

SUPPLEMENTARY PLANNING DOCUMENT FOR BRADES VILLAGE

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1. INTRODUCTION

- 1.1 Planning Policy Statement 12: Creating Local Development Frameworks (PPS) sets out central government's guidelines regarding the desired form and function of development plans under the new planning system and highlights the important role of Supplementary Planning Documents (SPDs) within this process.
- 1.2 The Brades Village SPD originates from the Sandwell Unitary Development Plan (UDP, 2004), which was formally adopted by the Council on 27 April 2004 and provides the statutory land use planning framework for the Borough.
- 1.3 As the Sandwell UDP was adopted in 2004, it is considered to be up-to-date. Therefore, the Council intend to save all of the policies for at least three years, until 2007, while new documents that will form part of the Local Development Framework (LDF) are being prepared. There may also be some policies that are saved for a longer period. Prior to the production of new Development Plan Documents (DPDs), the Council will be preparing its evidence base. After collecting the evidence, the Council will begin to prepare its Local Development Documents (LDDs). The Local Development Scheme (LDS) Summary provides further information on the documents to be produced and the relevant timescales.
- 1.4 The Brades Village area (including Brades Rise and Rounds Green) was identified as a key area of opportunity and change, due to the localised intensity of UDP proposals. The need was established for the preparation of an SPD for the area in order to provide guidance for the co-ordinated delivery of development incorporating UDP (2004) housing proposal sites within the area.
- 1.5 The Brades Village SPD is included within the Sandwell LDS, which provides the timescale for the production of the SPD and a summary of the role and content of the document.

Structure of the Brades Village SPD

- 1.6 The structure and content of the Brades Village SPD is as follows:

Section 1: Introduction, explains the origins, justification and purpose of the Brades Village SPD, the objectives of the document and the role of community involvement and sustainability appraisal.

Section 2: Vision, establishes the Council's vision for the Brades Village SPD area.

Section 3: Policy Context, presents the policy at a national, regional and local level that forms the framework to which the Brades Village SPD must comply.

Section 4: The Brades Village Context, provides background information on the Brades Village area.

Section 5: Development Strategy and Principles, sets out guidance in the form of a development strategy and principles to assist the delivery of the vision.

Section 6: Implementation, sets out how certain aspects associated with the development will be addressed, secured and brought forward.

The **Appendices** provide a comprehensive list of UDP policies and proposals relevant to the Brades Village SPD area.

The **Plans** show the SPD area, local policy, development opportunities and an interpretation of potential development provided in the form of an indicative layout.

Objectives

- 1.7 The Brades Village SPD will provide additional guidance for the area, to bring forward development as part of a co-ordinated approach. This will be achieved through:
- Providing a distinctive, high quality, connected, safe and secure, sustainable community environment, within which to live and enjoy recreation.
 - Improving connectivity and accessibility to public transport, alternative modes of sustainable travel and local facilities.

- Providing sufficient, quality, accessible public open space and a network of interconnected green spaces for all users that meet the needs of the community.
- Conserving, preserving and enhancing the natural, built and historic environments, whilst minimising environmental effects.

Status and Role of the Plan

- 1.8 The scale of envisaged development within the SPD area is of strategic importance as it has the potential to address local need and demand for housing. There is potential to make a significant contribution towards the Borough's housing targets, by means of a substantial, integrated extension to the existing urban community.
- 1.9 This SPD has been produced in accordance with government legislation and guidance. It will provide additional guidance (supplementary to UDP policies and proposals) for development and design to be used by developers. It will also provide a planning tool (material consideration), which will assist the Local Planning Authority (LPA) in the development control process (determining planning applications for future development in the area). Whilst not having development plan status, SPDs can be used to expand policy or provide further detail to policies in DPDs. SPDs are not permitted to allocate land and are not subject to independent examination.
- 1.10 The SPD focuses on the 3 Housing Proposal Sites Ho74, Ho171 and Ho173 and the area between the New Birmingham Road and Dudley Road East. The SPD provides guidance to assist in the co-ordinated delivery of development in the area, incorporating these proposal sites.

Community Involvement

- 1.11 Central Government has set out new requirements for involvement within the planning process. Section 18(2) of the Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities (LPAs) to produce a Statement of Community Involvement (SCI), which sets out how they intend to engage with the public in the local planning process. Community involvement on this SPD has been undertaken in accordance with the SCI as information has been provided at meetings, via letters and leaflets and is also available on the Council's website. The Draft SPD was consulted on for a six week period, 17th July 2006 - 29th August 2006 and amendments were then made in response to representations.

Sustainability Appraisal

- 1.12 Central Government now require LPAs to fully consider the implications of their plans and programmes by carrying out a Sustainability Appraisal (SA) under Section 19(5) of the Planning and Compulsory Purchase Act (2004). This process is intended to assess the potential, cumulative and synergistic environmental, social and economic effects of the plan, whilst also informing its preparation. The production of a more detailed Strategic Environmental Assessment (SEA) incorporating an SA, is required where it is determined through consultation with the Consultation Bodies (English Heritage, the Environment Agency and the Countryside Agency and English Nature, who have been amalgamated to form Natural England) that the plan or programme is likely to have "significant environmental effects", "set the framework for future development consent of projects" or "determine the use of small areas at a local level".
- 1.13 An SA Report, which was also consulted on during the six week period, accompanies this Brades Village SPD. Preparation of the SA Report underwent consultation with the Consultation Bodies at the Screening and Scoping stages in accordance with the Environmental Assessment of Plans and Programmes Regulations (2004) and amendments were then made in response to representations.

