

Wyre Forest District Council  
Local Development Framework

KIDDERMINSTER CENTRAL AREA ACTION PLAN  
PREFERRED OPTIONS PAPER

MAY 2011



**Wyre Forest District Local Development Framework  
Kidderminster Central Area Action Plan Preferred Options Development Plan Document**

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**Wyre Forest District Council**



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## 1 Introduction and Context

**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 provides the 'blueprint' for the future development within the District and seeks to embrace 'spatial planning', which addresses social, environmental and economic issues through land use and positive planning policies. The LDF comprises a portfolio of documents which combine to provide the framework for the future development of the District.

**1.2** The first document to be prepared was the Core Strategy, which was adopted in December 2010. The Adopted Core Strategy sets out the strategy and vision that will guide planning and related initiatives up to 2026. The Adopted Core Strategy provides the Development Strategy which will guide the future decisions on where to locate new homes, businesses and leisure facilities. Although setting out the future plan for development, the Adopted Core Strategy did not specifically identify any particular sites where development would occur. The documents that identify and allocate the sites where new development will occur are the Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan (KCAAP) DPD.

**1.3** The guidance provided in PPS12 - Local Spatial Planning states that Area Action Plans should be used where there is a need to provide a planning framework for areas where significant change is needed. Kidderminster is highlighted through the Adopted Core Strategy as the strategic centre of the District with significant redevelopment and regeneration potential. However, it is also a town undergoing major economic restructuring and faces acute economic, social and environmental challenges.

**1.4** It is therefore considered important for Kidderminster to have a specific Area Action Plan to identify areas for change and help stimulate and deliver these regeneration opportunities. It will also help to highlight specific and detailed site-based issues and provide a wider vision and concepts that look beyond individual sites.

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

**1.5** Kidderminster is the main service centre for Wyre Forest District and the surrounding areas and was recognised by the former emerging West Midlands Regional Spatial Strategy as one of 25 strategic centres within the West Midlands region.

**1.6** Kidderminster is also a town which has significant opportunities for regeneration and redevelopment and since 2009 the District Council, in partnership with Worcestershire County Council, Homes & Communities Agency and British Waterways, have been progressing the ReWyre Initiative. The focus of ReWyre is to promote and improve Kidderminster and was launched with a Regeneration Prospectus which highlights the town's opportunities and constraints. ReWyre has helped to fund and facilitate several projects and events that have contributed positively to the town.

**1.7** The ReWyre Initiative highlights the potential of 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.

**1.8** The role of the KCAAP is to provide a detailed planning policy framework, which sets out the strategy and policies for the development of the town's central area, and helps to achieve this regeneration. The plan provides the clear and firm guidance needed to achieve the aims

of the town, whilst providing enough flexibility to deal with a variety of possible scenarios for the town's development. Furthermore, the KCAAP will help to stimulate regeneration and investment in the town by providing certainty and confidence for potential investors, as well as providing the basis for co-ordinating the actions of a range of public and private sector partners.

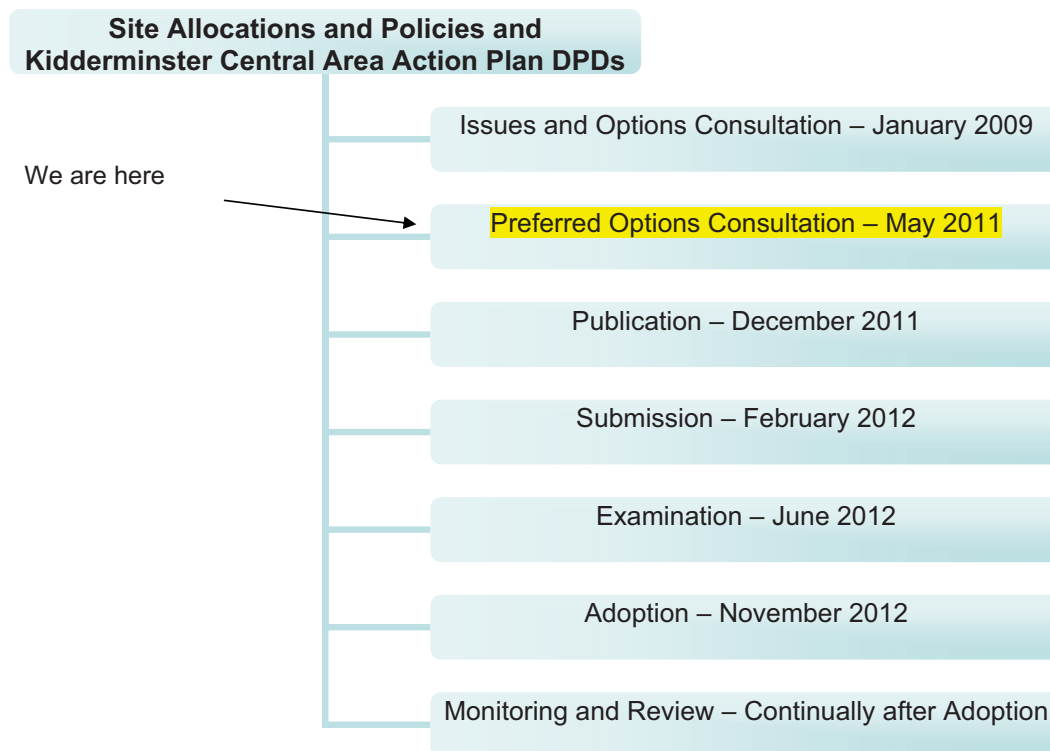
**1.9** In order to do this, the KCAAP will set out area-wide development management policies that provide the general principles for appropriate development and highlight the ambitions for the town. In addition to this, the KCAAP will also contain site-based policies for certain parts of the town that will provide a detailed policy framework to deliver existing development opportunities.

**1.10** The final document will reflect the needs set out in the Sustainable Community Strategy through providing appropriate facilities to meet the needs of the local community. The document will need to conform to national planning policy and, crucially, the document must conform to, and help to deliver, the policies set out in the Adopted Core Strategy

**1.11** The KCAAP has close links with the Site Allocations and Policies DPD, which is also currently out for consultation. These documents are mutually reinforcing and will provide the necessary information to implement the strategic objectives and Development Strategy set out within the Adopted Core Strategy.

## What Stage are we at Now?

**1.12** The following diagram identifies the stages in the development of the KCAAP DPD:



**1.13** As indicated on the diagram, this is the second consultation stage of the KCAAP DPD. An Issues and Options consultation was held for 6 weeks during January 2009. At this stage we asked for your thoughts and views on sites being proposed and also asked for you to provide us with alternative options and issues that you felt we should consider.

**1.14** This document has therefore been prepared taking into account the responses received from the Issues and Options consultation, as well as a whole variety of other sources, including:

- Development of the Sustainability Appraisal
- Evidence Base – which has included new studies and updates of previous work
- Engagement with developers and landowners
- The recent adoption of the Core Strategy
- Wyre Forest District Sustainable Community Strategy and other plans and strategies

**1.15** This Preferred Options Stage therefore represents the Council's preferred sites and policies for allocation and identifies areas for protection. The DPD also provides draft development management policies.

**We would like to know your views on the Council's preferred options for the future development of the District so please get involved and have your say!**

### **Evidence Base**

**1.16** A key requirement of ensuring that we provide a robust and appropriate plan is basing decisions on allocations and the policies provided on credible and reliable evidence.

**1.17** Numerous background studies and technical reports have been produced to inform the decisions made regarding sites in this consultation paper. All of the studies are available to view on the Council's website. Some of the main studies produced to inform the site selection process include:

- Sustainability Appraisal (Draft SA Report May 2011)
- Strategic Housing Land Availability Assessment (SHLAA) (December 2009) updated April 2010
- SFRA Level 1 (January 2008)
- SFRA Level 2 (February 2010)
- Water Cycle Strategy (February 2010)
- Retail and Commercial Leisure Study (December 2006) Updated February 2010
- PPG17 Audit (October 2008)
- Strategic Housing Market Assessment (March 2007)
- Green Infrastructure Study (January 2010)
- Community Facilities Audit (June 2009)

**1.18** The following elements of the evidence base are still emerging, drafts of these studies have informed the development of the Preferred Options DPD. The Submission document will be informed by the completed studies:

- Employment Land Review Refresh
- Assessment of Potential Sites for Gypsies, Travellers and Travelling Showpeople
- Green Infrastructure Strategy

- Urban Design Advice
- Churchfields Masterplanning
- ReWyre Prospectus 2
- Viability Advice
- Habitats Regulations Assessment (HRA)
- Infrastructure Delivery Plan
- Sequential Testing (Flooding)

## Policy Context

**1.19** The KCAAP DPD must be in accordance with national planning policy as set out in Planning Policy Statements and Planning Policy Guidance Notes. In addition to this, the DPD must be in accordance with the Development Strategy and core policies set out within the Adopted Core Strategy.

**1.20** In addition to the KCAAP the Wyre Forest District LDF will contain a number of other documents. These are:

- **Core Strategy DPD** – The Core Strategy sets the vision and Development Strategy for the District. It also sets out a number of strategic development objectives and a series of policies for delivering the vision and the strategy. The Core Strategy was adopted on 9<sup>th</sup> December 2010. All other LDF documents must be in conformity with the Adopted Core Strategy.
- **Site Allocations and Policies DPD** - The Site Allocations and Policies DPD will allocate specific sites for specific types of development and will set more detailed planning policies for the determination of planning applications.
- **Proposals Map** – This will be published alongside the Site Allocations and Policies and KCAAP DPDs and will show graphically the policies and allocations set out within these documents.
- **Supplementary Planning Documents** – The Council will produce SPDs where it considers them necessary to provide more details on the policies set out within other parts of the LDF. SPDs are not part of the statutory development plan and do not have the same weight however, they will be significant considerations in determining planning applications.

## Approach to Site Selection in KCAAP

**1.21** The Adopted Core Strategy has established the strategic policy framework within which the site allocations must sit. This includes details on the amount of development and the broad locations for it. Therefore, the policies within the Adopted Core Strategy have meant that some sites can be eliminated as potential sites for new development. The Adopted Core Strategy directs the majority of new development to brownfield sites within Kidderminster and Stourport-on-Severn and as such a number of sites which were set out within the Issues and Options Paper are now no longer being considered as they are not in accordance with the Development Strategy and policies set out within the Adopted Core Strategy DPD.

**1.22** The site selection has also been influenced by the Sustainability Appraisal process which has involved undertaking a detailed assessment of each of the potential development sites against a set of criteria called the Sustainability Appraisal framework. The criteria look at social, economic and environmental issues. Each site has then been ranked to determine which sites are the most appropriate to bring forward in terms of their implications for sustainability.



**1.23** Additionally, the representations received from stakeholders and members of the public during the Issues and Options consultation which took place during January 2009 have been used to inform the selection of sites. Further information on how the representations have informed the site selection and policy development is set out within each section of this report.

### 2 How to get involved

**2.1** We would like to know what you think about the proposals set out within this document. You can tell us your views in the following ways:

- **Visit our website at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk) and follow the links to our interactive consultation portal. Here you can view all of the consultation documents and respond on-line.**
- **Complete a representations form and return it to us. Response forms are available at the Worcestershire Hubs and libraries in the District.**
- **E-mail us at [Planning.Policy@wyreforestdc.gov.uk](mailto:Planning.Policy@wyreforestdc.gov.uk)**

**2.2** If you wish to discuss any of the issues raised in this document in more detail please telephone the Planning Policy team on 01562 732928.

**2.3** A number of exhibitions will be held across the District during the consultation period. Planning officers will be available to discuss the proposals in more detail. Please visit us at:

- Saturday 28<sup>th</sup> May 2011 – Stall at Kidderminster Market, 10-4
- Saturday 4<sup>th</sup> June 2011 – Bewdley Museum 10:30 – 4
- Thursday 9<sup>th</sup> June 2011 – Kidderminster – Rowland Hill Centre, 11-5
- Saturday 11<sup>th</sup> June 2011 – Stourport-on-Severn – Lloyds Garage 11-5

**2.4** In addition planning officers will also be available to discuss proposals in more detail at the Wyre Forest Hub, Kidderminster Town Hall on Mondays, Wednesdays and Fridays from 11am -1pm for the duration of the consultation period, 26th May to 8th July 2011.

#### Key Questions...

**2.5** We would like to hear your views on any aspect of the plan but some of the key questions we would like to ask include:

- Do you have any comments on the sites that are being proposed as the preferred options and the key considerations identified for their future development?
- Are there any significant sites that you think we have missed and should be included?
- Of the sites listed, are there other uses that you feel might be more appropriate?
- Are there any areas which the document does not consider but you feel should be included?
- Are there any details that need updating or correcting?
- Are the site boundaries proposed correct?
- Do you think the sites included are suitable and deliverable?
- Any other general comments?

## 3 A Sustainable Future - Development Strategy

### Development Context

**3.1** The overarching decisions regarding the amount of development and the types of location for development within the District have already been made through the Adopted Core Strategy. The headline figures for this are identified below. For a more detailed understanding of the strategic direction for future development, please consult the Adopted Core Strategy (December 2010).

### Quantum of Development

**3.2** The Adopted Core Strategy identifies the following quantum of development that Wyre Forest District Council needs to plan for from 2006 – 2026:

- Residential: 4,000 dwellings (District wide)
- Employment Land: 44ha (District wide)
- Retail Space: 25,000 sqm (Kidderminster)
- Office Space: 40,000 sqm (Kidderminster)

**3.3** These numbers provide the steer for the amount of land that will need to be allocated within the site specific DPDs, however, there is not a specific target for Kidderminster Central Area Action Plan (KCAAP), rather a focus for development to be targeted to this area in the first instance. However, the KCAAP will have an important role to play in identifying sites to meet an element of this requirement through targeting development to key sites that exist in and around the central area of Kidderminster.

### Development Strategy

**3.4** Aside from the numerical requirements as identified above, it is also important that the site selection is in conformity with the Adopted Core Strategy's Development Strategy. The objectives that are particularly relevant to the development of the KCAAP are:

- Developing Kidderminster as a strategic centre.
- Delivering green infrastructure.
- Conserving and enhancing heritage assets.
- Re-using land and buildings.
- Safeguarding biodiversity.
- Addressing climate change.
- Flood risk.
- Improving air quality.
- Increasing the provision and use of sustainable modes of transport.

**3.5** The Adopted Core Strategy also identifies that a sequential approach will be taken when considering future development. The approach to site selection identifies that key regeneration sites within the KCAAP boundary (Detailed boundary set out in Appendix C) as highlighted in the Kidderminster Regeneration Prospectus should be the primary area of focus.

**3.6** The strategy seeks to ensure that previously developed land is maximised with an emphasis on sustainable regeneration, which is a key element of the KCAAP.

**3.7** Some of the other key elements of the Strategy which will be primarily the role of the KCAAP to help deliver are:

- Regeneration of key town centre sites.
- Provision of comparison retail floorspace.
- Provision of office floorspace.

**3.8** It is within the above context, therefore, that the KCAAP DPD has been drafted.



### 4 A Desirable Place to Live

**4.1** As mentioned above, the Adopted Core Strategy sets out that 4,000 new dwellings are to be delivered in the District over the plan period. The KCAAP area has a significant role in providing sites for this new housing development and will contribute greatly to the regeneration objectives for the town.

**4.2** The section also includes a policy on mixed-use developments as providing a mix of uses is an important part of adding vibrancy to the town. Including residential development as part of mixed use schemes is a particular aspiration within the KCAAP especially as many potential development sites are located within the town centre. Including residential schemes as part of a mix of use aids activity throughout the day and night and improves natural surveillance.

### Housing

#### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Housing:

- General support for housing in the town centre as it is the most accessible for public transport and other facilities.
- The town centre, and Churchfields in particular, can make a significant contribution to the District's requirements for housing.
- The town centre is a good location for accommodation for vulnerable and older groups due to its proximity to facilities and public transport.
- Recognition that housing is important for the sustainability of Kidderminster. This will help to re-establish the town's role as an urban centre and create new, and underpin existing, communities and revitalise the area.
- There is potential for good apartment developments with waterside views. However, should be wary of an oversupply of apartments that may not be wanted.
- A good mix of housing types and tenures should be provided
- Support for providing affordable housing, but there needs to be recognition that the viability of some town centre sites may mean that levels of affordable housing could be reduced. A lower threshold may be needed where there are abnormal costs involved.
- Town centre apartments should be designed sympathetically with good space standards and should have communal outdoor space and adequate parking.

#### Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS05: Phasing and Implementation

- CPO4: Providing Affordable Housing
- CP05: Delivering Mixed Communities

**4.3** Developments which contribute to increasing the residential population within the KCAAP area will generally be encouraged. The District Council's aim is to protect and improve existing residential environments and residents' quality of life and create new living environments of lasting quality.

**4.4** Sites allocated for housing are identified in site specific policies. However, residential development on non-allocated sites will generally be supported providing they are in line with the vision and objectives of the KCAAP and other LDF policies.

### **Housing in the KCAAP Area**

**4.5** At the moment, apart from Churchfields and Park Lane, there is very little residential accommodation within the KCAAP area. The existing dwellings that are in the town centre mainly consist of isolated apartment blocks that have come from chance conversion schemes.

**4.6** The KCAAP area, however, has a number of significant regeneration sites that provide the opportunity to include residential accommodation as part of any new development.

**4.7** A key aspiration for the District Council is to increase the amount of people living within the town centre in order to add some vibrancy. Currently, the centre of Kidderminster is very quiet during the evening and the introduction of housing into the area is seen as a key way of promoting activity throughout the day. It is also hoped that an increased residential population will help to boost the town's evening economy as operators look to capitalise on the opportunity of having potential customers on their doorstep.

### **Churchfields Urban Village**

**4.8** The District Council has produced a masterplan for the Churchfields area which provides a vision of it regenerated as a new urban village right on the edge of the town centre. Therefore, this area is expected to provide the most significant proportion of the housing in the KCAAP area.

### Early sketches showing an Urban Village concept for Churchfields



**4.9** Churchfields is the largest regeneration site in the town and is a priority for the District Council. This area is dealt with in detail within the site specific policies contained within Part B of this document.

#### Housing Mix

**4.10** The District Council is committed to delivering mixed communities which meet the accommodation needs of both existing and future residents. Therefore, new housing should be provided in accordance with the Adopted Core Strategy and other LDF policies in regard to density and the mix of dwelling types and tenures.

**4.11** Residential development, as part of mixed use schemes, will be supported providing that the neighbouring uses are complimentary and would not affect residential amenity. The reuse of the upper-floors of buildings in the town centre for residential use will also generally be encouraged.

**4.12** To avoid a potential conflict with alternative uses in the town centre, measures to maximise the mitigation of potential noise and disturbance should be built into the design.

#### Affordable Housing

**4.13** Affordable housing provision will generally be required to be in accordance with the Adopted Core Strategy and other LDF policies. However, within the KCAAP area it is recognised that the economic challenges and constraints of regenerating town centre sites can be cost prohibitive. Therefore a case may be made for altering the level of affordable housing required on a development where an acceptable site viability assessment has been carried out to show the reason behind this. This should be in line with the housing policies contained within the Site Allocations and Policies DPD.

**4.14** Furthermore, the levels of affordable housing required could also be reduced when contributions towards other important site improvements are being made. This is particularly relevant to potential infrastructure improvements needed to make a site developable.



## Policy 1

### Sites for Housing

Residential development will be encouraged within the KCAAP area and the District Council will seek to provide at least 900 dwellings within the plan period.

Residential development will be allowed within the Primary Shopping Frontage but only above ground floor. Within the Secondary Shopping Frontage, residential development at ground floor may also be considered in very special circumstances where vitality and viability is particularly weak. Elsewhere, development for residential uses will be acceptable throughout the KCAAP subject to the provisions of site specific policies and on brownfield sites not subject to site specific policies providing that proposals are in accordance with all other relevant LDF policies.

Applicants should consider innovative ways of securing mixed tenures and types of housing within town centre residential schemes that deliver amenity space and car parking preferably on-site. Proposals that rely on off-site provision will need to secure improvements to that provision and improved pedestrian connectivity to these facilities.

Subject to details, the Council will be particularly supportive of mixed use developments that secure housing and commercial opportunities within the town centre.

### Housing Objectives

The overall housing objectives for the KCAAP area are:

- Increase the amount of people living within the town centre.
- Regenerate Churchfields as a housing-led urban village.
- Create a sustainable and balance community meeting a variety of needs.

## Mixed Use Development

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Mixed use:

- Promoting a mix of land uses can help to create sustainable communities.

- A mix of uses including residential, employment and retail in close proximity can reduce the need to travel and the reliance of car usage.
- Specific local circumstances need to be taken into account when determining an appropriate mix and viability.

### Mixed Use Centres

**4.15** Providing a mix of uses within the KCAAP area is an important way of achieving the vitality and viability that will help make Kidderminster a success. A good mixed use area or development should provide a range of uses that appeal to a variety of different users and encourage a variety of different activities. This should also promote activity at different times throughout the day and encourage natural surveillance.

**4.16** Creating activity and footfall throughout the day and night will help to improve the vibrancy of the area. Areas of the town which only provide a single use should generally be avoided as they will reduce vitality and viability at different times of the day and night and this could limit the commercial potential of the centre. The District Council will support an area approach whereby mixed uses can be secured across several sites as well as encourage mixed use development within a single site. This can be achieved through both a horizontal mix (i.e. a mix of uses along a street frontage) and a vertical mix (i.e. a mix of uses within different levels of the same development). These various opportunities to achieve a mixed use approach have guided the development of site specific policies in Part B.

### Policy 2

#### Mixed Use

A mix of uses, including residential development, should be sought on development sites within the KCAAP area where consistent with other LDF policies.

As part of mixed-use schemes the District Council will support uses that contribute to vitality and viability of the town centre. This will include:

- a. Retail (A1-A5)
- b. Offices (B1(a))
- c. Hotel (C3)
- d. Residential Institutions (C2)
- e. Dwelling Houses (C3)
- f. Non-residential Institutions (D1)
- g. Assembly & Leisure (D2)
- h. Community Uses (including medical)

The uses included in new mixed development should be complimentary to each other and to neighbouring uses.

