



**Wyre Forest**  
District Council

**Local Development Framework**  
**Kidderminster Central Area Action Plan**  
**Issues and Options Paper**



January 2009

**Wyre Forest District**  
**Local Development Framework**  
**Kidderminster Central Area Action Plan**  
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**Wyre Forest District Council**

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## 1 Local Development Context - The Wider Picture

### The Wyre Forest Local Development Framework

- 1.1 Following the introduction of a new planning system in September 2004, the District Local Plan (January 2004) is being replaced with the Local Development Framework (LDF). The LDF is about spatial planning and addresses social, environmental and economic issues through land use and other planning policies. It is made up from a portfolio of documents, which will provide the development blueprint for the District.
- 1.2 The Core Strategy is the key strategic level document within the LDF, which sets out the strategy and vision that will guide planning and related initiatives up until 2026, including the main areas where new housing and employment development will be located.
- 1.3 The Kidderminster Central Area Action Plan (KCAAP), once adopted, will set out the appropriate sites and policies to be applied within the boundary of the Plan area to meet a large part of the town's future development needs up until 2026. The needs are identified in the emerging Core Strategy. In particular the Kidderminster Central Area Action Plan will focus on meeting the need for town centre uses such as retail, commercial leisure and office. It will also provide land to accommodate as many new homes as possible whilst seeking to strike the right balance in the type and tenure of housing; mix of uses; and public space. The Central Area Action Plan is supported by the Site Allocations and Policies Development Plan Document which allocates sites elsewhere within the town and wider district. More detail about the make-up of the LDF and the timetable for its preparation is set out in the Local Development Scheme (LDS), which is available to view on the Council's website.
- 1.4 The LDF must help to deliver the priorities set out in the District's Sustainable Community Strategy (SCS). This demonstrates how local organisations and agencies will work together to improve the economic, social and environmental wellbeing of the area. Further information on the SCS can be obtained from visiting one of the Council's 'hubs' in Kidderminster, Stourport-on-Severn or Bewdley. Alternatively you can access the SCS by visiting our website ([www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk)) and following the links in the Community and Living section.

### The Role of the Kidderminster Central Area Action Plan

- 1.5 Kidderminster is recognised as one of just 25 Strategic Centres in the West Midlands Regional Spatial Strategy and it is the main service centre for Wyre Forest District and the surrounding area. As such, there are significant opportunities for redevelopment and regeneration throughout the town. However, these opportunities need to be planned and managed to ensure that any subsequent development benefits the whole of Kidderminster and the wider District. Further to this, the KCAAP will help to stimulate regeneration in the town through instilling investor confidence and providing the basis for co-ordinating the actions of a range of partners with an interest in the Central Area.
- 1.6 In order to do this the KCAAP will, through the formulation of site specific allocations and policies, allocate and designate areas of land within the town for particular uses, i.e. housing, leisure and retail. However, beyond this traditional 'land-use' planning, the KCAAP will also include other key areas of economic, environmental and social activity. It will also discuss the key mechanisms that will be in place to ensure the plan is delivered.

- 1.7** The KCAAP must be in conformity with national and regional planning policies and guidance as well as reflecting the spatial vision and objectives set out in the Core Strategy. The Plan must also reflect the needs set out in the SCS through identifying sites for the provision of community and leisure facilities.

### Aims and Objectives

- 1.8** The aims for the KCAAP are:

- To maximise the economic vitality and viability of central Kidderminster whilst enhancing the environment of the area as a place to live.
- To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.

- 1.9** The objectives being to:

- Maximise the economic potential of the town centre including shopping; the evening and visitor economy; and office space.
- Release the potential of the area's canalside setting.
- Open up the River Stour to create enhanced biodiversity potential and environmental setting.
- Improve the environment by enhancing streets and spaces for people.
- Connect and integrate the main developments and environmental assets.
- Provide a framework for proactive town centre management.

### What is an Issues & Options Consultation?

- 1.10** The purpose of this consultation report is to set out the key issues that need to be considered when identifying sites for future development in the District. A number of sites are also included, which **could be** taken forwards for development through the KCAAP. At this stage these sites represent options only and provide a focus for discussion and further consideration. This consultation paper should therefore not be viewed as a draft KCAAP, rather the first stage in the consultation process.

- 1.11** The aim of the Issues and Options Paper is to gather views and information from residents, businesses and interest groups within the District to help inform the approach taken by the Council to allocating sites for future development and identifying areas where specific policies apply. At this stage in the process, the paper sets out a range of spatial issues for consideration. **The sites and suggestions included in this paper do not represent the final choice of sites or designations** and this paper should be viewed as the first stage in the KCAAP process.

### Sustainability Appraisal

- 1.12** The KCAAP must contribute towards achieving sustainable development, aiming to achieve a better quality of life for everybody both now and in the future. Sustainability Appraisal (SA) has therefore been introduced to the LDF process by the government. This is an appraisal tool which identifies and evaluates the economic, social and environmental impacts of a plan.

**1.13** An SA Scoping Report was published for stakeholder consultation in April 2008. This is available to view at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk).

### Evidence Base

**1.14** In addition to the input received through this consultation process, the Council has compiled a number of 'evidence base' documents, which provide technical information on a number of key issues specific to the District. The following list identifies some of the background technical studies that are being carried out to inform the LDF and are specifically relevant to the KCAAP:

- Strategic Housing Land Availability Assessment (SHLAA) - January 2009
- Strategic Housing Market Assessment (SHMA) - March 2007 (Updated May 2008)
- PPG17 Audit - Leisure & Open Space – October 2008
- Employment Land Review (ELR) - September 2008
- Retail and Leisure Study - December 2006
- Retail and Leisure Study Update - Spring 2009
- Strategic Flood Risk Assessment (SFRA) Level 1 - February 2008
- Strategic Flood Risk Assessment (SFRA) Level 2 - January 2009
- Water Cycle Study – January 2009
- Green Infrastructure Study - June 2009
- County Renewables Audit - Ongoing
- Appropriate Assessment - December 2008
- Transportation Modelling – Ongoing in conjunction with WCC
- County Infrastructure Study - January 2009 (Countywide)
- Worcestershire Biodiversity Action Plan - July 2008
- Special Wildlife Sites - April 2008

**1.15** If you would like to know anymore information on the evidence base studies please contact the Forward Planning Section or visit the Council's website ([www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk))

## 2 How to Comment

**2.1** You can comment on this document in a number of ways. Perhaps the easiest way is via our new consultation website. This website contains all of the documents relating to the LDF including the Wyre Forest District Core Strategy – Preferred Options Paper and the Site Allocations and Policies Development Plan Document.

Consultation Event



**2.2** Also available to view on the website is the Council's Revised Local Development Scheme (LDS August 2008), which indicates the timetable for Development Plan Document production. On the website you can use the interactive forms to add your comments about any part of any of the documents. You can also download a full copy of each of the papers to view. Once you have registered on the website you will be able to return and add comments throughout the consultation period. The web address you will need to access all this information is:

<http://wyreforestdc.limehouse.co.uk/portal>

**2.3** Alternatively, if you do not have access to the internet, then you can view all of the consultation documents in the following locations:

Wyre Forest Customer Service Centres:

- Kidderminster Town Hall, Vicar Street
- Stourport-on-Severn Civic Centre, Martins Way

**2.4** The documents can also be viewed at Kidderminster, Stourport-on-Severn, and Bewdley libraries during their normal opening hours. Copies of the response forms are also available from these locations. The address that you need to return completed forms to is:

Forward Planning Section  
Wyre Forest District Council  
Planning Health and Environment  
Duke House  
Clensmore Street  
Kidderminster  
DY10 2JX

Fax: 01562 732556

Email: [forward.planning@wyreforestdc.gov.uk](mailto:forward.planning@wyreforestdc.gov.uk)

**2.5** You can also attend one of our exhibitions which will also provide opportunities to discuss proposals with representatives of the District Council's Forward Planning Team. Exhibitions are being held at the following locations:

- Monday 19th January – Bewdley Library, Bewdley, 10am-7pm
- Wednesday 21st January – St. Wulstan's Church Hall, Vale Road, Stourport-on-Severn, 10am – 7pm
- Thursday 22nd January - Corn Exchange, Kidderminster Town Hall, 10am – 7pm
- Monday 26th January - Rock Sports Club, Callow Hill, 1pm-7pm
- Tuesday 27th January - Arley Memorial Hall 1pm-7pm
- Wednesday 28th January - Cookley Sports and Social Club, 1pm-7pm
- Monday 2nd February Wolverley Memorial Hall, 1pm-7pm
- Tuesday 3rd February Blakedown Parish Rooms, 1pm-7pm
- Wednesday 4th February - Chaddesley Corbett Village Hall, 1pm-7pm
- Wednesday 11th February – Civic Hall Foyer, 10am-7pm
- Thursday 12th February – Corn Exchange, Kidderminster 10am-7pm

**2.6 No matter how you decide to contact us we want to know your views about the future development of the District so get involved and have your say!**

**What Happens Next?**

- 2.7** Following the close of this consultation period on the Issues and Options Paper, your responses will be carefully considered by the Council in the formulation of more detailed work on the Site Allocations and Policies DPD.
- 2.8** The Revised Local Development Scheme (LDS) came into effect on the 30th August 2008. This sets out the timetable and key milestones for the production of the Site Allocations and Policies DPD. This is available to view at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk). However, for your information, the key stages for the production of the DPD are set out below:

i. Commencement of Preparation:	June 2008
ii. Public consultation:	January 2009
iii. Publication:	December 2011
iii. Submission:	February 2012
iv. Pre-hearing meeting:	April 2012
v. Hearing sessions:	June 2012
vi. Inspector's Report (final):	September 2012
vii. Adoption:	November 2012



### 3 Key Spatial Issues

**3.1** The Spatial Portrait for the District, which is set out in the Core Strategy identifies a number of key spatial issues that affect the District. These include:

- Promote Kidderminster as the strategic centre for the District and conserve and enhance the character and community identity of each town.
- Provide more housing choice with a higher proportion of affordable homes across the District.
- Providing opportunities to diversify and grow the local economy.
- Addressing increasing traffic congestion within the District's three towns and reducing the need to travel.
- Protecting and enhancing the District's unique historic character.
- The need to balance regeneration with flood risk and mitigation for climate change.
- Maximising opportunities to safeguard and improve biodiversity within new development.
- Providing the environment to offer residents the choice of healthier lifestyles.
- Helping local residents and visitors to feel safe, particularly within the three town centres and some of the most deprived neighbourhoods.
- Improving access to community, cultural, leisure and educational services for all sections of the community.
- Meeting the needs of an ageing population.