2. VISION

- 2.1 The Vision establishes the type of development that the Council is seeking to realise in the SPD area and the positive legacy that it will set in place.
- 2.2 The Council's vision for the SPD area is that it will be a **sustainable, inclusive, diverse, distinctive, accessible and connected** environment within which to live and enjoy recreation.
- 2.3 In order to achieve this vision the SPD must consider and promote:
- Sustainable high quality design;
 - sustainable communities;
 - community safety;
 - sustainable travel;
 - the need for additional community facilities;
 - the provision of open space and green links, recreational opportunities and the potential for the improvement of health through increased physical activity;
 - the preservation and enhancement of the natural and historic environments.
- 2.4 Most importantly the proposals of the SPD must be deliverable. As stressed throughout the document the objective is to deliver development within the SPD area that provides a co-ordinated solution.
- 2.5 The delivery of the Council's vision for the Brades Village SPD area will involve:
- The development of housing proposal sites allocated in the UDP (2004) as part of a co-ordinated approach, with the incorporation of additional sites for housing.
 - The delivery of mixed housing types and tenures, provision of green links and the improvement of pedestrian and cycle links.
- Exploration of the potential for the relocation of Council owned land, currently in use as Tividale Community Recreational Centre (to be made available for additional supplementary housing).
 - Subject to further environmental tests and a proven and approved Remediation Strategy the former Gower Tip site may be appropriate for a range of development opportunities, including residential development, an element of public open space and the provision of sports facilities.
 - The incorporation of land on the south side of the Birmingham Canal to create a residential canal side frontage.
 - The incorporation of non-allocated land for additional housing on the north side of the Birmingham Canal, in order to complement that proposed on the south side and enable the provision of a comprehensive, sustainable community environment.
 - The relocation of non-conforming business/industrial uses to locations within Key Industrial Allocations or the Business Zone.

3. POLICY CONTEXT

3.1 The Brades Village SPD is required by legislation and guidance to perform a supplementary role to existing local policies, while remaining in accordance with local, regional and national policies. This section provides the policy context, within which the Brades Village SPD has been prepared.

National Policy

3.2 National legislation and recommendations set out in the Planning and Compulsory Purchase Act (2004) and The Town and Country Planning (Local Development) (England) Regulations (2004) and national planning policy set out in Planning Policy Guidance Notes (PPGs) and more recently in revised Planning Policy Statements (PPSs) set out the overarching fundamentals of planning. This guidance assists Regional Planning Bodies (RPBs) and Local Planning Authorities (LPAs) in the preparation and development of policies, plans and programmes at both a regional and local level, subsequently providing a greater degree of consistency and certainty. The following PPGs and PPSs are all relevant to the Brades Village SPD.

3.3 **PPS1: Delivering Sustainable Development (2004)** sets out the overarching principles of sustainable development, including guidance on the protection and enhancement of the environment, sustainable economic development, design and community involvement and how they should be integrated within development plans in order to deliver.

3.4 **PPS3: Housing (Consultation Draft, 2005)** focuses on the need to create sustainable, inclusive and mixed communities, through a wide choice of housing types, including both affordable and market housing. Advice is also provided regarding appropriate housing density levels in accordance with location. The importance of access to open space and the efficient use of land is stressed and the management of delivery and development is seen as essential in this process.

3.5 **PPG3: Housing (2000)** is geared to creating sustainable residential environments through promoting links to public transport infrastructure and the delivery of housing of appropriate types, sizes and costs in order to meet local need and demand gauged from the plan, monitor and manage approach. PPG3 advocates the sequential test, preferring the development of previously developed brownfield sites rather than consuming greenfield sites and by creating developments of higher densities thus maximising the capacity and efficiency of sites, which in turn will support and sustain the viability of new and existing infrastructure and facilities. The 2005 update to PPG3 "Supporting the Delivery of New Housing" creates the opportunity for an increase in the availability of residential development sites by supporting the delivery of new housing on allocated and redundant industrial / commercial land, providing it reflects the policies of PPG3, would not lead to the saturation of the local housing market and that there is no realistic prospect of allocations being realised. PPG3 is of specific significance to the Brades Village SPD area given the number of major allocated residential proposal sites.

3.6 **PPG4: Industrial, Commercial Development And Small Firms (1992)** highlights the need to integrate the conflict between the pursuit of economic growth and the quest for environmental good sense stressing that development plans should weigh up the importance of industrial and commercial development with that of maintaining and improving environmental quality, through discussing mixed-use development, conservation and heritage and the re-use of urban land. PPG4 sets a positive approach to the location of new business developments and the assistance of small firms through the planning system and stresses that the locational demands of industry should be a key consideration in drawing up plans.