### **Mixed Use Objectives**

The overall mixed use objectives for the KCAAP area are:

- Provide mixed use developments and areas within the town centre to add to its vibrancy.
- Create a mix of activity throughout different parts of the day and the night to maximise the town's commercial potential.



## 5 A Good Place to do Business

**5.1** The KCAAP area is the single biggest area of employment in the District containing over 7,000 jobs in retail, leisure, offices, professional services, community facilities, education and leisure. This shows the importance that this area has for the overall economy of Wyre Forest District.

**5.2** The District Council will encourage further job creation in Kidderminster and will encourage new development that helps to not only diversify the economy of the town, but also the skills base of the people who work within it.

**5.3** The economic success of Kidderminster is important for the town's future and has major influence on its popularity as a desirable place to live, work and visit. Therefore, developing and reinforcing the economy must be a priority.

**5.4** A key aim for the KCAAP is to enhance the vibrancy of the town to drive forward its economy. As such the District Council will look to strengthen and diversify the economic base of the town. Allowing a range and activities in the town centre will help to create vibrancy. In particular, new economic development incorporated as part of mixed use sites would work to provide a range of activity throughout different parts of the day.

**5.5** Proposals for economic development that would contribute to the the vitality and viability of the town will generally be encouraged, providing that it meets the objectives and policies set out within the rest of the KCAAP.

**5.6** In PPS4 - Planning for Sustainable Economic Growth, the Government provided a wide definition of what constitutes economic development to include anything that provides employment opportunities, generates wealth, or produces or generates an economic output or product.

**5.7** Therefore, the District Council will take a flexible approach to proposals for economic development and will seek out new opportunities that will help grow and diversify Kidderminster's economy. New opportunities in retail, education, health care, tourism, leisure and office-based business are all present in the town and will be promoted.

### Retailing

#### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### **Retailing:**

- KCAAP should reflect Kidderminster's role as a Strategic Centre - being the preferred location for major retail developments.
- The growth of retail within the town should be encouraged to improve its attractiveness to visitors.

- Crossley Retail Park is the main retail park in Kidderminster and contributes greatly to retailing in the District and should be recognised in the DPD.
- There should be a revised shopping area where Exchange Street is included and identified as secondary retail frontage.
- Retail development will perform a critical role for the foreseeable future.

### Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS05: Phasing and Implementation
- CP08: A Diverse Local Economy
- CP09: Retail and Commercial Development

**5.8** A key objective of the KCAAP is to maintain and enhance Kidderminster town centre as the primary retail centre within Wyre Forest District. Proposals which broaden the range of Kidderminster's retail offer and improve the vitality and viability of the town centre will generally be encouraged.

**5.9** In line with PPS4 - Planning for Sustainable Economic Growth and the policies contained within the Adopted Core Strategy and Site Allocations and Policies DPD any new retail development will need to follow a sequential test.

### Primary Shopping Area

**5.10** Within the town centre the District Council has set out the area which it considers to be the Primary Shopping Area for Kidderminster (See associated map in Appendix C).

**5.11** Retail development and activity in the town will be concentrated within this area and the expansion and diversity of the retail offer here will be actively encouraged. Consolidating the retail facilities within a tighter geographical area of the town will help to concentrate footfall and contribute to creating a more viable centre and improve its attractiveness as a shopping destination.

**5.12** The Primary Shopping Area is split into two separately defined areas:

- Primary Shopping Frontage
- Secondary Shopping Frontage

#### Primary Shopping Frontage

**5.13** The primary shopping frontage, as defined on the Proposals Map, is focussed on the main shopping streets which comprise the areas around Weavers Wharf, Vicar Street, High Street and Worcester Street.

**5.14** This is considered to be the prime retail location of the town where A1 retail development will be concentrated and other uses will be restricted in order to maintain the retail experience.

### Secondary Shopping Frontage

**5.15** The secondary shopping frontage, as defined on the Proposals Map, is focussed around Blackwell Street, Coventry Street, the lower section of Worcester Street, New Road and Oxford Street. These secondary areas are by definition on the periphery of the centre within areas with lower levels of shopper footfall.

**5.16** The focus here is towards a more mixed A1-A5 retail offer. However, a flexible approach will be taken to proposals for alternative uses where they would contribute to the vitality and viability of the town centre.

### **Retail Dumbbell**

**5.17** The Weavers Wharf retail park is a major shopping attraction within the town centre and has shifted the retail focus of the town towards the west. As a result, the vitality and viability of the areas around Worcester Street has declined with a noticeable level of vacancy and creating an imbalance within the town centre. The eastern side of the town centre appears to be in decline and facing an uncertain future.

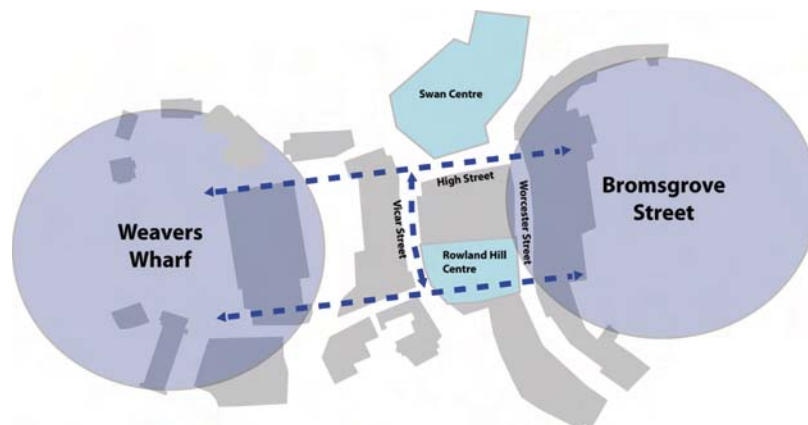
**5.18** To address this the District Council will actively seek to encourage a series of major new developments in the Worcester Street/Bromsgrove Street area that will help to increase pedestrian footfall to the eastern side of the town and reinvigorate this area. It is envisaged that this could involve a major new retail store in Bromsgrove Street leading to Worcester Street via the former Magistrate's Court site, Step Entry and/or premises fronting Worcester Street.

**5.19** At the same time it is important to recognise that Weavers Wharf is an asset for the town. Proposals to enhance this shopping area will be supported where they coincide with progress on the Eastern Gateway.

**5.20** The vision is to create a retail dumbbell anchored at one end (west) by Weavers Wharf and at the other (east) by new development on Bromsgrove Street with the key shopping streets of Worcester Street, High Street and Vicar Street connecting them together.

**5.21** It is therefore proposed to extend the Primary Shopping Area to include Bromsgrove Street and Weavers Wharf in order to meet the 25,000sqm requirement for comparison retail floorspace as set out in the Adopted Core Strategy.

### **Kidderminster's Retail Dumbbell**



### Other Retail Areas

**5.22** While the town centre will firmly remain the focus for retail, it is recognised that there are a number of areas on the periphery of the town centre that have a very mixed use function which includes a retail offer. These include the two local centres at Comberton Hill and the Horsefair, and the mixed use area along Mill Street.

**5.23** Within these areas, retail development may be acceptable providing that it would not have an adverse impact on the Primary Shopping Area.

### Policy 3

#### Retail Development

Retail growth will be targeted within the Primary Shopping Area and should contribute to strengthening the retail dumbbell. Therefore the focus for new retail development will be in the following areas:

- Weavers Wharf
- Eastern Gateway (Bromsgrove Street)

Limited retail growth will also be allowed within the Horsefair and Comberton Hill local centres to enhance their role as community and specialist shopping areas.



## Traditional Town Centre

**5.24** The traditional town centre area is the core of the the town's Primary Shopping Area and its civic heart. Kidderminster is the primary retail centre of the District and the role of the traditional town centre as a retail destination should be safeguarded and enhanced.

**5.25** As mentioned above A1 retail will be the focus for the Primary Shopping Frontages. However limited A2-A5 retail uses may be acceptable providing that they do not lead to an over-concentration of non-A1 uses.

**5.26** In assessing whether a proposal will result in an over-concentration of non-A1 uses, regard will be had to the use of three units either side of the proposed development. Where a proposal would result in more than two units of the seven being for non-A1 uses it will not be permitted. In order to prevent the fragmentation of the shopping frontage, no more than two non-A1 uses shall be adjacent to each other.

### Policy 4

#### Primary and Secondary Shopping Frontages

Within the Primary Shopping Frontages the following uses will be encouraged:

- a. A1 Retail at ground floor level.
- b. A2-A5 Uses at ground floor subject to them not creating an over-concentration of non-A1.
- c. On upper floors - C3 Dwelling Houses and mixed commercial such as B1(a) Offices.

Within the Secondary Shopping Frontages:

- i. A1-A5 Retail will be supported at ground floor.
- ii. Development outside A1-A5 uses at ground floor level may be acceptable provided that it does not result in an over-concentration of non-retail uses. These might include C1 Hotel; C3 Dwelling Houses; B1(a) Offices; and D1 Non-residential Institutions.

**5.27** Outside of the Primary and Secondary Shopping Frontages a flexible approach to uses will be encouraged. The key will be to allow development that adds to the vitality and viability of the town centre.

### Policy 5

#### Outside of the Shopping Frontages

In other areas not designated as a primary or secondary shopping frontage a flexible approach to uses will be encouraged, including:

- a. C1 Hotel
- b. C2 Residential Institutions
- c. C3 Dwelling Houses

- d. B1(a ) Offices
- e. D1 Non-residential Institutions
- f. D2 Assembly and Leisure

### Edge-of-Centre and Out-of-Centre Retailing

**5.28** Outside of the Primary Shopping Area there also some major existing retail areas. These consist of the town's supermarkets, the B&Q store, and Crossley Retail Park.

**5.29** Although the role of these retail areas need to be recognised, it is also important that there future development is carefully managed to ensure that there is no harm to the viability of the Primary Shopping Area - which will be the focus for new retail development.

**5.30** Major stores including Tesco, Morrisons and Aldi are defined as 'edge-of-centre' for the purposes of retail planning (PPS4) as they lie within 300 metres of the Primary Shopping Area.

**5.31** Crossley Retail Park and B&Q are classified as 'out of centre' locations for the purposes of retail planning. Both sites are restricted to bulky goods retailing determined through a combination of Condition and S.106 Obligation. The District Council will further look to control the type of retailing on these sites to ensure that they do not have a detrimental impact on the town centre.

#### B&Q is a large retail unit in an 'out-of-centre' location



**5.32** New retail development on edge-of-centre or out-of-centre locations will be required to follow a sequential approach and demonstrate that no suitable sites exist within the Primary Shopping Area.

## Policy 6

### Edge-of-Centre and Out-of-Centre Retailing

Proposals for further retail expansion, in excess of 250sqm, in edge-of-centre and out-of-centre locations will only be acceptable if a sequential approach to development is taken and it can be demonstrated that there will be no harm to the vitality and viability of the Primary Shopping Area.

The sequential approach must demonstrate why there are no suitable or available sites within the Primary Shopping Area in the first instance, and edge-of-centre sites in the second.

### Retail Objectives

The overall retail objectives for the KCAAP area are:

- Maintain and enhance Kidderminster's role as the primary retail centre.
- Seek a new retail anchor for the Worcester Street/Bromsgrove Street area.
- Provide a flexible approach to uses within the Primary Shopping Area, particularly within the secondary shopping frontage.

## Employment

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Employment:

- B1 and professional office uses can contribute to the town's economy.
- Some light industrial business could be retained in the KCAAP area to give diversity.
- Office developments should be focussed within the KCAAP area. However, it should not exclude light industrial uses.
- Much of the available land in the KCAAP does not offer sufficient quality of environment to attract B1(a) development. Many of the sites highlighted are located within an industrial and/or manufacturing setting.
- Transport issues (public transport availability, cycle paths etc) should be taken into account when deciding where to locate employment land.

### Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS05: Phasing and Implementation
- CP08: A Diverse Local Economy
- CP09: Retail and Commercial Development

### Business Development

**5.33** Business activity within the KCAAP area is an essential part of its vitality and the growth of employment and wealth generating uses will be encouraged.

**5.34** It needs to be recognised that business does not just mean traditional office and industrial activities. Business extends to a wide variety of uses that all need to employ people to function, create an output, and contribute to the economy of the town. Therefore, retail and tourism are two other important employment generators which the District Council will look to grow. Furthermore, increasingly diverse opportunities for businesses located within the town will be sought to increase the variety and strength of the town's economy.

### Office Development

**5.35** The KCAAP area will be the focus for substantial new office floor space within the District. In line with PPS4 - Planning for Sustainable Economic Growth and the policies contained within the Adopted Core Strategy and Site Allocations and Policies DPDs any new office development will need to follow a sequential test. The KCAAP area will be the primary location for office space and proposals on sites outside of this area will need to demonstrate why they cannot locate within the town centre.

**5.36** Individual sites preferred for new office development are identified within the site specific policies.

### Industrial Development

**5.37** Within the KCAAP area there are several areas which contain light industrial activity. The Long Meadow Mills Industrial Estate, Park Lane and Green Street (Mortons Works) are the most significant clusters of this type of quasi-industrial use in the KCAAP area. Other areas currently in light industrial use including Churchfields, Park Street and Cheshires are subject to site specific policies promoting regeneration for alternative uses.

**5.38** The KCAAP area is not a favoured location for new industrial development in the District. The preferred location is the South Kidderminster Business and Nature Park including the Stourport Road Employment Corridor as set out in the Site Allocations and Policies DPD.

**5.39** It is recognised, however, that the existing industrial areas make an important contribution to the economy of the town. Therefore, small scale B1 light industrial development on existing sites not subject to site specific policies will be acceptable subject to detailed considerations. On sites earmarked for redevelopment temporary permissions for light industrial may be permissible particularly where they are consistent with the phased release of key sites.

## New Economic Opportunities

**5.40** Within the KCAAP area the District Council will actively encourage new opportunities for economic development that help to diversify the economy of the town.

**5.41** New opportunities for tourism and leisure development will be a particular focus for Kidderminster as a key aim for the town is to improve its status as a tourism hub for the District and establish a successful evening economy. These opportunities are dealt with in more detail below.

**5.42** Opportunities around community infrastructure, such as medical and education facilities will also be looked on favourably. This could include the provision of extra-care development.

### Policy 7

#### Employment Development

##### Offices

The following areas will be the focus for B1(a) office development within the KCAAP area:

- Traditional Town Centre (above shops)
- Eastern Gateway
- Heritage Processions
- Southern Gateway
- Churchfields

##### Industrial

The following sites will be suitable for B1 and B2 office / light industrial development:

- Long Meadow Mills Industrial Estate
- Park Lane Industrial Estate
- Churchfields - subject to appropriate integration with the full mix of uses envisaged within the Churchfields Masterplan Area (see policies 20-27)

##### Health & Education

The following areas will be the focus for health and education development falling under the C1 and D2 uses:

- Traditional Town Centre
- Eastern Gateway

- Heritage Processions
- Churchfields

### Employment Objectives

The overall employment objectives for the KCAAP area are:

- Strengthen and diversify the economic base of the town.
- Encourage new job creation.
- Increase the amount of office floorspace.
- Retain some existing industrial areas.

## Tourism

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Tourism:

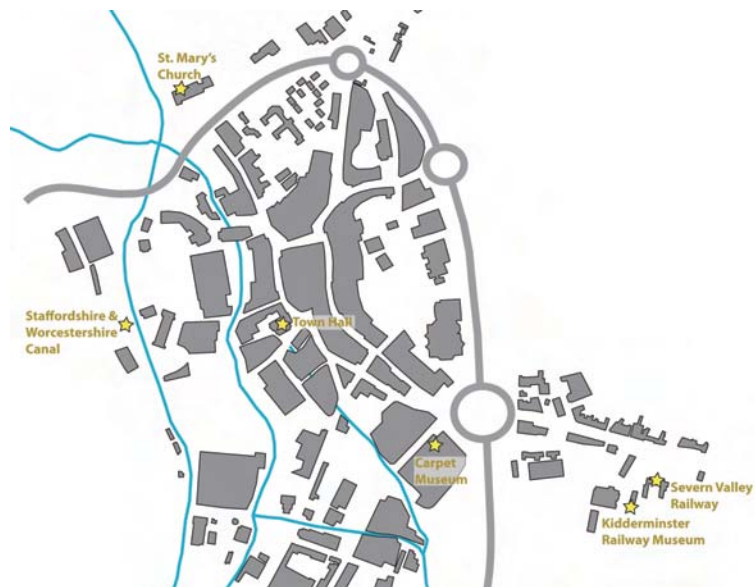
- New waterside destinations and attractions are needed to encourage more tourism.
- Kidderminster should be developed as a visitor destination with sustainable transport links to attractions via bus and cycle access to the rail station.
- Encourage new tourism opportunities in the town centre. However, they should encourage tourism in the District generally too.
- More hotels would enable visitors to stay longer - but would not attract visitors in their own right.
- Making the town centre more attractive would draw visitors. The enhancement of the canal and river as attractions should be an integral part of this.
- Town centre is suitable for a hotel. Other facilities should be a carpet museum, TIC, greater evening economy etc.

### Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS05: Phasing and Implementation
- CP08: A Diverse Local Economy
- CP09: Retail and Commercial Development
- CP15: Regenerating the Waterways

**5.43** Tourism already plays an important role in the economy of Wyre Forest District and the area contains a number of regionally important tourist attractions. The KCAAP area itself contains several existing tourist attractions including the Severn Valley Railway and Kidderminster Railway Museum and will soon have the Carpet Museum. It also has the Staffordshire & Worcestershire Canal running through it which brings its own tourism opportunities

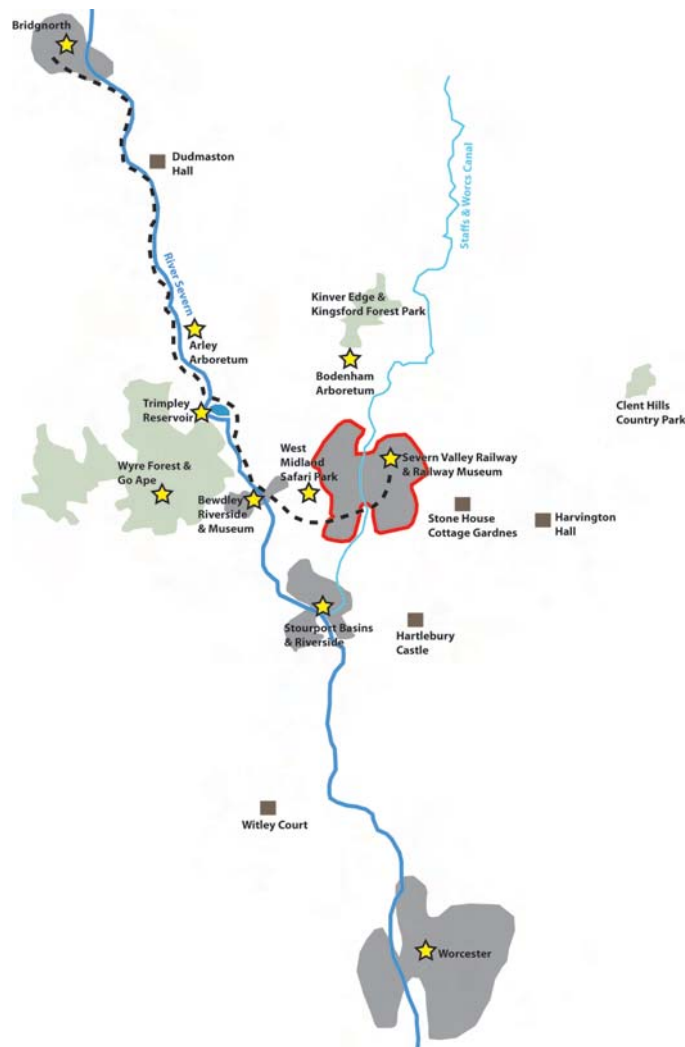
#### Kidderminster Tourism Attractions



**5.44** Kidderminster town centre itself has not traditionally been a strong visitor destination in its own right and has not capitalised on its location within such a popular tourist area. In the West Midland Safari Park and the Severn Valley Railway the town has two major tourist attractions on its doorstep that attract approximately 700,000 visitors a year. However, it is apparent that the vast majority of these visitors pass by or near the town and do not visit the town centre itself. A key aim for the KCAAP, therefore, is to strengthen the tourism offer of the town and promote it as the 'tourism hub' of the District to capitalise and build upon the visitors coming into the area.

**5.45** The town centre is the most sustainable location in the District with the strongest public transport links and the District's main rail station. It is easily accessible from the Birmingham, Worcester and the Black Country areas. This makes it an excellent 'gateway' to the numerous tourist attractions in the District. However, the town is currently deficient in providing the facilities required to attract visitors.

### Kidderminster at the centre of many tourist attractions



**5.46** The tourism objectives set out in this chapter highlight the priority actions relating to tourism in the town. These objectives are put into a more detailed and spatial context within the Site Specific Policies contained within Part B.

#### Tourist Infrastructure

**5.47** The District Council will seek to expand and enhance facilities that will contribute to making Kidderminster the tourism hub of the District. In line with the Leisure and Cultural Economy section, the District Council will actively encourage the enhancement of the town's cultural entertainment offer and an improved evening economy. More specifically, the provision of bars, cafés, restaurants and commercial leisure uses will be promoted within the town.

#### Hotels

**5.48** There is a distinct lack of hotel accommodation in Kidderminster and this has a major impact on the town's ability to attract tourists. Therefore, the KCAAP area is to be the primary location for new hotel development in the District. Proposals that increase the amount and range of tourist accommodation in the town will generally be encouraged. The site specific policies detail where the preferred opportunity sites for hotel development are located.



## Tourism Attractions

**5.49** Although Kidderminster is being promoted as a hub for the District's tourist attractions the KCAAP area does already contain a number of tourist attractions itself. The District Council will seek to maintain and promote these attractions. Furthermore, any proposals that would enhance and add to these attractions will be welcomed.

## Canal Tourism

**5.50** One of the key aims for the KCAAP is to enhance and promote the Staffordshire & Worcestershire Canal and canalside areas within the town centre. A significant step in achieving this aim is to encourage canal-based tourism along the canal and particularly to get boaters to moor up in the town centre and stay over for longer periods.