**3.2** A Spatial Vision is also central to the Core Strategy and this reflects the priorities and vision set out in the District's SCS. It is therefore important that the final KCAAP reflects the aspirations of the vision for the District, through identifying, protecting and enhancing sites within the District.

### 4 How Have the Specific Sites and Challenges in Central Kidderminster Been Identified?

- 4.1** The sites and challenges presented for consideration within this issues and options paper do not represent an exhaustive list, they have been included in order to stimulate discussion about their suitability; they are not presented as a final choice. They have been derived from a number of sources, including previous background technical studies that the District Council has commissioned as well as previous discussions, workshops and consultation events with other interested stakeholders.
- 4.2** One of the most significant sources to feed into the Plan is the Kidderminster Regeneration Prospectus, which is currently in its draft stage. This document is a visionary blueprint for the town's regeneration. The Prospectus, through its own consultation and scoping process, has already identified many of the key issues, challenges and opportunities in the town and has directly informed the creation of the issues and options for the KCAAP. It is also a delivery framework for the LDF providing a focused action plan that brings the necessary partners from the public and private sector together to bring the plans to fruition.
- 4.3** Those sites and options that are brought forward for development must be in conformity with the strategic principals set out by the Core Strategy. All site specific proposals will be subject to Sustainability Appraisal (SA) in order to ascertain their suitability for development. An SA scoping report has been produced for this issues and options stage with a full report to accompany the next stage of document production.

#### Site Allocations

- 4.4** In addition to this issues and options paper on Kidderminster's central area, the Council is also consulting on a separate document called the Site Allocations and Policies. This plan will set the site allocations for the rest of the Wyre Forest District. Therefore, proposals for development in areas other than in Kidderminster's central area will be dealt with through the Site Allocations and Policies document. Should you have any site specific considerations for these areas please direct these to the Site Allocations and Policies issues and options paper. This has been made available via our website ([www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk)) or by visiting any of the Worcestershire Hubs.

#### Document Structure

- 4.5** In order to aid legibility between the DPDs, this paper has been prepared based on the headings of the Core Policy Areas, as seen in the Core Strategy. They are as follows:

#### Land Use Requirements

- Delivering Housing Choice
- A Diverse Local Economy
  - Employment
  - Retail
  - Leisure

## Key Challenges

- Local Distinctiveness and Regeneration
- Urban Design and Public Space
- Managing Travel Demand and Promoting Sustainable Modes
- Historic Environment, Culture and Tourism
- Development and Environmental Sustainability
- Providing a Green Infrastructure

## Site Appraisals

This section presents details of the significant potential redevelopment sites within the KCAAP boundary.

## Delivery

- Kidderminster Regeneration Prospectus
- Kidderminster Town Centre Partnership

**4.6** The Site Allocations implications of each policy area are considered. A number of key consultation questions are asked and these are highlighted in boxes. Where appropriate options are also put forward for policy considerations in relation to sites. **However, it should be noted that policy will be further developed when there is more clarity on those sites that have been selected through the Sustainability Appraisal and consultation process. It is likely that more detail will be included on policy options during the next stages of consultation.**

## 5 Land Use Requirements

### Context

- 5.1** The following section looks specifically at land use planning and the requirements for the KCAAP emerging from the Regional Spatial Strategy and more local research being undertaken as part of the evidence base for the LDF.

### Housing

#### Key Issues 1

- To ensure that the KCAAP makes a significant contribution to meeting the residential requirements as set out by the Regional Spatial Strategy Phase 2 Revision (3,400 dwellings for the District) in support of the Core Strategy and Site Allocations DPD.
- To ensure a wide choice of housing types is available into the future (both affordable and market).
- Create sustainable, inclusive and mixed communities across the KCAAP area.
- Developments should be attractive, safe and designed and built to a high quality. They should be located in areas with good access to jobs, key services and infrastructure.

#### Residential Sites and Options

- 5.2** The Core Strategy Preferred Options document sets out the preferred approach for delivering new homes within the District up until 2026. The preferred option indicates that the District will provide 3,400 extra dwellings through the plan period (2006 – 2026). The Core Strategy also sets out that this housing is to be developed on allocated urban brownfield sites, principally within Kidderminster.

#### Question 1

To what extent could the Kidderminster central area contribute to providing the 3,400 extra dwellings required?

#### Options 1

##### Housing in the KCAAP Area

A number of potential sites for new homes are listed within the Site Appraisals section of this document. Do you think that these sites within the Central Area are suitable for a significant amount of residential development?

## Housing Density and Type

- 5.3** The Core Strategy Preferred Options Paper states that current policy dictates that within Kidderminster Town Centre a density of at least 70 dwellings per hectare is required; and within those areas adjacent to the Town Centre or the railway station a density of at least 50 dwellings per hectare is required. This, it states, has led to an increase in the average density of housing developments.
- 5.4** Many town centre sites are constrained in size and often have multiple ownerships. Many areas and sites contain a mix of uses, not only varying from building to building, but also within a building itself. This is often a product of development economics i.e. it is not economical to develop a small number of family homes on small brownfield town centre sites that could be used for a range of other uses and often requires demolition and decontamination. Neither is such a form of development often appropriate in design terms e.g. form and scale to the characteristics of the location. This level of complexity often limits the range of housing types and tends to lead to apartment living.
- 5.5** The concentration on apartment living in town centres does increase the number of units and density and in turn increases the number of affordable homes that can be delivered. However, there is some concern over the prospect of an oversupply of apartments. Within Kidderminster town centre the market has been slow to develop and to date there are only a limited number of schemes that have been developed out.
- 5.6** Within the town centre area there has been a focus on commercial uses at the groundfloor with homes on the upper floors. Town centre living and mixed uses both add to the vitality and viability of the centre throughout the day and through the evening and they also create additional opportunities for natural surveillance i.e. people looking out of their living rooms onto the streetscene.

Apartment Development,  
Kidderminster Town Centre



## Question 2

If more residential development is to occur in the KCAAP area, should there be a greater choice of housing types and densities?

## Options 2

### Housing Density and Type

- Concentrate mixed-use development formats incorporating new homes in the central part of town.
- Recognise that the constraints of many town centre sites will lead to the development of apartments.

- Recognise that, in the Kidderminster Central Area, there will be a need for dedicated car parking for new homes.
- Recognise the specific economic challenges of redeveloping town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane(north).
- Deliver a mix of densities and types elsewhere within KCAAP including Churchfields.

### Affordable Housing

**5.7** The Core Strategy Preferred Options Paper states that access to the housing market across the District has become more difficult for new households, increasing the need for affordable housing. Current policy dictates that 30% affordable housing should be sought on developments comprising of 15 or more dwellings or on sites over 0.5 hectares. However, the Core Strategy Preferred Options states that the policy approach in Kidderminster should be to seek 40% affordable housing on developments comprising of 10 or more dwellings.

Affordable Housing in the Horsefair



**5.8** The District Council recognises that the residential market within and around the town centre is relatively under-developed. Sites are often complicated by land ownerships and other brownfield site challenges. There is a need for future densities to be informed by economic viability assessments to establish the level of affordable housing provision on these town centre sites. Subject to this, could there be a case for seeking a reduced level of affordable housing or retention of the status quo 30% contribution within the town centre?

### Affordable Housing Mix

**5.9** The Core Strategy Preferred Options paper states that the Site Allocations and Policies DPD, and the KCAAP for the Kidderminster central area, will set out the appropriate balance in relation to affordable housing mix – social rented, intermediate and low cost market, on a site by site basis. A more detailed approach to the housing mix will be dealt with in the Site Analysis section of this document.

## Options 3

### Affordable Housing

- Recognise that the constraints of many town centre sites will lead to the development of apartments and many of these will not be standard sizes or shapes and do not lend themselves to standard housing formats;
- Recognise the specific economic challenges of redeveloping town centre sites when assessing the level of affordable housing provision within the town centre ring road and the environment of Park Lane (north) i.e. 30%;

- Deliver a mix of types and tenure and up to 40% affordable housing elsewhere within KCAAP including Churchfields; or
- The current 30% policy on affordable housing is suitable for residential development in the KCAAP area.

### Specialist Housing

- 5.10** The Core Strategy Preferred Options paper indicates that the site allocations process will seek to allocate appropriate sites, with good access to facilities, services and public transport, specifically for housing and specialist accommodation to meet the needs of older people and other vulnerable groups, including continuing and extra care facilities. It remains to be determined, through on-going survey work, whether there is a need for such a facility within the central area of Kidderminster.

### Question 3

Do you think that the KCAAP area contains suitable sites for residential development to meet the needs of older people and other vulnerable groups?

## A Diverse Local Economy

- 5.11** The KCAAP area is home to hundreds of businesses including retailers, office based services and leisure/ evening economy uses that between them employ more than 8,000 people<sup>(1)</sup>. The area has the highest concentration of jobs in Kidderminster and Wyre Forest and as such it is a key economic driver for the local economy. The Stourport Road Employment Corridor by comparison is home to 2,500\* jobs.