- 3.7 **PPS9: Bio-diversity and Geological Conservation (2005)** sets out planning policies on the protection of bio-diversity and geological conservation through the planning system. PPS9 stresses the importance of needing to take an integrated strategic approach to the maintenance, enhancement, restoration and additions to bio-diversity and geological interests.
- 3.8 **PPS12: Local Development Frameworks (2004)** sets out the Government's guidelines, which LPAs are to follow in the preparation of documents that will form the specific components of their Local Development Frameworks (LDFs). Importantly, PPS12 provides guidance from which LPAs can construct their Statement of Community Involvement, which will set out how they intend to engage the public in the planning process. PPS12 also provides guidance on Strategic Environmental Assessment and Sustainability Appraisal, which will assist LPAs in appraising the likely social, environmental and economic effects of the plans within the LDF.
- 3.9 **PPG13: Transport (2001)** sets out the overarching principles of sustainable transport, with objectives to integrate planning and transport at the national, regional, strategic and local level within and between different types of transport, with policies for the environment, land use planning, education, health and wealth creation. PPG13 stresses the importance of promoting accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling and the importance of reducing the need to travel by car. To deliver these objectives, the guidance insists that local planning authorities should actively manage the pattern of urban growth, locate facilities to improve accessibility on foot and cycle, accommodate housing principally within urban areas to support infrastructure and recognise that provision for the sustainable movement of people (by walking, cycling and public transport, though it may be less achievable in some rural areas) and freight is important.
- 3.10 **PPG15: Planning and the Historic Environment (1994)** lays out government policies for the identification and protection of historic buildings, conservation areas, and other elements of the historic environment and it explains the role of the planning system in their protection. The frequently close link between controls over 'listed' buildings and conservation areas and development control decisions means that development and conservation generally need to be considered together. PPG15 deals with those aspects of conservation policy, which interact most directly with the planning system, including matters of economic prosperity, visual impact, building alterations, traffic and the effects on the character of conservation areas.
- 3.11 **PPG17: Planning for Open Space, Sport and Recreation (2002)** describes the role of the planning system in assessing opportunities and needs for sport and recreation provision and safeguarding open space, which has recreational value. PPG17 stipulates that local planning authorities should take account of the community's need for recreational space, having regard to current levels of provision and deficiencies and resisting pressures for development of open space, which conflict with the wider public interest. PPG17 discusses the provision of open space in urban areas, the urban fringe, the Green Belts, and the countryside and promotes the protection of open space from development, the provision of universal access to open space and the safety of its users. Planning obligations are highlighted as a means by which local deficiencies in the quantity or quality of open space can be remedied. This guidance is of specific interest to the Brades Village SPD area as there is potential for new housing to generate a need for additional open space, sport and recreation.

- 3.12 **PPS23: Planning and Pollution Control (2004)** is supplemented by two important documents, Annex 1: Pollution Control, Air and Water Quality and Annex 2: Development on Land Affected by Contamination, which both provide a detailed perspective of the aforementioned issues, through the inclusion of guidance, which should be taken into account by both Regional Planning Bodies (RPBs) and Local Planning Authorities (LPAs) in the process of preparing Regional Spatial Strategies and Local Development Documents (LDDs). The guidance indicates that the development process is an effective way of tackling these issues, recommending that a range of relevant planning conditions and planning obligations should be sought. The guidance emphasises the role of Action Plans for Air Quality Management Areas and the important link between the planning, transport and air quality control functions of LPAs. The guidance highlights the importance of desk studies, regarding contaminated land that should be undertaken and submitted prior to the determination of planning applications and that LDDs should include appropriate policies geared towards implementing and tackling the remediation of contaminated sites.
- 3.13 **PPS25: Development and Flood Risk (Consultation Draft, 2005)** sets out government guidance on development and flood risk that is to be taken forward and used to create the final PPS25. The document stresses the importance of reducing the consequences of flooding through location and resistance by adopting a risk based sequential approach to site selection and incorporating Sustainable Urban Drainage Systems (SUDS) to reduce surface water run off. Draft PPS25 advocates early involvement in the planning process at the pre-application stage, with it being the responsibility of the developer/landowner to demonstrate compliance with the guidance. The document indicates that flood risk assessments will be carried out at a regional level (RFRAs) informing those at a strategic level (SFRAs). The document states that flood risk should be considered alongside other spatial planning concerns such as transport, housing, economic growth, natural resources, regeneration and the management of other hazards.
- 3.14 **PPG25: Development and Flood Risk (2001)** sets out government guidance regarding development and flood risk. The guidance promotes sustainable development, by advising on its location, advocating a risk based sequential approach to site selection in order to prevent placing new development at risk or from further exacerbating the risks.
- Regional Policy**
- 3.15 Regional Spatial Strategies (RSSs) are to be prepared by the Regional Planning Bodies (RPBs) in accordance with national legislation, regulations and planning policy guidance (PPS11: Regional Spatial Strategies). The RSS sets out the strategic overview for the region, which informs plan making at a local (Local Authority) level. When combined with the Local Development Framework (LDF) the RSS completes the development plan.
- 3.16 **RPG 11: West Midlands (2004) (The West Midlands Regional Spatial Strategy (RSS))** is geared to making the West Midlands a more sustainable region through addressing the links between economic, social and environmental issues and adopting an integrated policy approach in response. The RPG provides guidance and policy geared to achieving this, regarding; urban renaissance, communities for the future, prosperity for all, quality of the environment and transport and accessibility. The West Midlands RSS contains a vast range of policies, relevant to the Brades Village SPD area, the most relevant of which relate to the delivery of housing within Major Urban Areas (MUAs), affordable housing and mixed communities, managing housing land provision, urban regeneration zones, the portfolio of employment land and the protection and enhancement of the historic environment, with a specific recommendation that strategies should explore the regeneration possibilities of the canal network.

3.17 **The Draft RSS Phase One Revision: The Black Country (2006)** proposes a new policy for Local Authorities to plan and promote enhancement of the quality of the environment giving physical expression to the concept of the 'Black Country as Urban Park' through the identification of Beacons, Corridors and Communities, and the definition of an integrated network of greenspaces, waterways and canals, topographical, bio-diversity and heritage features and promote walking and cycling interconnections between centre, communities and the environs. This is of specific relevance to the Brades Village SPD area. The Phase Two Revision of the RSS will examine the issues of housing figures, centres and employment land, which may as a result release some extra windfall sites for residential purposes if current employment allocations are judged to be unrealistic.