**5.51** Kidderminster is on a busy section of the canal and lies on the line of the Stourport Ring which is a popular tourist cruising route and is only a few miles from Stourport basin which is an already well established and popular boating destination. Plenty of boats travel through Kidderminster and it is a popular stopping place due to the location of two supermarkets right on the canalside. However, the vast majority of these stops are short-stay to replenish provisions before quickly moving on; a very small number actually stop overnight.

### Route of the Stourport Ring



**5.52** Kidderminster has long had a bad reputation amongst the boating community, with the consensus being not to stop in the town overnight due to problems of anti-social behaviour and vandalism. This is not helped by the fact that the canal is a drastically under-used asset, with little footfall, and the town generally turns it back on the water. This means there is no natural surveillance on the canal and anti-social behaviour can happen undisturbed.

**5.53** The District Council's vision for the future of the canal in the town is set out broadly in the Adopted Core Strategy, however, it is developed in detail within the Unique Place section of the KCAAP. Proposals that help to promote canal-based tourism, including both boaters and other canal users, will be supported. Development along the canal in the town centre should also contribute to the facilitation and/or development of mooring facilities along the towpath which encourage boats to stay in the town. Associated facilities such as waste disposal, water points, and electricity points will also encourage longer stays and will be encouraged.

### **The Kidderminster Canal Festival aims to promote the canal as an attraction**



## **Policy 8**

### **Tourism Development**

The following areas will be the focus for tourism development:

- a. Eastern Gateway
- b. Western Gateway
- c. Traditional Town Centre

Within these areas development for tourism-related D1 and D2 uses will be encouraged where they are compliant with other LDF policies, including:

- i. Museums
- ii. Art galleries and exhibition space
- iii. Live performance venues

The development of mooring spaces and facilities on the canalside will be supported.

### Tourism Objectives

The overall tourism objectives for the KCAAP area are:

- Promote Kidderminster as the tourism hub of the District.
- Encourage tourist attractions, accommodation and facilities.
- Capitalise on the potential of current visitors to the area.

## Leisure and Cultural Economy

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Leisure & Cultural Economy:

- The growth of leisure services within the town should be encouraged to improve its attractiveness to visitors.
- Leisure developments should be focussed within the KCAAP area.
- The KCAAP should recognise that it is appropriate to develop leisure uses outside the town centre too.
- Expand leisure facilities adjacent to waterways.

### Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS05: Phasing and Implementation
- CP08: A Diverse Local Economy
- CP09: Retail and Commercial Development
- CP15: Regenerating the Waterways

**5.54** A key aim for the KCAAP is to continue to develop the leisure and cultural offer of the town. This is also essential if the aspiration for Kidderminster to become the tourism hub of the District is to be realised.

**5.55** The District Council will promote and encourage the provision, enhancement, and diversification of Kidderminster's leisure and cultural facilities. Particular encouragement will be given to expanding the town's evening offer.

**5.56** The diversification of the entertainment attractions that enhance the vitality of Kidderminster Town Centre will be promoted by:

- Promoting a street café culture in the town centre's pedestrianised areas, public realm spaces, and along the river and canalsides.
- Encouraging the provision of new restaurants, bars, music venues, and other licensed premises.
- Promoting the creation and use of multi-purpose public spaces for public entertainment.
- Encouraging the holding of events within the town centre, particularly in the evening.

**There is a desire to develop the cafe and restaurant opportunities in the town.**



### Cultural Economy

**5.57** The idea of a cultural economy ties in very much with the KCAAP aim to improve Kidderminster's status as a tourism destination. The existing Severn Valley Railway and Railway Museum, as well as the forthcoming Carpet Museum, already play a big part in the town's cultural economy by virtue that they celebrate its heritage. Similarly, the conservation of the town's historic buildings and the enhancement of its waterways also have an important contribution to make.

**5.58** The Town Hall is at the heart of the town centre and has a big part to play in improving Kidderminster's cultural offer. The Town Hall is already host to numerous events and shows and is a real asset for the town. As part of this, the enhancement of the Town Hall and its use as a multi-functional venue will be encouraged. It will also promote its reputation as a quality performance venue and seek to increase the diversity of shows that will contribute to the town's cultural and visitor economy.

**5.59** Several town centre areas in the KCAAP have been identified as future important public spaces. These spaces will be expected to also be multi-functional and be able to host outdoor events and performances. Free, public events make an important contribution to quality of life in the town and the District Council will continue to support them.

**Multifunctional event space is important to develop the leisure and cultural economy.**



### Commercial Leisure

**5.60** Kidderminster has a lack of leisure facilities, particularly those that would appeal to the more family-orientated market. As an example, there is demand in the town for a multiplex cinema, and residents currently need to travel to either Merry Hill, Telford or Worcester to get to one.

**5.61** The District Council will encourage the provision of leisure facilities to help to improve and diversify Kidderminster's leisure offer and add to the vitality of the town centre. The focus for these uses will be towards the canalside areas of town and the Site Specific Policies will set out suitable locations in more detail.

### Evening Economy

**5.62** Despite being the strategic centre of the District, Kidderminster has traditionally had a less successful evening economy than Stourport-on-Severn and Bewdley. The town has a real deficiency in this respect and its evening offer is limited in terms of both quantity and variety. In particular the town lacks facilities such as restaurants, bars, music venues and other licensed premises that would usually provide life to a town during the night. There is also a distinct lack of family-orientated evening uses and the town currently only appeals to a very narrow sector of society.

**5.63** The result of this lack of activity is that the town centre is very quiet in the evening and becomes an unwelcoming place which provides opportunities for anti-social behaviour. This is especially true for the canalside area which is currently an underutilised cultural asset.

**5.64** The District Council will support proposals to make the most of the waterside leisure environment to enhance the evening economy of the town centre, especially proposals that will help to diversify the offer towards family orientated leisure. Development that includes provision for an enhanced food and drink offer will be particularly encouraged. The Site Specific Policies highlight the areas in which it is felt that this development should be targeted. The areas around the canal will certainly be suitable in order to stimulate activity here during the evening.

### Policy 9

#### Leisure Development

Major new D2 leisure and multiple-unit A3 and A4 food and drink developments will be concentrated towards the waterside environments of the Western Gateway area.

Elsewhere in the KCCAP area smaller scale proposals will be considered favourably subject to them meeting the broad objectives of the KCAAP. Smaller single unit developments will be supported throughout the Primary Shopping Area subject to the policies in the Site Allocations and Policies DPD.

There may be more limited one-off opportunities in the KCAAP area to meet local needs arising from neighbourhood regeneration e.g. Churchfields and Comberton Hill.

#### Leisure Objectives

The overall leisure objectives for the KCAAP area are:

- Develop the entertainment and cultural offer.
- Improve the evening economy.
- Encourage the number and variety of events and performances.
- Attract a major leisure development (i.e. cinema, bowling alley).



### 6 Adapting to and Mitigating Against Climate Change

**6.1** Many of the issues around adapting to and mitigating against climate change are dealt within the Adopted Core Strategy and through the Site Allocations and Policies DPD. The Site Allocations and Policies DPD includes policies on sustainable development, renewable energy, water management, transport, parking and infrastructure. These policies apply equally to the KCAAP area and therefore have not been included specifically in this document. Therefore, the Site Allocations and Policies DPD should be referred to when considering development within the KCAAP area also.

**6.2** This section does, however, include policies regarding sustainable transport that are specific to Kidderminster town centre. This includes major projects and ambitions that are identified within the KCAAP area that will aid connectivity around the town.

#### Sustainable Transport

##### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

##### Sustainable Transport:

- New developments should have good access to local public transport services.
- Bus priority measures and improved public transport links should be included to make this travel option more attractive.
- A high quality public transport network can assist in sustainable economic growth and regeneration.
- Improve pedestrian and cycle links throughout the town as a way of reducing car dependency. Improving access to the railway station in particular.
- Pedestrian and cycle routes should be more visible, be safe and attractive, and link to key destinations.

##### Relevant Adopted Core Strategy Policies

- CP03: Promoting Transport Choice and Accessibility
- CP11: Quality Design & Local Distinctiveness

**6.3** Providing a sustainable and efficient transport network in Kidderminster that makes it easy to get around via a number of means is a key objective of the KCAAP. The transport network around Kidderminster at the moment is very car-orientated and discourages pedestrian and cycle movement. In many areas this leads to problems of air pollution caused by vehicle emissions and in the Horsefair this has risen to dangerous levels which has triggered the designation as an Air Quality Management Area (AQMA). The ring road and connecting routes are heavily congested at peak times.



**6.4** There is a danger that these problems are exacerbated by further development in the town that will add more cars and therefore increase the amount of car-based trips. The ambition in regard to transport is to provide a variety of public transport options that gives people a realistic choice of how to reach their destination. The focus of this is to reduce the amount of shorter journeys in and around the town and District that are taken by private car.

### **Public Transport**

**6.5** Reducing the dependency on the car requires the provision of a good public transport network that allows easy access to other parts of the District and beyond. A good bus service is particularly important to improving public transport accessibility to other parts of the District. Access via bus to the town centre, as a focal point for key services, is vital and has a big role in reducing the amount of trips taken by car. New developments, and residential development in particular, should therefore be well connected to bus routes that provide access to the town.

**6.6** Kidderminster has the District's main railway station which provides a good and regular service towards Birmingham and Worcester. Although the station is located outside of the town centre it is only a short walk. However, the visual and physical links are poor so it is not an attractive option for many. An important aim is to improve this link and increase the amount of people reaching the station by foot or bicycle. This link is also crucial in attracting visitors to Kidderminster via this mode of transport into the town centre. Improvements to this route will be sought as a priority.

**6.7** A new transport interchange is planned for the existing railway station area that will also incorporate bus stops and a taxi rank. This will help to improve public transport links to and from the town. This scheme will be supported by the District Council and has its own site specific policy in Part B of this document.

## **Policy 10**

### **Sustainable Transport**

All developments should contribute towards the creation of a well-connected and accessible town centre that provides safe and easy access to the surrounding neighbourhoods. Where practicable and appropriate, proposals should contribute towards one of the following major projects:

- a. Downgrading the ring road
- b. Railway Interchange
- c. Bus Station reappraisal
- d. Pedestrianisation, streets, squares and spaces
- e. Improved access to Churchfields and Crossley Park

New development must assist in managing the flow of traffic and offering convenient movement choices for vehicles, pedestrians and cyclists.

New developments must take into account the need to provide for pedestrian movement, within, to and through sites, and contribute to the enhancement of the cycle network and improved public transport facilities.

Proposals that prejudice the delivery of a network of new strategic routes through the town centre as identified in the Town Centre Design Framework will not be permitted.

### Downgrading the Ring Road

**6.8** The ring road is currently a big barrier to pedestrian and cycle movement from the town centre to its surrounding neighbourhoods. It is also an inhospitable and unwelcoming environment for anyone not in a motor vehicle.

**6.9** A major ambition for the KCAAP is to 'downgrade' the ring road by making it feel more like an urban street rather than a dual-carriageway road that passes through the middle of the town. Key to achieving this is reducing vehicle dominance, making it a more pedestrian-friendly environment and ensuring that adjacent buildings have a positive relationship to the highway.

**6.10** The Ring Road Framework Policy deals with this in more detail (see Section 7).

### Pedestrian and Cycle Links

**6.11** Another important part of transport choice is about providing attractive pedestrian and cycle links around the town that help discourage people from using their car. In particular, they can play a big part in providing a real alternative to getting into the town centre from the surrounding neighbourhoods.

**6.12** At the moment pedestrian links into the town are not good and for the vast majority of journeys pedestrians are required to cross the ring road via the subway system. This provides an unattractive route into the town which makes many people feel unsafe. Pedestrian links are also not very visible or clear and do not encourage people to walk or cycle into the town centre.

**6.13** The creation and improvement of accessible pedestrian and cycle links into the town from the surrounding neighbourhoods will be sought. This will include pedestrian crossings over the ring road and the removal of the existing subways. Routes should be well signposted and leave people with no confusion about where they are heading. Routes should also follow the most direct lines possible and incorporate pedestrian desire lines where appropriate.

### Walkable Town

**6.14** Kidderminster will be promoted as a 'walkable town' which is well-connected throughout and provides clear and easy routes through the town centre and beyond.

**6.15** The town centre is relatively compact and, in terms of distance, does not require people to walk far to reach the key services that it provides. However, in reality the visual and physical links are not good and do not promote ease of movement. Therefore the town can feel like a fairly inaccessible place. A high quality public realm can aid this by giving order and indicating a hierarchy of streets. It can also include signposting to make sure people are left in no doubt about which way they need to go.

**6.16** There are several possible development sites in the town which have the potential to provide new and improved routes as part of their redevelopment. The specific details will be highlighted within the site specific policies in Part B of this document. However, all new development should make a contribution to improving pedestrian access around the town.

## Policy 11

### Walkable Town

New developments will be expected to contribute to the aspiration for a walkable town centre by providing simple and direct routes that are visually and physically well-connected. Proposals adjacent to the waterways should specifically consider opportunities for promenading as part of the coherent strategy to enliven the waterside environment for both human interaction and biodiversity.

New development should also, where appropriate, provide links through the site itself to aid the connectivity of the town.

New connections should be as direct as possible and should take into account pedestrian desire lines and ease of movement.

Developments which would reduce or block pedestrian movement both through a site and the wider town will not be acceptable.

As a priority, links between the town centre and the railway station will be improved to encourage the use of public transport and improve the relationship between the town and the station.

Proposals shall maximise the width of footways within the commercial streets of the town centre and where practicable incorporate shared surface streets and spaces.

### Sustainable Transport Objectives

The overall objectives for Sustainable Transport in the KCAAP area are:

- Improve transport choice; reducing the dependency on private cars.
- Improving pedestrian and cycle connectivity around the town.
- Downgrade the ring road.
- Improve links between the town centre and the railway station.
- Improve links between the town centre and Churchfields.



## 7 A Unique Place

**7.1** Creating well designed and distinctive places will play a big part in the future success of Kidderminster. Providing good 'places' where people want to spend their time can be a huge influence in drawing people into the town whether to live, work or visit. Kidderminster, and in particular the town centre, is currently deficient in quality places and spaces that facilitate human interaction and exchange.

**7.2** Kidderminster does have many good assets, particularly those with heritage value, which really contribute to the uniqueness of the town and its sense of place. There are a good number of Statutory and Locally Listed Buildings, some of which have been successfully converted, which add to distinctiveness of the town. There are the positive water based assets of the Staffordshire & Worcestershire Canal and the River Stour that run through the town centre. Kidderminster's countryside setting and position in the Stour Valley are also positive elements that make the town special.

**7.3** The large scale industrial legacy, post-war redevelopment, town centre ring-road and more recent car-orientated commercial developments have served to undermine the sense of place. There is a lack of coherence and co-ordination between the assets and it is crucial that future developments strive to deliver a step change in design for the town. This is a key aim for the KCAAP and the District Council will strive to improve the quality of the environment in Kidderminster through promoting good urban design that makes the most of existing assets that differentiate the town from other places.

### Urban Design and Place Making

#### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Urban Design and Place Making:

- Good design should be embedded as a strategic priority and at site specific scales.
- Backs of buildings should not face onto public spaces and streets.
- More open space, public art, and green landscaping are needed in the town centre.
- Historic environment is key in developing character and place identity.

#### Relevant Adopted Core Strategy Policies

- CP11: Quality Design and Local Distinctiveness
- CP12: Landscape Character

**7.4** The legacy of past development in Kidderminster has not created a well designed place and the town is fragmented. It does not have a very strong sense of place despite the presence of some key assets, such as its canal and river. The town is in need of new well integrated neighbourhoods that demonstrate exemplary standards of design.

**7.5** The Urban Design Compendium, a key influence in urban design practice, states that urban design is the art of making places for people. It is not just about creating places that look good, but also places that function effectively day to day. Urban Design is about the connection between people and places and involves the careful consideration of layouts, movement choices, block structures, building orientation, architectural style, development economics, landscape, environmental sustainability and place identity to create a vision for an area.

**7.6** Land use and transportation planning have a key role to play in delivering the urban design agenda. In the past, sites have too often been considered in a piecemeal way but the emphasis in this plan is very much focussed on the bigger picture and shaping places that respond well to their surroundings. This includes responding to the combined opportunities presented by the Stour Valley Corridor stretching from Stourport-on Severn in the south and Lea Castle in the north and running through the KCAAP area. This will require the establishment of a clear set of principles to guide development. Many of these are embedded in the District Design Quality SPG/SPD.

**7.7** More specific urban design considerations will be dealt with on a site specific basis and are included within the policies in Part B of this document.

### Policy 12

#### Urban Design Key Principles

The emphasis on quality design is set out in policy CP11 of the Adopted Core Strategy and this reflects a number of key provisions in the Design Quality SPG/SPD. New development will be expected to be consistent with principles and guidance set out in these documents.

The District Council will prepare a Town Centre Design Framework to provide a structure to future development layouts, open spaces, urban design and planning decisions early in the plan period. In the meantime the following core design principles will specifically apply within the KCAAP in addition to the Adopted Core Strategy policies. Development proposals should:

- a. Avoid being prejudicial to the comprehensive development of a larger area.
- b. Create positive built frontages that provide enclosure and natural surveillance onto adjacent streets, spaces, natural features, and water features.
- c. Concentrate active uses and entrances onto main thoroughfares and focal points.
- d. Create perimeter blocks of development with public frontages and private backs.
- e. Contribute to the creation of a quality public realm that is attractive, safe, uncluttered and accessible to all.
- f. Improve accessibility and permeability within and around the site, improving pedestrian and cycle priority and following desire lines.

- g. Contribute to creating a network of well connected streets and spaces by opening up movement opportunities beyond individual sites.
- h. Improve legibility by providing developments that create recognisable routes and landmarks;
- i. Include high quality architecture, which enhances local distinctiveness, that will stand scrutiny as part of a design review process.
- j. Create a safe and secure environment that minimises opportunities for crime and anti-social behaviour.
- k. Reduce the amount of surface car parking to help repair the urban fabric - however, this should not lead to a significant reduction in the overall number of spaces.
- l. Respect the blue and green infrastructure of the town centre including the River Stour valley, watercourses and canal, topography, biodiversity and habitat corridors.

## Town Centre Design Framework

**7.8** The above policy will provide the underlying principles to guide the development of a Town Centre Design Framework.

**7.9** Achieving mixed use centres and neighbourhoods is a key ambition of the District Council. For example, within the Primary and Secondary Shopping Area new homes and offices above retail and elsewhere including existing and new neighbourhoods a mix involving residential with offices, light industry and commercial and community uses meeting a local need such as medical, food and drink and small scale retail outlets. Provision is made for this approach within Part B.

## Urban Design Challenges

**7.10** There are a number of specific urban design issues that are especially prevalent in Kidderminster that should be addressed as a priority.

## Repairing the Urban Fabric

**7.11** A particular problem in Kidderminster is the fragmented nature of its urban fabric. There are many areas which lack a sense of enclosure or definition and as a result feel very disjointed and confused. A big cause of this is the amount of surface car parking (see below).

**7.12** The above principles are key to transforming the town centre. Areas such as Bromsgrove Street are a prime example where the urban fabric is in need of repair. This street runs through large areas of surface car parking which provide no enclosure to the highway. The low rise 1960s architecture coupled with the industrial style of the Glades Leisure Centre serves to further undermine the quality of the area. Although topography serves to screen some of the Worcester Street premises, the most prominent and architecturally banal back elevations of multi-storey shops are also highly visible. Finally there is little visual relief in the form of landscaping. As a result, this area lacks coherence and presents a poor urban environment that is defined by one of the town centre's main surface car parks and the unwelcoming Step Entry pedestrian link from the car park to the retail premises on Worcester Street. A key urban design aim is to repair this urban fabric and bring definition to streets and spaces. The area is subject to a site specific policy in Part B as part of the Eastern Gateway.

### Aerial photo of Bromsgrove Street showing the fragmented urban fabric



#### Surface Car Parking

**7.13** The town centre has a vast amount of land dedicated to surface car parking and it is currently having a detrimental impact on the quality of the urban environment. These car parks present an inefficient use of land in the middle of the town centre. These sites have development potential and could be much better utilised subject to compensatory provision of parking. This may be achieved through decked car parking solutions.

**7.14** The car parks serve to fragment the urban form of the town and their lack of built edges create large open spaces which provide no sense of enclosure and no active frontages. This creates sterile environments which are not enjoyable places to be.

#### Surface car parks dominate the town centre





**7.15** The District Council will look to control the further development of surface car parking that would be detrimental to the townscape. For new developments alternative parking solutions should be explored before resorting to surface car parks. On existing surface car parks the District Council will support proposals that would reduce the ground surface area taken up by parking.

### **Connectivity**

**7.16** For a relatively small area the town is not a very legible and connected place. Movement around the centre is hindered by visual and physical barriers. The 'Walkable Town' policy in the Sustainable Transport section deals with this issue more specifically.

**7.17** The ring road is the largest barrier to pedestrian movement and requires people to use subways to cross it. The ring road is discussed in more detail in the Ring Road Framework section and policy.

**7.18** Although a fantastic asset for the town the canal is also a barrier to movement and there are disproportionately few crossing points. The creation of more bridging points at key development locations will help to improve this.

**7.19** The connections between the town centre and the railway station are also a priority for improvement. This is also important from the perspective of providing a sense of arrival and legibility for visitors.

**7.20** The implementation of measures that would help to improve connectivity throughout the town will generally be supported.

### **Public Realm**

**7.21** An important part of making Kidderminster a good place to be is the treatment of the public realm on its streets and spaces. A good public realm enhances the experience for its users and improves the perception and enjoyment of the town. A more attractive environment is more likely to encourage people to come and spend their time in the town.

**7.22** Good quality public realm will be expected to be implemented as part of any new development to ensure the creation of a successful urban environment.

### **Public Realm Improvements**

**7.23** The issue of public realm is particularly pertinent for the town centre areas around the Primary Shopping Area which experience the highest footfall. It is apparent that there has been little investment in the public realm in this area. Maintenance and repair work has been carried out on a piecemeal basis and has not been completed to a high quality. This has left a patchwork of tired public realm with infill repairs.