### Key Issues 2

- Within the KCAAP there is a need to ensure sufficient available and deliverable land to meet the RSS requirement to accommodate town centre uses including retail, office and leisure uses;
- Diversify the town centre economy to help tackle the economic challenges in Kidderminster including below average household incomes and below average skills levels.
- Preference should be given for the re-use of brownfield sites, in accordance with national planning policy.
- Potential to take advantage of the large regeneration opportunities, which will require time and investment to develop - but could offer high quality employment areas into the future.

- 5.12** The West Midlands Regional Spatial Strategy (RSS) Draft Preferred Option identifies Kidderminster as a Tier 4 strategic centre. It is therefore the preferred location for major retail

1 ABI data

developments, commercial and leisure development and large scale office developments within the District.

## Employment

### Definition of 'Employment' uses

**5.13** The term employment use, when considered through the LDF, relates purely to the 'B' class uses which are defined in the Use Class Order of 2005. There are three sub-sections of this use class, and these are as follows:

- B1: Business:
  - (a) Offices other than in use within Class A2 (Financial and Professional)
  - (b) Research and Development - Laboratories, Studios
  - (c) Light industry
- B2: General Industrial - Other than as classified in B1
- B8: Storage and Distribution - Storage and Distribution centres - Wholesale Warehouses, Distribution Centres & Repositories

**5.14** All other employment generating uses do not fall within the definition of 'employment space' for the purpose of preparing the LDF.

**5.15** There are currently a number of sites within the KCAAP which contains the B1-B8 business uses listed above. The largest sites currently located in the KCAAP area are the Long Meadow Mills Industrial Estate off Green Street and the area of Churchfields which contains Churchfields Business Park, Stoney Lane Industrial Estate and the former Georgian Carpet Factories. In addition there are numerous office quarters including Green Street and Church Street. The Employment Land Review undertaken to inform the preparation of the LDF highlights the unsustainable nature of the Churchfields area as a business location. In particular the area suffers from out-dated former factory premises which are now being let on unsustainable short-term tenancies at affordable rates.

Elgar House, Kidderminster



**5.16** Market appraisal advice received to inform the Kidderminster Prospectus also reaffirms that the area is generally unattractive for long-term employment uses. The Horsefair is very proximate to the town centre area and the 8,000 jobs on offer there. A key emerging policy initiative is looking to improve the links with the town centre and also the Stourport Road Employment Corridor which is likely to remain the focus for B1 (light industry); B2 and B8 business uses.

**5.17** The Core Strategy preferred option for Strategic Direction for growth states:

*Kidderminster, and in particular the Stourport Road Employment Corridor (SREC), will remain the main focus for employment within the District.*



### Question 4

Do you agree that other than town centre offices, the B1, B2 and B8 land uses should be located outside of the KCAAP?

### Options 4

#### Employment Uses

- Within the KCAAP area the focus should be on new retail, commercial, leisure and office developments and not B1(light industrial)/B2/B8 land uses; or
- Should light industrial business uses be retained within the KCAAP

### Land Requirements – B1a - Offices

**5.18** The RSS Draft Preferred Option identifies a requirement for 40,000 sq.m (gross) of new office development within or on the edge of Kidderminster Town Centre.

### Question 5

- A number of potential sites for new office development are discussed in the site analysis section of the paper. Do you think that these sites within the Central Area are suitable for office development?
- Is it practical for all office requirements to be located in the KCAAP or could there be a case for office development elsewhere in the town e.g. along the SREC?

## Retail

### Land Requirements

**5.19** The RSS Draft Preferred Option proposes an additional 25,000 sqm (gross) of comparison retail floorspace for Kidderminster between 2006-2021, with a further 10,000 sqm for 2021-2026.

**5.20** However, the RSS Draft Preferred Option specifies that this floorspace requirement should be reviewed through the preparation of Core Strategies and could lead to variation in appropriate local circumstances. This will need to be justified through the evidence base and a Retail Update Study is currently being commissioned to inform this process. The Update Study will look at floorspace requirements for the 2021-26 period and therefore more work is required prior to setting overall figures for retail floorspace in Kidderminster.

Weavers Wharf, Kidderminster



## The Wyre Forest Retail Report

**5.21** The Wyre Forest Retail Study, completed in December 2006, provided forecasts for potential floorspace requirements for Kidderminster. These requirements were split by the need for additional convenience floorspace and the need for further comparison floorspace (A definition of these two terms is provided in the box below)

### Definition of Retail Terms <sup>(2)</sup>

**Convenience Floorspace:** Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.

**Comparison Floorspace:** Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

### Potential Future Convenience Floorspace Requirements (Capacity)

**5.22** As part of the retail study undertaken by White Young Green the potential future convenience floorspace requirements were estimated. The study looked at two different scenarios in forecasting potential future floorspace requirements and the results of this forecasting can be seen in the table below. (For more detailed information on the methodology used for calculating floorspace requirements please refer to the White Young Green Retail Study)

Table 5.1 Potential future Convenience Floorspace Requirements (Capacity)

Kidderminster	2011	2016	2021
at £5,000 per sqm	2,951sqm	3,954sqm	5,035sqm
at £14,000 per sqm	1,054sqm	1,412sqm	1,798sqm

### Potential Future Comparison Floorspace Requirements (Capacity)

**5.23** In terms of Kidderminster's future comparison floorspace requirements, the retail study looked at three potential growth scenarios, in order to present a range of estimates for consideration. The assumptions for the three scenarios were:

- Scenario 1 - Conservative Estimate
- Scenario 2 - Best Estimate
- Scenario 3 - Optimistic Estimate

Table 5.2 Potential Future Comparison Floorspace Requirements (Capacity)

Floorspace Capacity	2011	2016	2021
Scenario 1	1,100sqm	2,400sqm	4,000sqm
Scenario 2	4,900sqm	11,400sqm	20,300sqm
Scenario 3	8,300sqm	19,900sqm	36,200sqm

<sup>2</sup> Source: Table 3, p32, PPS6: Planning for Town Centres

- 5.24** The 'Best Estimate' (Scenario 2) is considered most appropriate for forecasting future requirements for Kidderminster, according to the Retail Study.
- 5.25** The White Young Green (WYG) figures for comparison floorspace do differ slightly from the RSS requirement which was derived from a study undertaken by Roger Tym and Partners. However the 25,000 sqm between 2006 and 2021 is within the range of 4,000sqm to 36,200sqm suggested by WYG and only slightly higher than the best estimate figure of 20,300sqm and is therefore within tolerance levels.

### **Town Centre and its Primary Shopping Area**

- 5.26** Planning Policy 6: Planning for Town Centres (PPS6) states that Local Authorities should define the extent of the Town Centre and its Primary Shopping Area (PSA). The aim of defining a PSA is to assist Local Planning Authorities and developers regarding the definition of "edge of centre" for the purposes of allocating land for retail development or assessing the locational status of a retail application.
- 5.27** The Retail Report, carried out by White Young Green, recommended changes to the PSA for Kidderminster. These recommendations can be seen in Appendix 1.

### **Options 5**

#### **Town Centre Definitions**

Do you agree with the proposed designations of the Primary Shopping Area together with primary and secondary shopping frontages of Kidderminster, as detailed in Appendix 1.

- 5.28** The above factors have been taken into account in considering whether/if and how the requirement of 25,000sqm might be accommodated through the needs and sequential test approach to site selection in accordance with PPS6.

### **Question 6**

A number of potential sites for new retail development are listed. Do you think that these sites within the Central Area are suitable for retail development?

## Leisure

**5.29** As mentioned above, the RSS Draft Preferred Option states that Kidderminster is the preferred location for major leisure developments in the District.

Artist's Impression of Worcester Street, Kidderminster

**5.30** The need for additional leisure facilities in the District was also assessed as part of the Retail Study undertaken by White Young Green. This study forecast that over the study period (2006-2021) there would be capacity within the District, but most likely in Kidderminster, to support a limited amount of additional leisure development. In particular this would relate to a new cinema, a ten pin bowling facility and several health and fitness clubs. It also stated that it would be almost impossible to accurately forecast the future need for pubs, restaurants and nightclubs, although demand for them is expected to grow.



### Options 6

#### Leisure Sites

A number of potential sites for new leisure development are discussed in the site analysis section of the paper. Do you think that these sites within the Central Area are suitable for leisure development?

## Mixed Use Development

**5.31** As discussed under 'Housing Density' above, town centres often contain a vibrant mix of uses both within the area and often within individual premises themselves. It is, therefore, not uncommon to find homes next to small offices, shops or leisure uses either one above the other (vertical mix) or side by side (horizontal). Following a number of decades where segregation was encouraged, the idea of mixing land uses has re-emerged as a way of maximising the vitality, viability and security of neighbourhoods and communities. In Kidderminster, the mix is still only developing and particularly the residential community within the town centre itself remains limited. However, a number of sites identified in Section 3 are earmarked for mixed uses.

### Options 7

#### Mixed Uses

Do you think that it is appropriate to encourage mixed use development within the Central Area?

## 6 Key Challenges

### Context

- 6.1** The following section looks specifically at the key physical characteristics that define the central parts of Kidderminster. It will consider the various challenges and opportunities confronting it. As part of the Scoping for the Kidderminster Regeneration Prospectus and LDF, a number of specific core issues emerged as set out below:

### Local Distinctiveness and Regeneration

#### Key Issues 3

- The need to define the boundary of the Kidderminster Central Area Action Plan.
- The need to recognise the distinctly different areas of the centre. The need to identify potential redevelopment sites within the town.
- The need to tackle the key challenges to deliver the opportunities.

#### The KCAAP Area

- 6.2** The map shown in Appendix 2 displays the boundary for the KCAAP area. Any sites outside of this area will be dealt with in the Site Allocations and Policies DPD.

#### Options 8

##### KCAAP Area

Do you agree with the boundary for the KCAAP Area?

