay Pit. Although Himley Quarry is largely given over to landfill operations, there is potential for future clay extraction at an adjacent site. Working at Oak Farm Clay Pit has recently been suspended and its future is uncertain.
- The Minerals sub-Key Diagram and the Regeneration Corridor 10 map identify areas of search for Etruria Marl – within Dudley Borough these areas are focussed on the three existing clay quarries and their nearby surrounds. These areas of search are also shown on the more detailed Dudley MBC Proposals Map. Areas of search indicate where minerals resources are likely to exist which can potentially be extracted to meet shortfalls in supply.
- Following mineral extraction and landfilling operations, Himley Quarry and Oak Farm Clay Pit will each be finally restored as green/wooded open spaces for the benefit of local residents and biodiversity.
- The operator of Ketley Quarry is expected to submit a restoration scheme to Dudley MBC no later than June 2012. This scheme should ensure a beneficial afteruse and be in the interests of the amenity of local residents.
- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

#### Delivery

Mechanisms	Partners
Local Transport Plan (LTP)	Black Country Consortium
Black Country Joint Core Strategy	Advantage West Midlands
Dudley Development Strategy Development Plan Document	Homes and Communities Agency
Dudley Planning Obligations SPD	Landowners
	Developers
	London and Cambridge Properties
	Dudley Primary Care Trust
	Dudley Local Strategic Partnership
	Registered Social Landlords
	Centro
	Travel West Midlands
	Network Rail
	Utility Companies
Dudley Education Department	
Dudley Housing and Adult Services Department	

**Black Country Core Strategy**

**Regeneration Corridor 11a - Dudley - Brierley Hill**



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

**Regeneration Corridor 11a: Dudley Town Centre - Brierley Hill**

**Vision**

RC11a.1 This Corridor rises from the Tame Valley over the Rowley Hills at Dudley Town Centre and then follows the Dudley & Stourbridge Canal to the new Black Country strategic centre of Brierley Hill. By 2026 it will be served by a new rapid transit spine which will provide first class access to the rest of the Black Country and to Birmingham.



RC11a.2 Development of this Corridor over the next 20 years will be a model for urban renaissance, combining family living focused on the rejuvenated 'market' town of Dudley, a tourism focus of regional and national repute (based on Black Country Museum, Dudley Zoo, Dudley Castle, Dudley's geological and heritage assets) and innovative high quality industry. This will all be set in an attractive environment, well connected by public transport and served by adjacent retail, office and leisure growth in the new strategic centre of Brierley Hill. High quality housing for all will feature in and around both Centres.

RC11a.3 The corridor will have an excellent green infrastructure through enhanced green spaces and parks as well as increased biodiversity and improved links into areas such as Saltwells Nature Reserve, Fens Pool Special Area of Conservation and Barrow Hill Local Nature Reserve into the open countryside beyond.

## Features and Opportunities

### RC11a.4 Features

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

### RC11a.5 Opportunities

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

## Spatial Strategy

### RC11a.6

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



## Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>212 Hectares</b>
Housing Commitments on Former Employment Land (April 2009)	630 dwellings (18 ha)
Housing Proposals on Surplus Employment Land (35 dph gross)	530 dwellings (16 ha)
Of which:	
2009-16	760 dwellings
2016-26	400 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>1160 dwellings</b>
Retained Gross Strategic High Quality Employment Land Existing Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	100 ha
Retained Gross Local Employment Land (Policy EMP3)	78 ha
Additions to employment land through existing development opportunities (RELS April 2009)	13 ha
<b>Total Gross Employment Land at 2026</b>	<b>191 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	9 ha

### RC11a.7 Creating Sustainable Communities

- There is significant demand for market housing within the corridor.
- There is a need for affordable housing within the corridor.
- Brierley Hill has enough social rented housing but lacks shared ownership and market housing.
- There may be a need for Key Worker housing in the corridor which is in close proximity to Russells Hall Hospital.
- There will be further opportunities to improve and expand Dudley College campuses.
- Dudley's main hospital (Russells Hall) lies within the site. Improvements to access and facilities at the hospital will be maintained and improved.

#### 1RC1a.8 The Economy, Employment & Centres

- Dudley Town Centre has an existing allocation of 15,000 square metres (gross) of comparison goods floorspace.
- Dudley Town Centre has an existing allocation of 5,000 square metres (net) of convenience goods floorspace.
- Housing development opportunities around the larger centres of Dudley, Brierley Hill may increase walk-in population to serve day to day shopping needs and have sustainable regeneration benefits.
- Increased housing growth in and around Dudley coupled with improvements to its heritage assets will help to maintain and improve its viability as a strong centre and historic market town.
- Potential for population increases around Brierley Hill Strategic Centre which may have an impact on any schools review.
- Opportunities to link training and skills development with the potential high quality employment area.

#### RC11a.9 Transportation & Accessibility

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

#### RC11a.10 Environmental Infrastructure

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

#### RC11a.11 Waste

- The capacity of the following “strategic” waste management sites/facilities will be protected (see Policy WM2):
  - G & M Industrial Services, Shaw Road, Brierley Hill, Dudley
  - Lister Road EfW (Energy from Waste), MES Environmental Ltd, Dudley MBC Depot, Lister Road, Dudley.
- New waste management facilities will be permitted within the retained employment areas. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

#### RC11a.12 Minerals

- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

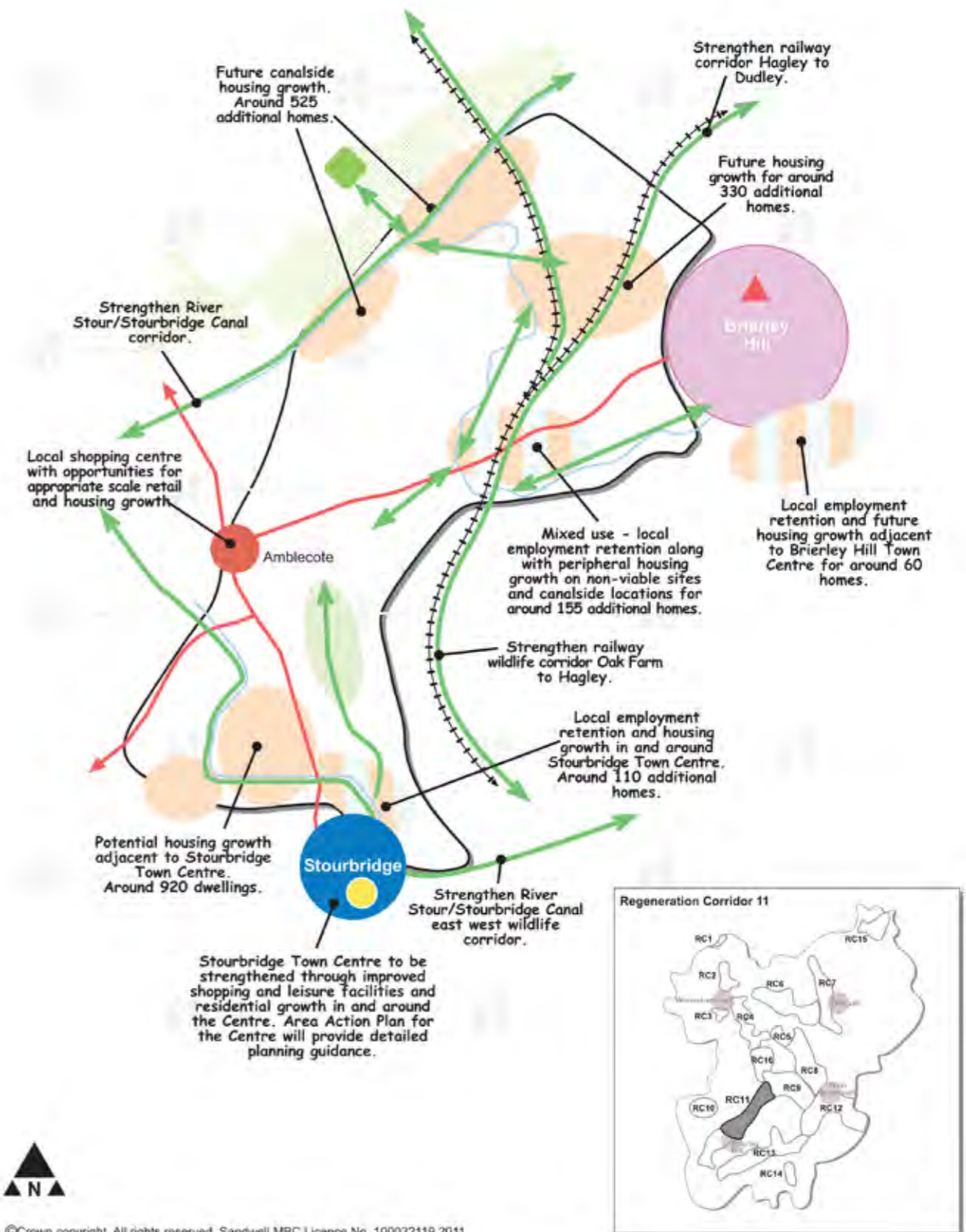
Delivery

Mechanisms	Partners
Local Transport Plan (LTP)	Black Country Consortium
Black Country Joint Core Strategy	Dudley New Heritage Regeneration Company
Dudley Development Strategy Development Plan Document	Advantage West Midlands
Dudley Planning Obligations SPD	English Partnerships
	Government Office for the West Midlands
	Landowners
	Developers
	Business Link and the Local Business Community
	Dudley College
	Stourbridge College
	Dudley Primary Care Trust
	Dudley Local Strategic Partnership
	Registered Social Landlords
	Centro
	Travel West Midlands
	Network Rail
	Utility Companies
	Dudley Education Department
Dudley Housing and Adult Services Department	

Investment

- There are a number of projects being funded by Advantage West Midlands, including Castle Hill, Dudley Townscape heritage Initiative and Brierley Hill Core Land Remediation.
- The Homes and Communities Agency has 8 schemes in the National Affordable housing Programme in this corridor.
- There is potential for Growth Point Funding to assist with masterplanning in Harts Hill.
- This corridor is also the focus of the Dudley Area Development Framework and its associated funding as well as the Strategic framework for delivering the Vision for Brierley Hill.