3.18 **West Midlands Local Transport Plan (2006)**, sets out targets to reconcile transport related problems by improving public transport and reducing congestion. The transport network offers attractive and effective ways of accessing work, shops, education and leisure and provides a coherent strategy for improving accessibility, public transport, air quality and safety over the next five years, along with better management of traffic. The seven authorities of the West Midlands Metropolitan Area have formally agreed a shared vision for:

- a thriving, sustainable and vibrant community where people want to live and where business can develop and grow;
- town, city and local centres that are attractive and vibrant, where high-quality public transport is the norm and walking and cycling are common-place;
- cleaner air and less congested traffic conditions;
- a safer community with fewer road accidents and with environments in which people feel secure;
- equal opportunities for everyone to gain access to services and facilities and enjoy a better quality of life, with travel choices that are attractive, viable and sustainable.

Sub Regional

3.19 **The Black Country Study (2006)** has been undertaken in order to support the **Draft RSS Phase One Revision: The Black Country (2006)**, which will in turn inform the Local Development Frameworks (LDFs) being prepared by the Black Country Authorities. It was stipulated that the work would pay particular attention to a host of issues that have subsequently formed the framework for the Black Country Study. These issues include; regeneration priorities, the strategic role of town centres and Merry Hill, urban capacity, employment land, the scope for environmental and town centre improvements and ways of improving access to regeneration sites, particularly on the eastern side of the Black Country. The issues relating to urban capacity and employment land are of the most relevance to the Brades Village SPD area.

Local Policy

3.20 **The Sandwell Unitary Development Plan (UDP, 2004)** sets out the land use proposals and policy framework for the Borough, which the SPD is directly supplementing. The UDP policies and land use proposals, which are of most relevance to the SPD area, are listed in Appendices 1 and 2.

The key UDP policies for this SPD are:

- H2: Principal Housing Sites, concerning the development of housing proposal sites and the provision of ancillary facilities;
- H3: Windfalls, which provides scope for housing development on non-allocated sites;
- H6 and UD1-UD6, which provide design guidance;
- H7, OS5, OS8 and DC9, regarding open space and play space provision;
- H8: The Relationship Between Residential and Industrial Uses, which addresses potential adverse effects of the location of housing;
- H9: Affordable Housing, which deals with the provision of affordable housing;
- SRC8, CS1 and CS2, regarding the provision of facilities;
- NC1, NC3 and NC5, concerning nature conservation (SINCs and wildlife corridors) and new development;
- PC5 and PC6, regarding ground conditions and physical development constraints;
- C7, DC4 and DC6, which sets out policies to preserve and enhance the canal environment in the midst of development.

3.21 **Supplementary Planning Guidance (SPG) for Residential Design, Community Safety (compiled in accordance with the Crime and Disorder Act, 1998) and Cycling (all 2004)** provide additional detail to the UDP (2004) regarding specific aspects of planning. The **Affordable Housing Supplementary Planning Document (SPD, 2005)** provides further guidance to UDP Policy H9 regarding provision. In addition the **Draft Residential Intensification SPD** will be appended to the Residential Design SPG with the aim of:

- supporting the development of a range of density solutions that relate to their surroundings; and

- discouraging the rigid application of higher density solutions that deliver development that has an adverse impact on the character of areas and where concerns exist about the quality of resulting living environments.

3.22 **The Oldbury Town Planning Statement (2004)** was produced in the form of an issues paper with the purpose of bridging the gap between the existing UDP system and the forthcoming LDF system. The aim of the document was to identify the relevant issues and any areas of potential change within Oldbury that would warrant the intervention of an area based planning perspective that would provide a co-ordinated approach to development and would be included within the Local Development Scheme (LDS). The document highlighted Brades Village; Oldbury Town Centre and Birchley Island as areas that warranted the intervention of such an approach and identified five key issues derived from the UDP (2004) including; demand for housing land; pressure on industrial land; regeneration sites and town centres; transportation; open spaces, green spaces and play spaces.

3.23 **The Sandwell Plan (2004)**, which forms the Community Strategy for Sandwell continues the five themes for action, which were identified in the 2000 Plan; Promoting Lifelong Learning, Improving Health and Achieving Conditions for Good Health, Creating Wealth/Revitalising the Sandwell Economy, Transforming Sandwell's Environment and Creating a Safer Sandwell. Emphasis is placed on creating an inclusive society and fostering sustainable development, with the challenges of improving housing quality and choice and making Sandwell an enjoyable place to live, which is safe and known for its quality, services and facilities.

4. THE BRADES VILLAGE CONTEXT

4.1 This section provides background information about the Brades Village SPD area, including the boundary, the built and natural environment, transport links and social demographic information.

The SPD Boundary

4.2 The Brades Village Supplementary Planning Document (SPD) provides specific guidance for development within the identified area, which is situated to the east of Temple Way and to the west of Oldbury Town Centre and located within the Brades Village Neighbourhood (as identified in the Neighbourhood Strategy, 2001). See Plan 1: Brades Village SPD area.

Land Uses and the Built Environment

4.3 The area designated within the Brades Village SPD boundary comprises:

- Housing, along Brades Rise, Brades Road, Dudley Road East, Lower City Road, Hill Bank and Ashtree Road.
- Business and industry, located off Brades Road, Dudley Road East, Lower City Road and at Euro Business Park, Summerton Road.
- Leisure and community facilities at the Tividale Community Recreational Centre and Sandwell Cycle Speedway Club, both located off Lower City Road.
- Three housing proposal sites (Ho74, Ho171 and Ho173).
- Vacant, non-allocated land at the former Gower Tip site.