#### The Town Centre Districts

- 6.3** The map in Appendix 3 shows the six different identifiable areas of the town centre. These areas consist of the following:
- Churchfields and Horsefair
  - Traditional Town Centre
  - Comberton Hill & Railway
  - Carpet Processions
  - Canalside & Weavers Wharf
  - Crossley Retail Park
- 6.4** Each of the six different areas have their own challenges and opportunities.

## Options 9

### Town Centre Districts

Do you agree with the six separate areas of the town that have been identified in Appendix 3.

## Potential Redevelopment Sites

**6.5** Within the town centre a number of potential sites that could be suitable for redevelopment have been identified. These sites are displayed on the map in the site analysis part of the paper in section 3.

## Options 10

### Redevelopment Sites

- Do you agree with the potential redevelopment sites that have been identified?
- Can you suggest any other areas?

## Economy and Business

### Key Issues 4

- The need to recognise the lack of major public funding streams available to Kidderminster.
- The need to recognise Kidderminster as the main economic driver in the District.
- The need to recognise some of the growing industry sectors in the town.

**6.6** Development economics – Kidderminster is a relatively low value market especially in terms of the residential and office markets and this minimises development returns on expenditure. At the same time the town falls outside major public sector funding streams that might otherwise help to support development and infrastructure. Certain forms of development i.e. retail and housing in normal times offer the greatest financial returns and for financial contributions towards community infrastructure.

**6.7** As mentioned elsewhere, Kidderminster Town Centre is a major economic driver in the District with over 8,000 jobs. It is also the focus for the town's diversification with new employment opportunities in retail, education, healthcare, leisure and office sectors. In the newly created Green Street office quarter, there are a number of media related businesses and, with strong a creative industries team at the nearby Kidderminster College, there is scope to further develop this growth sector in this particular part of town.

Kidderminster College



## Options 11

### Economics

- Recognise the importance of retail and housing as enabling development for wider regeneration and community infrastructure.
- Reduce and limit ambitions for new and improved community infrastructure.
- Continue to diversify the economic base of Kidderminster and create development opportunities creative industries and media in the Green Street area.
- Work with partners to identify other sources of funding and through the promotion of 'Connecting Kidderminster' the prospectus for regeneration – see Section 4 (Delivery).

## Urban Design and Open Space

### Key Issues 5

- The need to address the lack of open space and/or public squares within the town centre.
- The need to reconnect the character and place identity of the town.
- The need to improve the aesthetic quality of the town centre and the issues of poor quality buildings and the street environment.

**6.8** The issues of urban design and the quality of the town centre environment have consistently emerged as key themes to be addressed in Kidderminster. They have been the subject of a number of studies including the Design Quality Supplementary Planning Guidance document. The development of the Kidderminster Prospectus, particularly through the consultation process, has further highlighted these challenges. The Core Strategy Preferred Options also recognises the importance of these issues and its spatial vision aims for an attractive and accessible town centre that fosters community pride, providing many opportunities to enjoy urban greenspace.

Urban Open Space, St. Mary's



### Urban Environment

**6.9** Over the years Kidderminster has suffered from a number of poor quality buildings combined with outdated architecture and an unattractive street scene. Overall this has contributed to a poor quality urban environment. The enhancement of this environment is an important aspect in the future success of the town centre. An attractive environment works toward increased pride in the town and in changing people's perceptions.

## Options 12

### Urban Environment

- Create a sense of enclosure and ensure that the backs of buildings do not face onto the pedestrian environment.
- Enhance the quality of the streetscape through the de-cluttering of street furniture, the repaving of footpaths, and the inclusion of more urban greenery.
- Refurbish existing poor quality buildings to provide a more attractive frontage.
- Promote high quality design and workmanship on any future development.

## Character and Place Identity

### Options 13

#### Character and Place Identity

Could public art play a major role in the town centre renaissance and help to create a greater sense of place and identity?

## Open Space

- 6.10** As mentioned above, there is a distinct lack of public open spaces within the town centre. The Wyre Forest District Open Space, Sport and Recreation Assessment only identified one 'civic space' in the town centre itself – the Weavers Wharf civic space. This assessment also identified that the majority of residents in the District consider there to be insufficient civic space available.
- 6.11** The installation of more civic space could help to reduce the impact of motor vehicles and reclaim some of the town centre area for the pedestrian, as well as providing localised biodiversity opportunities and mitigating against the effects of climate change. The Open Space, Sport and Recreation Assessment revealed that these spaces could also increase the 'sense of belonging' to a place.
- 6.12** The work carried out for the Kidderminster Prospectus has identified the areas around the Bull Ring and the Town Hall as areas with potential to be such open spaces.



Artist's Impression of Vicar Street, Kidderminster



Artist's Impression of Bull Ring, Kidderminster



## Options 14

### Open Space

- Do you agree that there is a lack of public open spaces within the town centre? Would you like to see more?
- What is your opinion on the potential of the Bull Ring and the Town Hall areas to be public open spaces?
- With a bridge across the canal to Park Lane there is scope for a new town park in woodland adjacent to the Timber Yard.
- Make more of important connecting spaces including St George's Park and Crossley Park.

## Reconnecting the town with its waterways

**6.14** Kidderminster has the Staffordshire and Worcestershire Canal and the River Stour running through the town centre. Traditionally these important features have been underutilised and have often been forgotten. However, this has begun to change and the river treatments that took place as part of the Tesco and Morrisons developments are testament to this changing attitude and recognition of the importance of the town's waterways.

**6.15** The Kidderminster Prospectus has identified several further development opportunities that could assist in making the most of the town's waterside environment. This includes the potential redevelopment of the timber yard on Park Lane opposite Weavers Wharf and the possible development of a marina in the Churchfields area (see Site Analysis section for more details).

River Stour, Kidderminster



## Options 15

### Re-connecting with the Waterways?

- Do you agree that the town should better utilise the waterways that run through it?
- Are the river treatments made through the Tesco and Morrison's developments something you would like to see more of?
- Should the areas adjacent to watersides be developed to make better use of them?

## Managing Travel Demand and Promoting Sustainable Modes

### Key Issues 6

- There is a need to address the barrier effect of the ring road around the town centre and how this can be changed to improve connections to the town and to create a better pedestrian environment.
- The need to have regard to and address the issue of Air Quality Management.
- A need to improve the multi-modal movement within and around the town with a particular emphasis on pedestrian movement.
- A need to reduce barriers to pedestrian movement and cycling.

### Integrated Transport Infrastructure

**6.16** As the District is part of a two tier authority Worcestershire County Council is the Highways Authority and is responsible for improvements to the Highway network. The District works closely with Worcestershire County Council to address transport issues within the District. In particular, the LDF needs to reflect the priorities set out in the Worcestershire Local Transport Plan. Although the District Council does not have direct control over transport issues, the policies that it adopts can help to shape transport movements within the District.

Ring Road, Kidderminster



### The Ring Road

**6.17** Consultation undertaken as part of the Kidderminster Prospectus revealed that the ring road was an issue of major concern. The ring road in particular has served as a big barrier to pedestrians travelling in and out of the town centre area who are forced to use the subway – itself an unattractive environment. The poor links between the town centre and Churchfields and Comberton Hill areas of the town are prime examples of this.

### Question 7

Could the removal of the subway system and its replacement with 'over-land' crossings improve pedestrian linkages into the town centre?

### Options 16

#### Ring Road

- Should surface level crossings be introduced to provide easier routes across the ring road?
- Should the existing subway network be improved to make it more attractive?
- Should bridges be constructed over the ring road?
- Should speed reduction measures and environmental improvements be introduced to enhance the pedestrian experience?

### Movements Around the Town Centre

### Options 17

#### Movements around town

- How could links between the town centre and the railway station be improved? (see Comberton Hill area Site Summary sheet)
- Do the bus station facilities within the town centre need improving?
- Is the bus station in the right location?
- Does bus accessibility in the town centre and between key nodes (e.g. railway station) need improving?
- Would more attractive and well signposted pedestrian routes encourage more people to walk or cycle within and around the town centre?

### Pedestrian-Vehicle Conflicts

**6.18** The dominance of the car in the town centre was another important issue that was raised through the consultation process of the Kidderminster Prospectus.

### Question 8

What measures could be taken to reduce this dominance and put the emphasis on the pedestrian?

## Options 18

### Space for Pedestrians

- Could the incorporation of more 'shared space' areas reduce the dominance of cars in the town centre?
- Could existing footpaths be widened to create more secure pedestrian routes?
- Is there a need for more dedicated cycle lanes within the town centre?

## Air Quality Management

**6.19** The Horsefair area suffers from an unacceptable level of air pollution and as such has been designated as an Air Quality Management Area. This pollution is in the large part due to the heavy traffic on A451 Stourbridge Road, one of key routes into the town. A key challenge to be addressed is how the traffic, and therefore pollution levels, could be reduced in this area and the environment improved.

## Options 19

### Air Quality Management

- How could the Horsefair be altered to reduce traffic levels?
- Could there be the possibility of bypassing Blackwell Street with a new road through the adjacent Churchfields area?
- Could Blackwell Street possibly be pedestrianised in the future? Or would it be better to widen the pavements and make the street one-way?

## Historic Environment, Culture and Tourism

### Key Issues 7

- A requirement to preserve and enhance the historic environment.
- A need to consider all types of heritage assets including Conservation Areas, Listed Building, Scheduled Ancient Monuments, and Locally Listed Buildings.
- A need to promote and enhance the recognition of Kidderminster's industrial heritage.
- A need to promote and improve the tourism facilities of the town and to encourage more visitors into the town centre.

## Conservation Areas

**6.20** There are three conservation areas within the town centre:

- Church Street
- Vicar Street and Exchange Street
- Staffordshire and Worcestershire Canal

Brinton Carpets, Kidderminster



### Options 20

#### Conservation Areas

Do you think the above designations adequately cover the areas of historic interest within the town centre?

## Heritage

**6.21** The town of Kidderminster has a strong manufacturing heritage, particularly in the carpet trade. It developed rapidly in the 19th Century and became a world leading centre for carpet production. Although in decline since the 1970s, this manufacturing had a huge influence in the development of the town.