Black Country Core Strategy  
Regeneration Corridor 11b - Brierley Hill - Stourbridge





## Regeneration Corridor 11b: Brierley Hill - Stourbridge

### Vision

- RC11b.1 Characterised by the Dudley and Stourbridge Canal and proximity to the growing Brierley Hill Centre, Corridor 11b (between Brierley Hill and Stourbridge) has the potential for the creation of new residential canalside communities of the highest quality. This corridor will therefore feature high quality new housing which makes the most of this canal network through the redevelopment of outdated and obsolete industrial sites. This will be coupled by improvements to the existing housing stock and supported by their proximity to the vibrant and attractive centres of Brierley Hill and Stourbridge offering a range of facilities.
- RC11b.2 The corridor will have an excellent green infrastructure through enhanced green spaces and parks as well as increased biodiversity and improved links into areas such as Fens Pool Nature Reserve and Special Area of Conservation, The River Stour and open countryside to the south and east of the corridor are further examples of the 'Black Country as Urban Park'.

### Features and Opportunities

- RC11b.3 **Features**
- A good proportion of industrial and employment uses of low quality and varying importance to the local economy.
  - Older industrial areas at Moor Street, The Leys, Silver End and along the canalside north of Stourbridge Town Centre.
  - Areas in need of housing improvement and potential redevelopment at Hawbush.
  - A good quality canal corridor running between Brierley Hill and Stourbridge.



- RC11b.4 **Opportunities**
- Retain and improve the quality of the existing industrial building stock where viable.
  - Redevelopment opportunities in some of the older industrial and manufacturing areas for uses such as housing once such areas become unviable and obsolete.
  - Residential development opportunities in and around Stourbridge Town Centre.
  - Residential renewal and environmental improvements within major housing areas such as Hawbush.

### Spatial Strategy

- RC11b.5 The main focus of development will be housing growth in older, outdated and remote industrial land and premises along the canal network and close to the town centres of Stourbridge and Brierley Hill. This will be coupled with continuous improvements to ecological links along the canal network and the River Stour to the green belt of South Staffordshire to the west as well as the railway corridors running north to south to provide a high quality environment. This will help to attract and retain population and increase housing growth potential not only along the canal network but also in and around the Stourbridge and Brierley Hill Town Centres.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>111 Hectares</b>
Housing Commitments on Former Employment Land (April 2009)	420 dwellings (12 ha)
Housing Proposals on Surplus Employment Land (35 dph gross)	2060 dwellings (58 ha)
Of which:	
2009 -16	880 dwellings
2016-26	1600 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>2480 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Retained Gross Local Employment Land (Policy EMP3)	41 ha
Additions to employment land through existing development opportunities (RELS April 2009)	0 ha
<b>Total Gross Employment Land at 2026</b>	<b>41 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	0 ha

#### RC11b.6 **Creating Sustainable Communities**

- There is significant demand for market housing within the corridor particularly in and around Stourbridge Town Centre.
- There is also a need for affordable housing within the corridor particularly in and around Stourbridge Town Centre.
- Brierley Hill has enough social rented housing but lacks shared ownership and market housing.
- There are a number of educational assets, including Stourbridge College.
- Potential for population increases around Brierley Hill Strategic Centre which may impact on any schools review.
- Corbett Hospital and Health Centre lies within the Corridor just to the north of Stourbridge Town Centre.

#### RC11b.7 **The Economy, Employment & Centres**

- It is anticipated that capacity for some further comparison goods floorspace might emerge in Stourbridge Town Centre, depending on how shopping patterns evolve in the Black Country. Policy Cen4 identifies that schemes of over 500 square metres gross should be subject to sensitivity testing by means of an impact test.
- Stourbridge Town Centre has an existing allocation of 4,550 square metres (net) of convenience goods floorspace which has been met through existing commitments.
- Local Centres of Wollaston and Amblecote in or adjacent to the southern part of the corridor which would both benefit from investment in the public realm.
- Housing development opportunities around these centres but particularly around the larger centres Stourbridge and Brierley Hill may increase walk-in population to serve day to day shopping needs and have sustainable regeneration benefits.
- Increased housing growth around Stourbridge Town Centre will help to improve and maintain its viability as a strong centre.

#### RC11b.8 **Transportation & Accessibility**

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

#### RC11b.9 **Environmental Infrastructure**

- Corridor is well served by local parks particularly around Stourbridge Town Centre including Mary Stevens Park and open spaces at Fens Pool Special Area of Conservation and The Leys (Green Belt) area on the western boundary of the corridor. Encourage green links between these areas through future redevelopment.
- Emphasis on improving & enhancing links from existing and potential new housing areas into the existing open spaces in the area particularly Saltwells Nature Reserve to the east and the Green Belt to the west of the corridor.
- Significant areas of important nature conservation value to the west of the corridor at Fens Pools and the Leys.

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

#### RC11b.10 **Waste**

- The capacity of the following “strategic” waste management sites/facilities will be protected (see Policy WM2):
  - Stourbridge Household Waste Recycling Centre, Off Stamford Road, Birmingham Street, Stourbridge
- New waste management facilities will be permitted within the retained employment areas Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

#### RC11b.11 **Minerals**

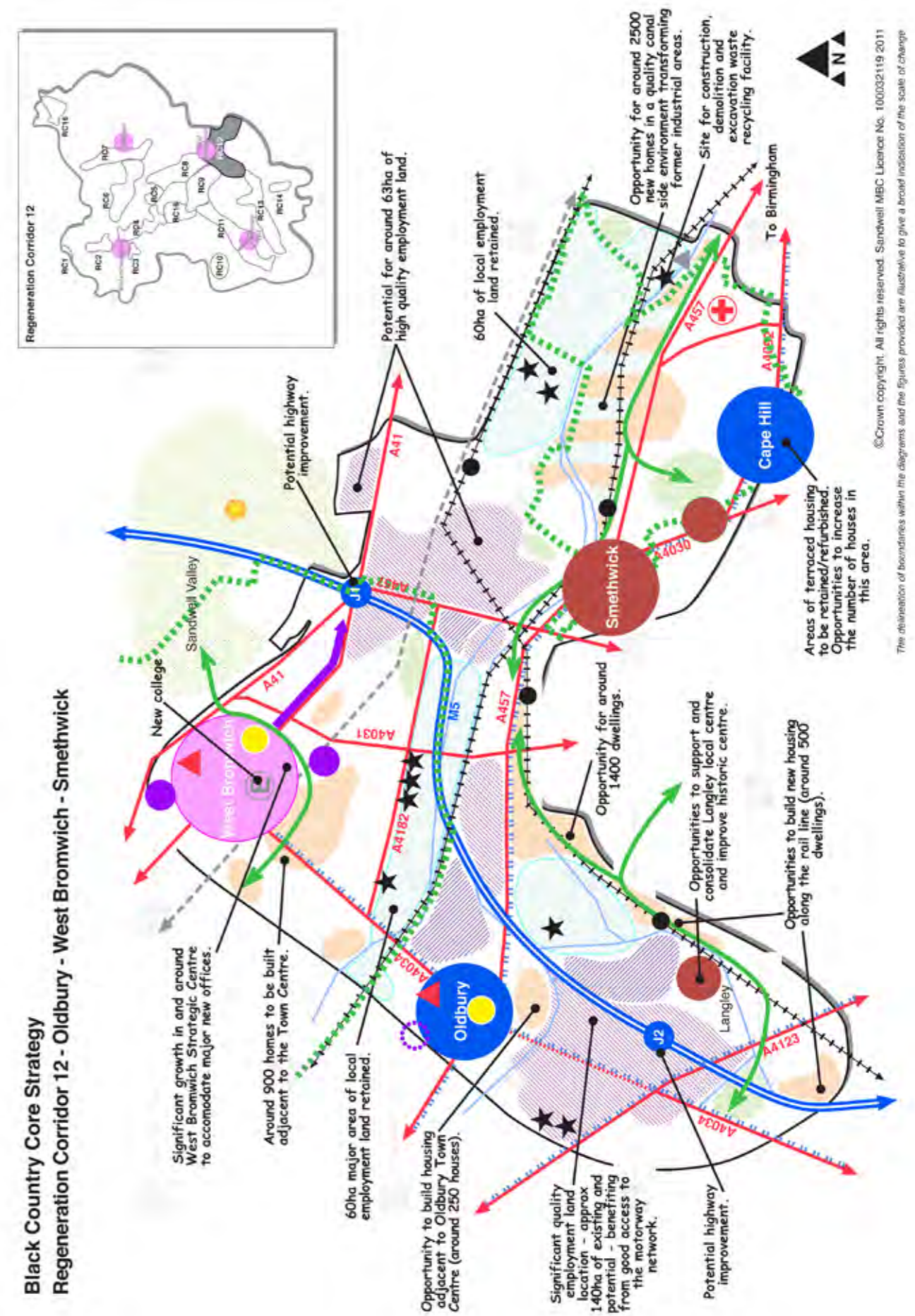
- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

Delivery

Mechanisms	Partners
Local Transport Plan (LTP)	Black Country Consortium
Black Country Joint Core Strategy	Dudley New Heritage Regeneration Company
Dudley Planning Obligations SPD	Advantage West Midlands
Dudley Development Strategy Development Plan Document	English Partnerships
	Government Office for the West Midlands
	Landowners
	Developers
	Business Link and the Local Business Community
	Dudley College
	Stourbridge College
	Dudley Primary Care Trust
	Dudley Local Strategic Partnership
	Registered Social Landlords
	Centro
	Travel West Midlands
	Network Rail
	Utility Companies
	Dudley Education Department
Dudley Housing and Adult Services Department	

Investment

- Advantage West Midland has made a considerable investment in the cultural asset, the Glass House, within this corridor.
- The Homes and Communities have 3 Schemes in the National Affordable housing Programme within this corridor.



## Regeneration Corridor 12: Oldbury/ West Bromwich/ Smethwick

### Vision

RC12.1 This Corridor is the gateway to the Black Country from the south and London via the national road network (M5 & M42) and rail and extends to within 3 miles of Birmingham City Centre. Its environment will undergo major renewal to ensure that its economic locational advantages continue to be capitalized upon. In 2026 this area will be a major contributor to the economic prosperity of the Black Country through its High Quality Employment Land locations & major office developments (at West Bromwich).



RC12.2 The environment will have been transformed through major environmental infrastructure & public realm improvements. There will be a mix of housing types in sustainable locations (served by three existing high quality transport services – the Midland Metro and the West Coast Mainline and Jewellery Line rail links to Birmingham and Wolverhampton) that are both affordable and able to attract new residents into the area.