### Tired looking public realm in the town centre



**7.24** An ambition of the ReWyre Initiative, therefore, is to seek improvements to the public streets and spaces. The priority for these improvements will be centred around the Vicar Street, High Street and Worcester Street areas as primary shopping frontage locations and a sequence of interconnected spaces including Town Hall Square and Bull Ring. As the central locations within the Primary Shopping Area it is important that these areas have the highest quality public realm which defines them as being at the centre of the town.

**7.25** A further focus for improvements for public realm will be links through the Eastern Gateway where a greater sense of arrival should be created as the 'welcome mat' of the town from the rail interchange. This will need to include high quality space at the rail interchange, the connecting streets and key spaces including Town Hall Square. Currently the route is complicated by the subway network and it is not legible nor well signposted.

### The route from the railway station to the town centre is confusing



**7.26** Improvements will help to encourage more people to use this route and use sustainable travel methods linking the railway interchange, Severn Valley Railway and Kidderminster Railway Museum to the Museum of Carpets and the town centre. In this sense it has a key role in promoting the tourism economy.

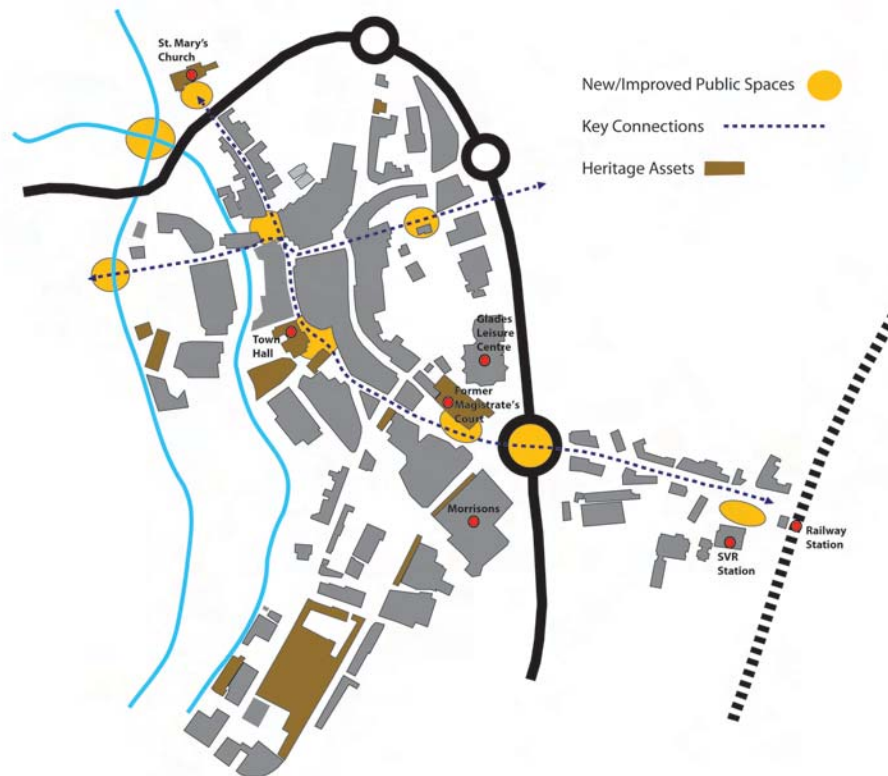
#### Civic Spaces

**7.27** A key part of a good public realm includes the provision of good quality public open spaces. At the moment the town centre lacks meaningful public space that offers the chance for people to stop and rest and encourages people to stay in the town longer.

**7.28** The Primary Shopping Area is an area of the town which is particularly devoid of public spaces. The affect of this is a series of streets that provide few attractive opportunities for people to stop and therefore people are encouraged to keep moving. This creates a more unwelcoming environment and gives the impression that visitors are to only stay in the town for a short amount of time.

**7.29** An ambition for the KCAAP and the ReWyre Initiative is to create new and improved civic spaces that are linked by high quality streets. These spaces should be attractive to different users in order to encourage exchange and interaction, vitality and viability and a range of functions including events and markets. This includes the creation of a new civic 'heart' in the form of a Town Hall Square that would be the central focus for the town.

### Map showing the potential location of new and improved public spaces



**7.30** The design policies contained in this section are consistent with the adopted Design Quality Supplementary Planning Guidance and follow the latest urban design thinking.

## Policy 13

### Public Realm

Within the Kidderminster Central Area, the District Council will work to facilitate the enhancement of the public streets and spaces to improve the appearance and accessibility of the town centre.

The priorities will be:

- Primary Shopping Frontages of Vicar Street, High Street and Worcester Street
- Key pedestrian route from the Town Hall to Kidderminster Railway Station

Proposals within the Primary and Secondary Shopping Area will be expected to contribute towards the improvement of key spaces within the town centre including the pedestrianised streets, Town Hall Square and Bull Ring to make these spaces more effective as places of exchange and interaction.

The creation of new neighbourhoods and development involving new streets will incorporate a range of multi-functional spaces that support and encourage a range of different activities.

Proposals for new and/or improved public streets and spaces should:

- a. Incorporate high quality, durable and sustainable designs and materials.
- b. Use imaginative designs that enhance the character and identity of the town.
- c. Create a simple and uncluttered environment.
- d. Incorporate street furniture that is unobtrusive and integral to the landscape.
- e. Incorporate street trees and planting where practicable.
- f. Facilitate ease of movement and legibility through the town for pedestrians and cyclists.
- g. Incorporate SUDS to improve surface water drainage.
- h. Where appropriate incorporate on-street parking and servicing arrangements in a flexible and sensitive manner.
- i. Provide well integrated good quality public art and lighting.

### Civic Spaces

A number of places in the KCAAP area have been identified as having an important future role as civic spaces. Developments adjacent to these spaces will make a positive contribution towards the relevant project and development proposals that would prejudice the implementation of these civic spaces will not be supported.

These civic spaces have been identified as being located in the following places:

- Town Hall Square (in front of the Town Hall)
- Bull Ring (around the Bull Ring traffic island)
- Church Square (in front of St. Mary's Church)
- Comberton Island
- Kidderminster Railway Station

### **Urban Design and Place Making Objectives**

The overall objectives for Urban Design & Place Making in the KCAAP area are:

- Increase the quality of urban design in Kidderminster.
- Repair the urban fabric.
- Reduce the amount of surface car parking.
- Improve the connectivity of the town.
- Improve the public realm, particularly in key areas.
- Create new and improved civic spaces.

## Ring Road Framework

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Ring Road:

- Support for the removal of the subways and their replacement with surface level crossings.
- Some concern that pedestrian crossings on the ring road could cause further congestion

### Relevant Adopted Core Strategy Policies

- CP03: Promoting Transport Choice and Accessibility
- CP11: Quality Design and Local Distinctiveness

## Movement

**7.31** The ring road is an important piece of transport infrastructure for the town and is a key movement corridor that handles a significant amount of traffic each day.

**7.32** However, for a pedestrian the ring road is a significant barrier to movement between the neighbouring communities and the town centre. Pedestrians are sent underground through subways to cross the ring road at all but one point along its entire length. The pedestrian environment along the ring road is also poor and vehicles have priority with traffic dominating.

**7.33** A key ambition of the KCAAP is to improve the connections across the ring road and allow pedestrians better access into the town centre. This would involve installing at-grade crossings over the ring road to replace the existing subways. Visual links are also an important part of connectivity and contribute to the ease of movement.

## Urban Design

**7.34** Currently the ring road feels like a road solely for vehicles rather than a street for a variety of users. This has led to it being a very unattractive and inhospitable environment for anyone other than vehicle users and increases its status as a barrier to movement.

**7.35** The ring road, despite running very close to the town centre, comprises of four wide (and in places six) lanes with fast moving traffic. The pedestrian footpaths either side of the carriageway are relatively narrow. The road is characterised by pedestrian guard rails and barriers to movement, whilst surrounding buildings back on to the road with little or no natural surveillance. This creates a poor experience for those walking along the road and this main route around the town is not a welcoming place for people. The vision emerging through ReWyre and through this KCAAP is to transform the ring road from an urban expressway to a town centre boulevard.

**7.36** Options to naturally reduce the speed of traffic and alter the speed limit may help. However, the challenge is clearly deeper than this. It is also suggested that new development adjacent to the ring road should also have a much more positive relationship to it and where possible create an active frontage to encourage pedestrian movement.

**7.37** The landscaping along much of the ring road is also very 'hard' with railings and concrete and little in the way of softer landscaping. Even where St. George's Park adjoins the ring road it is characterised by security fencing. This further weakens the pedestrian environment. The inclusion of softer landscaping, such as tree planting, and improved surfaces, could help to further soften and transform the street.

## Policy 14

### Ring Road Framework

#### General Design Principles

New development in the town centre and adjacent to the ring road will need to contribute to, and not prejudice, the enhancement of the environment of the ring road. Developments affecting the ring road must:

- a. Where practicable front on to the ring road and provide a sense of enclosure.
- b. Provide definition, enclosure through a memorable feature or landmark building at key junctions currently lacking these qualities.
- c. Contribute towards transforming the ring road to reduce the negative impact of traffic on the pedestrian environment, creating an urban boulevard.
- d. Contribute towards surface level pedestrian crossings across the ring road to create links between the town centre and adjacent neighbourhoods along primary desire lines and routes.
- e. Fully consider the introduction of traffic signals as a means of facilitating surface level pedestrian connections and managing traffic flows.
- f. Soften the ring road by using quality materials and promoting the planting of street trees and other landscaping treatments to an agreed specification.
- g. Consider the removal of barriers including pedestrian guard rails.
- h. Create facilities that give equal priority to cyclists, pedestrians and vehicular traffic.

**7.38** Several distinct areas have been identified along the ring road. The environment along these individual sections of the road are quite different and help determine the opportunities and ambitions for each.

### Aggborough Parkway

**7.39** This section stretches from the Worcester Road Island to the environment around Comberton Island. It is characterised by the significant densely wooded embankment/ cutting through which the road has been constructed. It has the feel of an urban parkway that gives a false semi-rural illusion.

**7.40** The ambition for this section of the road would be to maintain and enhance the woodland around the road. There may also be opportunities to improve and extend pedestrian and cycling facilities through the area.

### **Urban Boulevard**

**7.41** This section of the road has a very urban feel to it with development on either side. However, this existing development has a poor relationship with the road and in most cases turns its back on it. The pedestrian environment is unwelcoming and vehicles have clear priority. Links to adjoining streets such as George Street and Lion Street are severed.

**7.42** The ambition is for development to front the road to create a positive relationship. The improvement and, in some instances, introduction of pedestrian footways will also be encouraged. Means of reducing speeds and providing pedestrian priority will be encouraged. Pedestrian crossings should also be sought to remove the reliance on subways and the introduction of signals may provide a means of better managing the flow of traffic. This will be investigated early during the plan period and/or subject to development proposals emerging.

**7.43** The overall aim would be to make this part of the road feel more like an urban street or boulevard.

### **St. Mary's**

**7.44** This section also has an urban feel but is more closely defined by open space. It lacks enclosure and definition as the buildings on the site adjacent are setback from the road and there are areas of surface car parking and open space fronting onto it. Despite benefiting from the presence of the Grade I Listed St Mary's Church and adjacent green space by the canal, the area lacks definition and is heavily dominated by traffic noise. The ring road has also severed the Church and Church Street and a key potential route to Churchfields.

**7.45** The ambition here is to improve the pedestrian environment and improve the relationship to the adjacent open spaces. The reconnection of the physical and visual link between Church Street and St. Mary's Church/ Churchfields will also be sought.

### **Park Butts Parkway**

**7.46** This section of the ring road is a mix of urban development and woodland. Its major feature is the traffic junction for Crossley Retail Park and Weavers Wharf. This junction is widely regarded as being confusing for motorists and gets very congested at peak times. The junction is the only at-grade pedestrian crossing along the entire ring road, but the link is tedious and can take a long time.

**7.47** The ambition here would be to improve both vehicle and pedestrian access through this junction. Offering movement choices through Churchfields may assist in achieving this ambition in addition to improvements within the St Mary's character area.



## Policy 15

### Ring Road Character Areas

Within each character area, proposals should meet the following expectations:

#### Aggborough Parkway

- The woodland parkway environment of this section will be maintained and enhanced.
- The pedestrian path network should be enhanced and extended to improve recreation and connectivity.
- Full consideration should be given to replacing Comberton Hill Island with surface level crossings including traffic signals.

#### Urban Boulevard

- Adjacent development must have a positive relationship to the ring road, fronting onto the highway, where practicable, and providing an active frontage and sense of enclosure.
- Surface-level pedestrian crossings will be created to provide alternatives to the subways on the Blackwell Street and Coventry Street traffic islands.
- Carriageway widths to be narrowed and pavement widths increased to improve the pedestrian environment.
- Railings to be removed from pavement edge and central reservation.

#### St. Mary's

- Physical and visual link between Church Street and St. Mary's Church to be re-established – including a surface level pedestrian crossing.
- Carriageway widths to be narrowed and pavement widths increased to improve the pedestrian environment.

#### Park Butts Parkway

- Explore means of rationalising the Crossley Park/Weavers Wharf junction to make it more user-friendly and allow for easier pedestrian movement.

## River and Canal

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

**River and Canal:**

- Support the promotion of the waterways in Kidderminster - the canal is an under-utilised asset.
- Development of waterside walk/cycle paths for leisure and improved accessibility in the town.
- New waterside destinations and attractions are needed to encourage people to the canal and river.
- Biodiversity value of the waterways needs to be protected.

**Relevant Adopted Core Strategy Policies**

- DS02: Kidderminster Regeneration Area
- CP02: Water Management
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways

**7.48** The Staffordshire & Worcestershire Canal and the River Stour are two important assets for Kidderminster. However, they have been under-utilised and there have been many missed opportunities to help re-establish these two waterways as key features of the town's environment. The ambition is now to turn these features from backwaters to key features within the central area.

**7.49** Elsewhere, waterside settings provide valuable regeneration opportunities. There are a number sites adjacent to the river and/or canal with the potential for redevelopment that provide a realistic prospect to make this happen in Kidderminster.

**Staffordshire & Worcestershire Canal**

**7.50** The canal runs along the entire western side of the KCAAP area passing through major regeneration opportunity sites including the Churchfields area. A key aim is to realise the potential of development sites adjacent to canal and revitalise it as an important feature for the town.

**7.51** Despite its running the length of the town the canal remains underutilised and most developments turn their back on the waterway. There is very little active frontage facing the canal and therefore little vibrancy. The relative lack of activity on the canal means that there is very little natural surveillance and a knock-on effect of this has been persistent problems of anti-social behaviour.

**7.52** Nowhere is this more apparent than in the area around Weavers Wharf and Tesco where large surface car parks have created an extensive inactive edge in the centre of town. However, the same problem is persistent along the vast majority of the canal.

**7.53** Despite this, Round Hill Wharf to the south of the town centre provides a positive relationship with the canal. There are many major opportunities to improve the canalside regeneration.

### Canal Linkages

**7.54** The canal and, perhaps more importantly, its towpath provides a key strategic pedestrian, cycling and boating link throughout the KCAAP area that joins some important regeneration sites and existing key facilities. The canal also has a role to play in providing an important part of the town's green infrastructure, as well as improving its biodiversity and tourism potential. The towpath and soft edges of the canal should be maintained and enhanced where appropriate.

### Canalside Developments

**7.55** Development adjacent to the canal will be expected to provide an active frontage facing onto the water that provides natural surveillance - especially important in areas currently lacking active edges. New development should also promote the use of the canal and, where appropriate, encourage high levels of activity along the towpath, especially adjacent to the town centre. Here mixed use development on the waterside will be encouraged to assist vitality and viability.

**7.56** Development should be of a high quality design that enhances the quality of the Canal Conservation Area. Where appropriate, development should also contribute towards the enhancement of public realm on the waterside.

### Boating Infrastructure

**7.57** The Staffordshire & Worcestershire Canal is a busy route for boaters and Kidderminster is a stop on the Stourport Ring cruising route. However, the town centre does not have a good reputation amongst boaters and they only tend to stay on a very short term basis. The District Council will continue to work with British Waterways to improve the canal environment and provide facilities that encourage boaters to moor in the town centre for longer periods.

**7.58** New development on the canalside should preserve the existing canal infrastructure and structures. Features such as winding holes assist with the navigation of the canal and will be retained. Any proposals that would be detrimental to the movement of boats along the canal will not be acceptable.

## Policy 16

### Staffordshire & Worcestershire Canal

New development on sites adjacent to the canal must:

- a. Provide an active frontage and natural surveillance to the canal
- b. Improve pedestrian links to the canalside
- c. Where practicable and appropriate deliver a new bridge
- d. Preserve existing canal infrastructure and boat movements
- e. Provide a high quality design that respects the Canal Conservation Area
- f. Contribute to the improvement of the canalside public realm

## River Stour

**7.59** Like the canal, the River Stour runs along the entire western edge of the the KCAAP area. However, the river also splits off from the main watercourse into several different channels that flow right through the heart of the town. In the past much of the river, particular the smaller arms, were culverted and built over and have been hidden from view for decades. In more recent times the redevelopment of some major sites in the town centre has provided the opportunity to open-up these watercourses once again. The development of the Tesco site is perhaps the most notable example of where this has brought vast improvements to the riverside environment. Only small parts of the river now remain covered.

**7.60** As with the canal, a lot of development has turned its back on the river, turning it into a forgotten backwater. Other than in a few places where the river has been re-opened, there are not many opportunities where the river can be seen. There are a number of sites adjacent to the river that have been identified as having redevelopment potential. On these sites improvements to the riverside environment will be sought as part of any new scheme.

**7.61** The River Stour also has big role to play in providing a important green infrastructure link through the town and is inherently a more natural environment than the canal and offers great scope as a wildlife corridor. Its many channels increase the opportunities to do this over a wide area. The river provides a vital link between the Wilden Marsh SSSI and the Puxton Marsh SSSI.

### Policy 17

#### River Stour

New developments adjacent to the River Stour must:

- a. Provide a positive relationship to the water's edge.
- b. Make on-site improvements to the green infrastructure links.
- c. Enhance the biodiversity value of the river and riverside areas as part of a wildlife corridor.
- d. Provide opportunities for promenading and interaction with the environment of the River Stour.

#### Canal and River Objectives

The overall objectives for the Staffordshire & Worcestershire Canal and the River Stour in the KCAAP area are:

- Enhance the waterside environment
- Increase activity and natural surveillance
- Improve green infrastructure and wildlife corridor links

## Green Infrastructure

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Green Infrastructure:

- Providing a strong Green Infrastructure Network through the town must be a fundamental part of this document.
- Recommend the enhancement of the canal and river as part of the green infrastructure.

### Relevant Adopted Core Strategy Policies

- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways

**7.62** Providing a green infrastructure network throughout the town is an important part of creating a successful urban landscape. Green spaces can provide much needed recreation and rest space which sits in sharp contrast to the 'harder' urban environments found in the rest of the town. Within the town centre itself there is not much green provision, although the surrounding areas extending out to the countryside are of a high quality. Kidderminster offers tantalising glimpses of the countryside beyond the town. However, whilst there are watercourses and important parks and green spaces on the edge of the KCAAP, the town centre is largely devoid of green infrastructure. Providing additional green infrastructure throughout the town is important to place making. Opportunities are provided through the Staffordshire & Worcestershire Canal and the River Stour.

**7.63** In addition to the human interaction and amenity, green infrastructure also has a key role in enhancing the biodiversity value of localities. General policies regarding green infrastructure are provided within the Site Allocations and Policies DPD and should also be referred to for development in the KCAAP area.

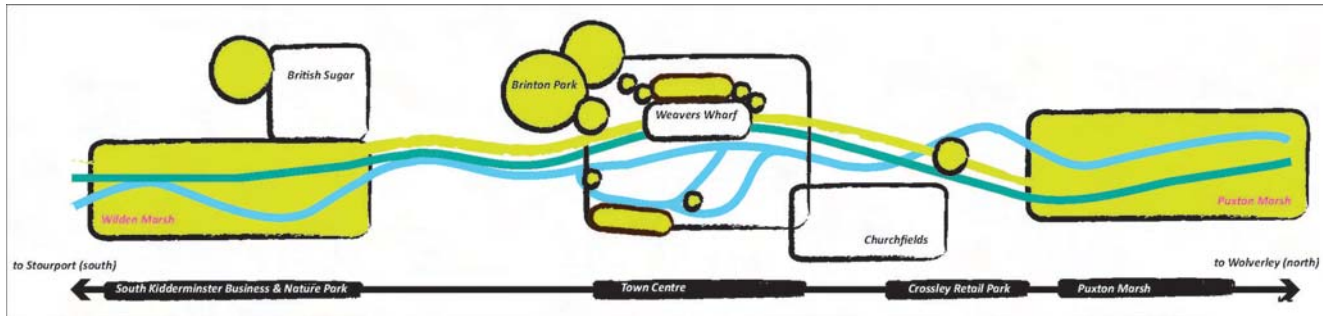
### Existing Green Infrastructure

**7.64** The KCAAP area does have existing sections of green infrastructure, however, it is important that these spaces are not isolated and form part of a wider network.

### Stour Valley Corridor

**7.65** As part of the larger Stour Corridor, which stretches across the length of the District, the river and canal have a big role to play in providing vital pieces of blue and green infrastructure and a wildlife corridor. Both features have been recognised in the Green Infrastructure Strategy as key corridors.

## Stour Valley Corridor



**7.66** Importantly both waterways are a vital connection between the Wilden Marsh SSSI to the south of the town next to the former British Sugar Site and the Puxton Marsh SSSI adjacent to the Churchfields area in the north. It is important to develop this green link between these two important ecological areas. The links also offer promenading opportunities to link the British Sugar and Churchfields sites.

**7.67** Kidderminster town centre is an area where the green link and/or stepping stones need to be enhanced. The main routes follow the western edge of KCAAP, although the channels of the River Stour open this link and opportunity to the rest of the town centre e.g. The Morrisons development.