### Options 21

#### Heritage

- Do you think that the town recognises and celebrates its manufacturing heritage as much as it should?
- Could the use of public art help to celebrate this heritage further?

## Tourism

**6.22** The Kidderminster central area is home to a number of tourist attractions. The Severn Valley Railway station and the associated railway museum are located next to the commercial train station on Comberton Hill and attract around 250,000 people every year. These two attractions also look set to be joined by a heritage centre and museum which will celebrate the town's manufacturing traditions.

Severn Valley Railway Station, Kidderminster



**6.23** Further to this, the District's biggest tourist attraction, the West Midlands Safari Park, is only just on the outskirts of the town. The town centres of Stourport-on-Severn and Bewdley, which also receive significant numbers of visitors, are also very close by.

- 6.24** Therefore, Kidderminster has the potential to benefit from the large number of tourists who visit both the town's and the Districts tourist attractions. The biggest challenge for the town is getting these visitors into the town centre itself to spend their time there.

### Question 9

Could the development of more hotel accommodation help draw more visitors into the town centre?

### Options 22

#### Tourism

- Do you think that the Kidderminster central area is an appropriate location for a new hotel development?
- What other facilities do you think would help to visitor numbers into the town?

## Development and Environmental Sustainability

### Key Issues 8

- Need to reduce CO<sub>2</sub> emissions within the town.
- Need to recognise the impact of climate change and consider mitigation and adaptation methods as part of new developments.
- Need to ensure that flood risk is a key consideration in all developments.
- Need to ensure that new development proposals do not have an adverse impact on the quantity and quality of groundwater and surface water reserves.
- Need to reduce the impact that the construction of buildings has on the environment, including minimising construction waste and promoting sustainable construction methods.

### Climate Change

- 6.25** The Core Strategy Preferred Options paper recognises the importance of climate change and states that new development will need to demonstrate that it is making a positive contribution to sustainable development and addressing climate change. It states that the District Council is to support the implementation of the Code for Sustainable Homes by ensuring that all new developments meet the required national standard. For

Morrisons Supermarket, Kidderminster



non-residential buildings, the District Council is to encourage developments to meet BREEAM 'very good' or 'excellent' standards.

- 6.26** The Morrisons store on Green Street in the town centre has managed to achieve a BREEAM rating of 'excellent' and is most environmental friendly Morrisons store in the country.

### Options 23

#### Climate Change

- Do you support the Council's policy towards sustainable development and its support for the Code for Sustainable Homes and the BREEAM standards?
- Would you like to see more developments in the town centre built to excellent sustainability standards such as the Morrisons store?

### Flood Risk

- 6.27** The town centre has the River Stour running through it the risk of flooding is a very important issue. One of the key issues for future development is to avoid inappropriate development within the flood zones and it is particularly important to balance this with the need for regeneration within Kidderminster.
- 6.28** The nature of flooding, to a large extent, is site specific and therefore is an important consideration for this Issues and Options paper. The Council has commissioned consultants to undertake a Strategic Flood Risk Assessment. There are two levels of SFRA, a Level 1 study was completed in January 2008 and this study recommended that a more detailed Level 2 study be undertaken in order to understand more fully the effects of flooding within the District. The SFRA studies will help to inform policies for the site allocations by assessing a number of sites through the town centre which are at flood risk and then making recommendations about their suitability for development.

### Options 24

#### Flood Risk

Do you think that the KCAAP should:

- Focus residential development out of the flood zone?
- Reduce development densities in areas liable to flood?
- Require developers to provide off-site compensatory flood storage capacity?
- Require developments to feature Sustainable Drainage Systems (SuDS) in premises and infrastructure?

## Providing a Green Infrastructure Network

### Key Issues 9

- The need to maintain, enhance or add to biodiversity and geodiversity within the District.
- The need to encourage better accessibility to the town's nearby open spaces and waterside network.
- The need to address the role of green infrastructure in mitigating the effects of climate change.

### Green Infrastructure

**6.29** The Kidderminster central area does not currently contain any designated green open spaces, although Brinton Park is located just on the edge of the town centre. However, there are opportunities in the town centre to provide public green spaces.

**6.30** Perhaps the most significant opportunity is located in the wooded area on Park Lane. At the moment this area of trees is fairly inaccessible, overgrown and has consistent problems of fly-tipping. In future, could this area be changed so that it is easily accessible and maintained so that it is a well used, pleasant green area. This opportunity is discussed in more detail in the Site Analysis section of this paper.

**6.31** Another opportunity could be the parcel of open space that is located between the Sainsbury's petrol station on Crossley Retail Park and the ring road. This piece of land includes the sections of the river Stour and the Staffordshire and Worcestershire canal that cross over, and provides a pedestrian link to the canal towpath. However, it is overgrown, underused and anti-social behaviour there is prevalent. Could this area be utilised as a green space?

**6.32** There is also an opportunity to improve the pedestrian links to Brinton Park from the town centre via the canal towpath.

Staffs & Worcs Canal, Kidderminster



### Options 25

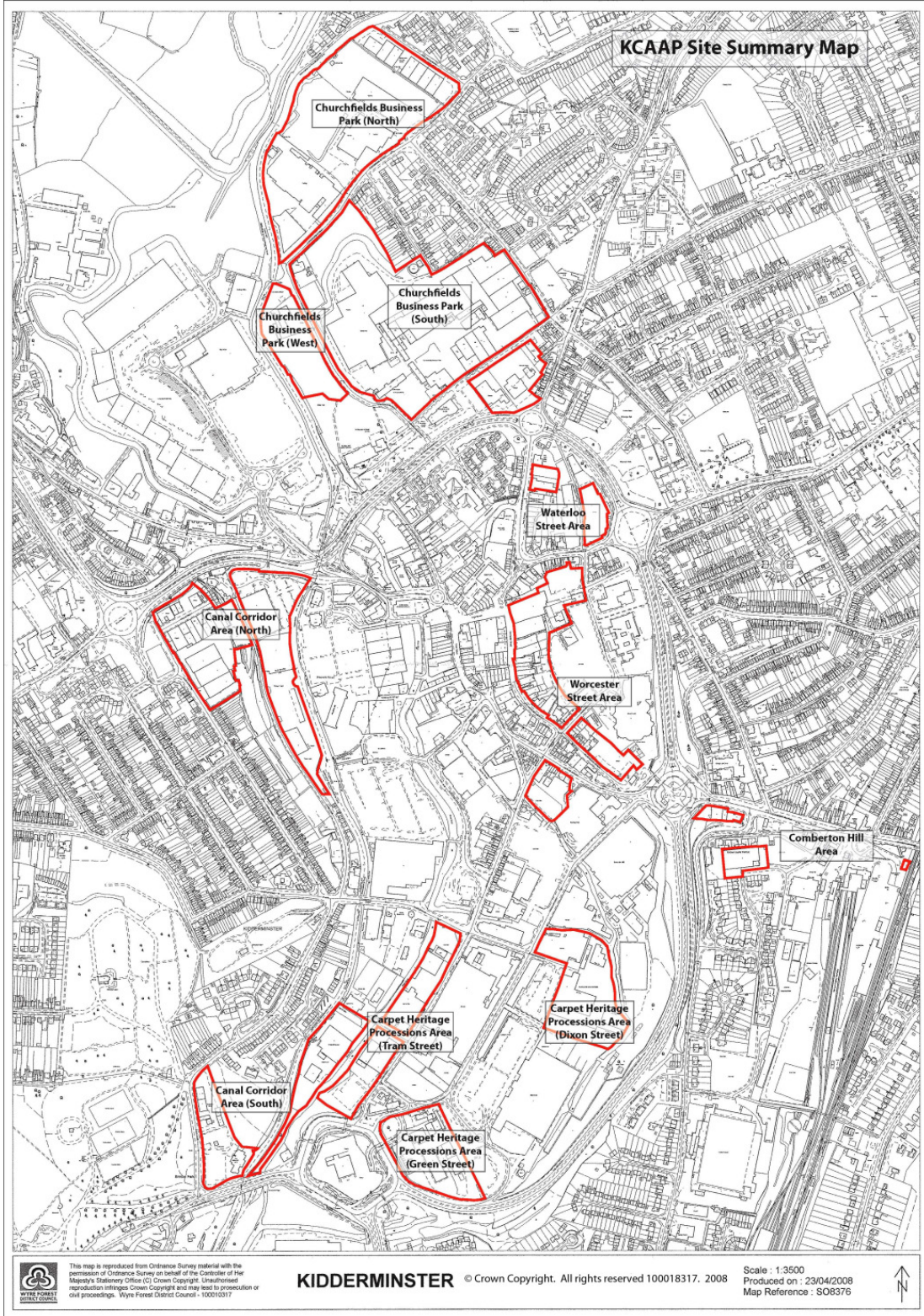
#### Green Infrastructure

- Do you think the town would benefit from having more access to green open space?
- What do you think of the suitability of the above mentioned sites as potential green spaces?
- Do you think improving the pedestrian links to Brinton's park would encourage more people to use it?
- Could the town's car parks be enhanced with softer landscaping and street trees?



## 7 Site Appraisals

7.1 The following section brings together the background information on land use requirements and the key challenges and opportunities, set out in Section’s 1 & 2 respectively, and summarises the key issues and options for significant potential redevelopment sites within the KCAAP boundary.



**CANAL CORRIDOR AREA (NORTH) Morgan's Timber Yard and Rock Works****SUMMARY SHEET****Site Areas:**

Park Lane(North) & Park Street– 3.37ha (8.3acre)

**Challenges:**

Existing business occupiers & expectations; contamination; topography; accessibility; site dimensions and constraints; 'Rock Works'.

**Opportunities:**

Proximity to Weavers Wharf, Town Centre and Bus Station; Canalside; Building bridges to connect with town centre and improve accessibility; canalside square and relationship to existing open space.