4.4 The existing residential stock within Brades Village includes examples of pre, inter and post war housing, of varying condition, with a number of streets consisting of local authority housing. There has been a recent influx of new housing in the area with 85 new dwellings built since 2000 at the Brades Rise and Ashtree Road sites (housing proposal sites Ho75 and Ho76 UDP, 2004). Three principal housing proposal sites (Ho74, Ho171 and Ho173) present further, more significant development opportunities within the SPD area. Aside from the substantial Business Zone proposals and Key Industrial Allocations in close proximity, the SPD area comprises a number of sporadic, small, pockets of industrial/business type

uses, which are of varying condition and quality. See Plan 2: UDP (2004) Proposals Map Showing Brades Village SPD area.

4.5 The diverse composition of land uses within the SPD area creates a number of conflicts, which have evolved over time as certain uses have now become out of place. Non-conforming business/industrial uses are located within residential areas. In these instances and as part of comprehensive proposals the Council would look to secure the relocation of such operations to more appropriate locations in order to enhance the residential environment.

4.6 The SPD area incorporates a large amount of undeveloped land, which is partly due to the poor ground conditions that have arisen as a result of the areas industrial legacy. Blakeley Hall/Brades Hall Open Space provides the only formal open space within the wider Brades Village area though Tividale Community Recreational Centre also provides open space in the form of outdoor sports facilities. The Green Space Audit (2006) deems them to both be of high quality and high value.

Natural Environment

4.7 The Birmingham Canal and the Gower Branch Canal both converge within the SPD area and are designated wildlife corridors (the latter also being designated a Site of Importance for Nature Conservation), which both provide habitats and contribute to the bio-diversity of the area. The two Grade II Listed Upper Brades Locks are located at the point where the two canals meet.

4.8 The whole of the Borough has been declared an Air Quality Management Area (AQMA) as a result of a number of areas within the Borough exceeding the national air quality objective for annual mean nitrogen dioxide (NO₂). The section of Dudley Road East that passes through the SPD area was identified as exceeding the NO₂ objective. Sandwell Council are currently in the process of preparing an Air Quality Action Plan, which will set out how the Council intends to improve air quality in these areas.

Transport and Links

- 4.9 The SPD area is connected on the northern edge and extreme south with good transport links to Oldbury and subsequently the rest of the Borough via the strategic highway network (Junction 2 of the M5 Motorway, the A457, Dudley Road East and the A4123, New Birmingham Road/Wolverhampton Road) and public transport infrastructure via the 87, 120 and 126 bus routes. Sandwell and Dudley Train Station, located on the edge of Oldbury Town Centre is in close proximity and provides links via the national rail network.

Social Demographic Information

- 4.10 According to 2001 Census information the Brades Village Neighbourhood, which incorporates the SPD area has a resident population of 2,591 in 1,117 dwellings, 69.3% of which are in owner occupation and 13% are Council rented. 76% of the population are white, 10.6% Indian, 5.8% Caribbean, 3.9% Pakistani and 2.4% mixed race, with 762 under the age of 25 and 657 aged 60 and over.

Issues

- 4.11 Out of the 79 Sandwell Neighbourhoods (1 = most deprived) Brades Village ranks 49th overall, 59th with respect to income, 52nd for education, 40th for housing, 32nd for access, 23rd for crime and 21st for health. Brades Village experiences social and environmental problems common to Sandwell, including: low educational attainment, unemployment, a low skilled workforce, poor air quality, general pollution, poor accessibility to good quality open space and the presence of significant pockets of contaminated land.
- 4.12 There is also a limited provision of community facilities within Brades Village, however there is access to facilities located within Oldbury Town Centre, which is in close proximity. It is evident that the significant scale of potential residential development in the area is likely to create a need and demand for the provision of additional community facilities. This can be secured in accordance with H2: **Principal Housing Sites**, SRC8: **Local Shops/Parades** and CS2: **Community Uses**.

- 4.13 It is also evident that the potential scale of residential development within the SPD area will create a need for additional community/public open space provision. The Council will seek the provision of community/public open space at a minimum ratio of 2 Ha per 1000 population in accordance with **Policy OS5: Community Open Space**.

- 4.14 The Housing Need and Demand Survey (2002) establishes that there is a significant projected surplus in 1, 2, 3 and 4+ bedroom private sector housing within Oldbury, but that there is also a shortfall in 2, 3 and 4+ bedroom affordable houses. It is therefore important that affordable housing (in line with **Policy H9: Affordable Housing** and the **Affordable Housing SPD, 2005**) and an appropriate mix of housing types and tenures is provided in order to foster the growth of a sustainable community environment.

Opportunities

- 4.15 Though there are a number of issues associated with the SPD area, there are a number of significant opportunities.
- The area provides significant residential development opportunities i.e. canal side development. Development that is well designed and of high quality will integrate with and compliment the local context.
 - There is potential for a significant addition to the existing residential area, in terms of housing numbers and population, which will make the provision of community facilities more viable. Supplementary bus connections may become more viable and better connect residential development.
 - The area has good links with Oldbury Town Centre, which provides access to additional services and facilities.
 - There is opportunity to promote and secure planning obligations in accordance with new development that will contribute to the improvement of the area.
 - It is envisaged that the redevelopment potential for this area will provide the opportunity to catalyse an improvement in the quality of the local environment and bring about a welcome change in the area.

