

PD8942

18 February 2013

Claire Sherratt
Local Plan Inspector
c/o Mr Gammond
Kidderminster Town Hall
Vicar Street
Kidderminster
DY10 1DB

By Email Only

Dear Madam

**Wyre Forest District Council
Site Allocations and Policies Local Plan and Kidderminster Central Area Plan**

**February 2013 Proposed Main Modifications and Proposed Minor Modifications
Arrowcroft Services Ltd**

We write in relation to the above on behalf of our client, Arrowcroft Services Ltd. We set out our client's comments on the Council's Proposed Modifications on the following pages.

We trust that this clarification of our client's position will be helpful to you and we wish to extend our thanks to you and Wyre Forest District Council – we have found participation in the Council's plan preparation process to be positive and constructive.

Yours faithfully



Montagu Evans LLP

cc Daniel Carter Esq Arrowcroft (by email only)

1. SITE ALLOCATIONS AND POLICIES LOCAL PLAN**(a) Schedule of Proposed Main Modifications dated February 2013****(i) Proposed Modification Number SALMA09**

We welcome this Proposed Modification and consider that it address our representation with reference SALPP53.

(b) Schedule of Proposed Minor Modifications dated February 2013

Arrowcroft Services Ltd has no comments on the Schedule of Minor Modifications.

2. KIDDERMINSTER CENTRAL AREA PLAN**(a) Schedule of Proposed Main Modifications dated February 2013****(i) Proposed Modification Numbers KCAPMA06 and KCAPMA22 – Leisure Development**

We welcome and support these Proposed Modifications and note that the changes address our representations with reference KCAAP19.

(ii) Proposed Modification Numbers KCAPMA19, KCAPMA20, and KCAPMA21 – Bromsgrove Street / Worcester Street / Lion Street

We strongly support the Proposed Modification to delineate this area as one proposal with three phases. We consider that this addresses the related part of our representation with reference KCAAP19.

In relation to the deletion of reference to a 'masterplanning approach', we consider that a co-ordinated approach to development on this important site is highly desirable. Whilst the Council is not proposing its own masterplan, we consider that it would be desirable for any applicant for planning permission to bring forward development on a comprehensive basis, lest the development of one phase of the site prejudices development of other another phase or phases. We therefore support Proposed Modification KCAPMA20.

Whilst we support Proposed Modifications KCAPMA21 insofar as it relates to the comprehensive planning of the Bromsgrove Street / Worcester Street / Lion Street area, we question whether it is necessary to note that development is likely to come forward later in the plan period and whether such a statement may inadvertently provide justification for developers or occupiers / retailers to seek alternative sites to achieve their aspirations in the shorter term.

We do not have any comments in relation to Proposed Modification KCAPMA22.

(iii) Modification Number KCAPMA23 – Linkages

Whilst we support the wording of this Proposed Modification, we consider that it would be desirable to explain that the purpose of linkages is *inter alia* to ensure integration of the site with the rest of the town centre with the ultimate aim of reinforcing and strengthening the vitality and viability of the town centre.

(iv) Policies Map Amendment

The Proposed Modification to the Policies is supported by Arrowcroft Services Ltd. We consider that this addresses the related part of our representation with reference KCAAP19.

(b) Schedule of Proposed Minor Modifications dated February 2013

Arrowcroft Services Ltd has no comments on the Schedule of Minor Modifications.