**i) Options**

- a. Entirely residential development fronting onto the canal.
- b. Mixed use residential and leisure development with canal side cafés and bars.
- c. Mix to include small boutiques and specialist craft retail
- d. Mix to include retail - general
- e. Office and residential development.
- f. Mixed office and retail/ leisure
- g. Boat mooring
- h. Turning the woodland into a small town park

**ii) Transport Options**

- a. Improving access to Weavers Wharf and Bus Station (for benefit of site and Weavers Wharf/ wider town centre)
- b. Consider pedestrian only bridging and multi-modal bridge(s);  
Access to the A456/A442
- c. Car Parking for site and wider area
- d. Using the canal as a transport link – boating, pedestrian/ cycling etc.



**CANAL CORRIDOR AREA (SOUTH) - Land adjoining the Water Mill Public House****SUMMARY SHEET****Site Areas:**

Park Lane(South) – 0.89ha (2.2)

**Challenges:**

Existing land interests and businesses; site scale and dimensions; incorporating Severn Biotech office and light industrial?

**Opportunities:**

Proximity to Brinton Park, Canal, Town Centre and Stourport Road; car parking and leisure that could combine with Brinton Park to create a 'destination' offer; existing leisure (restaurant/ pub) occupier; residential environment.

**i) Options:**

- a. Entirely residential development fronting onto Park Lane and Brinton Park.
- b. Mixed use residential, business and hotel(?).
- c. New square/ public realm link with Brinton Park

**ii) Transport Options:**

- a. Improving access to the canal tow path from the west footway of Stourport Road;
- b. Otherwise existing infrastructure... consider turning arrangements into Park Lane from Stourport Road?



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## CARPET HERITAGE PROCESSIONS AREA (Dixon Street)

### SITE SUMMARY

**Site Area:**

Long Meadow Mills Industrial Estate & 'Frank Stone' site – 1.67ha (4.14)

**Challenges:**

Long Meadow Mills is a viable business estate with numerous successful businesses; Site size and dimensions and prominence; flood risk; access

**Opportunities:**

Frank Stone is vacant and available for redevelopment; emerging retail environment (Morrisons); legal agreement to pedestrian bridge to link with Morrisons; quiet riverside environment.

### i) Site Options

- a. Mixed use – residential and business
- b. Mixed use – residential and retail
- c. Mixed use – Frank Stone, business (ground floor) and (residential upper) and Long Meadow Mills retail
- d. Mixed use – Frank Stone, business (ground floor) and (residential upper) and Long Meadow Mills residential
- e. Mixed use – Frank Stone & Long Meadow Mills to remain unchanged i.e. Safeguard Long Meadow Mills Industrial Estate for B1 light industrial uses.

### ii) Transport Options

- a. New Pedestrian bridge to Morrisons store and car park.
- b. Existing layout remains unchanged



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**CARPET HERITAGE PROCESSIONS AREA (Green Street)****SITE SUMMARY****Site Area:**

Council Depot – 1.36ha (3.37)

**Challenges:**

Site size and dimensions and prominence.

**Opportunities:**

Gateway site; retail environment – adjacent B&Q Warehouse and car park... water aquifer environmental protection and 'Green' Technologies.

**i) Site Options:**

- a. Retail park development to complement existing B&Q;
- b. Mixed residential and business development;
- c. Hotel and leisure development;
- d. 'Green' Street Media Village – growth option

**ii) Transport Options:**

- a. Consider improvements to Worcester Road Island, congestion/ access
- b. Existing layout.



**CARPET HERITAGE PROCESSIONS AREA (Tram Street/New Road)****SITE SUMMARY****Site Area:**

Carters, Wilsons, Netto and New Road premises – 2.39ha (5.9)

**Challenges:**

Existing occupiers including 1st generation retail sheds; Flood Risk; former manufacturing sites (possible contamination); major electricity sub-station; accessibility issues; tired architecture.

**Opportunities:**

canal and riverside regeneration setting; impressive former mill building adjacent river; adjacent residential setting; the 'procession'.

**i) Site Options:**

- a. Predominant residential development;
- b. Opening up and utilising the canal and river sides;
- c. New Tram Street bridge to link across the river to other potential development sites;
- d. Mixed-use commercial ground floor and residential upper floors (offices, retail etc)
- e. Relocate existing retail business to Council depot site (Green Street)
- f. Retail to replace existing on site with residential above

**ii) Transport Options:**

- a. New bridge over River Stour to create dedicated and separate access away from electricity sub-station;
- b. Using the canal as a transport link – boating, pedestrian/ cycling etc



## CHURCHFIELDS BUSINESS PARK (NORTH) - Former Georgian Carpets and Stoney Lane Industrial Areas

### SUMMARY SHEET

#### Site Areas:

Former Georgian Carpet Factory – 5.23ha (12.94acre)

#### Challenges:

Existing land interests, businesses expectations & relocation; former manufacturing – contamination issues

#### Opportunities:

Single ownership with Georgian and Tomkinson; large site; canal side setting and proximity to Crossley, Puxton Marsh and town centre; complementing surrounding residential development.

### i) Options

- a. Mixed Residential and business (offices)
- b. Mixed leisure/ business and residential
- c. Predominantly residential
- d. Canal side Marina/ lay by facilities for boaters
- e. Links to Crossley Park and Puxton Marsh

### ii) Transport Options

- a. Options to link to Crossley providing possible public transport route connecting Horsefair residents in to the local bus network:
  - Pedestrian/ Cycle bridge across the canal (Sainsbury's & Crossley)
  - Multi-modal bridge to Crossley with
  - Pedestrian bridge(s) to Puxton Marsh etc.
- b. S.106/ Community infrastructure levy contributions to deliver major improvements.



**CHURCHFIELDS BUSINESS PARK (WEST) Basketball Court and Engineering Business****SUMMARY SHEET****Site Areas:**

Open Space and industrial land – 1.17ha

**Challenges:**

Existing land interests, businesses expectations & relocation; former manufacturing – contamination issues, recent s.106 to play equipment on site

**Opportunities:**

Canal side setting and proximity to Crossley, Puxton Marsh and town centre; to consider whether this is the most appropriate location for open space.

**i) Options**

- a. Mixed Residential and business (offices)
- b. Mixed leisure/ business and residential
- c. Predominantly residential
- d. Open space and residential
- e. Consider relocating open space elsewhere within the wider regeneration area
- f. Links to Sainsbury's/ towpath

**ii) Transport Options**

- a. Options to link to Crossley providing possible public transport route connecting Horsefair residents in to the local bus network:
  - Pedestrian/ Cycle bridge across the canal (Sainsbury's)
  - Multi-modal bridge to Crossley
- b. S.106/ Community infrastructure levy contributions to deliver major improvements.





## CHURCHFIELDS BUSINESS PARK (South) - Former Tomkinsons; CMS Car Sales Area; Veldonn Printers

### SUMMARY SHEET

**Site Areas:**

Former Tomkinson factory & Veldonn Printers – 7.03ha (17.38acre)

**Challenges:**

Existing land interests, businesses expectations & relocation; former manufacturing – contamination issues; land levels (fall away sharply to the north)?

**Opportunities:**

Mostly in single ownership; large site; proximity to town centre and canal; distant views; local interest buildings; regenerating a deprived neighbourhood; tackling congestion and air quality in Blackwell Street

#### i) Options

- a. Blackwell Street Bypass
- b. Link road to Crossley Park
- c. Predominantly residential
- d. Mixed Residential and business (offices)
- e. Mixed Retail, business and residential
- f. Improving the setting and open space around St. Mary's church

#### ii) Transport Options

- a. Options to reduce congestion and improve air quality to be considered including possible by-pass;
- b. Options to link to Crossley providing possible public transport route connecting Horsefair residents in to the local bus network:
  - Pedestrian/ Cycle bridge across the canal (Sainsbury's & Crossley)
  - Multi-modal bridge to Crossley with
  - Pedestrian bridge(s) to other areas e.g. Sainsbury's, Puxton Marsh etc.
- c. S.106/ Community infrastructure levy contributions to deliver major improvements.



**How the Churchfields area of the Horsefair could look?**

Picture 7.4 Artist Impression from Kidderminster Regeneration Prospectus, November 2008



## COMBERTON HILL AREA

### SUMMARY SHEET

#### Site Areas:

Kidderminster Auction & Comberton Place– 0.778ha (1.92 acres)

#### Challenges:

Traffic congestion – particularly on entrance to station; connectivity into town centre; Comberton Hill Island & subways; Under pavement services limit scope for tree planting and environment works(?)

#### Opportunities:

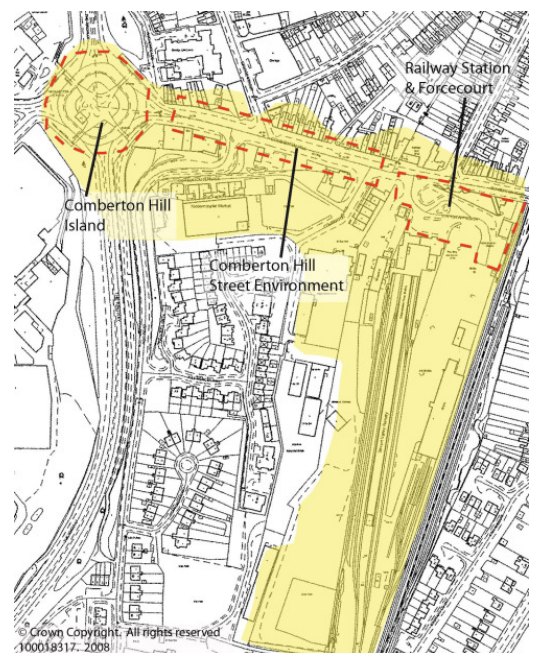
Major gateway railway station; Both Severn Valley Railway (visitors) and commuters from Kidderminster and rural west; direct route into the town centre; Generous street dimensions offering scope for environmental improvements; New railway station and interchange concourse.