### Green Infrastructure Opportunities

**7.68** Opportunities to provide meaningful green infrastructure in the town are fairly limited, but the waterways provide a good chance to do this. However, this needs to be balanced with the need to recognise the commercial imperative of Kidderminster Town Centre as the main commercial centre of the District. A combination of approaches and habitats including corridors and stepping stones and appropriate urban nature conservation approaches will be encouraged. There are a number of potential development sites in the KCAAP area adjacent to the river and/or canal that provide a good opportunity to develop the green infrastructure.

**7.69** New development on sites adjacent to the river and canal will be expected to enhance its role for human interaction and wildlife habitat. The redevelopment of certain sites has already seen culverted sections of the river re-opened and the waterside environment improved. This programme of improving the river and softening the edges of the watercourses will be further encouraged.

## Policy 18

### Green Infrastructure

All schemes within the KCAAP will need to provide green infrastructure through well integrated landscaping including tree planting as part of the public realm.

Sites adjacent to the Staffordshire & Worcestershire Canal and the River Severn will be expected to:

- a. Enhance the contribution of the river and canal to the green infrastructure provision of the town.
- b. Enhance the biodiversity value of the river and canal.

### Green Infrastructure

The overall objectives for green infrastructure in the KCAAP area are:

- Improve the biodiversity value of the town.
- Enhance the role of the town centre in providing a green infrastructure link along the Stour Valley.

## Heritage

### Summary of Issues and Options Responses

This box provides a summary of the consultation responses received at Issues and Options stage.

#### Heritage:

- Recognise the contribution that heritage and historic environment has to the town's character, place identity, distinctiveness, and future regeneration.
- The town's heritage is an asset and should be highlighted more.
- Could the Green Street area be added as a Conservation Area.

### Relevant Adopted Core Strategy Policies

- CP11: Quality Design and Local Distinctiveness

**7.70** The KCAAP area contains a number of heritage assets that make a vital contribution to the quality of the urban environment and its local distinctiveness and identity. It is essential that these assets are maintained and enhanced and are successfully integrated into the future urban landscape.

**7.71** The District Council will seek to retain and enhance buildings of historic merit and those which contribute to the quality of the overall townscape and will also work to secure the re-use and appropriate adaptation of disused historic buildings. Schemes and proposals that protect, preserve and enhance the historic, cultural and architectural character and heritage of Kidderminster will be supported.

**7.72** General policies regarding development in Conservation Areas and affecting Statutory and Locally Listed Buildings are provided within the Site Allocations and Policies DPD and should also be referred to for development in the KCAAP area.

### Conservation Areas

**7.73** Conservation Areas are designated to recognise areas of special architectural or historic interest which are considered important to preserve or enhance. The emphasis for Conservation Areas is recognising the importance of conserving the wider townscape and its setting, rather than just individual buildings.

**7.74** The KCAAP area has three existing areas which have already been deemed of sufficient quality to be designated as Conservation Areas:

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

**7.75** In addition to these, the Green Street and New Road area, contained within the Heritage Processions character area, has been identified as also being of sufficient quality to become a further Conservation Area. This area contains the strong processional routes characterised by frontages built close up to the highway and contains several Statutory and Locally Listed Buildings. The District Council will encourage and promote the designation of this area as a Conservation Area.

**7.76** New development in Conservation Areas must preserve and enhance the special character and appearance of these areas. However, new development will not necessarily have to be to designs that copy the existing styles found in the area. Providing that they contribute to the architectural quality of the area, buildings of differing and modern designs will also be acceptable.

**7.77** General heritage policies are contained within the Site Allocations and Policies DPD and apply equally to the KCAAP area. The site specific policies within Part B detail specific heritage considerations at a more detail scaled.

### Heritage

The overall objectives for heritage in the KCAAP area are:

- Designate the Green Street and New Road area as a Conservation Area.
- Ensure that heritage assets are maintained, enhanced and integrated into the urban environment.





### 8 Monitoring and Implementation Framework

**8.1** This Development Plan Document sets out the policies which contain the criteria against which planning applications for the development and use of land and buildings in the central area of Kidderminster will be considered. These policies will ensure that development accords with the spatial vision and objectives which are set out in the Adopted Core Strategy.

**8.2** It is important that the development policies are kept up to date and that their effectiveness is closely monitored. Monitoring will be undertaken in two key ways:

- Using the indicators which have been developed to provide a basis for monitoring the performance of the Adopted Core Strategy and for the specific site allocation policies. Indicators have been chosen to help guide overall progress of the implementation of the spatial strategy.
- Through the monitoring of planning application decisions, including planning appeals, and the extent to which development control policies have been supported.

**8.3** An Annual Monitoring Report (AMR) will be prepared to indicate the extent to which the various policy targets set out in the Adopted Core Strategy and this document are being met throughout the plan period to 2026. As part of this process the role of these development control policies will be closely examined in order to assess whether any adjustment is needed.

**8.4** This document is accompanied by a Sustainability Appraisal report which considers the social, environmental and economic effects of the policies set and measures their contribution towards achieving sustainable development. The Sustainability Appraisal sets out a number of indicators which will be used to monitor the effects of this DPD.



## **9 Introduction to Part B**

**9.1** While Part A of this document dealt with the general over-arching principles for development within the KCAAP area, Part B looks at site specific policies for the key development and regeneration opportunities.

**9.2** Part B is split into different character areas that have been identified which have their own distinct issues and opportunities and have different roles to play in providing future development in Kidderminster. These character areas are:

- Churchfields
- Eastern Gateway
- Western Gateway
- Castle Wharf
- Crossley Park and Mill Street
- Traditional Town Centre
- Heritage Processions

**9.3** A map indicating the location of the Character Areas is included at Appendix C

**9.4** Within these character areas individual development sites and areas are identified. Each of these sites have their own specific policy which sets out the future ambitions and expectations. Appropriate uses are also identified for each site as well any specific design issues.

**9.5** For some sites the policy is supported by a conceptual map which highlights the key urban design principles that the site will be expected to deliver as well as establishing the quantum of development.



## 10 Churchfields

**10.1** Churchfields sits just north of the town centre and is one of the District's biggest housing-led regeneration opportunities and was identified as one of four priority areas within the Kidderminster Regeneration Prospectus. It is envisaged that this area could provide up to 600 new homes. It is made up of several possible self-contained sites that are all interlinked and form the wider Churchfields area:

- Churchfields Business Park
- Former Georgian Carpets/Stoney Lane
- Lime Kiln Bridge
- Crossley Park
- Horsefair
- Former Sladen School
- Grasmere Close Estate

**10.2** It is absolutely crucial that individual sites within the defined 'Churchfields Masterplan' area are linked through a comprehensive approach to layout, transport infrastructure, green infrastructure, land use mix, quantum, types and tenures of development, and design ambitions. In doing so, proposals must also have full regard to the wider ambitions of the KCAAP, specifically the rejuvenation of the town centre which is the key economic regeneration driver for the action plan area complemented by the proposed 'urban village' at Churchfields as the focus for housing led regeneration.

### Churchfields Masterplan

**10.3** Such is the scale of Churchfields that the District Council, working with partners including the Homes and Communities Agency, has highlighted the area as a housing priority through the ReWyre Initiative. The majority of the redevelopment potential is a once bustling industrial area, formerly the site of two carpet factories. This area is no longer able to meet modern requirements for industry and the site is currently in temporary use. It is surrounded by existing residential communities to the north and east, Crossley Retail Park to the west and the town centre to the south. The series of brownfield sites represents a sustainable residential location where a number of key community, heritage and environmental assets can be enhanced. Particular challenges include balancing the needs for a vibrant canalside benefiting from natural surveillance with nature conservation of the Stour Valley, addressing the ring road and canal as barriers to movement, working with the topography, addressing public transport permeability and improving air quality. In light of the opportunities presented by these closely related sites, a masterplanning approach is necessary to provide a wider vision for the future of the entire area.

**10.4** The District Council has worked the with Homes and Communities Agency and Midlands Architecture for the Designed Environment (MADE) to develop the Masterplan. MADE have provided expert advice regarding urban design and transport and have also included vital viability studies to make sure that the Masterplan is deliverable.

## Emerging concepts for the Churchfields area



**10.5** The Masterplan for Churchfields looks to transform the neighbourhood by providing a clear vision and set of guiding principles for the regeneration of the area. The Masterplan will provide added certainty and at the same time deliver a flexible and deliverable framework for the sites within the Masterplan area. It is being developed through a fully participatory process with the local community and key stakeholders and the core principles are set out in Policy 19 (Churchfields Masterplan). It provides a framework for connecting and rethinking the role, function and form of the existing neighbourhood, whilst also providing a crucial context to the future emergence of new fully integrated neighbourhoods within the wider Churchfields area.

### Policy 19

#### Churchfields Masterplan - (KCA.Ch.1)

New development proposals within the Churchfields area will have to conform to the guiding principles and objectives set out within the Churchfields Masterplan and specifically will:

- a. Not prejudice the comprehensive development of the wider Masterplan area, including any necessary infrastructure.
- b. Provide a housing-led urban village with a limited amount of commercial activity interspersed within a new homes environment.
- c. Provide for nodes of commercial (office, leisure and local needs retail) activity focussed on the Horsefair Local Centre and small opportunities adjacent to the canalside.
- d. Turn movement corridors (including the canal) currently defined by inactive edges and a lack of natural surveillance into vibrant thoroughfares benefiting from a sense of enclosure and overlooking.
- e. Provide for a range of activities and land uses in accordance with the Masterplan and more detailed policies set out in this DPD.

- f. Lead to a hierarchy of interconnected streets, squares and open spaces which guides densities, building types, massing and form linked to levels of human activity.
- g. Create an appropriate block structure to the area.
- h. Work with the local traditions of landmarks and legibility within the area.
- i. Safeguard and enhance the heritage assets with a particular focus on the statutory designations including the setting of the Grade I Listed St Mary's Church.
- j. Provide for new infrastructure and movement choices within the area to include, subject to a detailed viability assessment, new and improved highway connections to Crossley Retail Park and the ring road.
- k. Ensure that active frontages are presented to the canalside.
- l. Provide layouts that are legible where front doors are clearly within the public realm and easy to find and where backs are private.
- m. Incorporate functional recreational space within new development and fully integrate with existing green spaces and corridors within the neighbourhood.
- n. Subject to viability, maximise the benefits of development in terms of providing affordable housing and bolstering the vitality and viability of community facilities in the area.
- o. Work with the underlying geography of the neighbourhood including views, vistas, topography and space.
- p. Provide a confident approach to the design of buildings and the spaces that is consistent with the adopted design code for the area.
- q. Provide new pedestrian linkages to the town centre and break the barrier of the ring road.

In considering the above core principles, the District Council will take into account the viability, deliverability and phasing of the regeneration proposals. Proposals must demonstrate consistency with the comprehensive masterplanning approach and will only be acceptable where they meet the above criteria, unless they are accompanied by a full viability assessment. Proposals must be guided by the Masterplan and should demonstrate through the design and access statement how they have met the expectations for the site.

Schemes for 100% affordable housing will be exempt from clause j.

**10.6** It is envisaged that the Masterplan area could accommodate in excess of 600 new homes in addition to new offices, workshops and small scale retail and food and drink premises. It is the largest single housing growth opportunity in Wyre Forest District in what is one of Worcestershire's most deprived neighbourhoods. Consequently the potential for major transformational impact exists and it is crucial that not only housing numbers are achieved but that there are added benefits in terms of place and community that are consistent with the focus on jobs and economic activity in the town centre.

**10.7** The policy highlights the crucial need to address the poor quality infrastructure of the area which has created significant air quality management issues. At present all vehicle movements through the area are focussed on the Horsefair junction of Stourbridge Road, Broad Street, Blackwell Street and Radford Avenue and this creates a significant bottleneck. As part of the masterplan exercise, research has been undertaken to explore opening up new choices including making Blackwell Street one-way and introducing a new access to Churchfields from the ring road. Another option includes a new multi-modal bridge to Crossley Park, that could



offer further scope for public transport permeability through the area. This is in addition to improved pedestrian and cycle connectivity through the site and especially to the canal and Puxton Marsh to the north and the town centre to the south.

**10.8** In considering individual proposals, the District Council will have regard to the overall quantum of development planned for the area and its cumulative impact and will look for an appropriate and proportionate contribution towards infrastructure as a key priority for the neighbourhood. In assessing proposals, the authority will give full and due consideration to financial viability. Developers will be expected to provide an open book approach subject to commercial confidence.

**10.9** A number of land use character areas are emerging through the Masterplan process including "suburban housing", "urban housing" and a "commercial area" and these will help to guide the approach to specific sites and the distinct phases.

**10.10** The Masterplan is set to include a design code that will illustrate a confident approach to the design of buildings and the spaces between them with architecture focussing on quality materials, style and approach incorporating contemporary and vernacular as appropriate throughout the area. Development proposals will be expected to demonstrate consistency with the code.

**10.11** The key principles outlined in this policy establish the regeneration priorities for the area and supplement (but do not replace) the requirements of other policies and Supplementary Planning Documents addressing Planning Obligations and/or Community Infrastructure Levy. The District Council is supportive of regeneration and would like to see a start on-site early in the plan period (2012-2016) and the authority will look to balance the expectations of the policy with commercial reality. Proposals that fall short of the provisions set out in the policy will need to be accompanied by a robust justification and financial appraisal to justify a departure. This should be similar in scope to the viability assessment policy provided in the "A Desirable Place to Live" section.

**Phase 1 - Grasmere Close (2.27ha)**



**10.12** The Community Housing Group owns the site and has plans to replace the maisonettes with houses and has already begun demolishing some of the maisonette blocks, had pre-application discussions with the District Council and has begun the planning application process to seek formal permission.

**10.13** It is envisaged that this site will be entirely for residential uses and could provide up to 100 units.

**Policy 20**

**Phase 1 - Grasmere Close - (KCA.Ch.2)**

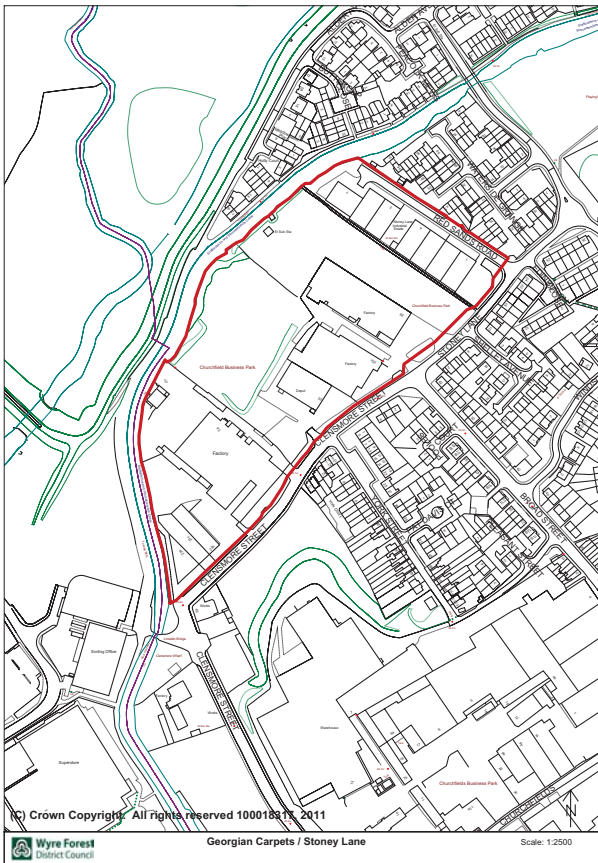
The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses

Any new development on this site will be expected to:

- a. Provide a strong frontage along Stourbridge Road and Hurcott Road.
- b. Provide active frontages and sense of enclosure to all roads within the site.

## Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate (5.39ha)



**10.14** The former Georgian carpet factory closed around 2002 and has since been subdivided and let to individual businesses. However, some of the existing uses on-site are not complementary to surrounding housing and the site is not making the most of its setting overlooking the Stour Valley and Staffordshire and Worcestershire Canal. Poor levels of natural surveillance are known to be inhibiting canal users and therefore failing to make the most of this valuable asset.

**10.15** The area, despite being so close to the town centre, also has little activity, especially during the evening and at weekends. Furthermore, many of the existing buildings have fallen into disrepair and some are empty.

**10.16** The site also presents a significant opportunity to provide a development that has a positive relationship to the canal and provides some natural surveillance onto it. With fewer obstacles to delivery, it is considered that the site offers scope for phasing in the early part of the plan period (2012-2016) to follow Phase 1 at Hurcott Road where plans are advanced to replace the maisonette blocks at Grasmere Close with a scheme involving 100% affordable housing.

**10.17** It is envisaged that this site will comprise entirely of residential uses and its redevelopment as such could provide approximately 240 new homes.

**Policy 21****Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)**

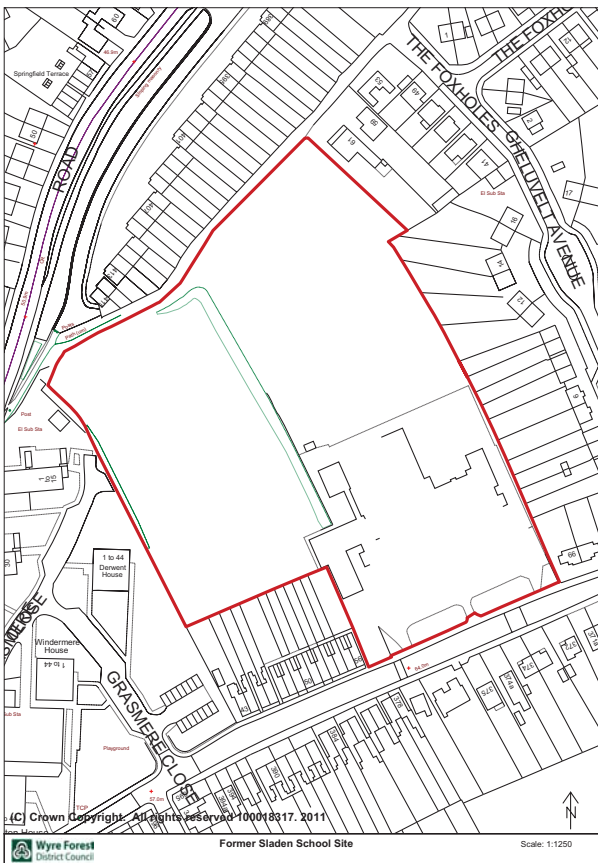
The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses

Any new development on this site will be expected to:

- a. Appropriately connect to surrounding streets and spaces
- b. Provide a clear block structure including fully connected streets and internal functional spaces/ squares
- c. Provide a positive relationship including opportunities for natural surveillance to the canal including good levels of public access
- d. Avoid the creation of cul-de-sacs
- e. Maximise the extent of active frontages to all public streets and spaces
- f. Be compliant with the Staffordshire & Worcestershire Canal Conservation Area Character Appraisal
- g. Make provision for a new pedestrian link over the canal to the Puxton Marsh SSSI

## Phase 2b - Former Sladen School (2.59ha)



**10.18** The Sladen School was deemed surplus to requirements by Worcestershire County Council and has been demolished. The site is now identified as being suitable for redevelopment. The site includes the site of the building itself and the associated playing fields.

**10.19** This site offers the opportunity for housing development within an existing residential setting and could provide approximately 20 new homes. However, a community development of some kind is also desirable for this site and would be best placed adjacent to Hurcott Road.

### Policy 22

#### Phase 2b - Former Sladen School - (KCA.Ch.4)

The redevelopment of this area will be expected to included:

- i. C3 Dwelling Houses
- ii. C2 Residential Institutions

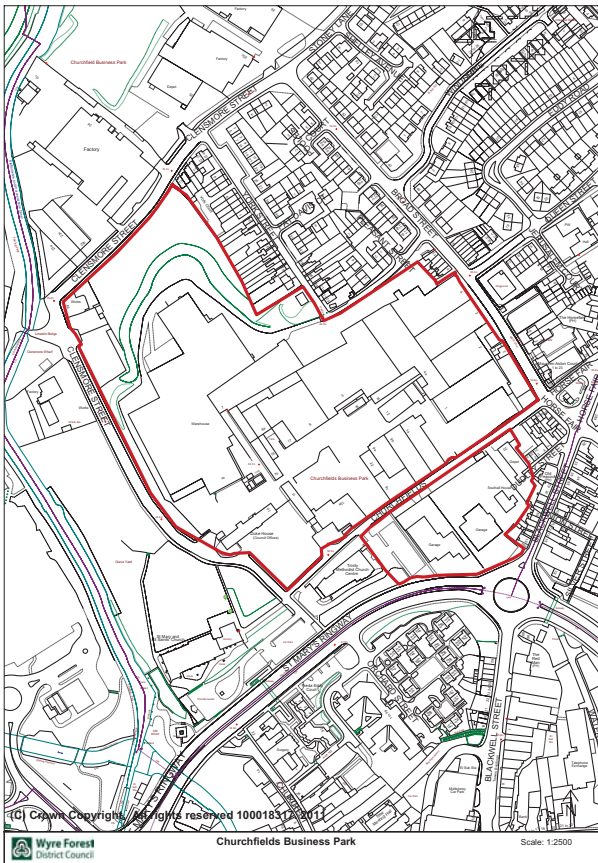
D2 Leisure developments for indoor and outdoor sports facilities may also be acceptable on this site.

Any new development on this site will be expected to:

- a. Provide an active frontage onto Hurcott Road

- b. Provide compensation for the loss of existing playing fields
- c. Provide links through the area i.e. linking to Grasmere Close

### Phase 3a: Churchfields Business Park (8.09ha)



**10.20** The Churchfields Business Park is the former site of the Tomkinsons carpet factory which has closed and the buildings are now let out to individual businesses. It is considered that this area is not the most appropriate setting for these businesses. Along with the former Georgian Carpets site, the land is in the ownership of Kidderminster Property Investments (KPI).

**10.21** The area, despite being so close to the town centre, has little activity, especially during the evening and at weekends. Furthermore, several of the existing buildings have fallen into disrepair and many are empty. It is felt that a residential-led redevelopment, that links in with the town centre and existing Horsefair community, will help to bring life back to Churchfields. It is envisaged that the redevelopment of this site could provide approximately 200 new homes.