### Features and Opportunities

#### RC12.3 Features

- The West Coast Mainline - Sandwell and Dudley, Smethwick Galton Bridge and Smethwick Rolfe Street Stations
- The Jewellery Line – Langley Station, Smethwick Galton Bridge and the Hawthorns Interchanges.
- Wolverhampton to Birmingham Metro Line with six stops
- Junctions 1 and 2 of the M5
- West Bromwich Town Centre, Sandwell's Strategic Centre including the iconic "Public" building and proposals for major retail, leisure and office growth
- Pathfinder (Housing Market Renewal Area) Area providing Smethwick and West Bromwich with wider housing choice and quality homes
- Major health facility proposal in Smethwick
- Major leisure and retail proposal in Oldbury
- Old and New Main lines of the Birmingham Canal
- Rail served major recycling centre at Downing Street, Smethwick.

#### RC12.4 Opportunities

- Continued growth and expansion of West Bromwich Strategic Centre, will provide a high quality shopping environment with leisure opportunities, significant office employment and residential development.
- Quality employment land associated with the strategic highway network, Junction 2 and Churchbridge, Junction 1 and parts of North Smethwick
- Outmoded employment locations suitable for residential led regeneration,
- Maximising potential of areas with access to canals and rail/metro stops
- Potential for rail freight access to large industrial site at Trinity Street, Oldbury as well as at Middlemore Road Industrial Estate.

#### Spatial Strategy

RC12.5 This corridor is the gateway to the Black Country from the south and London via the national road network (M5 and M42) and rail and extends to within 3 miles of Birmingham City Centre. A significant level of employment land of various types will be retained within this corridor, with the ambition to uplift it to High Quality Strategic Employment Land. Considerable opportunities for employment will also be available through new office development within West Bromwich Town Centre and within the office growth corridor linking the Strategic Town Centre with Junction 1 of the M5. The town centre will also see a big change in its retail and education offer with the construction of new shops and a new building for Sandwell College.

RC12.6 There is considerable demand for market housing within this corridor, which is likely to be built on obsolete employment land. The area will also become a hub for major health facilities with the construction of the new hospital in Smethwick and the presence of Sandwell General and the Lyng Health Centre.

RC12.7 This corridor is also well served by parks and open space and it is anticipated that the links between these spaces will be improved and the spaces themselves enhanced. This corridor is also particularly rich in local character and heritage which will be preserved and enhanced.

## Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>466 ha</b>
Housing Commitments on Employment Land (April 2009)	1590 dwellings 38 ha
Housing Commitments on Other Land (April 2009)	1029 dwellings 24 ha
Housing Proposals on Surplus Employment Land	1367 dwellings
Of which:	39 ha
2009 - 2016	0 dwellings
2016 - 2026	1367 dwellings
Housing Capacity on Other Land	1223 dwellings
Of which:	35 ha
2009 - 2016	0 dwellings
2016 - 2026	1223 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>5209 dwellings</b>
Retained Gross Strategic High Quality Employment Land	76 ha
Potential Gross Strategic High Quality Employment Land	140 ha
Retained Gross Local Employment Land (Policy EMP3)	161 ha
Additions to employment land through existing development opportunities (RELS April 2009)	34 ha
<b>Total Gross Employment Land at 2026</b>	<b>411 ha</b>
Long Term Supply of land for new employment development through recycling of gross employment land (Policy EMP4)	55 ha

### RC12.8 Creating Sustainable Communities

- There is significant demand for market housing within the corridor, particularly semi-detached, terraced and 2-3 bed properties.
- There is need for affordable housing within the corridor, again semi-detached & terraced properties are desired. Apartments are also required for young adults wishing to set up home
- There may be a need for Key Worker housing around the Hospital site in Smethwick
- A number of major health facilities exist within his corridor, notably Sandwell General Hospital and the Lyng Health Centre. There are proposals for new and refurbished provision across the corridor. In Smethwick there is the proposal for a new Hospital.
- Only a very small area of this corridor is beyond a 10 minute walk from a GP.
- It is not anticipated that additional education provision will be needed in this corridor.
- Education is accessible in this corridor both by walking and public transport.
- A new college campus is planned for West Bromwich; this will help facilitate a growth in skills, support social inclusion & increase access to job opportunities.
- Through the BSF programme, the former Warley High and Langley High Schools are to be combined on one site to become Oldbury College of Sport, while Smethwick Learning Campus will be a mixture of refurbishment and new build at Holly Lodge School.

### RC12.9 The Economy, Employment & Centres

- This Corridor is home to the Strategic Centre of West Bromwich as well as the Town Centres of Oldbury and Cape Hill, Smethwick High Street District Centre and Langley and Smethwick High Street (Lower) Local Centres.

#### West Bromwich Strategic Centre

- Residents of this corridor will have the opportunity to access West Bromwich's much improved retail and service offer, its new town square set alongside an iconic building and growth in office employment opportunities.

#### Oldbury Town Centre

- The traditional part of this Town Centre is generally service-dominated with limited retail provision along Birmingham Road. The adjacent Sainsbury's development provides a wide range of convenience goods in addition to some comparison provision and is the main anchor for the centre. Linked trips between the two appears to be limited, however the Bus "Mall", the public realm, and the market form a link between the two aspects of the centre. This will be enhanced by the provision of the new library.
- There are proposals for a significant amount of additional retail floorspace associated with leisure facilities to the north west of the Sainsbury's, known as Oldbury Junction.

#### Cape Hill Town Centre

- An extensive centre with a good level of retail shops and services on offer. The centre is anchored by the Windmill Centre which comprises large format stores occupied by key multiple retailers. The surrounding retail areas are more secondary in nature with many specialist and ethnic stores and are very popular for this purpose. The environmental quality varies across the centre and in many areas could be improved with some additional maintenance and modernisation. Heavy traffic through the centre also detracts from the overall environment and hinders pedestrian movement. The centre appears to cater well to the needs of the immediate population.
- Centres within the corridor could benefit from investments in the public realm
- Housing development around Langley Local Centre may increase walk-in population to serve day to day shopping needs.
- Increased housing growth around Smethwick High Street District Centre and Smethwick High Street (Lower) Local Centre will help to maintain their viability as strong centres.
- Leisure facilities would increase a number of centres attractiveness.
- There is good access to fresh food across this corridor due to its network of centres and parades of shops.

#### RC12.10 Transportation and Accessibility

- Proposals include the A41 Expressway/All Saints Underpass scheme under construction early 2010.
- Priority West Midlands Bus Showcase Scheme - Route 87 - Programmed to commence early 2010.
- Public transport will need to be accessible to both residential and employment areas, after discussions with Centro it is likely that this will be through improvements to existing services.
- Opportunity to expand Park & Ride at Sandwell and Dudley Station, this would be desirable due to the amount of High Quality Employment Land that is likely to be retained and created in this area.
- National Cycle network routes 5 and 81 traverse and meet in this corridor, as well as several local routes, with more proposed to increase provision across this corridor.



#### RC12.11 Environmental Infrastructure

- This corridor is well served by a network of parks. These include: Victoria Park Smethwick, Kendrick Park, Lewisham Park, Black Patch Park, and Lion Farm Playing Fields. Dartmouth Park is in the edge of this corridor and is a major asset.
- Proposals that would result in any loss would be resisted. Improvements will be sought to the existing network through planning obligations.
- The Green Space Audit (2006) highlighted deficiencies of access to green space particularly around the Oldbury area, however much of this area is expected to be retained or is proposed for High Quality Employment use. However opportunities to create local level open spaces across this part of the corridor will be investigated where possible. It will also be important to emphasise the links with corridor 9 – Dudley Port, to ensure that there is an emphasis for open spaces to be linked and improve green links.
- In this area there should be an emphasis on improving and enhancing links from potential new housing areas into the existing open spaces in the area. The “Green Bridge” project will be supported which will create an improved link between West Bromwich and the Sandwell Valley and enhance biodiversity networks.
- The Smethwick AAP acknowledges that it may be appropriate to identify an area of open space to serve new housing growth.

- It is important to ensure that all elements of conservation and archaeology are protected, promoted and enhanced where possible. Areas such as West Bromwich, Oldbury and Smethwick where local distinctiveness and character are demonstrated should be enhanced and protected as historic centres. Canal corridors and areas of terrace housing should be preserved and reused as part of heritage led regeneration schemes, in particular buildings and areas of special industrial interest.
- Opportunities to maintain, restore and create areas of biodiversity value should be explored as part of development opportunities.
- Accessibility to 2ha & 20ha semi natural green spaces is deficient in this corridor, however there is good access to Sandwell Valley which lies at the edge of this corridor, including by the National Cycle Routes that traverse this corridor.
- Several wildlife corridors present in the corridor providing links for wildlife migration. These run along the canals and also follow the M5 motorway which cuts through the corridor. Developments that sever these wildlife links will not be permitted.
- Proposals may be required to consider the retention of geological features to preserve geodiversity where appropriate.
- Part of the River Tame runs through this corridor, with associated flood risks at certain locations. Where necessary, Flood Risk Assessments and mitigation measures will be required for any proposals that fall within areas of flood risk.
- Opportunities to mitigate the urban heat island effect will be explored (which will link to creation of open spaces where appropriate) especially in areas of this corridor which are deficient in open space.
- Sandwell Valley offers access to countryside areas in this corridor, access will be improved through work being carried out on Dartmouth Park.
- Regeneration opportunities should be explored with historical buildings that are at risk such as Chances Glass Works and Soho Foundry.
- The Outline Water Cycle Study identifies that development that takes place in this area is upstream of RC8 and RC9 and the capacity within the downstream sewer network will be dependant on development from these areas and RC16 which drains into the same strategic sewer. A detailed network capacity assessment will be needed to identify any required upgrades to the sewer network.
- There is demand for junior facilities/playing pitches in this corridor and qualitative improvements are needed at key sites.

#### RC12.12 Waste

There are a number of strategically important waste management facilities which will be protected (or their equivalent capacity). These are:

- Dunn Brothers on Anne Road/Rabone Lane. (Commercial & Industrial (C&I) Treatment Metal Recycling Station (MRS)/Transfer).
- European Metal Recycling works on Downing Street. (C&I Treatment MRS).
- Giffords Recycling Kelvin Way. (C&I Treatment waste wood recycling).
- Glenside Recycling Victoria Street. (Construction, Demolition & Excavation Waste).
- Haz Waste Services Bullock Street. (Hazardous clinical waste).
- Robert Hopkins Environmental Ltd Kelvin Way. (Hazardous Waste).
- Shidas Lane HWRC (Municipal Solid Waste. (MSW) Transfer).
- Taylors Lane Transfer Station. (MSW Transfer).
- Waste Tyre Solutions Manchester St. /Industrial Estate. (C&I Transfer).