5. DEVELOPMENT STRATEGY AND PRINCIPLES

5.1 The purpose of this Development Strategy is to provide guidance for a co-ordinated approach to the delivery of the vision for the SPD area. This will assist in discouraging the development of existing proposal sites within the SPD area in isolation, which may otherwise lead to piecemeal development. This would subsequently lead to individual housing developments that do not form a new community, are not linked, do not relate, do not connect and improve links nor make the best of existing development opportunities.

5.2 The SPD area incorporates three housing proposal sites (Ho74, Ho171 and Ho173) on the south side of the Birmingham Canal, which provide the main development opportunity in the area and are subsequently the focus and backbone of the Development Strategy. In order to achieve a co-ordinated solution, the Development Strategy identifies a number of additional, non-allocated sites that would compliment the delivery of the vision for the area. **It is important to note that the status of non-allocated sites identified in the Development Strategy has not changed and any development will need to have regard to existing UDP (2004) policy and proposals.**

5.3 The area of development opportunity (approximately 20 Ha) incorporates the three housing proposal sites on the south side of the Birmingham Canal, the former Gower Tip site and non-allocated land between the north side of the Birmingham Canal and Dudley Road West, from Lower City Road to Brades Road, which are currently business/industrial uses. This area of development opportunity excludes the south section of Summerton Road, where 115 dwellings are currently under construction and existing housing within the SPD area. See Plan 3: Sites of Development Opportunity in the Brades Village SPD area.

5.4 The guidance provided by this SPD has been translated into an indicative concept plan, to provide the basis against which more detailed master planning work can be undertaken by the development industry to inform the submission of planning applications. See Plan 4: Concept Plan for the Brades Village SPD area.

Design Principles

5.5 A set of design principles has been drafted from looking at the area and relevant guidance. Proposals for new development must have consideration to the design principles set out below. It is important that regard is also had to the Council's SPGs on Residential Design and Community Safety to ascertain the more detailed design aspects when preparing schemes.

- Creation of a distinctive scheme that exhibits character and a sense of place;
- Emphasis on the canal side frontage and the importance of the canal as a development opportunity and focus for high quality design;
- Safe and convenient access, connectivity, legibility, permeability;
- Active design and connected layout, linkages, signage, open space and sports provision to maximise opportunities for physical activity;
- Active edges and frontages;
- Natural surveillance: security, community safety, secured by design;
- Context: density, scale and massing, road layout and plot ratios;
- Definition of public/private space;
- Sustainable design and construction e.g. energy provision and efficiency, waste management, SUDS, BREEAM EcoHomes, action in planning, low carbon development;
- The consideration of materials due to the historic context.

- 5.6 **Housing Density and Capacity**
- Appropriate densities will be sought for the development of the area in line with government guidance. It is envisaged that a concentration of higher density designs of between 50 and 75* dwellings per hectare will be acceptable along the canal side and in locations fronting onto the existing major road network, both north and south of the Birmingham Canal at Lower City Road and Dudley Road East.
 - The remainder of the site is considered more appropriate for family homes and density ranges should not exceed 50 dwellings per hectare due to the residential context of the area to the south. *Higher levels of density will only be achieved were there is a concentration of apartment designs and the council's recommended spatial standards for housing design can be achieved.
 - Development of sites within the SPD area in accordance with these densities will deliver in the range of 1,000 new homes.
- 5.7 **Housing Type and Tenure**
- An important piece of the jigsaw in delivering the vision of a sustainable community environment is the make up of housing types and tenures. As discussed, it is also essential that provisions are made to incorporate affordable housing within the residential environment.
 - There is scope to provide an appropriate mix of housing including 1 and 2 bedroom apartments and 2, 3 and 4+ bedroom houses in line with the **Housing Need and Demand Survey (2002)**, in order to foster a sustainable community.
 - It is important that affordable housing is provided in line with **Policy H9: Affordable Housing** and the **Affordable Housing SPD (2005)**. It is the preferred approach that affordable housing is integrated within schemes.
 - It is important that an appropriate mix of private sector housing for owner occupation and renting is encouraged and provided in order to facilitate the growth of a diverse community.
- 5.8 **Building Heights**
- An appropriate combination and locational mix of housing styles will be sought, with potential for the majority of houses to be located in areas of lower density and apartments within areas of higher density (canal side and corner plots).
 - There is an opportunity for apartments to be located on the canal side frontages.
 - House types that create a rhythm to proposed frontages and consider the streetscape will be preferred.
- 5.9 **Residential Design**
- Generally building heights should not exceed two-storeys unless there is an opportunity to accentuate corner plots or key point opportunities with 2.5 storey designs. Taller buildings (3 storeys maximum) will be located in areas of high-density canal side and main road frontages.
 - The SPD area provides the development opportunity for the creation of a high quality, distinctive, sustainable residential community environment that provides solutions to issues of crime and community safety, based on sound urban design principles.
 - There is scope for the creation of a comprehensive residential frontage on the south side of the Birmingham Canal spanning across the site from Lower City Road to Brades Road. Complementary residential frontages should be echoed on both the north and south frontages of the canal. New housing designs must look out onto the water frontage and new layouts should maximise the potential to improve pedestrian and cycle connections and the quality of the canal side environment.
 - There is potential for the creation of a high quality focus point where the Birmingham Canal and the Gower Branch Canal meet. Development and design must be sympathetic to the historic context as the area includes the two Grade II Listed Upper Brades Locks.