**10.22** However, this area should also contain a mix of uses especially closer to the existing Horsefair local centre and the ring road. There is a particular opportunity for office and retail development that will help to enhance the local centre, as well as a community use for the surrounding residential area. In regard to retail development, then a maximum of approximately 1,000m<sup>2</sup> of retail floor space will be sought. The opportunity for a hotel development adjacent to the ring road has also been identified through the masterplanning process.

**10.23** This site also includes the site of the CMS car garage on the ring road which provides a significant opportunity to provide another vehicular route through the area and help relieve the congestion on Blackwell Street and in the AQMA. This piece of infrastructure is key to the successful regeneration of the entire masterplanning area.

**10.24** The Churchfields Business Park site is in many ways the most complicated site within the Masterplan area with a range of occupiers albeit with a common landlord in KPI. The site holds the key to opening up transport options in the area that may alleviate traffic congestion and air quality management challenges in the Horsefair.

### Policy 23

#### Phase 3a - Churchfields Business Park- (KCA.Ch.5)

The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses
- ii. B1 - Offices and workshops
- iii. D1 Non-residential Institutions
- iv. A1-A3 Retail
- v. C1 Hotel

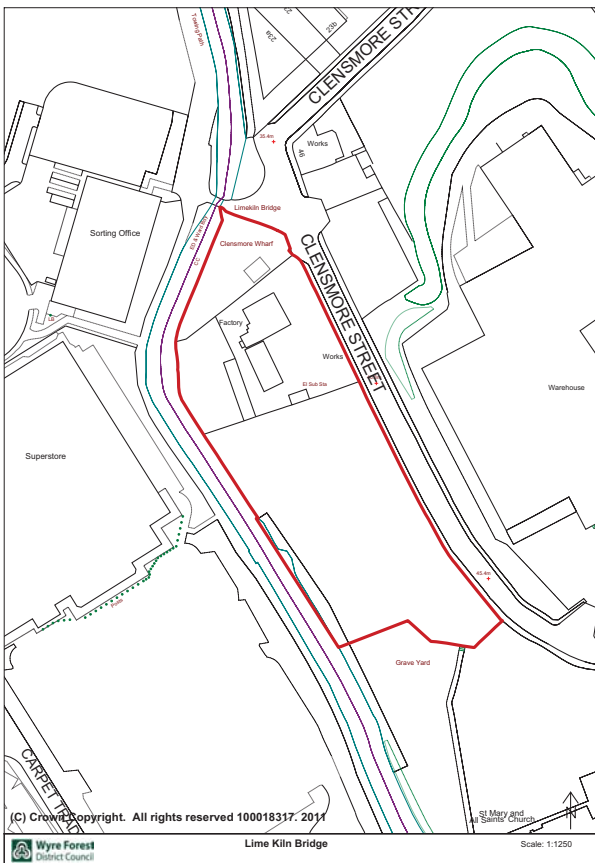
Any new development on this site will be expected to:

- a. Address Clensmore Street as a key movement corridor through the area.
- b. Open up new streets into and through the site having regard to the historic street pattern including reopening Duke Street making use of the Locally Listed Buildings for enclosure.
- c. Create a block structure and layout that connects with surrounding structures with a more suburban pattern to the north of the site giving way to urban character in the south towards the ring road and Horsefair Local Centre.
- d. Take advantage of topography to open up views and vistas from the site and create recognisable landmark features within the site.
- e. Provide an active edge to Churchfields and Clensmore Street and a sense of enclosure.
- f. Contribute to solving the problems of the Horsefair AQMA.

The District Council will safeguard opportunities to open up access to the ring road and improve access to Blackwell Street from within the area. Development proposals must provide appropriate means of access to facilitate the scale of development proposed without having a detrimental impact on the Air Quality Management Area of Blackwell Street.



### Phase 3b - Lime Kiln Bridge (1.16ha)



**10.25** This site comprises of a privately owned engineering works and a District Council owned parcel of open space. The open space is essentially redundant with very few people using it. The site has an important position on the canalside and provides an opportunity to create an active frontage that allows natural surveillance onto the canalside.

**10.26** The masterplanning process has identified this site as being suitable for significant residential development. Due to the constraints and size of the site the development would lend itself to apartments. This would allow for the development to provide an active frontage onto both the canal and Clensmore Street. It is envisaged that redevelopment of this site could provide up to 120 apartments.

**10.27** Due to the canalside location of this site and its potential future link to Crossley Retail Park, the masterplanning process has identified the opportunity for some small scale (around 300m<sup>2</sup>) restaurant/cafe use.

**10.28** There is a significant opportunity to provide a new pedestrian and vehicle bridge over the canal in this area to provide a link through to CrossleyRetailPark. This new route would provide a vital alternative route out of the area and help to relieve congestion in the Horsefair area.

**Policy 24****Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)**

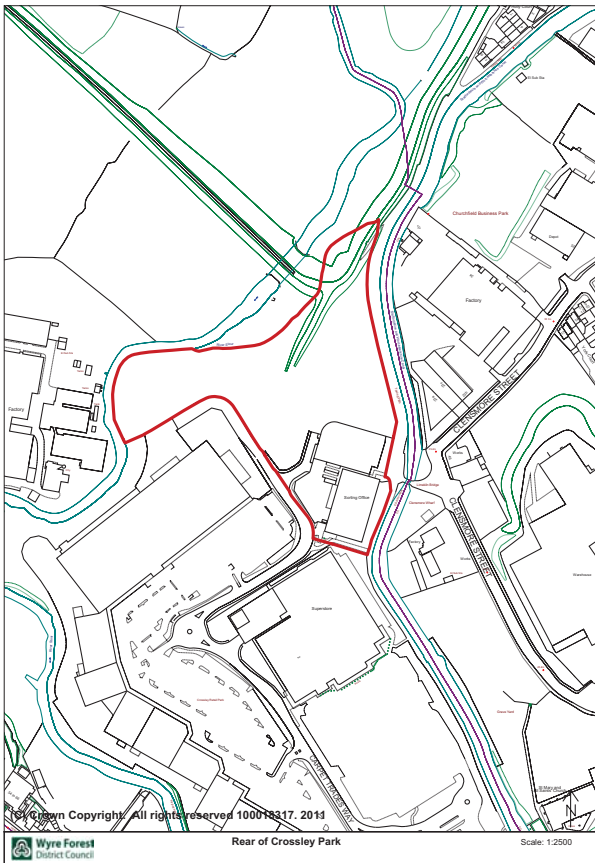
The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses
- ii. A3 Retail

Any new development on this site will be expected to:

- a. Provide an active frontage onto the canal and Clensmore Street.
- b. Provide good pedestrian connections through the site to link Clensmore Street to Crossley Park via a new bridge over the canal.
- c. Be sympathetic to the character of the Staffordshire & Worcestershire Canal Conservation Area.
- d. Contribute to the creation of a new multi-modal bridge over the canal.
- e. Safeguard the line of the Churchfields/Crossley Park bridge link.

## Phase 4 - Crossley Park (2.78ha)



**10.29** This site is part of the Churchfields Masterplan but is located on the opposite side of the canal behind Crossley Retail Park. The site is owned by the District Council. The masterplanning process has identified the site as being suitable for office development. This site would need to be linked into the existing road infrastructure of the retail park to provide access.

**10.30** There is an identified flood risk on part of the site and any development would need to be designed in a way that would alleviate any risk. The development would need to be positioned on the eastern edge of the site, fronting onto the canal. The use of on-site mitigation measures will also be crucial on this site.

### Policy 25

#### Phase 4 - Crossley Park - (KCA.Ch.7)

The redevelopment of this area will be expected to include:

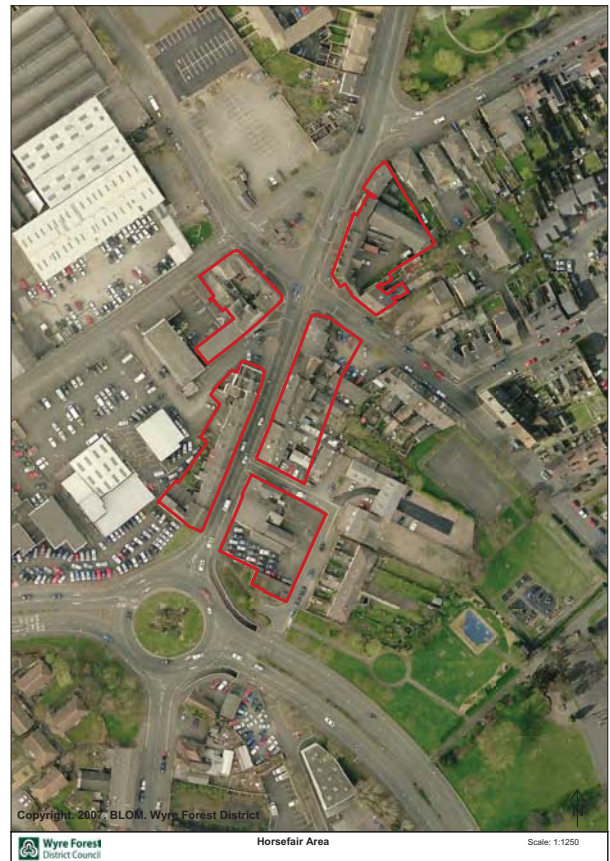
- i. B1(a) Office

Any new development on this site will be expected to:

- a. Provide an active frontage onto the canal.

- b. Contribute to the creation of a new multi-modal bridge link over the canal to Crossley Park.
- c. Safeguard the line of the Churchfields/Crossley Park bridge link.

## Horsefair



**10.31** The Horsefair is an historic area of Kidderminster which contains several Locally and Statutory Listed Buildings. The narrow, enclosed route along Blackwell Street is an important street and the building frontages that create this should be retained.

**10.32** The Horsefair, however, is not a pleasant urban environment and many of the buildings are in need of refurbishment, repair and/or redecoration. The District Council will look to improve the built environment of this area and aim to create a local centre that people can be proud of.

### Horsefair Local Centre



**10.33** The Horsefair is an important local service centre and has a diverse mix of retail units along the Blackwell Street area. The ambition for this area is to maintain and enhance its role as a service centre for the local community and also for niche and specialist retailing. However, new retail development in this area must not have a negative affect on the viability of the town centre.

**10.34** The role as a local centre should be enhanced as part of a high density mixed use area that includes other commercial and residential uses. This would include parts of the Churchfields Business Park area in the Masterplan.

**10.35** The Horsefair is also a key gateway into the town centre, particularly for vehicles, and suffers from congestion and pollution. As a result it has been designated an Air Quality Management Area. A key ambition for the Masterplan was to find a solution to this problem and improve the environment along Blackwell Street. Therefore, new development in the Churchfields area will be expected to contribute to an improved transport system that helps to reduce congestion and pollution.

### Policy 26

#### Horsefair - (KCA.Ch.8)

In the Horsefair:

- a. Support will be given to new retail development which enhances its function as a local centre, providing that:
  - i. The development does not exceed 250sqm
  - ii. There would be a 'nil-harm' affect on Kidderminster's Primary Retail Area.
- b. Support will be given to new office development.
- c. The historic street frontage along Blackwell Street and Dudley Street will be retained and repaired where appropriate. This includes listed buildings.
- d. An improved public realm will be sought along Blackwell Street, including a new public space.
- e. Residential development will be supported above ground level.

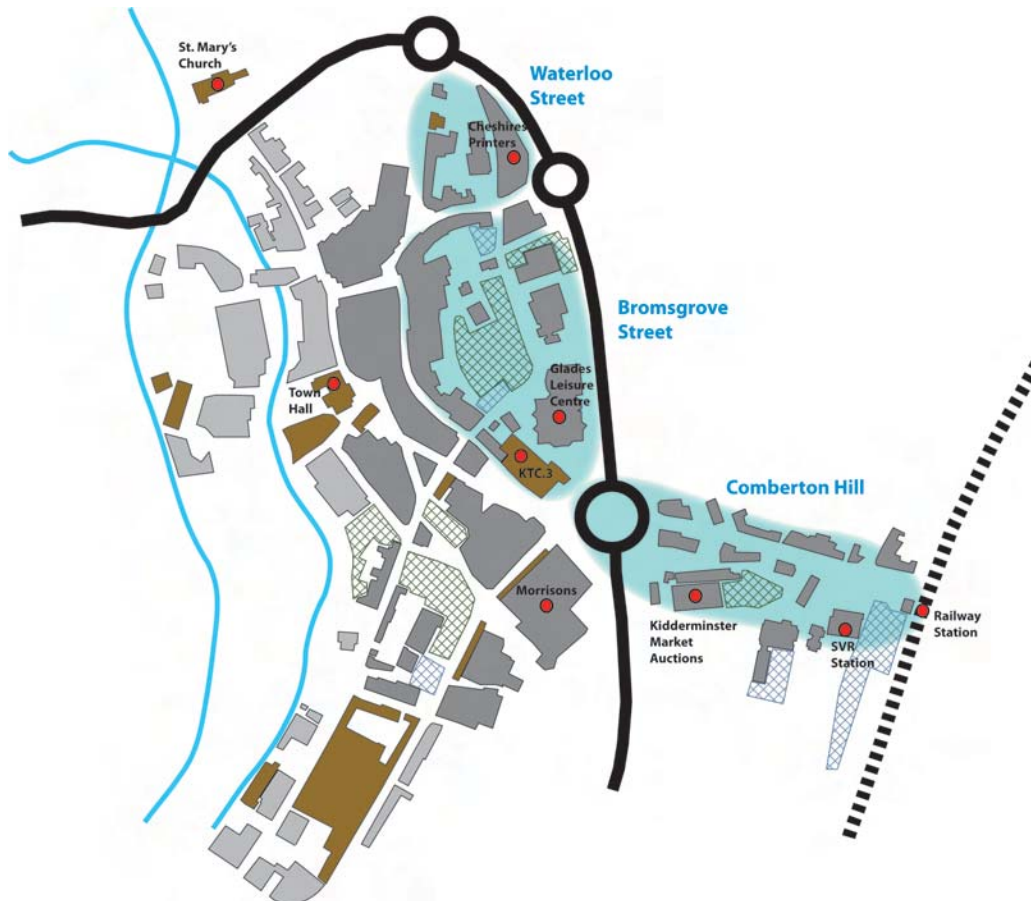


## 11 Eastern Gateway

**11.1** Kidderminster's Eastern Gateway is a large area that stretches from the Railway Station on Comberton Hill, into the town centre including the former Magistrates Court and the site of the Carpet Museum, along Bromsgrove Street, before finishing at Waterloo Street.

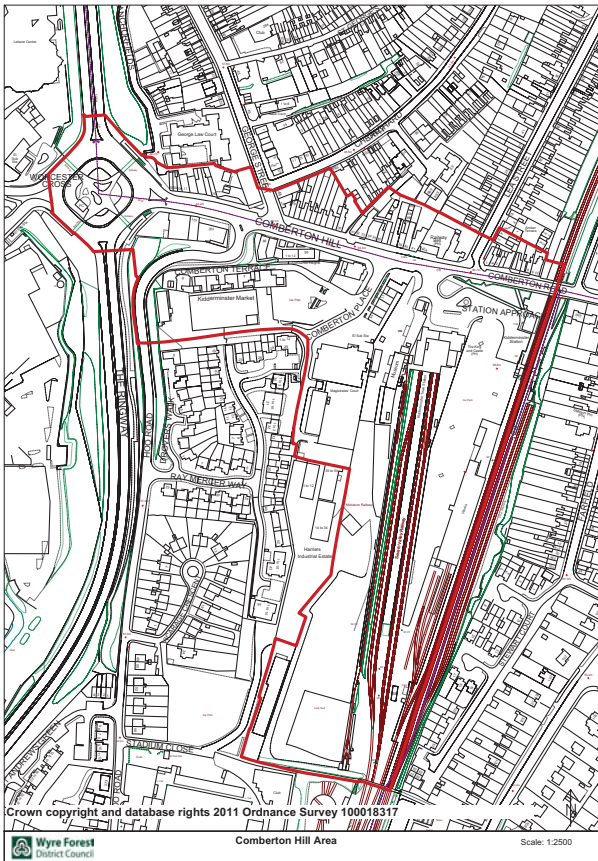
**11.2** This represents a series of significant development and investment opportunities and projects that are present along a key gateway into the town.

Development areas within the Eastern Gateway





## Comberton Hill Area



### Policy 27

#### Comberton Hill Area - (KCA.EG.1)

Within the Comberton Hill development area there are a number of potential development and environmental improvement sites:

- Kidderminster Railway Station
- Comberton Place including Kidderminster Market Auctions Site
- Comberton Hill Island

The presumption will be in favour of Retail Use Classes (A1-A5) at the ground floor within the main road shopping frontage on Comberton Hill.

Elsewhere within the area, and including upper floors on Comberton Hill, proposals involving the following uses will be supported on their merits:

- i. Small scale retail
- ii. Small scale new B1 Office and workshops
- iii. C1 Hotel
- iv. C3 Dwelling Houses
- v. D1 Non-Residential Institutions

- vi. D2 Assembly and Leisure
- vii. Tourism and Leisure Proposals

Some of the key principles for development within this area include:

- a. Improving streets and spaces through the quality of the public realm including enhanced hard and soft landscaping themed to connect the railway station and town centre.
- b. Sensitively incorporating car parking within the overall design solution to create multi-functional streets and spaces including treatment of Comberton Hill itself.
- c. Taking advantage of the site's prominent location, views and vistas.
- d. Establishing physical connections with surrounding developments including recent residential development.

**11.3** In retail planning terms the Comberton Hill area includes an established Local Centre that serves local convenience needs and provides a diverse mix of retail uses along the road. The ambition for this area is to maintain and enhance its role as a service centre for the local community and also for niche and specialist retailing. However, care will be taken to ensure that new retail development does not adversely affect the viability of the town centre.

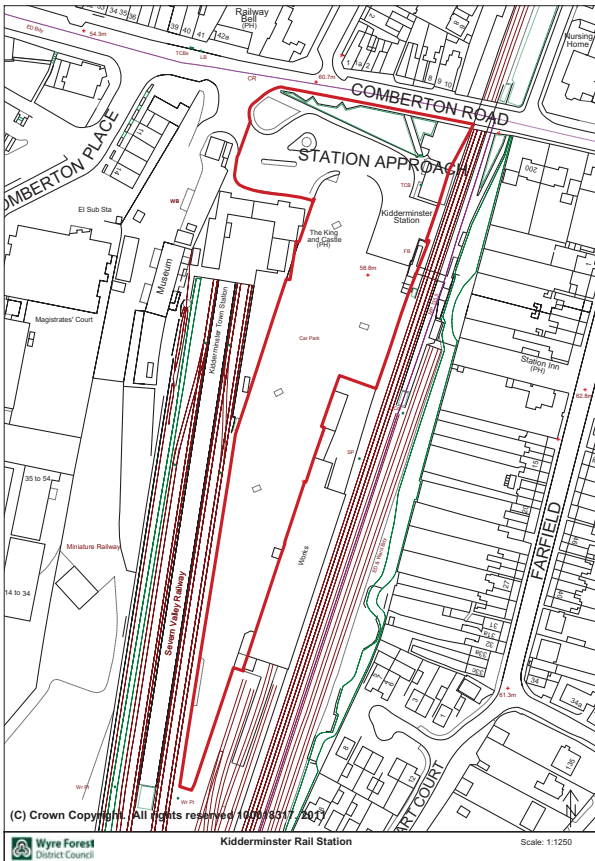
**11.4** This is also a significant arrival point in the town as it includes the mainline railway station as well as the Severn Valley Railway station. The future investment in the railway station forecourt to improve its role as a transport interchange will further enhance this area's status as a gateway in and out of the town.

**11.5** The key issue for this area is improving the pedestrian environment and creating a pleasant and clear route to and from the town centre. As well as improving conditions for existing users, the aim is to encourage visitors to the Severn Valley Railway and Kidderminster Railway Museum into the town.

**11.6** A key part of this enhancement, will be the removal of the subway underneath the ring road at Comberton Island as this presents a major barrier for pedestrians walking into the town centre. This route is very well used but is extremely unpopular. The ambition would be to see the subway system removed and replaced with ground-level crossings.

**11.7** The whole of the Comberton Hill area is currently mixed in character and support will be given to proposals that serve to strengthen that mix of uses.

## Kidderminster Railway Station



### Policy 28

#### Kidderminster Railway Station - (KCA.EG.2)

Proposals for the redevelopment and re-organisation of the existing railway station to create a new transport interchange will be supported.

Proposals should incorporate a high quality public realm and include a new civic space around the forecourt, incorporating quality materials and appropriate landscaping.

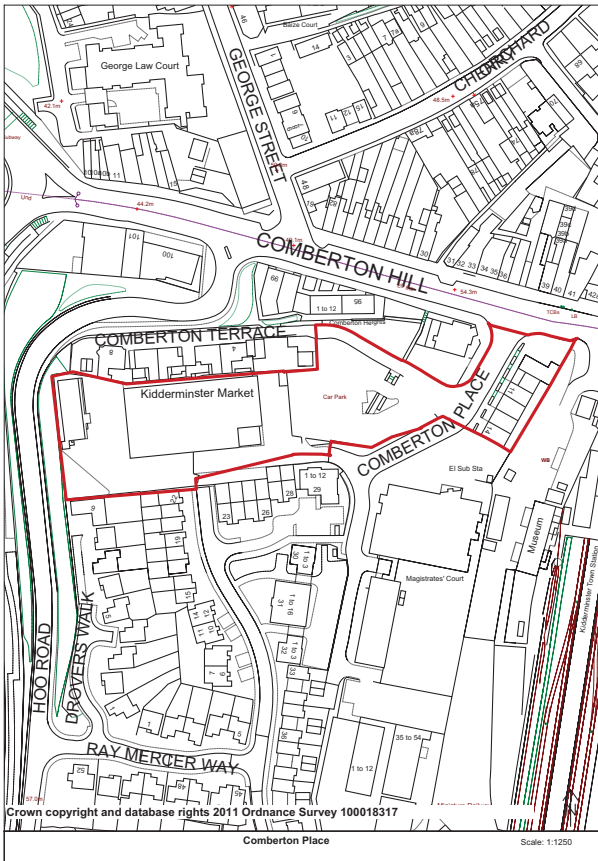
The upgrade to the station should also contribute to improving the connectivity between the station and the town centre.