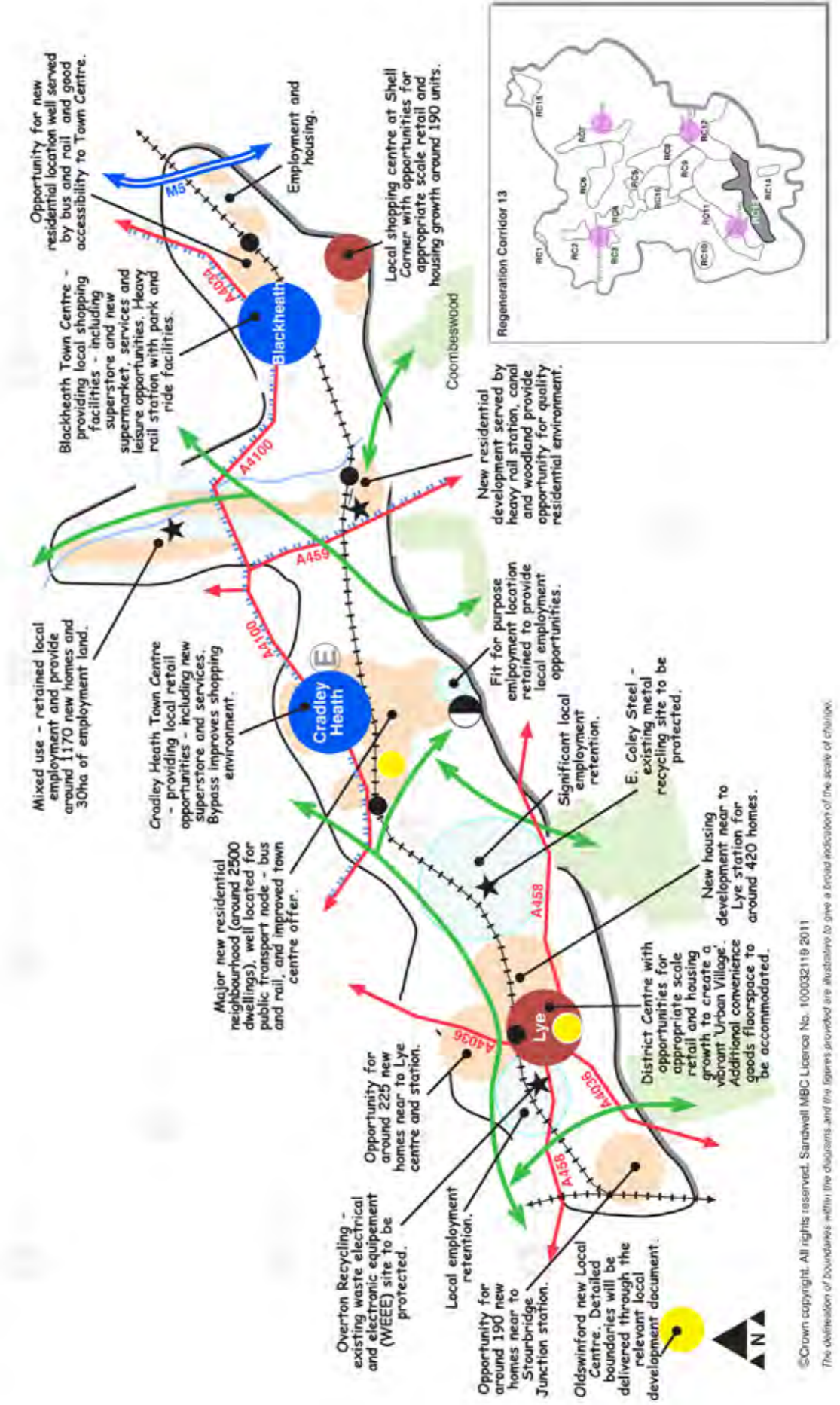
## Delivery

Mechanisms	Partners
West Bromwich AAP - Smethwick AAP - Adopted December 2008	Centro
LTP	Sandwell M.B.C. Education Department
Site Allocation Delivery Development Plan Document	Sandwell M.B.C. Leisure Department
Planning Obligations SPD	Advantage West Midlands
	Developers
	Registered Social Landlords
	Conservation Teams
	Urban Living
	Primary Care Trust
	Black Country Consortium
	Sandwell Partnership
	British Waterways
	Network Rail
	Voluntary Sector
Homes and Communities Agency	
Utility Companies	

## Investment

- Advantage West Midlands has invested significantly in this corridor, through a number of projects including the new Sandwell College, All Saints office development and a number of projects in West Bromwich Town Centre.
- The Homes and Communities Agency (HCA) is also working with Sandwell and Partners on a major regeneration scheme at North Smethwick canal side.

### Black Country Core Strategy Regeneration Corridor 13 - Jewellery Line - Rowley Regis - Stourbridge Junction



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

## Regeneration Corridor 13: Jewellery Line - Rowley Regis to Stourbridge Junction

### Vision

RC13.1 By 2026 this housing led corridor will provide high quality sustainable residential communities. These will make the most of opportunities such as the canal network and parks, with accessible facilities, open spaces and good transport links to employment areas and centres. It will have a high quality natural and built environment with areas of local employment retained along its length.



RC13.2 This corridor is served by existing passenger rail services from Stourbridge to Birmingham, known as the Jewellery Line, and straddles the valley of the River Stour. This Corridor will be re-born through a mix of renewal and redevelopment to create new residential environments and green spaces.

RC13.3 The local centres of Blackheath, Cradley Heath and Lye will be bolstered by a substantial increase in their catchment's population base and, along with well integrated and improved bus and rail links, will become thriving and sustainable places to live.

### Features and Opportunities

This is a mixed area of private sector and Local Authority housing of various ages. There is a significant amount of existing employment land in the corridor, based mainly along canals and rail lines.

#### RC13.4 Features

- Large area of older industrial premises either side of Lye Centre and in Cradley Heath.
- Housing areas in need of renewal to the south of Lye Centre and to the east of Stourbridge Town Centre.
- Birmingham – Worcester Jewellery Railway Line.
- Cradley Heath and Blackheath Town Centres, Lye District Centre (subject to outcome of centres work) and Shell Corner Local Centre.
- The Stour Valley corridor.

#### RC13.5 Opportunities

- Redevelopment opportunities in some of the older industrial and manufacturing areas for uses such as housing, once these become unviable and obsolete.
- New higher density residential development opportunities around railway stations and centres including at Blackheath, Cradley Heath and Lye to create sustainable 'urban village' communities.
- Capacity improvements, particularly platform lengthening schemes, on the Stourbridge-Snow Hill rail line (Jewellery Line). Planned increases in capacity at Park & Ride car parks at Cradley Heath, Rowley Regis & Stourbridge Junction stations.
- Preferred site for new primary school within the Bearmore Mound area.
- Possible longer term development sites arising from school relocations in Cradley Heath.
- Improved Cradley Heath retail offer with Tesco Superstore and Lidl supermarket, with the completed by-pass to reduce congestion, making the town centre more pleasant and improving visitor numbers.
- Bus show case routes through Cradley Heath & Blackheath as well as through Lye and Cradley to Stourbridge.
- Cradley Heath bus interchange adjacent to emerging new residential areas.
- Access improvements to enable residential development in Cradley Heath.
- Improved Blackheath retail offer, with completed by-pass reducing congestion, making the town centre more attractive and improve visitor numbers (Town Centre Health Check). Development sites arising from the by-pass construction.
- Potential for industrial heritage assets around Lye and Cradley Heath to be preserved and incorporated into new development, enhancing local distinctiveness.
- Proposed refurbishment of Rowley Regis Hospital, Moor Street, Rowley Regis (PCT).
- Proposed new health facilities in Lye, Blackheath, Cradley Heath and Old Hill.
- Opportunities for high quality housing development adjacent to Cradley Heath Railway Station.

### Spatial Strategy

RC13.6 This corridor will be consolidated as a housing corridor through the development of obsolete areas of industrial land and the exploitation of the excellent main-line rail links. A key feature of the strategy will be to create new residential communities to substantially increase the catchment and population base of Blackheath, Cradley Heath and Lye centres and their proximity to stations along the Jewellery Line with links to Birmingham City Centre and Worcester. The environment will be enhanced as the canal networks and open spaces will become part of a higher quality natural environment. Other public transport links will also be improved.

RC13.7 The corridor will also benefit from additional community infrastructure in the form of new health centres and the restructuring of some education provision in Rowley Regis.

RC13.8 The corridor is well served by both formal and informal green spaces including the Green Flag Haden Hill Park, the town parks in Rowley Regis and Wollescote and easy access to the open countryside. However, the scale of the new housing growth is such that there may be a requirement for new open spaces to be created. The rivers and canals will provide the opportunities to promote good quality waterside living and public realm environments. The area's local distinctiveness and character will also be prepared and enhanced, particularly in Cradley Heath, Blackheath, Old Hill and Lye.



## Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>283 ha</b>
Housing Commitments on Employment Land (April 2009)	226 4 ha
Housing Commitments on Other Land (April 2009)	359 8 ha
Housing Proposals on Surplus Employment Land	3907 dwellings 112 ha
Of which:	
2009- 2016	0 dwellings
2016 - 2026	3907 dwellings
Housing Capacity on Other Land	206 dwellings 6 ha
Of which:	
2009- 2016	0 dwellings
2016 - 2026	206 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>4698 dwellings</b>
Retained Gross Strategic High Quality Employment Land	0 ha
Potential Gross Strategic High Quality Employment Land	0 ha
Retained Gross Local Employment Land (Policy EMP3)	167 ha
Additions to employment land through existing development opportunities (RELS April 2009)	0 ha
<b>Total Gross Employment Land at 2026</b>	<b>167 ha</b>
Long Term Supply of land for new employment development through recycling of gross employment land (policy EMP4)	30 ha

## RC13.9 Creating Sustainable Communities

- Rowley Regis was the 3rd most popular choice of location for affordable housing households out of the 6 towns areas of Sandwell. There is also high demand for market housing in Rowley Regis.
- New 1300 pupil secondary school and special school on 10.5ha site at Hawes Lane, Rowley Regis, adjacent to the north of the corridor under construction.
- Building Schools for the Future proposals include Heathfield Foundation Technology College and the development of Rowley Learning Campus through a complete new build for St. Michaels School, Westminster and Whiteheath.
- Proposed refurbishment of Rowley Regis Hospital, Moor Street, Rowley Regis.
- New Health Centres are also proposed for Lye Centre and Cradley within Dudley Borough.
- A new neighbourhood health centre is being pursued for the Old Hill area.
- Creation of an urban village in Lye through the creation of new mixed residential communities centred on Lye local centre serviced by Lye railway station.