#### i) Comberton Hill Options:

- a. Redesigning of railway station forecourt
- b. New modular railway station building  
Improve street environment – tree lined streets?
- c. Kidderminster Auction building & County Court Building... residential/ commercial/ office developments to complement Magistrates court, SVR Station and Railway Museum buildings and surrounding residential development

#### ii) Transport Options:

- a. Improve access to railway station – bus priority, signalisation (Worcestershire County Council looking into this)
- b. Street improvements – parking; pedestrian; cycling, tree planting
- c. Infill subway and provide ground level crossing over the top of island;
- d. Close subway entrances and provide signalled ground level crossings on the 'arms' of the island;
- e. Improve the existing subway system



## TOWN CENTRE AREA - Buildings and Spaces

### SUMMARY SHEET

#### Site Areas:

Bull Ring; Exchange Street/ Rowland Hill Square (Town Hall); Lion Square?; Blackwell Street, vacant above shop premises, Canal Corridor, Crown House, TJ Hughes, Swan Centre and former Littlewoods.

#### Challenges:

Existing business/ occupier expectations & relocation; lack of open space; poor street environment and visual aspects – particular buildings;

#### Opportunities:

Utilise the waterways; creating usable town centre spaces and enhancing the attractiveness of prominent buildings

### i) Priority Buildings (Options) - photomontage

- a. Crown House – Curtain walling/ new skin?
- b. Former Littlewoods & nearby properties
  - Illustrating how the building could look (with a make over) may help; or
  - Comprehensive redevelopment (see Worcester Street summary sheet).
- c. Re-consider 'Step Entry' linking Bromsgrove Street Car Park and town centre?
- d. TJHughes and Swan Centre buildings is there an effective remedy that would not involve redevelopment?

### ii) Priority Spaces

- a. Bull Ring; Exchange 'square' (Rowland Hill) etc. possible events spaces?
- b. Improving pedestrianised streets.



Possible Futures for Worcester Street?

Artist's Impression from Kidderminster Regeneration Prospectus, November 2008



**WATERLOO STREET AREA****SUMMARY SHEET****Site Areas:**

Cheshire's building and former telephone exchange – 0.43ha (1.09 acres)

The site also includes the small former car sales site at the corner of Blackwell Street/ Waterloo Street

**Challenges:**

Existing business/ occupier expectations & relocation; existing proposals with permission; site dimensions

**Opportunities:**

Prominent site to ring road and town centre; screening the existing telephone exchange; linking St. Georges Park on the other side of the ring road; Proximity to the town centre; link to Blackwell Street

**i) Cheshire's Site Options:**

- a. High density residential apartments with ground floor retail/ commercial fronting the ring road/ St. Georges Park
- b. High quality office accommodation
- c. Provide a strong frontage onto the ring road
- d. Improve relationship to Waterloo Street
- e. Consider link to Blackwell Street

**ii) Link to St. Georges Park Options:**

- a. Remodel the ring road to create boulevard with street level crossings/ square directly between Cheshire's and the park.
- b. Provide street level crossings over the traffic island



**WORCESTER STREET AREA****SUMMARY SHEET****Site Areas:**

Batemans Yard, KTC.3 & Worcester Street – 2.28ha (5.72 acres)

**Challenges:**

Existing business occupiers & expectations; topography; accessibility; Vacant buildings

**Opportunities:**

Proximity to Weavers Wharf, Town Centre and Bus Station; Close to railway station and Comberton Hill

**i) KTC.3 and Bateman's Yard - Options** (i.e. the former Magistrates Court and former Morrisons store)

- a. 'Evening economy' development including Cinema; Bowling; Hotel; Bars; Restaurants; Apartments;
- b. Shopping – extension of the Primary Shopping Area;
- c. Landmark building to draw people from railway station into town.
- d. Comprehensive redevelopment – mixed residential/ commercial
- e. Open up views of the proposed 'Carpet Museum' building by redeveloping the former Morrisons;
- f. Rationalising the road & public transport layout.

**ii) Worcester Street- Options** (i.e. elsewhere from Woolworths to Prospect Hill)

- a. Refurbishment of existing buildings
- b. Comprehensive redevelopment of area
- c. Topography Precedent – Bath;
- d. Creating Frontage to Bromsgrove Streetcar park;
- e. Residential development on upper floors or quality office, health or education;
- f. Redevelopment of Littlewoods, Woolworth's and Poundland building to include 'Winter Gardens' access link between car park and Worcester Street shops
- g. Relocate Bus Station to Bromsgrove Street Car Park with lift/ escalator access to Worcester Streetshops;
- h. More homes and business at groundfloor – shift away from shopping and redefine role of Street.

## 8 Delivery

### Kidderminster Prospectus



- 8.1 The Kidderminster Regeneration Prospectus is a new initiative being supported by Wyre Forest District Council, the Regional Development Agency (Advantage West Midlands) and Worcestershire County Council. It will provide a blueprint and vision for the town's future and showcase its key regeneration opportunities. Although the brochure will look at the whole town and beyond the central area, it does concentrate on the potential for town centre renaissance.
- 8.2 The brochure is being put together by Wyre Forest District Council's Regeneration team on behalf of all those involved in the project and working with leading designers from Kidderminster and beyond.
- 8.3 Urban designer/ architects, Taylor Young, have been appointed to visualise how the town could change. However, in addition to developing a vision for the regeneration of Kidderminster, the Prospectus is as much about delivering the transformation. To that end regeneration economists, Amion Consulting, have been appointed to provide a market appraisal to proposals and to consider potential delivery programmes. The ideas emanating from this work will feed in to the development of the Kidderminster Central Area Action Plan (KCAAP).
- 8.4 The Prospectus initiative looks to build on the emerging capacity of the Wyre Forest Matters Local Strategic Partnership; Oldington and Foley Park Pathfinder; Horsefair, Broadwaters and Greenhill Partnership and Kidderminster Town Centre Partnership.
- 8.5 Through drawing together the various agencies and with a focus on delivering regeneration, the Kidderminster Prospectus will in many ways provide a delivery framework for the KCAAP. In Kidderminster, it will also support the delivery of the Core Strategy and Site Allocations DPD's.
- 8.6 The Prospectus remains under development with the second stage of consultation having closed 14 December 2008. It is anticipated that the brochure will be launched in the Spring 2009.



## Kidderminster Town centre Partnership

- 8.7** Kidderminster Town Centre Partnership was established in 1993 to manage the town centre and co-ordinate the activities of the many private and public sector partners operating within the centre. The following sections seeks to focus specifically on helping to deliver the business plan objectives of the KTCP business plan and action groups:

### Key Issues 10

- The need to ensure that the appropriate delivery structure is in place to deliver the actions of the KCAAP.
- The need to address how the KCAAP can be mechanism to assist the KTCP.

## Events and Marketing

### Options 26

#### Options: Events and Marketing

Linked to the Kidderminster Regeneration Prospectus, the sites and opportunities highlighted in the KCAAP will provide the platform for marketing the town, and specifically the town centre, to private and public sector partners including prospective developers. It will also provide the necessary commitment and certainty to interested parties.

## Quality Environment

- 8.8** The KTCP is concerned with ensuring that Kidderminster offers an inviting, clean, safe and secure environment, with a high quality retail and leisure experience, that can be enjoyed by visitors and residents alike.

### Options 27

#### Options: Quality Environment

Please refer to the Urban Design and Open Space section of the KCAAP

## Business

- 8.9** The KTCP promotes and supports the diversification and strengthening of the town's economic base and the birth and growth of both new and existing business within the town. The KTCP also works with businesses and developers in the town centre to ensure that realism is achieved in proposals that support vitality and viability of Kidderminster.

**Options 28****Options: Business**

Please refer to the Economy and Business section of the KCAAP.

**Community Safety**

**8.10** The emphasis of community safety is providing a safe environment for residents and visitors to the town centre.

**Options 29****Options: Community Safety**

- Should the focus be on creating new development which provides natural surveillance? Or;
- Should it be on providing CCTV and other mechanical surveillance?

**Funding****Options 30****Options: Funding**

How could the KTCP attract extra funding for the benefit of the town?

- A subscription to the KTCP and its website for advertising
- The creation of a Business Improvement District
- Sponsorship
- Events and festival tickets

## 9 Jargon Guide

### **Adopted Local Plan 2004-2011**

The existing planning policy document for the Wyre Forest District, this was adopted in 2004 to guide future development within the district until 2011. Along with the Worcestershire County Structure Plan 1996-2011 and the Hereford and Worcester County Minerals Local Plan (1997) it constitutes the Development Plan for the Wyre Forest District and will remain as such until the LDF is finished, at which time it will be replaced.

### **Advantage West Midlands (AWM)**

Advantage West Midlands is the Regional Development Agency (RDA) for the West Midlands. For more information please see [www.advantagemw.co.uk](http://www.advantagemw.co.uk).

### **Affordable Housing**

The District Council has adopted the definition of Affordable Housing as set out in national planning policy; Planning Policy Statement 3, Annex B as follows:

'Affordable Housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable Housing should:

- Meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices.
- Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.

### **Air Quality Management Area (AQMA)**

Areas designated by Wyre Forest District Council where the level of pollutant concentrations in the atmosphere results in the air quality not meeting the objectives set out by central government in 2005.

### **Biodiversity Action Plan (BAP)**

A strategy prepared for a local area aimed at conserving and enhancing biological diversity.

### **BREEAM**

Building Research Establishment Environmental Assessment Method assesses the performance of buildings in terms of management, energy use, health and well-being, pollution, transport, land-use, ecology, materials and water.

### **Brownfield Land/Previously Developed Land (PDL)**

Land which has previously been developed. The term may encompass vacant or derelict land, infill sites, land occupied by redundant or unused buildings, and developed land within the settlement boundary where further intensification of use is considered acceptable.