Links between the commercial railway and the Severn Valley Railway should be promoted and enhanced.

**11.8** There are plans in place through a partnership involving London Midland, Network Rail, Worcestershire County Council and Wyre Forest District Council for a major investment in the existing railway station. This would include the redevelopment of the station building itself and the re-organisation of its forecourt to create a new multi-modal transport interchange.

**11.9** As one of the main arrival points into the town, it is crucial that visitors get a good welcome to Kidderminster when travelling by rail, bus and from the Severn Valley Railway. Therefore, the public realm should be of a high quality and should also encourage movement into the town centre. An improved civic space would be highly desirable as part of the station area also.

## Comberton Place



### Policy 29

#### Comberton Place - (KCA.EG.3)

Within this area a mix of uses will be considered including:

- i. A1-A5 small scale retail that would enhance the local centre
- ii. B1 Office, workshops and art studios
- iii. C1 Hotel
- iv. C3 Dwelling Houses
- v. D1 Non-Residential Institutions
- vi. D2 Assembly and Leisure

The Kidderminster Market Auctions site may be more suitable for primarily residential use, although the above uses would also be considered on their merits.

Development proposals within this area should:

- a. Provide a positive relationship to surrounding development, including the railway interchange.
- b. Ensure appropriate design taking into account the prominent and/or elevated position of the sites and the need for positive relationships to be created.

- c. Seek to improve the townscape by removing existing buildings which are currently considered to be of poor quality.
- d. Provide natural surveillance opportunities and a sense of enclosure to the railway interchange and Comberton Place.
- e. For the Kidderminster Market Auctions site, fully consider the distant views of the site on the ridge line above the town centre.
- f. Development proposals for the market auction site that involve the adjacent public car park may be considered favourably, subject to appropriate car parking being provided as part of the overall design solution.

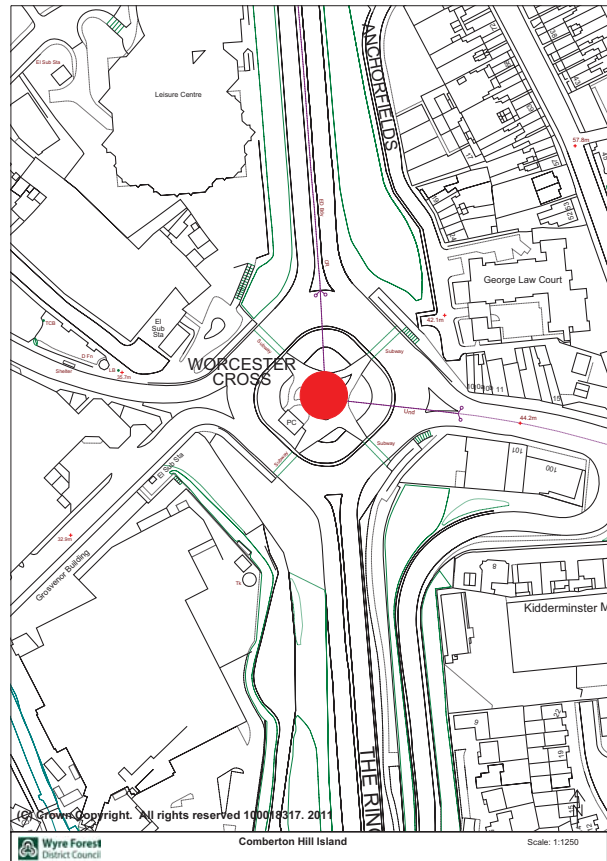
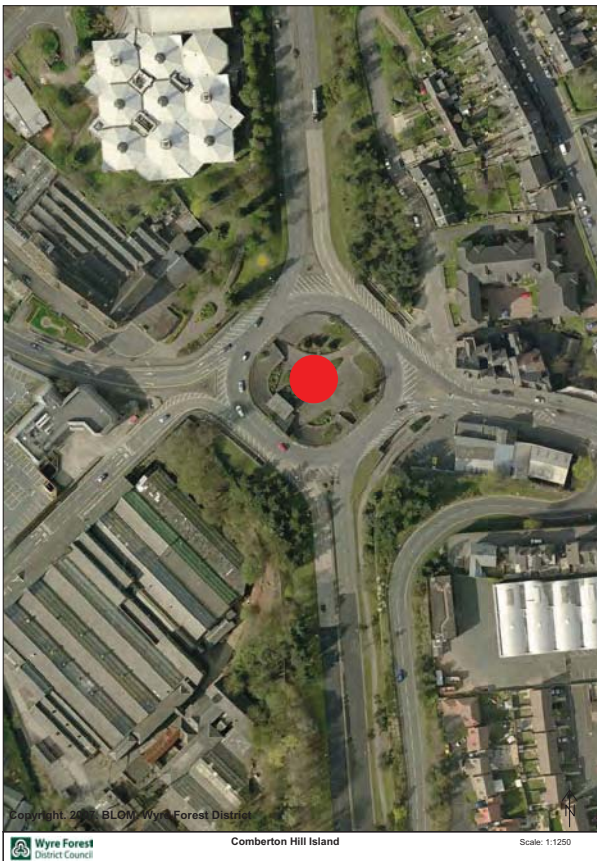
**11.10** The Comberton Place area includes two sites: the Kidderminster Market Auctions site and the former County Court/ parade of shops at the corner with Comberton Hill.

**11.11** The area has been identified for redevelopment for a mix of possible uses including residential, commercial, and tourism. However, the market auctions site potentially offers better use as a residential location, as the former cattle market, immediately south of this site, has already been developed for housing and the redevelopment of this site for housing would be complimentary to that.

**11.12** Both of these groups of buildings are defined in the Adopted Design SPG as "*Buildings where improvements in townscape quality could be achieved.*" Improvements to the design of the buildings could therefore provide a better townscape and design of this part of the town. With regard to the Comberton Place row of shops, one of the key principles will be to ensure that it relates positively to the rail interchange, given its proximate location. With regard to the Kidderminster Market Auctions site the Design SPG also identifies that it is a "*Highly visible ugly building...Consider long term future and potential removal*". Therefore, this site provides the opportunity to improve the current outlook from the site as well as improving the vista to this site, which sits on an elevated ridge above the town centre. Design proposals will need to respond positively to this prominent location as well as linking into the existing surrounding development.

**11.13** Regarding the County Court site, a mix of uses, including small scale retail and office uses that would enhance the offer of this local centre, would be acceptable. Tourism related activity could be particularly appropriate as it is adjacent to the Severn Valley Railway and Railway Museum. New development here should provide a building that would enhance the street and provide a strong relationship to Comberton Place. Furthermore, each of the site's four aspects are also visible from the public realm so new development should seek to provide a more positive relationship to each.

## Comberton Hill Island



### Policy 30

#### Comberton Hill Island - (KCA.EG.4)

The infilling of the subterranean subway system underneath Comberton Hill Island and its replacement with surface level pedestrian and cycle crossings will be promoted in line with the Kidderminster Regeneration Prospectus.

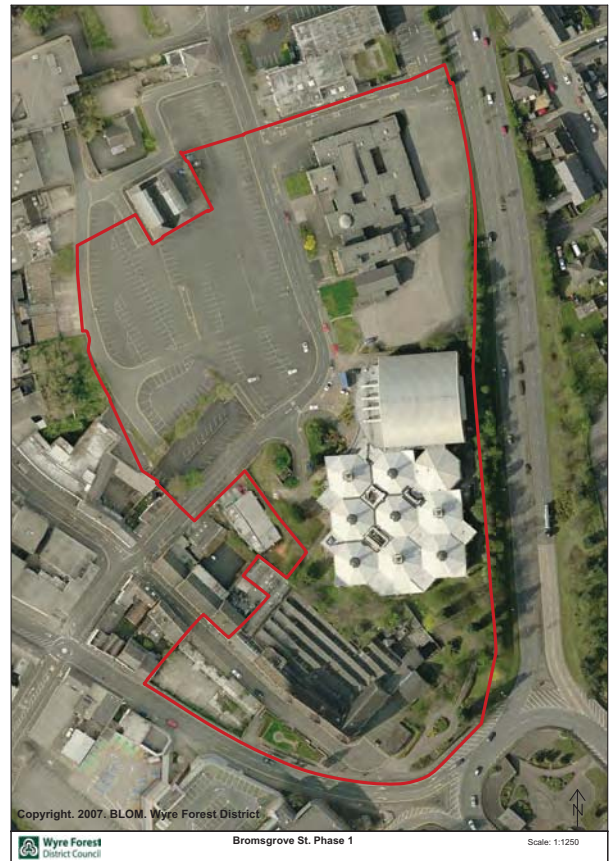
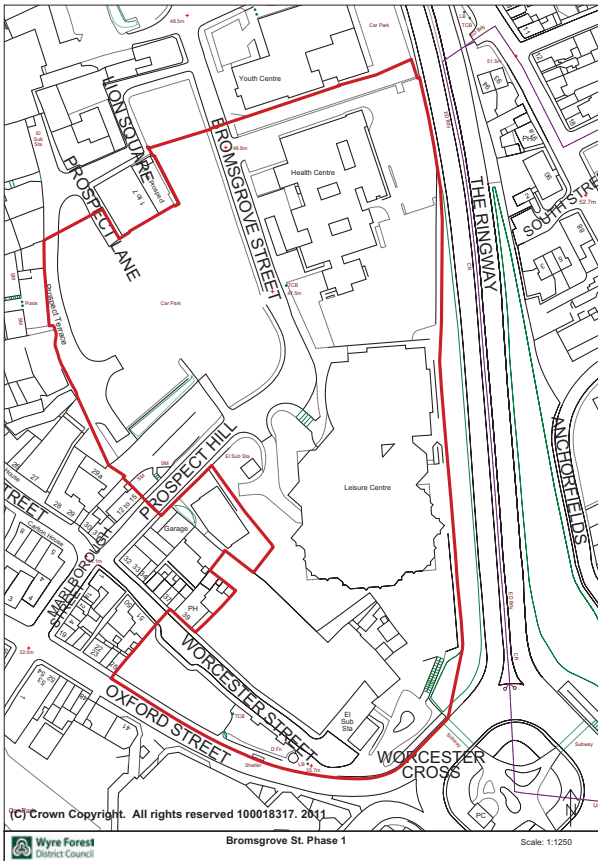
Development proposals involving sites within the Comberton Hill and Bromsgrove Street parts of the Eastern Gateway will be expected to contribute towards the improvement of the island.

**3D model of how a pedestrian crossing could replace the Comberton Island subway**





## Phase 1: Bromsgrove Street Area (3.6ha)



### Policy 31

#### Phase 1: Bromsgrove Street Area - (KCA.EG.5)

The District Council will seek the comprehensive redevelopment of the Bromsgrove Street area. Development proposals in any part of the area must demonstrate how the scheme complies with a wider masterplanning approach.

The area falls within the Primary Shopping Area and the following land uses will be acceptable:

- i. A1 Retail
- ii. A3-A4 Retail
- iii. B1a Office
- iv. C1 Hotel
- v. C3 Dwelling Houses
- vi. D1 Non-Residential Institutions
- vii. Community uses (sport and medical)

Any new development on this site will be expected to:

- a. Retain and enhance the former Magistrate's Court frontage and Worcester Cross fountain.

- b. Provide direct and/or enhanced links to Worcester Street via the former Magistrates Court building, Step Entry or retail developments to the north.
- c. Create a high quality public realm including enhanced public spaces.
- d. Provide new and improved access to the ring road with new direct access to Bromsgrove Street to be explored.
- e. Create a positive and active frontage to Comberton Hill Island.
- f. Where practicable front onto public streets and spaces.
- g. Enhance the extent and quality of public car parking.

**11.14** This is a large site that includes the existing public car park, medical centre, former Magistrates Court (previously known as KTC.3) and Glades Leisure Centre. This collection of sites provides a significant opportunity to regenerate this part of the town and provide a significant retail development to give additional footfall to Worcester Street and improve the quality of the built environment.

**11.15** The Bromsgrove Street area experiences poor footfall with the majority of traffic coming from the car park and walking directly into the town centre. The ambition for an improved retail offer on Worcester Street and improved links to Bromsgrove Street will help to bring people further into this site. However, there is a need for uses in this area that will further help to increase footfall and bring vibrancy back to this area. This is particularly important during the evening as this area is extremely quiet. This area is located within the Primary Shopping Area to reflect the ambition for a major retail development on the eastern side of the town.

**11.16** As set out in the 'A Good Place to do Business' section of this document, the ambition is to attract a major new retail store in this area that will help to drive footfall over to this side of the town. This will require major redevelopment of existing buildings within the site and links to Worcester Street will need to be improved.

**11.17** New development on this site will be expected to improve connections both within the site and to surrounding parts of the town by creating new vehicular and pedestrian routes. A series of new streets and spaces that enhance the public role and sense of place should be integral to plans for the area. The District Council will also be seeking to implement a surface level pedestrian crossing across the the ring road along the site's boundary.

**11.18** The former Magistrates Court site is a vacant site owned by the District Council. The building has a prominent and attractive frontage that is quite a landmark for this entrance into the town. However, the surrounding areas are an unattractive and untidy mix of redundant buildings and vacant space.

**11.19** Therefore, it is important that new development creates an attractive welcome for people coming into the town. The retention of the frontage of the Magistrates Court will be required on this site and should be incorporated into any new development. There is also the opportunity for an important enhanced public space within the development.

**11.20** This site would be suitable for mixed use development and a flexible approach to uses will be taken providing that they are complementary to each other and that of neighbouring sites. It is envisaged that residential, office and business uses would be most acceptable. Whilst a major retail store may be possible to the rear, the frontage building might lend itself to a community use such as medical centre or offices.

**11.21** To conclude, the area is currently a disjointed urban environment with a mixture of surface car parking and unattractive buildings that create a confused sense of place. Development within the area will need to significantly improve the urban form and provide a sense of enclosure to streets and provide an active frontage where possible. However, as the ring road adjacent to the Glades is in a cutting, active frontages may not be deliverable in this particular location. Pedestrian and multi-modal links need to be carefully considered to assist with legibility.

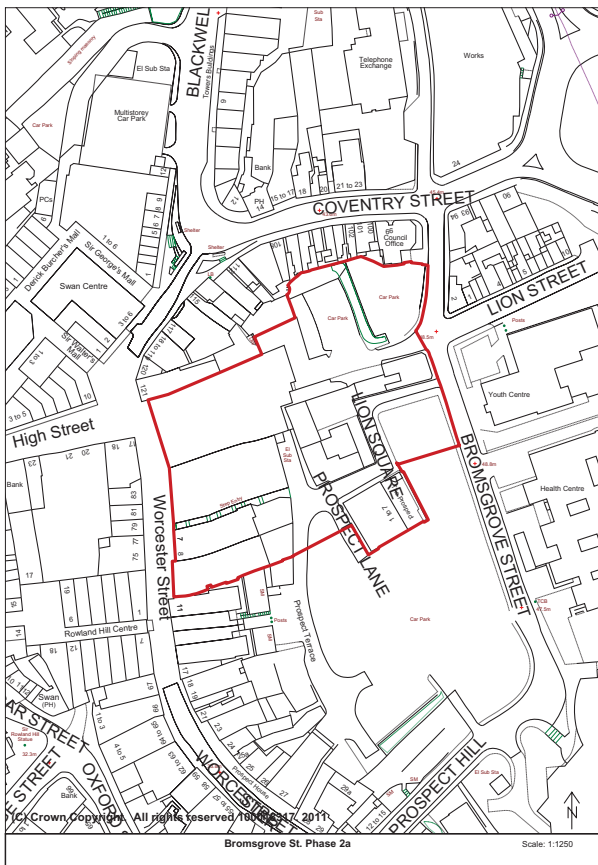
### **Lower Worcester Street Area**

**11.22** The lower part of Worcester Street, designated as Secondary Shopping Frontage, has experienced particular problems of viability and there are notably higher vacancy rates. This has been caused by the shifting of the retail centre west towards Weavers Wharf and because this area does not form part of the main retail circuit around the town.

**11.23** The retail policies in Part A of this document state that a flexible approach to uses will be taken within secondary shopping frontages. In this area the flexibility will be even greater to help to bring vitality back to this part of the town where retail uses may not be viable.

**11.24** Developments which create interest and activity will be encouraged. Residential developments, even at ground floor level, will be considered in this area. Business uses, particularly small scale incubator and start-up units, could also be an important way of improving vibrancy.

**Worcester Street Retail Development (1.15ha)**



**Policy 32**

**Phase 2 - Worcester Street Retail Development - (KCA.EG.6)**

A mix of uses on this site will be supported including:

- i. A1, A2 and A3 Retail
- ii. B1a Office
- iii. C3 Dwelling Houses

On sections of the site within the Primary Shopping Frontage any new development will be expected to provide an active A1 retail use at ground floor level to Worcester Street. In the east of the site, towards Bromsgrove Street, alternative uses may be appropriate at the ground floor.

Any new development on this site will be expected to:

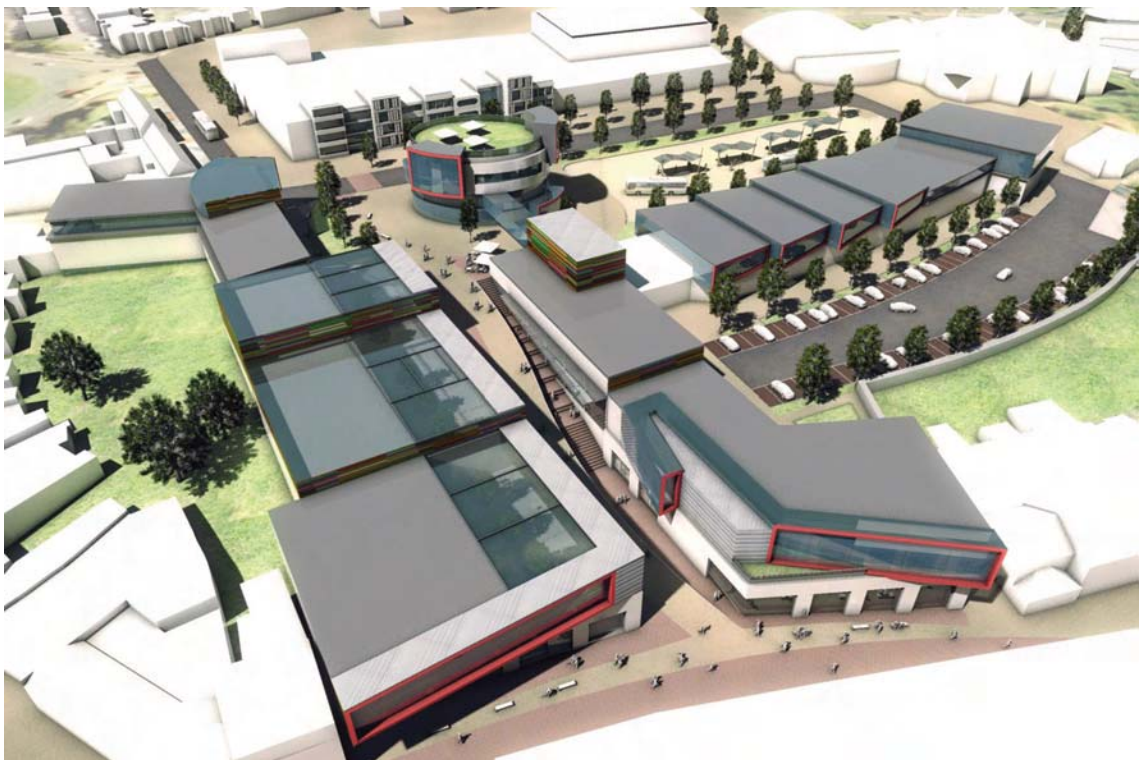
- a. Create improved pedestrian links between Worcester Street and Bromsgrove Street
- b. Provide a comprehensive approach to the redevelopment of the area
- c. Provide a more residential environment in the east and commercial environment in the west
- d. Create a high quality public realm including an enhanced public space
- e. Suitably address the differences in levels to deliver better pedestrian access

**11.25** This site is within the Primary Retail Frontage and along with the Bromsgrove Street site will help to rebalance the retail offer of the town and bring footfall back to the eastern side of the town centre. This site will require a comprehensive redevelopment to provide modern units that retail operators will be attracted to. However, major obstacles to delivery include a very complicated land ownership and tenancy structures and significant changes in levels. This is likely to significantly delay delivery.

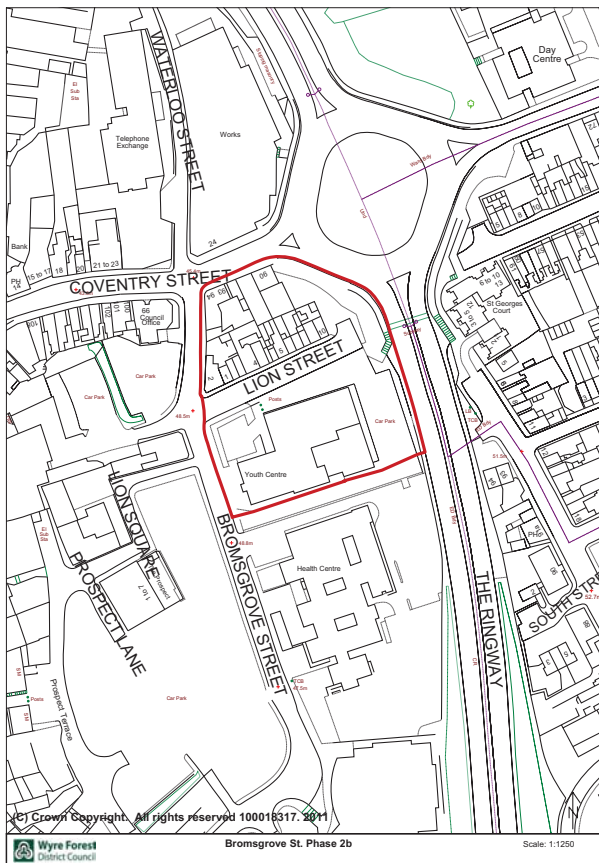
**11.26** The former Woolworths unit and the current Hooty's unit present significantly sized units that could provide this opportunity. However, this needs to be looked at in context with its rear service access and other land onto Bromsgrove Street which would be crucial for any redevelopment.