## RC13.10 The Economy, Employment and Centres

- The Corridor contains the Centres of Blackheath, Cradley Heath and Lye which are all situated on the Jewellery Line. Opportunities for new residential development around these centres and their railway stations, will lead to the creation of sustainable 'urban village' communities. Housing development opportunities around smaller centres in the corridor, such as Shell Corner, may increase walk-in population to serve day to day shopping needs and have regeneration benefits.
- Blackheath Town Centre offers a reasonable range of retail goods and services, anchored by a large foodstore to the south. There are several vacant units and many shop fronts would benefit from refurbishment. Similarly investment in the public realm could further benefit the centre. Traffic moves through the centre but is limited to one-way which eases congestion and facilitates pedestrian movement. There are several opportunity sites for future retail development which could further enhance the overall retail offer and bring about environmental improvements in the wider public realm.
- Cradley Heath Town Centre includes the new foodstore which is considered a key anchor for the centre. The development has significantly enhanced the retail provision and brought about improvements to the adjacent public realm. The quality of the environment along High Street is in general quite poor but there is a good selection of shops and services on offer and is busy. There are a high number of vacant units in the centre, particularly along Market Square which suggests there may be some opportunity to redevelop this area to provide an enhanced shopping facility or the reinstatement of the centre's historic market role.
- Retail opportunities in Cradley Heath and Blackheath have improved access to fresh food for these areas. Similar opportunities will need to be developed in Lye to take advantage of proposed increases in the levels of housing provision close to this Centre where there is currently a proposed allocation of 650 square metres (net) of convenience floor space.

#### RC13.11 Transport and Accessibility

- Expanded Park and Ride and platform lengthening is proposed for Cradley Heath, Rowley Regis and Stourbridge Junction Stations.
- Centro are currently investigating enlarging the Blackheath Park & Ride scheme.
- West to east cycle routes are well provided in Sandwell, including links to Local Cycle Network runs near to Old Hill and Rowley Regis Stations. New canalside residential developments will provide the opportunity to contribute towards the provision of north to south links for cycling and walking.
- The Rivers and Canal also present opportunities to provide for walking routes.
- The Cradley Heath by-pass provides access improvements to enable residential development in Cradley Heath and improve the environment within the Town Centre.
- Opportunities will be sought to maximise use of the Stour Valley for green links west - east and improve access to open countryside to the south.

#### RC13.12 Environmental Infrastructure

- There are numerous designated nature conservation sites within and adjoining this corridor with important wildlife issues such as protected species and priority habitats. These occur especially along the Mousesweet Brook and the River Stour (SINC/SLINC and Local Nature Reserve) but also in other locations in the corridor, such as along the canals (SINC, SLINC and Wildlife Corridor).
- Codsall Coppice, a Local Nature Reserve, and an area of Ancient Woodland, will be protected and new growth encouraged. There is a further woodland, a SLINC, to the south of Old Hill station, and in Dudley, two areas along the north side of the River Stour near Lye (Bob's Coppice and Mear's Coppice) will also be protected from inappropriate development.
- Improvements in areas of open space will help support adaptation to the effects of climate change through limiting flood risk and helping modify extreme temperatures in this urban area.
- Flood Zones 2 & 3 run along the River Stour and Mousesweet Brook with associated flood risks at certain locations. Within Dudley, significant fluvial flooding occurred in 2007 at confluence of River Stour and Lutley Gutter to the south of the corridor.
- Areas to the south of Cradley Heath suffer from a lack of open space which may worsen the heat island effect if future housing development takes place without adequate tree planting and open space.
- In Dudley, the area benefits from linear open space that follows the River Stour, a large town park (Stevens Park, Wollescote) and open countryside to the south. The area could benefit from future tree planting and the provision of additional green areas. Local parks are situated off Cakemore Road but there is scope for greater connectivity between green spaces on the eastern side of the corridor.
- This corridor is generally well served by open spaces of a variety of types, including the Green Flagged Haden Hill Park, the Town Park for Rowley Regis, local parks such as Powke Lane and Britannia Park, and local open spaces such as Bearmore Mound, Powke Lane and Whitehall Gardens. Further along the Corridor there is Stevens Park in Wollescote as well as easy access to the open countryside including Lickey Hills, Hagley Wood and Uffmoor Wood. Despite this the 2006 Green Space audit for Sandwell indicates that aspects of the Housing Growth areas do not have access to unrestricted open space.
- Given the potential scale of the housing growth areas additional open space may be sought, e.g. in association with the Stour Valley linear open space. Generally however there are opportunities to link the growth areas to existing open spaces, where the priority will be improvements to accommodate the increased pressures.

- Housing areas south of the railway in Cradley Heath could link with Corngreaves, Haden Hill Park and Saltwells via the River Stour Walk. Areas to the north of Cradley Heath Town Centre can access Mushroom Green and Saltwells to the north and Bearmore Mound to the south. Lye Centre has access to Stevens Park and open countryside beyond to the south.
- The Gawne Lane /Powke Lane housing areas can access the major open space of Warrens Hall Park to the north, particularly by using the canal corridor. Along with Shell Corner, these areas of the corridor can also give access to the Coombeswood open space to the south. Powke Lane and Mousesweet parks are also very accessible to this growth area, whilst the southern part of the area is also well served by Haden Hill Park.
- Housing growth near Blackheath Town Centre is likely to be "urban" in character but nevertheless will be served by Britannia Park to the north.
- The Rivers and Canals also provide the opportunity to promote quality waterside living and public realm environments.
- The Rowley Hills provide a dramatic backdrop to this Corridor and views of the Hills should be promoted and protected.
- Links to Saltwells, Combeswood and open countryside to the south of Lye provide the opportunity to access countryside or more natural greenspace for the urban population.
- Areas where local distinctiveness and character are demonstrated should be enhanced and protected. In particular Cradley Heath, Blackheath, Old Hill and Lye maintain aspects of their historic centres, which should be protected and form the basis for regeneration schemes. The Corridor also contains canal features and areas of terraced housing.
- The chain of woodlands to the south of Old Hill contribute significantly to the character and identity of the High Haden area as well as woodland areas around Lye along the River Stour at Bob's Coppice and Mear's Coppice. These will be protected by policies within the Environment chapter.
- The Outline Water Cycle Study identifies that the development planned in this corridor is located at the upstream end of the sewer network. Upgrades to the sewer network may be needed. This will need to be assessed in conjunction with development in RC14 (upstream) and RC11 downstream.
- There is demand for junior pitches in the Rowley Regis area as there is current shortfall. The provision of new facilities will be particularly important in the long term.

#### RC13.13 Waste

- There is an important Strategic Waste Management facility, Metal and Waste Recycling Ltd on Powke Lane.
- The capacity of the following "strategic" waste management sites/facilities will be protected (see Policy WM2):
  - E Coley Steel, James Scott Road, Halesowen
  - Overton Recycling Hub, Rufford Street, Lye, Stourbridge
  - Metal and Waste Recycling Ltd, Powke Lane, Blackheath
- New waste management facilities will be permitted within the retained employment areas. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.

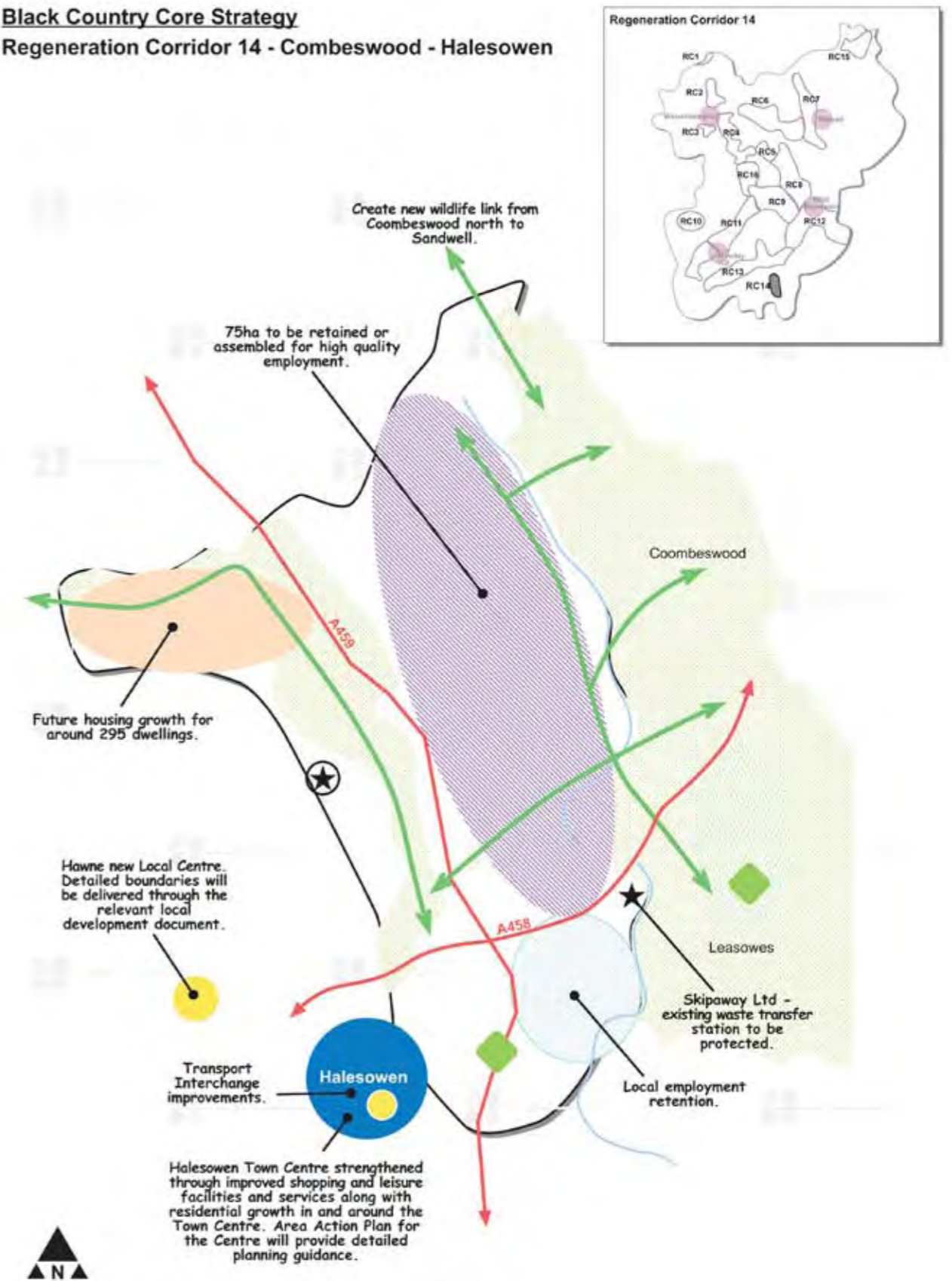
Delivery

Mechanisms	Partners
Local Transport Plan (LTP)	Centro
Black Country Joint Core Strategy	AWM
Dudley Development Strategy Development Plan Document	Sandwell Education Dept
Sandwell Site Allocations Document DPD (SADDPD)	Dudley Education House Builders
Dudley Planning Obligations SPD	Housing Associations
Sandwell Planning Obligations SPD	Sandwell Leisure Dept
	Dudley Leisure Dep't
	Dudley Historic Environment Team
	Environment Agency
	Homes and Communities Agency
	British Waterways
	Network Rail
	Black Country Consortium