- Subject to further environmental tests there is potential for the former Gower Tip site to be brought forward for residential development with an element of public open space and recreation provision.
- A number of key point opportunities identified within the site can provide a focus, whether as a nodal point, the location for specific design features or public art, built form or road layout.
- It is important that new development is sympathetic to the context, with regard to building heights and is orientated to conceal the backs of existing and new properties in order to maintain safety and security and screen poor views.
- New housing layouts should provide an integrated design solution that while connected in terms of access, creates a safe environment for families, pedestrians and cyclists. Road layouts should be designed to keep vehicle speeds below 20 m.p.h.
- New housing layouts must be designed to integrate with the local context and provide an internal layout and connected block structures.
- New housing in terms of individual plot layout, architectural design consideration, boundary treatments, materials and street furniture will seek to develop a consistent design code for the area.

5.10 Facilities

- The scale of new development has the potential to generate a need for additional local shopping provision and local facilities.
- The scale of potential new development will provide scope for the provision of ancillary uses that would be found in residential areas such as doctors' surgeries and local shops, which may be acceptable if they can be successfully integrated.
- The potential need for retail/community facilities provides the opportunity for integrated mixed-use development, with non-residential element occupying ground floor space and residential at upper floors.
- There is potential to enhance and improve existing leisure/recreation provision at Tividale Community Recreational Centre.

- The significant size of the potential new catchment area that will be generated by comprehensive development may provide scope for a small-scale health facility, which could be located within the SPD area or in close proximity.

5.11 Access and Connections

- There is potential for a new connected road system including pedestrian and cycle connections, which makes use of Summerton Road and access points to the site off Lower City Road, Brades Rise and Summerton Road.
- A connected internal road network should be designed that integrates new development with primary routes east and west. All new road designs should be designed to keep vehicle speed to less than 20 m.p.h.
- It is important that improvements are made to the canal frontage on the south side of the canal in order to provide pedestrian and cycle linkages through the site.
- The existing local cycle route on the north side of the canal will be retained and improved.
- There is potential for additional pedestrian and cycle connections from Dudley Road East and Brades Rise. All new routes should be designed to be safe and convenient for users and aligned where at all possible with highway design.
- New housing layouts will be designed to provide new, safe, easy and convenient pedestrian and cycle links particularly to connect Brades Road and Lower City Road. Canal side connections are also envisaged.
- The redevelopment potential of the SPD area provides further need and justification for investment in the strategic highway network (junction at Roway Lane and Dudley Road East).

5.12 Streetscape and Layout

- The main connecting link through the site from Brades Rise to Lower City Road has the potential for a tree lined boulevard approach.
- There is potential for the provision of green links, a strategic green space located in the central area of the site and to retain green landscaped areas.

- There is scope for a 'Home Zone' approach to the development of the main links in order to provide pedestrian priority in the environment, promote road safety and reduce the efficiency of being used as a rat run.
- It is important that traffic calming measures are considered as an integrated part of the layout in order to provide pedestrians with the priority within the environment. This approach will better suit the aesthetic appearance and practicality of the scheme rather than adding street furniture at a later time.

5.13 The Environment

- The design of public open space and green links will be expected to incorporate bio-diversity as an integral part of the open space/green space network through, for example, the use of native species and the inclusion of semi-natural habitats that can be sustainably managed.
- As a potential alternative to retaining and enhancing open space and recreation provision at the Tividale Community Recreational Centre the provision of high quality, public open space on the former Gower Tip site, supplemented by green links spanning across the site, will be in the range of the minimum requirements of 2ha per 1000 population stipulated in **UDP Policy OS5: Community Open Space**, will enhance the quality of the environment and assist in the improvement of quality of life. However, this is dependent on whether the site can be decontaminated to appropriate levels.
- New development will incorporate and be sensitive to the designated wildlife corridors, which run along the canal network and the designated Site of Importance for Nature Conservation (SINC) along the Gower Branch Canal.

6. IMPLEMENTATION

- 6.1 This section sets out a number of issues that will need to be addressed in order to bring forward the Council's vision for the area and deliver the co-ordinated approach required.

Land Assembly

- 6.2 The Council wish to see land coming forward for development in a co-ordinated manner. In order to achieve this, the Council would be willing, supported by its development partners to use its statutory powers to acquire land. In bringing schemes forward for development the Council will support the preparation of detailed plans, which illustrate how individual proposals fit within the context of this SPD.

Site Contamination

- 6.3 The Council will not subsidise the decontamination of sites, as responsibility lies with the developer for taking any potential costs into account when calculating development costs and land valuations. In submitting schemes for planning permission developers will need to have undertaken site investigations and identified an appropriate reclamation strategy to the satisfaction of the Council.

Transport

- 6.4 Where need is identified, the Council in partnership with Centro and the Highways Agency, will identify ways (junction improvements, added bus routes etc.) of improving and promoting sustainable transport within the SPD area.

Phasing of Development

- 6.5 The complexities associated with delivering co-ordinated development on a comprehensive scale within the SPD area indicate that it would be appropriate to adopt a phased approach to development in order to overcome these issues.

- It will be important to secure the implementation of a main connecting road running from north to south through the site in order to open up the whole site. This process could be assisted by Section 106 Agreements.

- The development of pockets of housing (Summerton Road and canal side frontage), the formation of the internal road layout and the provision of facilities should be phased together in order to provide completed housing with infrastructure.

- The former Gower Tip site must be decontaminated prior to the development of any housing on the site. It is preferred that public open space is provided prior to the completion of housing development on the site.

- It is envisaged that development on the south side of the Birmingham Canal will provide the catalyst or development pressure for similar development to follow on the more complex sites on the north side.