### **Climate Change**

Long-term changes in temperature, precipitation, wind and all other aspects of the Earth's climate. Often regarded as a result of human activity and fossil fuel consumption.

### **Code for Sustainable Homes**

Mandatory code for all new homes covering energy efficiency, water efficiency, surface water management, site waste management, household waste management, use of materials and Lifetime Homes (applies to Code level 6 only)

**Conservation Area**

Area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.

**Developer Contributions**

Developer contributions are often required for major developments to ensure sufficient provision is made for infrastructure and services such as roads, schools, healthcare and other facilities. Contributions are usually secured through planning conditions or legal agreements (often referred to as planning obligations or Section 106 agreements)

**Development Plan Documents (DPDs)**

The collective term given to all statutory documents that form the Local Development Framework for the District. These comprise of the Core Strategy, Site Allocations and Policies, Kidderminster Central Area Action Plan and a Proposals Map.

**Evidence Base**

The information and data gathered by local authorities to justify the 'soundness' of the policy approach set out in Local Development Documents, including the physical, economic and social characteristics of an area.

**Flood Risk Assessment**

An assessment of the likelihood of flooding in a particular area so that development needs and mitigation measures can be carefully considered.

**Greenfield Land**

Land which has never been developed, this includes greenbelt land and areas of open countryside, as well as undeveloped land within urban areas.

**Heritage**

A general term used to refer to historical and archaeological features, buildings and monuments which are of local, regional or national interest.

**Infrastructure**

Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.

**Lifetime Home Standard**

Criteria developed by the Joseph Rowntree Foundation in 1991 to help house builders to produce new homes flexible enough to deal with changes in life situations of occupants such as caring for young children, temporary injuries and declining mobility with age.

**Listed Building**

A building of special architectural or historic interest. Listed buildings are graded I, II\* or II, with grade I being the highest. Listing includes the interior as well as the exterior of the building and any buildings or permanent structures within its curtilage.

**Local Development Framework (LDF)**

This will provide the framework for delivering the planning strategy and policies for Wyre Forest District.

**Local Development Scheme (LDS)**

A three year timetable setting out the type of Development Plan Documents to be produced under the Local Development Framework and the key milestones for their development.

**Local Transport Plan**

A five-year integrated transport strategy prepared by local authorities in partnership with the community which seeks funding to help provide local transport projects.

**Oldington and Foley Park Pathfinder**

A seven year regeneration programme and partnership for the Oldington and Foley Park Ward in Kidderminster which is in the 10% most deprived Wards of the Country.

**Open Space**

All space of public value, which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife. Areas of open space include public landscaped areas, playing fields, parks and play areas, and also areas of water such as rivers, canals, lakes and reservoirs.

**Primary Shopping Area**

An area where retailing and the number of shops in a town centre is most concentrated.

**Regional Spatial Strategy (RSS)**

A strategy prepared by the Regional Planning Body for how a region should look in 15 to 20 years time and often longer. It identifies the scale and distribution of new housing in the region, indicates areas for regeneration, expansion or sub-regional planning and specifies priorities for the environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal.

**Stourport Road Employment Corridor (SREC)**

This is the main focus for employment within the District. This corridor runs south out of Kidderminster towards Stourport, is well established and contains a number of modern high quality premises together with significant redevelopment opportunities. Underused and derelict sites along this corridor include the former British Sugar site, which at 24 hectares is one of the largest sites in the region.

**Strategic Centres**

There are 25 town centres in the West Midlands region that are defined as in the Regional Spatial Strategy as 'Strategic Centres' and recognised for their crucial role in meeting the shopping and commercial needs of the region. Kidderminster is one of only three Worcestershire centres recognised in this way (together with Worcester City and Redditch).

**Strategic Flood Risk Assessment (SFRA)**

An SFRA will be undertaken to guide development decisions and meet the requirements of the Planning Policy Statement 25 Development and Flood Risk.

**Sustainable Community Strategy**

The Community Strategy brings together the concerns of Wyre Forest communities under six main themes which, as a partnership, the Council and its partners needs to focus its efforts on in order to improve the social, economic and environmental wellbeing of the District. These are:- Communities that are safe and feel safe; A Better Environment for Today And Tomorrow; Economic Success Shared By All; Improving Health & Wellbeing; Meeting the Needs of Children and Young People and Stronger Communities. These themes will be addressed through the Core Strategy.

**Sustainable Drainage Systems (SUDS)**

An environmentally friendly way of dealing with surface water run-off which increases the time taken for surface water to reach watercourses, thereby reducing flash flooding.

**Sustainability Appraisal (SA)**

The purpose of SA is to ensure that all Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs) conform to the Government principles of Sustainable Development, which are;

- Living within environmental limits
- Ensuring a strong, healthy and just society
- Achieving a sustainable economy
- Promoting good governance
- Using sound science responsibly

**West Midlands Regional Spatial Strategy (RSS)**

A planning policy document that provides the long-term land use and transport planning framework for the West Midlands region. This framework guides the preparation of the Wyre Forest Local Development Framework.

**Worcestershire Integrated Passenger Transport Strategy**

The purpose of the Strategy is to set out the process and approach required to establish the best possible passenger transport network facilities addressing the needs of passengers and which delivers sustainable transport objectives.

**Worcestershire Local Transport Plan (LTP) 2006-2011**

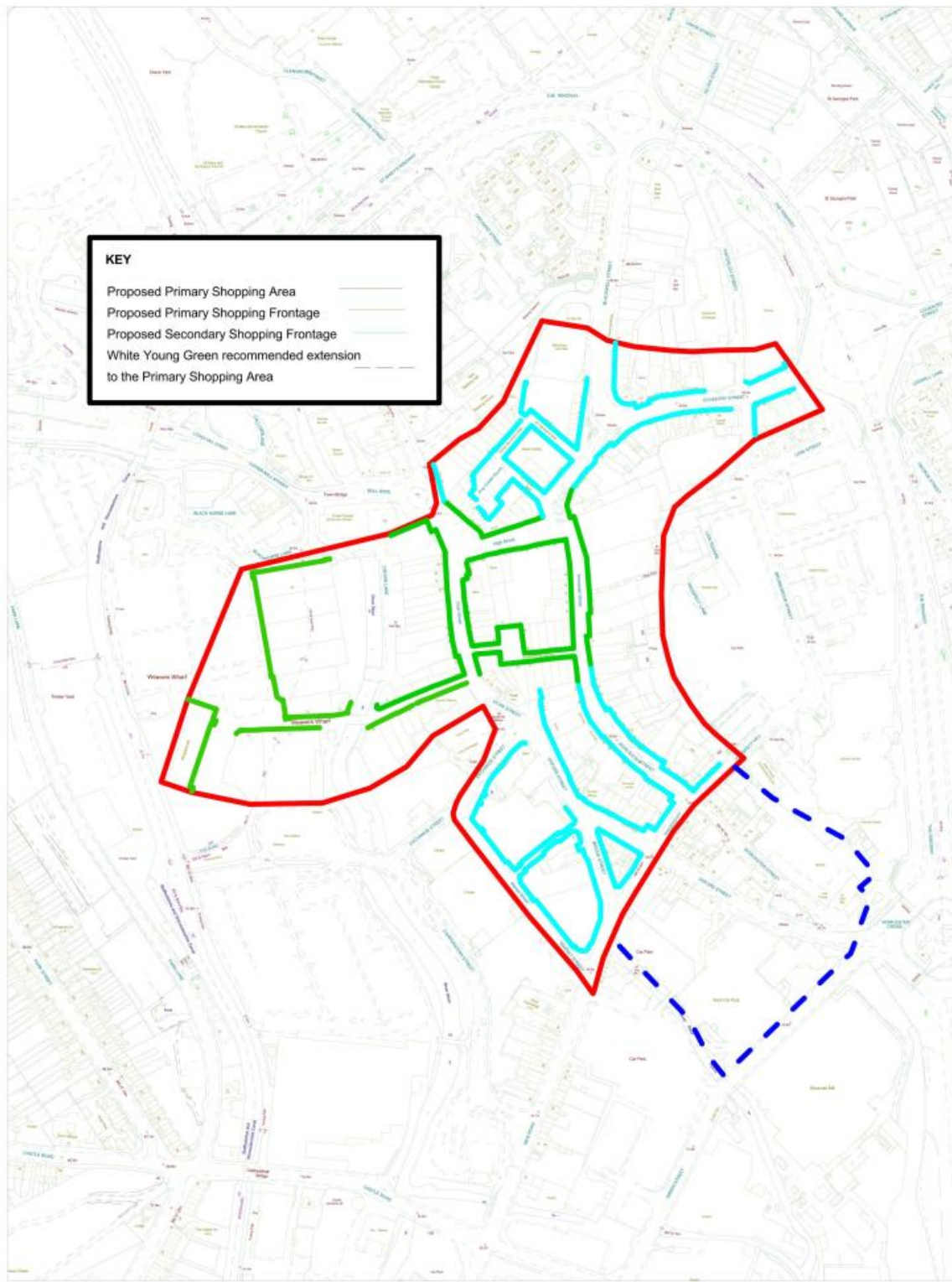
This sets out Worcestershire's transport strategy for this five year period, as well as identifying major long-term transportation pressures on the County.

**Wyre Forest Matters Local Strategic Partnership (LSP)**

A partnership which brings together organisations from the public, private, community and voluntary sector. The key objective of the LSP is to improve the quality of life in the District by addressing important issues affecting those who live and work here, such as health, community safety, transport and education.

# A Shopping Areas

Proposed Shopping Areas



KEY	
Proposed Primary Shopping Area	
Proposed Primary Shopping Frontage	
Proposed Secondary Shopping Frontage	
White Young Green recommended extension to the Primary Shopping Area	


**Shopping Areas - Kidderminster**

  
 Scale: 1:3500

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**B KCAAP Boundary**





C KCAAP Zones