Investment

- The Homes and Communities Agency has two National Affordable Housing Programmes schemes in this corridor.
- There is potential Growth Point funding for Woods Lane, and Newlyn Road to assist with development.
- £771,000 refurbishment of Haden Hill Leisure Centre funded from Sport England and Sandwell Leisure Trust.

Black Country Core Strategy  
Regeneration Corridor 14 - Combeswood - Halesowen



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The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change.

## Regeneration Corridor 14: Coombswood - Halesowen

### Vision

- RC14.1 This Corridor will be the focus for high quality employment centred on Coombswood with a well connected public transport system and improved access to the M5 Motorway. High quality residential areas will also be developed close to Halesowen Town Centre, improving its vitality with good walking and cycling links to the Centre as well as to recreational areas at Leasowes Park and the surrounding green belt areas.
- RC14.2 By 2026 regeneration of this corridor will provide another example of the new Black Country through the creation of quality environments based on enhancing existing assets to serve both the demands of high technology-led business and homes for aspirational knowledge workers required to achieve the Black Country Vision and Strategy for Growth and Competitiveness.
- RC14.3 The Corridor will also be a significant part of the biodiversity network, supporting and encouraging biodiversity and the penetration of habitats into the sub-region from the surrounding green belt areas and the Leasowes Historic Park.

### Features and Opportunities

#### RC14.4 Features

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

#### RC14.5 Opportunities

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

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>107 Hectares</b>
Housing Commitments on Former Employment Land (April 2009)	0 dwellings (0 ha)
Housing Proposals on Surplus Employment Land (35 dph gross)	295 dwellings (9 ha)
Of which:	
2009-16	0 dwellings
2016-26	295 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>295 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	74 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Retained Gross Local Employment Land (Policy EMP3)	24 ha
Additions to employment land through existing development opportunities (RELS April 2009)	1 ha
<b>Total Gross Employment Land at 2026</b>	<b>99 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	4 ha

#### RC14.6 Creating Sustainable Communities

- There is significant demand for market housing within the corridor.
- There is a need for affordable housing within the corridor again semi-detached & terraced properties are desired.
- Opportunities for links to Halesowen College.
- No significant issues for schools pending any review.
- Opportunities to link training and skills development with the potential high quality employment area.
- Identified need for a modern Health centre in or around Halesowen Town Centre.

RC14.7 **The Economy, Employment & Centres**

- It is anticipated that capacity for some further comparison goods floorspace might emerge in Halesowen Town Centre, depending on how shopping patterns evolve in the Black Country.
- Policy Cen4 identifies that schemes of over 500 square metres gross should be subject to sensitivity testing by means of an impact test.
- The existing allocation for convenience goods floorspace has been met through development in the Cornbow Centre.
- An Area Action Plan for Halesowen Town Centre is currently being formulated and due for adoption in 2012.
- Housing development opportunities around Halesowen Town Centre may increase walk-in population to serve day to day shopping needs and have regeneration benefits.
- Increased housing growth around Halesowen Town Centre will help to encourage increased investment and help to maintain its viability as a strong centre.
- A new local centre is to be allocated at Hawne at the junction of the A456 and Coombs Road.

RC14.8 **Transportation & Accessibility**

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

RC14.9 **Environmental Infrastructure**

- In this area there should be an emphasis on improving and enhancing links from existing and potential new housing areas into the existing open spaces in the area particularly Leasowes Park and the Green Belt to the south of Halesowen Town Centre. Coombswood Green wedge also runs along the eastern boundary of the Corridor.
- Some Flood Zone 2 & 3 along parts of River Stour. Significant fluvial flooding in 2007 to south of Halesowen town centre.
- Protect and enhance views of Rowley Hills at Leasowes Park to east of corridor and Furnace Coppice to the western part of corridor.
- Opportunities to enhance the canals and to reinforce the surviving aspects of the historic character of Halesowen.
- The SFRA identified Flood Zones 2 and 3a along the River Stour and there was significant fluvial flooding in 2007 to the south of Halesowen town centre.
- The Outline Water Cycle Study identifies that the development planned for this corridor is located at the upstream end of the sewer network draining to Roundhill water treatment works. The capacity will need to be assessed in combination with the proposed development in RC13 and RC11 which are located downstream.

RC14.10 **Waste**

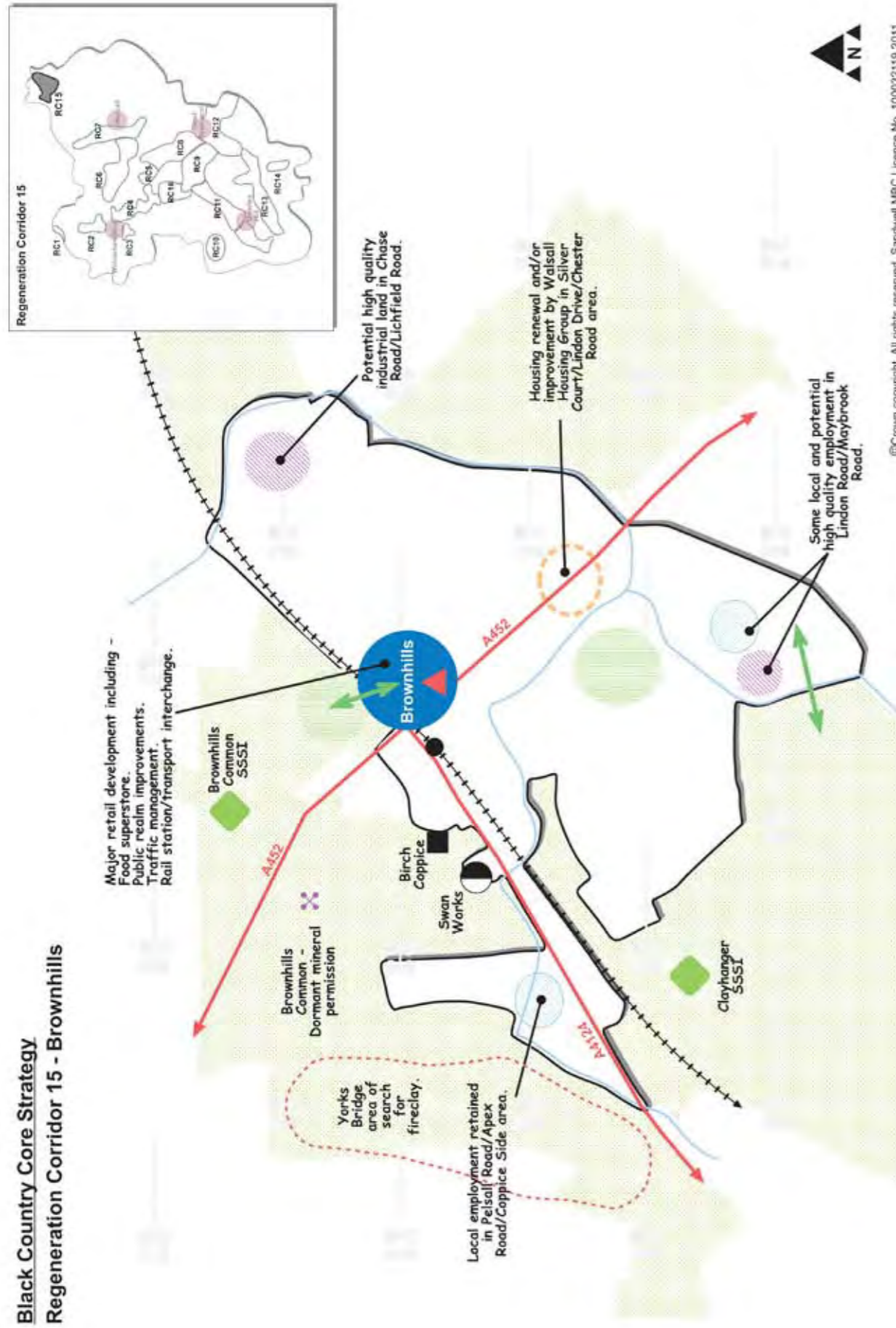
- The capacity of the following “strategic” waste management sites/facilities will be protected (see Policy WM2):
  - Mucklow Hill Transfer Station (Skipaway Ltd), Heywood Bridge, Mucklow Hill, Halesowen
- New waste management facilities will be permitted within the retained employment areas. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

RC14.11 **Minerals**

Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).

**Delivery**

<b>Mechanisms</b>	<b>Partners</b>
Local Transport Plan (LTP)	Black Country Consortium
Black Country Joint Core Strategy	Dudley Education Department
Dudley Development Strategy Development Plan Document	Dudley Housing and Adult Services Department
Dudley Planning Obligations SPD	Advantage West Midlands
	Developers
	Landowners
	Registered Social Landlords
	Dudley Primary Care Trust
	English Partnerships
	Government Office for the West Midlands
	Dudley Local Strategic Partnership
	Utility Companies
	Centro
Travel West Midlands	
Network Rail	



## Regeneration Corridor 15: Brownhills

### Vision

RC15.1 Brownhills is a former mining town on the edge of the Staffordshire Coalfield that is synonymous with the traditional Black Country, but now benefiting from direct access to the national highway network via the PFI project the M6 Toll motorway. Enhanced urban transport links, notably to Walsall, along with the easy access to rural areas and green spaces will provide the key to the rebirth of this Regeneration Corridor with a mix of homes and jobs. The Wyrley and Essington Canal and connecting branches in this area make a substantial contribution to the character of this corridor and provide opportunities for recreation, nature conservation and tourism. All of this will attract residential and commercial development, increasing local demand for goods and services, and in turn allow for Brownhills town centre to thrive.