Planning Obligations

- 6.6 The Council will seek to promote and secure Section 106 Agreements in conjunction with planning applications for new development in the SPD area that will contribute to the improvement of the area and assist in the delivery of the vision. Where relevant planning obligations will be sought through the application of planning policy relating to:

- Affordable Housing
- Public Open Space and Green Links
- Highways
- Public Transport
- Canals
- Rights of Way
- Education
- Sport and Recreation
- Bio-Diversity
- Air Quality
- Public Art

6.6 Conditions

- It is essential that infrastructure is in place before dwellings on the site are occupied.
- It is important that open space and green links incorporate features of at least local bio-diversity value and are provided within the site prior to dwellings being occupied.

- Due to the nature of ground conditions within the SPD area the preparation and submission of desk studies in the form of contamination studies, site surveys and remediation strategies will be required prior to the consideration and determination of proposals for new development on contaminated sites.
- Consideration should be given to the phasing of decontamination and development on contaminated sites, so as not to affect other sites, groundwater or watercourses or prejudice potential further development.
- It is essential that all planning applications for development in the area over 1 Ha or within Flood Zones 2 or 3 are submitted with a Flood Risk Assessment due to potential impacts from and on nearby watercourses. Consideration must be given to the incorporation of Sustainable Urban Drainage Systems (SUDS), which will improve surface water run-off rates, water quality and also offer amenity value and therefore enhance the quality of the local and surrounding environment. None provision of the use of SUDS should be justified. Consultation with the environment Agency is also advised.
- Development permitted in isolation will be required to make the appropriate measures so as not to inhibit or prejudice future development opportunities.
- Due to high Nitrogen Dioxide (NO₂) levels it is recommended that a minimum buffer zone is agreed prior to any new development occurring on the Dudley Road East frontage in order to prevent exceeding national air quality objectives. Other measures may also be sought.

APPENDICES

APPENDIX 1: RELEVANT UDP (2004) POLICY

Housing

- H2: Principal Housing Sites
- H3: Windfalls
- H6: Design of Housing Development
- H7: Amenity of New Housing
- H8: The Relationship Between Residential and Industrial Uses
- H9: Affordable Housing

Economy and Employment

- E1: Key Industrial Allocations
- E2: Business Zones
- E3: Redevelopment of existing Non-Allocated Industrial Sites
- E4: Existing Premises
- E5: Relationship Between Industry and Other Uses
- E6: Locational Factors
- E7: Design Quality and Environmental Standards
- E8: Access

Transportation

- T1: General Policy
- T2: Walking
- T7: Cycling
- T9: Traffic Calming
- T12: Car Parking
- T16: Road Safety
- T17: Transport Assessments, Transport Statements and Commuter Travel Plans
- T18: Safer Routes to School

Shopping and the Role of Centres

- SRC8: Local Shops/Parades

Open Space

- OS2: Protection of Open Spaces
- OS5: Community Open Space
- OS6: Open Space Network
- OS7: Sports Facilities
- OS8: Community Open Space in Association with New Housing Development
- OS9: Public Space in Association with Major Industrial, Commercial and Retail Developments
- OS11: Dual Use of Facilities
- OS12: Accessibility
- OS14: Water: Sports and Recreation Uses
- OS15: Locational Policy for Sports/Recreation Facilities

Nature Conservation

- NC1: Nature Conservation and New Development
- NC2: The Nature Conservation Network
- NC3: Sites of Importance for Nature Conservation and Local Nature Reserves
- NC5: Wildlife Corridors
- NC6: Habitats
- NC7: Species
- NC8: Access to Natural Open Space

Urban Design

- UD1: General Urban Design Principles
- UD2: Design Statements
- UD3: Security and Safety
- UD4: Urban Spaces
- UD6: Public Art

Community Services

- CS1: Health and Social Services Facilities
- CS2: Community Uses

Physical Constraints on the Development of Land

- PC2: Zones Around Hazardous Installations
- PC4: Pollution Control
- PC5: Land Affected by Tipped Material Generating Landfill Gas
- PC6: Land Affected by Contaminants, Mineshafts of Unsatisfactory Load Bearing Capacity or Other Constraints
- PC7: Surface Water
- PC8: Ground Water Protection
- PC9: Air Quality

Conservation

- C2: Buildings of Special Architectural or Historic Interest
- C7: Canals

Development Control Policies

- DC4: Canals
- DC5: Car Parking
- DC6: The Borough's Gateways
- DC9: Provision of Community Open Space and Play Space in New Residential Areas
- DC10: Community Facilities Including Places of Worship and/or Religious Instruction

APPENDIX 2: RELEVANT UDP (2004) PROPOSALS

The UDP proposals within the Brades Village SPD area include:

Housing Proposal Sites:

- Ho74: Former Accles and Pollock Sports Ground
- Ho171: Lower City Road
- Ho173: Summerton Road

Strategic Highway Network:

- Dudley Road East
- New Birmingham Road

Bus Showcase Routes

- 126: Bearwood to Wolverhampton
- 87: Dudley to Birmingham

Local Cycle Network

Site of Importance for Nature Conservation (SINC):

- Nat33: Gower Branch Canal

Wildlife corridor

Proposal sites in close proximity to the Brades Village SPD area include:

Housing Proposal Sites:

- Ho69: Roway Lane

Key Industrial Allocations:

- EE25: Roway Lane, Oldbury
- EE30: Brades Road/Rounds Green Road, Oldbury

Business Zone

Community Open Space:

- Blakeley Hall

PLANS