### Features and Opportunities

#### RC15.2 Features

- The Brownhills/Clayhanger area is based on an ex-mining area on the edge of the West Midlands conurbation which has seen significant post-war residential development involving both public and private sector housing.
- There are pockets of deprivation in central and north Brownhills.
- Brownhills District Centre is in need of improvement, and traffic congestion on the Chester Road / High Street is frequent.
- The disused railway line from Lichfield to Stourbridge cuts through the middle of Brownhills at the edge of the District Centre. If reopened, there is potential for trains to serve a wide range of destinations in the Region, including Walsall, Birmingham, Wolverhampton and Burton-on-Trent, and further afield such as the north east via Derby and the south east via Worcester.
- There are three main existing industrial areas: Chase Road / Lichfield Road (close to the M6 Toll - junction T6), Coppice Side, and the Lindon Road / Maybrook area.

#### RC15.3 Opportunities

- Lichfield-Walsall-Stourbridge railway alignment - could be reopened to improve job opportunities for Brownhills residents and attract new investment.
- Lichfield Road Industrial area - potential to attract high quality industrial development to capitalise on M6 Toll.
- Hatherton Canal improvement could enhance access to countryside and attract investment and tourists.
- Housing Renewal in the High Street area.

- Brownhills town centre transport improvements to ease traffic problems in and around Brownhills.
- In-centre retail and service development opportunities: Land in High St, north of Pier St (adjoining Kwik Fit); 72-86 High St; 12-28 High St; Ravenscourt Precinct;
- In-centre leisure, service & community development opportunities: land at Pier St and Kirkside grove; Land at Corner of Church Rd and Short St; FMR Post Office site, High St; Land at Corner of High St and Brickiln St; FMR Town Hall, Chester Rd Nth; Land at Silver St.

### Spatial Strategy

RC15.4 At the time of the Preferred Options report it was envisaged that a substantial quantity of the existing employment land would be redeveloped for housing. Detailed work on the capacity of the other corridors has now shown that this is no longer necessary. The change in the economic situation has also led to an increased emphasis on the importance of safeguarding remaining jobs. More of the employment land that is to be retained has been recognised as having potential to become high quality.

RC15.5 It is now proposed to protect and enhance the quality of the employment land that is to remain, making use of the recent improved accessibility via the M6 Toll and potential re-opened railway line, whilst allowing housing after 2016 on employment land that is no longer required for industry.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>65 Hectares</b>
Housing Commitments on Former Employment Land (April 2009)	0 dwellings (0 ha)
Housing Proposals on Surplus Employment Land (35 dph)	455 dwellings (13 ha)
Of which:	
2009-16	0 dwellings
2016-26	455 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>455 dwellings</b>
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	29 ha
Retained Gross Local Employment Land (Policy EMP3)	23 ha
Additions to employment land through existing development opportunities (RELS April 2009)	5 ha
<b>Total Gross Employment Land at 2026</b>	<b>57 ha</b>
Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)	0 ha

### RC15.6 Creating Sustainable Communities

- Recently completed medical centre, pharmacy and library.
- Medical Centre recently completed in the district centre.
- Housing 21 Extra Care Scheme completed 2010/11.

### RC15.7 The Economy, Employment & Centres

- Proposed major foodstore re-provision (5,500 to 7,500m2 gross).
- Recently completed medical centre, pharmacy and library.

### RC15.8 Transportation & Accessibility

- Reinstatement of Lichfield – Walsall - Stourbridge rail line.
- New rail stations at Brownhills and Pelsall.
- Red Route Package 2 – A452 and A461 – includes:
  - Improvements to Brownhills High Street.
  - Shire Oak junction to ease traffic problems in and around Brownhills.
- Recently completed bridge across canal has improved pedestrian / cycle links with Clayhanger.
- National Cycle Route 5 runs around the edge of this corridor to the north and west of Brownhills (alongside Brownhills Common), then south towards Walsall town centre. Opportunities to link this route with local cycle routes / paths, canals and other sustainable movement corridors in this area should be considered.

### RC15.9 Environmental Infrastructure

- This corridor benefits from an abundance of open spaces and nature conservation areas both within and nearby, for example, Clayhanger Common, O'Grady's Pool, Bradford Park and Barnetts Lane, all of which can benefit from general improvements.
- Also adjoining RC15 is Holland Park and Birch Coppice (a partly restored former quarry). Nearby is the considerable expanse of Brownhills Common, which connects to the commons and countryside north of Pelsall, mainly via the Wyrley and Essington Canal, and to Chasewater Country Park and, further afield, Cannock Chase AONB. Links should be prioritised to these important green spaces within and adjacent to the corridor, as well as other environmental assets in close proximity to the corridor such as semi-natural woodland at Coppice Lane. These areas offer opportunities for both nature conservation and human recreation.
- There are various nature conservation designated sites in and around this corridor with important wildlife issues such as protected species and priority habitats. There are also sites of importance for their contribution to geodiversity such as Clayhanger SSSI. Therefore the Core Strategy will take steps to protect and enhance them and, where proposals could impact on these designations, ensure that adequate mitigation measures are provided against any adverse effects.
- Shire Oak Ridge beacon is situated to the east of the corridor and linked to Shire Oak Park Local Nature Reserve. Views between this area and the regeneration corridor should be sustained and reinforced wherever possible.

### RC15.10 Waste

- New waste management facilities will be permitted within the retained employment areas at Coppice Side, and Anglesey Bridge. Policy WM4 provides guidance on the types of facilities suitable within High Quality and Local Quality Employment areas.
- New developments within the corridor should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed. Where applicable, provision will need to be made for managing contaminated soils arising from land remediation (see Policy WM5).

RC15.11 Minerals

- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised (see Policy MIN1).
- This area has been a focus for opencast coal and fireclay working in the past and there is potential for further working in the future. To the north of the Corridor there is a supplier of pot clay blends (Swan Works) and an associated stockpiling area for fireclay at Birch Coppice. There is also a dormant permission for clay and coal extraction at Brownhills Common. Future proposals for mineral working should address potentially harmful environmental impacts – particularly on important sites for nature conservation – and restoration and after-care should be designed to complement and enhance the existing environmental infrastructure.

Delivery

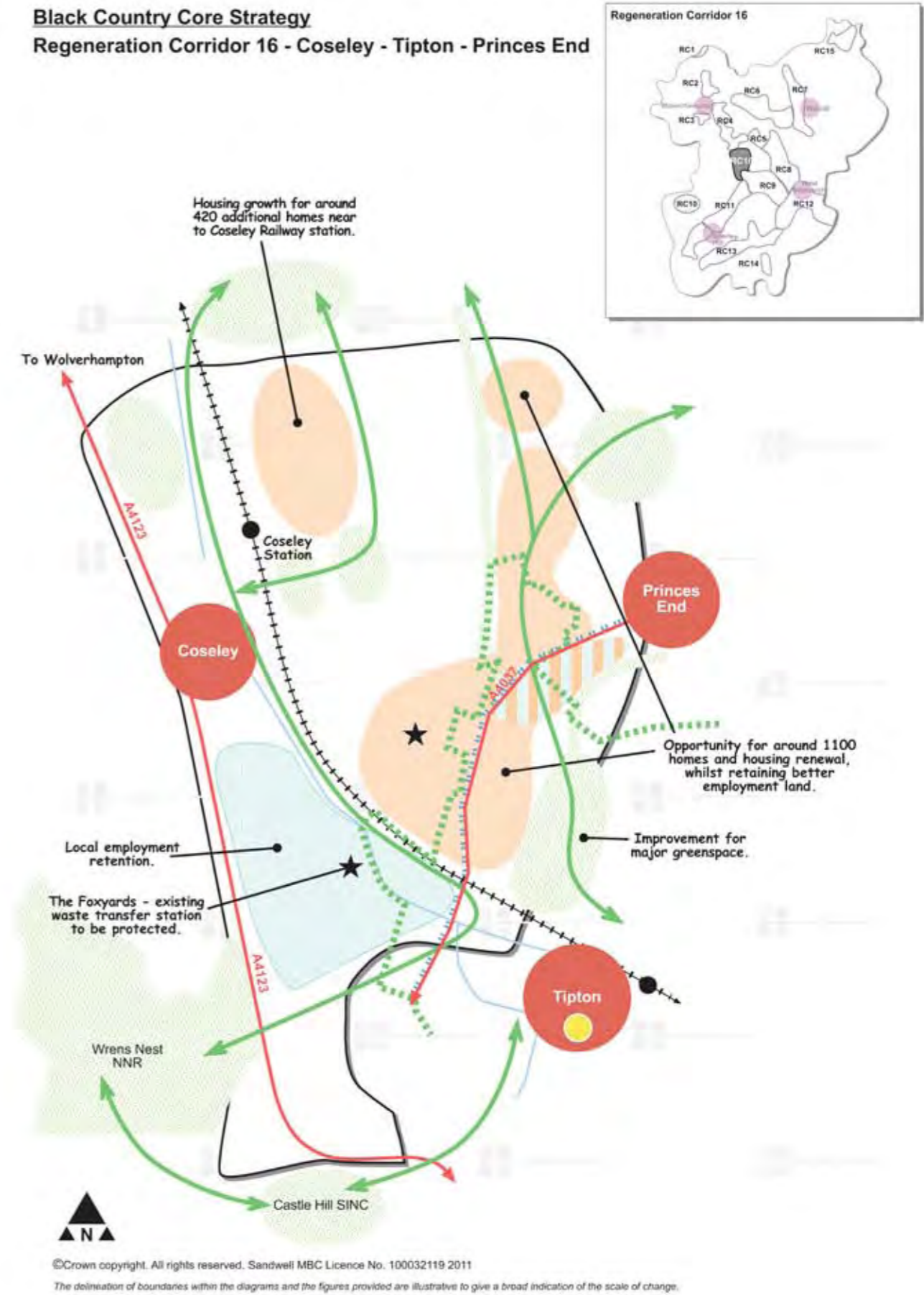
Mechanisms	Partners
Walsall Site Allocations and Development Management DPD.	Housing: Walsall Housing Group, Private Developers, Homes and Community Agency, Housing 21 and other RSLs.
Strategic Regeneration Framework 1.	Industry: developers, AWM.
Building Schools for the Future.	Open Space: Council Greenspace Team, British Waterways, Cannock Chase Council, Lichfield District Council, private developers.
Planning Applications.	Education: Education Walsall, Walsall PCT.
	Transport: Centro, Private Developers, Bus & Rail companies.
	Centres: private developers, Network Rail.

It is anticipated that most proposals will come forward through Masterplans, as site allocations in Site Allocations DPDs and / or as planning applications following pre-application discussions with the relevant planning authorities and other stakeholders

Investment

- Walsall Housing Group and Homes and Community Agency investment in housing in the corridor.

**Black Country Core Strategy**  
**Regeneration Corridor 16 - Coseley - Tipton - Princes End**





## Regeneration Corridor 16: Coseley, Tipton, Princes End

### Vision

- RC16.1 By 2026 this corridor will provide high quality sustainable residential communities and fit for purpose local employment areas. These will be accessible by all modes of transport especially walking, cycling and public transport with links to Coseley and Tipton railway stations and the centres of Coseley, Princes End and Tipton.
- RC16.2 There will be an improved public realm and canal network, along with improved links between residential communities and parks / open spaces such as the Wrens Nest Local Nature Reserve. This will ensure that the Corridor will have significant accessible biodiversity and local green infrastructure.

### Features and Opportunities

- RC16.3 **Features**
- The West Coast Main Line - Coseley Station
  - A4123 Birmingham New Road
  - Coseley and Princes End Local Centres
  - Older industrial areas at Batmanshill, Darkhouse Lane and Sedgley Road West
  - Adjacent to Wrens Nest National Nature Reserve
- RC16.4 **Opportunities**
- Housing development close to Coseley Station replacing older obsolete industrial areas
  - Retention of fit for purpose local employment areas
  - Improvements to Owen Street District Centre and Coseley and Princes End Local Centres
  - Incremental housing development north of Tipton and Princes End on industrial sites which are poorly located, have become unviable and obsolete.
  - Protect and enhance areas of biodiversity value supporting sub-regional wildlife networks encouraging the penetration of such networks across the Black Country. Improve the connectivity of these areas for the benefit of wildlife penetration and recreational enjoyment particularly links to Wrens Nest National Nature Reserve and beyond as well as the local parks in and around Coseley, Tipton and Princes End.

### Spatial Strategy

- RC16.5 The Strategy for this corridor will be to create new residential communities on low quality, under-used employment land. This transformation alone will improve the environment of the area and attract AB households. The additional housing will also benefit the local centres of Owen Street, Coseley and Princes End by providing larger catchment areas.
- RC16.6 Transport links will be improved through the enhancement of Coseley Station and the completion of the Owen Street Relief road.
- RC16.7 There is good access to green space in this corridor due to the presence of significant open spaces and town parks. However, access to these spaces from new residential areas will need to be improved. Access to nature conservation sites, e.g. Wrens Nest National Nature Reserve, will also be improved where appropriate.
- RC16.8 Local character and heritage is particularly important in this area due to Dudley Castle and the Black Country Museum being in close proximity. Opportunities to enhance links to these areas, particularly by canal, will be pursued.

### Indicative Land Use Figures

<b>Total Existing Employment Land</b>	<b>95 ha</b>
Housing Commitments on Employment Land (April 2009)	425 10 ha
Housing Commitments on Other Land (April 2009)	38 1 ha
Housing Proposals on Surplus Employment Land	1424 dwellings 41 ha
Of which:	
2009- 2016	120 dwellings
2016 - 2026	1304 dwellings
Housing Capacity on Other Land	22 dwellings 1 ha
Of which:	
2009- 2016	0 dwellings
2016 - 2026	22 dwellings
<b>Total Estimated Housing Capacity 2009 to 2026</b>	<b>1909 dwellings</b>
Retained Gross Strategic High Quality Employment Land	0 ha
Potential Gross Strategic High Quality Employment Land	0 ha
Retained Gross Local Employment Land (Policy EMP3)	44 ha
Additions to employment land through existing development opportunities (RELS April 2009)	0 ha
<b>Total Gross Employment Land at 2026</b>	<b>44 ha</b>
Long Term Supply of land for new employment development through recycling of gross employment land (policy EMP4)	0 ha

#### RC16.9 **Creating Sustainable Communities**

- The Sandwell Housing Needs Study identifies that Tipton is not currently seen a popular destination for households currently living within the Borough.
- Tipton has the lowest level of 3-bedroom stock and highest level of 1-bedroom stock across Sandwell. The majority of demand in the private sector is for 3-bedroom houses.
- There is a need for affordable housing within the Corridor, with two-thirds of the need being for houses the rest being for flats and bungalows.
- There is significant demand for market housing within the corridor with the Mainline Station of Coseley as a potential key driver.
- The housing growth proposals in this corridor can be accommodated by existing and proposed education provision at both the primary and secondary level, where sufficient capacity will be available.
- In accessibility terms this provision may be beyond the preferred 10 minute walk to primary schools and 20 minutes to secondary. Masterplanning and the layouts of developments should seek to minimise this issue.
- Neptune Health Park is being refurbished by the PCT which will provide Town level facilities. Neighbourhood facilities are being sought for nearby Glebefields. Despite this there may be small areas where access to a GP within the preferred 10 minutes walking distance will be deficient.

#### RC16.10 **The Economy, Employment and Centres**

- Owen Street District Centre adjoins this corridor, whilst Coseley (Roseville) and Princes End Local Centres fall within it. There is also a Superstore at Gospel Oak. Despite this, parts of the housing growth areas currently would not have access to fresh food within the preferred 10 minutes walking/public transport distance. However as this has been calculated for peak hours, it can be anticipated that access by public transport at off peak periods would perform better.
- Princes End provides a relatively limited range of shopping alongside a high proportion of hot food takeaways and vacancy.
- The Local Centres of Princes End and Coseley (Roseville) would benefit from investments in the fabric of properties and the public realm.
- Housing growth around these centres may increase walk-in population seeking to serve day to day shopping needs, thereby helping to increase their viability.

#### RC16.11 **Transport and Accessibility**

- East – west links between the National Cycle Route 81 in Coseley and those in Sandwell should be pursued.
- Maintain and enhance Coseley Station as part of the West Coast Main Line.
- Owen Street Relief Road completed early 2010 allowing better access and improved public transport to Owen Street District Centre.
- Accessibility by bus transport walking and cycling will need to be provided to both residential and employment areas.

#### RC16.12 **Environmental Infrastructure**

- Overall this corridor has good access to greenspace. In particular there are significant open spaces associated with the Cracker to the south of the corridor, Weddel Wynd to the north and the linear open space. Population growth in Tipton will increase demands on these which can be accommodated to a large extent by enhancement to the existing network.
- In Coseley there are town and local parks providing good access to open spaces, however links to Tipton and Princes End could be improved.
- To the west and south-west of the corridor, there are significant openspaces at Wrens Nest Nature Reserve, Priory Park in Dudley, Bluebell Park, Silver Jubilee Park at Roseville and Kettle Hill at the northern end of Castle Hill.

- In this Corridor there should be an emphasis on improving & enhancing links for recreational use to these existing local parks and open spaces to existing and proposed housing areas.
- Canalside development will also provide opportunities for enhancement to the public realm.
- There are few nature conservation designated sites within the corridor itself however there is potential to enhance existing areas to encourage wildlife penetration along the canal corridor and railway line, as well as improving access to the Wrens Nest National Nature Reserve. As important parts of the biodiversity network, the Core Strategy will take steps to protect and enhance biodiversity and wildlife habitats in the corridor to support sub-regional wildlife networks especially those which follow the canal and railway lines (in use and former railway lines) through the corridor. Where development proposals could impact on these networks, the Core Strategy will ensure that adequate mitigation measures are provided against any adverse effects.
- There is an existing wildlife corridor designated for the former Dudley - Priestfield railway. The linear open space based on the former Princes End railway plays a similar role and links with canal based wildlife corridors to the north and south of the Corridor.
- Within the corridor there is a small deficiency with regard to access to both a 2ha and a 20 ha Nature Conservation site. The latter cannot be remedied within this corridor, although improved access to Wrens Nest Nature Reserve could help ameliorate this issue. Further habitat creation on existing open spaces and in association with development should be pursued to offset the former concern.
- The greenspace strategy for this corridor should also emphasise restoration and creation of biodiversity, through enhancements to existing features, particularly the SINC and SLINC at the Cracker and the former Dudley Priestfield Railway.
- The western half of corridor falls within the Sedgley – Dudley Anticlinorium geological consideration zone, thereby opportunities for geological investigation and exposure should be pursued where viable.
- Views of Dudley Castle will be protected and should be promoted. Opportunities for the enhancement of historic features, notably those associated with the canals, the railways and industrial heritage should be pursued.
- The Outline Water Cycle Study identifies that this area is located at the upstream end of the sewer network. Capacity within the existing sewer network needs to be assessed alongside development in RC8, RC9, and RC12 which drain into the same sewer downstream.
- Additional provision for adult, junior and mini pitches is required in both the short and longer term in light of anticipated population growth. Tibbington playing fields is a key site for junior football.

#### RC16.13 **Waste**

- The capacity of the The Foxyards (Biffa), Bean Road, Tipton, Dudley strategic waste management sites/facilities will be protected
- New waste management facilities will be permitted within the retained employment areas.

#### RC16.14 **Minerals**

- Mineral resources within the mineral safeguarding area (see Minerals Sub-Key Diagram) will be safeguarded.

## Delivery

Mechanisms	Partners
Local Transport Plan (LTP)	Centro
Black Country Joint Core Strategy	AWM
Tipton Area Action Plan	Dudley and Sandwell Education Departments
Dudley Development Strategy Development Plan Document	House Builders
Sandwell Site Allocations Document DPD	Dudley Historic Environment Team
Dudley and Sandwell Planning Obligations SPD	Network Rail
	Environment Agency
	Housing Associations
	Dudley and Sandwell Leisure Dept's
	Homes and Communities Agency
	British Waterways
	Network Rail
	Black Country Consortium