**11.27** A mixed-use development on this site would be acceptable; however the site will be expected to have a retail focus and provide a strong and active retail element fronting on to Worcester Street to maintain its status as a primary shopping frontage.

**11.28** This site is also important to improve both physical and visual links between Worcester Street and Bromsgrove Street and a ambition for this site is to provide a new 'street' that would provide clear access.



## Lion Street (0.76ha)



### Policy 33

#### Phase 3 - Lion Street -- (KCA.EG.7)

Lion Street is a specialist area of shopping and services characterised by a traditional architectural setting on the north side and unsympathetic modern architecture to the south. Development proposals in any part of the area will be expected to consider how the scheme complies with a wider masterplan approach.

Within the Primary Shopping Area and the following land uses will be acceptable:

- i. A1, A2 and A3-A4 Retail
- ii. B1a Office
- iii. C1 Hotel
- iv. C3 Dwelling Houses
- v. D1 Non-Residential Institutions

Any new development on this site will be expected to:

- a. Provide an active frontage to the ring road, Bromsgrove Street, Lion Street and any new access roads created to Bromsgrove Street.
- b. Contribute towards improved pedestrian crossing arrangements over the ring road helping to link nearby residential neighbourhoods with the town centre.

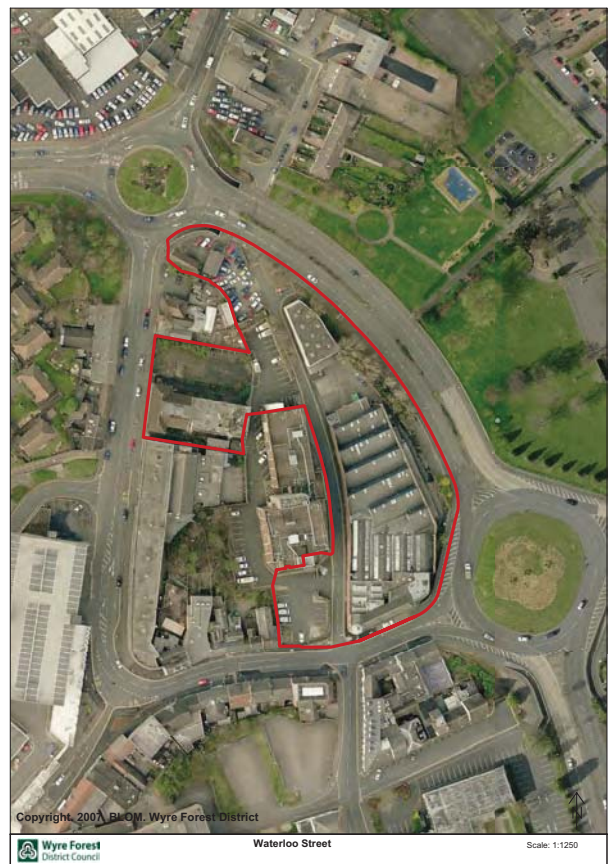
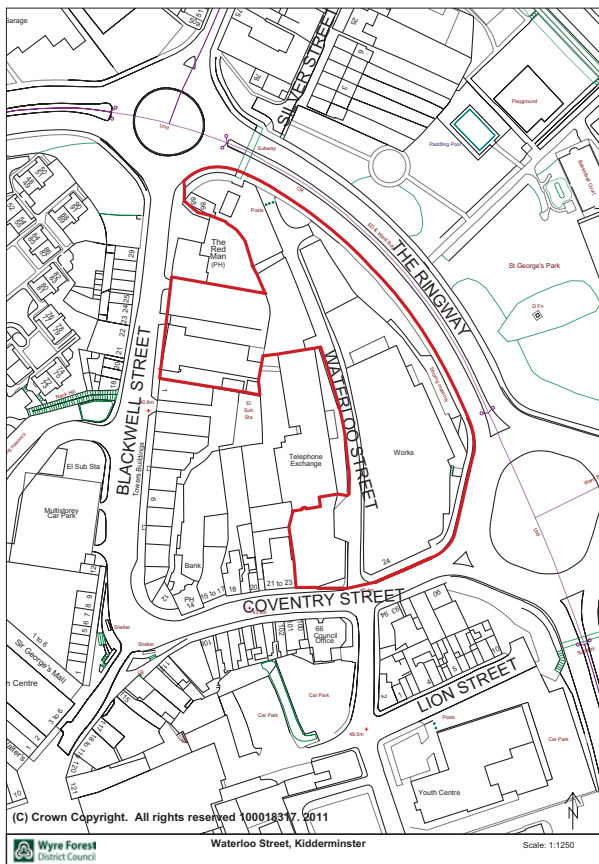
- c. Create a high quality public realm including an enhanced public space.
- d. Provide new and improved access to the ring road with new direct access to Bromsgrove Street to be explored.
- e. Ensure an appropriate and high quality architectural approach to the south side of Lion Street to better complement the site and public frontages.

**11.29** Lion Street is a specialist area of shopping and services in a traditional architectural setting. However, the quality of the built environment is undermined by the ring road and the architecture of Youth House which is highlighted as a poor quality building in the Design Quality SPG. The Bromsgrove Street area experiences poor footfall with the majority of traffic coming from the car park and walking into the town centre. The ambition for an improved retail offer on Worcester Street and improved links to Bromsgrove Street will help to bring people further into this site. However, there is a need for uses in this area that will further help to drive footfall and bring vibrancy back. This is particularly important during the evening as this area is extremely quiet.

**11.30** This area is located within the Primary Shopping Area to reflect the ambition for a major retail development on the eastern side of the town. However, a flexible approach will be taken to uses providing that they improve the vibrancy and vitality of the area. Office development could be particularly appropriate, and residential development may be appropriate also.

**11.31** This area is currently a disjointed urban environment with a mixture of surface car parking and unattractive buildings that create a confused sense of place. The site also has an important boundary with the ring road which the existing buildings currently turn their back on. Development within the area will need to significantly improve the urban form and provide a sense of enclosure to streets and provide an active frontage where possible. Development on sites adjacent to the ring road will be expected to provide an active frontage onto the highway and contribute to an improved pedestrian environment.

Waterloo Street Area



Policy 34

Waterloo Street Area - (KCA.EG.8)

On the Waterloo Street Area site the following uses will be acceptable:

- i. Small scale A1-A5 Retail
- ii. B1(a) Office
- iii. C1 Hotel
- iv. C2 Residential Institutions
- v. C3 Dwelling Houses

Any new development on this site will be expected to:

- a. Provide active frontages onto adjacent streets and spaces.
- b. Improve the pedestrian environment along the ring road.
- c. Contribute to improving pedestrian links across the ring road.
- d. Contribute to improving pedestrian links through the site linking the ring road, Waterloo Street and Blackwell Street.



- e. Provide sufficient mass to provide natural surveillance opportunities to St Georges Park and to provide enclosure to the ring road whilst screening the prominent BT exchange.
- f. Provide commercial uses at the ground floor with a combination of uses on the upper floors providing a vertical mixing of uses.

**11.32** This area is a well defined block which is bounded by Blackwell Street, Coventry Street and the ring road, with Waterloo Street running through the middle. The block has a number of opportunity sites that could help to transform this area. Therefore, the block should be considered in its entirety to ensure that comprehensive regeneration of the area can take place.

**11.33** Blackwell Street and Coventry Street are designated as secondary shopping frontage. As with all Secondary Shopping Areas, a flexible approach to uses will be taken. However, extra flexibility will be taken on this site as it is peripheral to the main retail circuit of the town. Non-retail uses which will help to add vibrancy to this part of the town will be considered favourably. However, active ground floor frontages will be sought as part of any development.

**11.34** Waterloo Street is an extremely quiet road due the fact that it is a dead end and there are a very small number of active uses. Successful regeneration of the area will therefore need to include a mix of uses that bring activity and vibrancy back to the area.

**11.35** As with much of the ring road in the town, the buildings in this location do not have a good relationship with the road and the pedestrian environment along it is poor. This site provides a number of opportunities to address this. New development should also contribute to providing a sense of enclosure to the ring road by designing buildings with multiple-storeys. New development should front onto the ring road to help create a good quality public realm. However, vehicular traffic and noise means that the ground floor is better suited to commerce rather than residential uses.

### Waterloo Street Area analysis



**11.36** There are also poor links through the site and the number of opportunity sites provide a unique chance to create a link from the ring road, through Waterloo Street and onto Blackwell Street. This is important to improve connectivity through the town centre and to encourage footfall through this area.



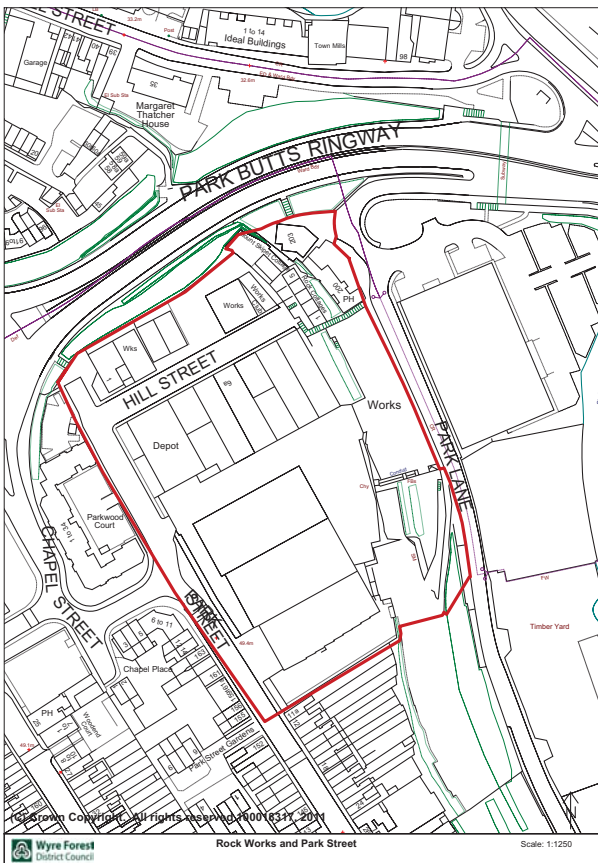
### 12 Western Gateway

**12.1** Focussed on Park Lane and Weavers Wharf, the Western Gateway is the main approach to the town from Bewdley and the west and Bridgnorth/ Shropshire. It covers the existing major retail facilities in the Primary Shopping Area around Weavers Wharf as well as significant potential redevelopment sites adjacent to Park Lane and Park Street.

**12.2** The area includes the key assets of the Staffordshire & Worcestershire Canal and the River Stour and therefore has great potential to improve these waterside environments to create a vibrant leisure and retail environment.

**12.3** Although this area currently does not have good links to the large residential community to the west of the town centre, development sites present opportunities to improve this and help to reconnect the town centre with nearby neighbourhoods.

## Park Street Industrial Estate and Rock Works (2.16ha)



### Policy 35

#### Park Street Industrial Estate and Rock Works - (KCA.WG.1)

The following uses will be acceptable:

- i. C2 Residential Institutions
- ii. C3 Dwelling Houses
- iii. B1 Office and workshops
- iv. D1 Non-Residential Institutions
- v. D2 Assembly & Leisure

Proposals that demonstrate a comprehensive masterplanning approach to the area will be viewed favourably. Any new development on this site should:

- a. Suitably incorporate the 'green on the hill' open space including pedestrian accessibility and links to Park Street where practicable.
- b. Where practicable retain the Locally Listed Rock Works frontage. Proposals involving the demolition of the works will need to be accompanied by robust justification including a viability assessment. Subject to this, any replacement building should present an active frontage to Park Lane with a similar scale and mass to the back of pavement development.

- c. Preferably provide on-site parking in undercroft locations or from the upper level in Park Street. Some on-street parking provision may be suitable in the context of Park Lane.
- d. Subject to a comprehensive and high quality landscape scheme for the 'green on the hill', the District Council may consider the release of a small area of land for additional off-street parking subject to design detailing.
- e. Complement the adjacent statutory Listed Buildings and retain and enhance the step entry to Hill Street.
- f. Make the most of the site's prominent position on the escarpment fully integrating views and vistas and enhancing the visual aesthetic of the site from distant vantage points.
- g. Incorporate landscaping that accentuates the site's position in defining the River Stour valley.
- h. Contribute toward the 'green on the hill' open space for the recreational enjoyment of residents.

**12.4** The area around Park Street is a large residential community that lies very close to the town centre. However, despite this, links to the town are poor and barriers to movement make it difficult for residents to reach it very easily.

**12.5** The industrial estate provides a major opportunity to connect the communities around Park Street to the town. Any redevelopment would be expected to provide visual and physical links down to Park Lane. However, the steep incline between these two places provides a significant challenge. The industrial estate is a large site within a residential setting; it is therefore considered that residential development would be most suitable here.

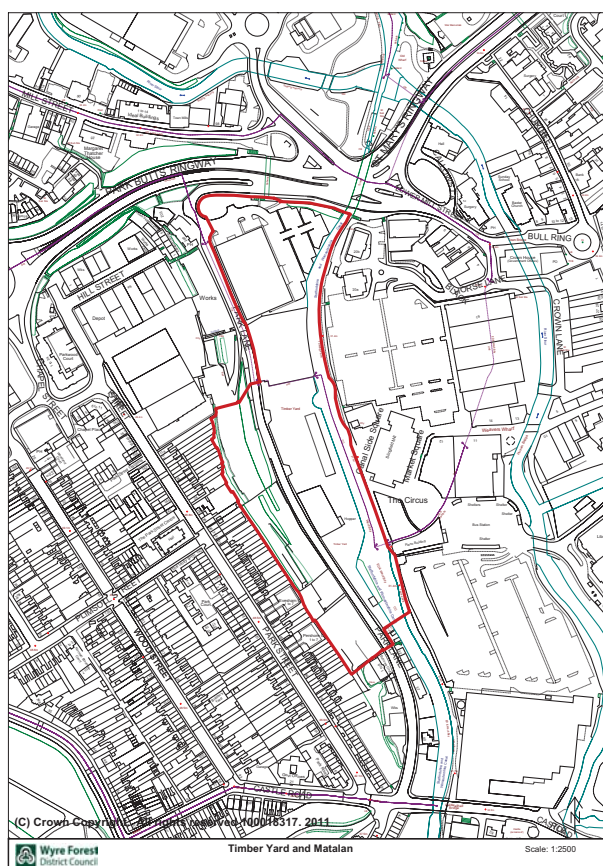
**12.6** The Rock Works is a redundant former factory building. It is a Locally Listed Building that is in a bad state of repair. First preference will be for the building to be retained and incorporated into any new development. However, its reuse may pose a significant viability issue and therefore it is important that it is considered as part of the future redevelopment of the wider Western Gateway area.

### Initial ideas for the Park Street, Park Lane and Timber Yard sites



**12.7** A flexible approach to uses will be taken for the Rock Works, providing that it would be complimentary to neighbouring development. New development should provide an active frontage on to Park Street.

## Park Lane Canalside (3.47ha)



**12.8** This area includes the existing Timber Yard and Matalan sites which are an important location on the canalside and have a key role in delivering the KCAAP objective to enhance the canal in the town centre. This area provides the best opportunity in Kidderminster to bring the canal back into focus and help rejuvenate it.

**12.9** The site provides the opportunity to create a high quality waterside destination that helps to bring activity and natural surveillance to the canal. The regeneration of this site, therefore, should deliver an active frontage facing onto the canal and also provide a good quality public realm on the waterfront. The development should also provide a much improved relationship to Park Lane that helps to revitalise this area and create additional footfall.



**The Timber Yard site opposite Weavers Wharf is a significant regeneration opportunity**



**12.10** Key to the success of this area is linking into Weavers Wharf and the rest of the town centre on the opposite side of the canal. This will require the creation of a new pedestrian bridge over the canal. The development should also provide good links through the site towards Park Lane to help provide a seamless link from Weavers Wharf through to Park Street.

**12.11** This area will be expected to contain a mix of uses in order to increase vibrancy at different times of the day. However, on the canalside, proposals will be expected to introduce some active ground floor commercial uses that help to increase footfall. Food and drink outlets would be particularly appropriate to make the most of its waterside location. Small scale retail opportunities may also be acceptable in addition to possible replacement retail floorspace should the existing major retail unit, currently occupied by Matalan, be relocated. Residential uses would also be expected as part of any redevelopment.

### Indicative 3D model showing the potential of the canalside area



**12.12** The development of this site should also include mooring spaces for canal boats to encourage the number of visitors and the District Council will actively seek the provision of associated boating facilities. Heritage assets including the Canal Conservation Area and office frontage should be safeguarded and enhanced.

**12.13** This site also includes the District Council owned wooded area on Park Lane. The wooded area known as the 'green on the hill' will be retained as an important landscape feature in the town. However, it is currently inaccessible for the public and has problems of fly-tipping. The ambition is to create a woodland park that is publicly accessible and encourages people to use it. The Royal Terrace Gardens in Torquay provides a precedent for this type of approach.

**12.14** Proposals which fail to meet the above requirements will not be supported unless they are accompanied by a robust and compelling justification.

## Policy 36

### Park Lane Canalside - (KCA.WG.2)

Subject to satisfactory links being established to Weavers Wharf, the site offers considerable scope for a range of commercial opportunities and land uses including:

- i. C3 Dwelling Houses
- ii. A3-A5 Retail
- iii. B1a Offices
- iv. D1 Non-residential Institutions
- v. D2 Assembly & Leisure

Replacement A1 retail floorspace proposals, involving the redevelopment and replacement of the large store (Matalan) in the north of the area, will also be considered favourably. Otherwise A1 uses should be concentrated within the Primary Shopping Area.

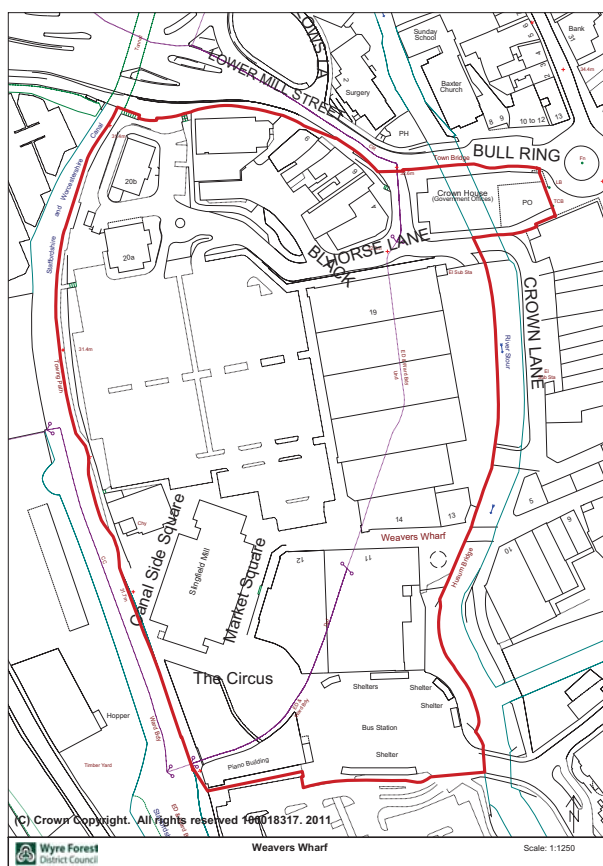
Any new development on this site will be expected to:

- a. Provide an active frontage onto the canal and Park Lane.
- b. Create a high quality pedestrian canalside environment and public realm.
- c. Where practicable, retain and incorporate the historic office building fronting onto Park Lane.
- d. Deliver a new landmark pedestrian bridge across the canal to Weavers Wharf.
- e. Provide a comprehensive and high quality landscape scheme for the 'green on the hill'.
- f. Open up public access to the 'green on the hill' in line with the Park Lane design concept and establish strong links to the neighbourhoods to the west.
- g. Where practicable, incorporate additional mooring facilities on the canal.
- h. Incorporate a usable area of open space immediately adjacent to the canal edge for the enjoyment of town centre visitors to act as a focal point.
- i. Give full consideration to proposals to intensify the retailing and leisure environment of Weavers Wharf including providing ancillary facilities and services to complement that provision.

### Relevant Adopted Core Strategy Policies

- DS02: Kidderminster Regeneration Area
- CP02: Water Management
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways

Weavers Wharf



**12.15** This area is a large combined site that includes both the existing Weavers Wharf retail park and adjacent sites at the key access points to the park. The ambition is to transform the area from its current eclectic state of retail park and low grade urban environments including bus station, Crown House and poorly defined Lower Mill Street, into a fully integrated extension of the town centre to form a more traditional shopping centre. To achieve this ambition, detailed proposals may include the relocation of the bus station.

**Development Types**

**12.16** Weavers Wharf has become the primary retail destination and footfall driver within Kidderminster Town Centre. As highlighted in Part A and the Eastern Gateway proposals within this document, there is a key ambition to counter balance the pull of Weavers Wharf in order to drive footfall in the less successful eastern side of the town centre. However, the fact is that Weavers Wharf is now a key asset that needs to be harnessed for the economic good of the town. The Adopted Core Strategy sets out the requirement for further retail floorspace in the town centre and some of this growth will be delivered at Weavers Wharf. The waterside environment also presents opportunities for leisure development complemented by a new hotel within Slingfield Mill and nearby eateries and coffee shops. These developments will be focussed around the bus station, Lower Mill Street and Crown House where links to the traditional town centre will be improved. Proposals adjacent to the River Stour should also complement the potential re-use of the Brinton Office building and emerging Arts and Learning Quarter in Exchange Street where improved college, library and arts centre (Town Hall) provide a further focus for leisure and entertainment.

## Surface Car Parks

**12.17** A significant feature of this site is the amount of surface car parking that has been created to serve the retail developments. For such central locations, this is an over-bearing land use and is not conducive to creating good urban environments. Therefore, measures such as decking that would reduce the amount of surface car parking would be encouraged. As a result, it is hoped that more built form can be accommodated in their place that will help to frame well designed streets and spaces.

### Weavers Wharf and Tesco, with their large surface car parks, and waterways on either side



## Staffordshire & Worcestershire Canal

**12.18** The Staffordshire & Worcestershire Canal follows the entire western boundary of this site. The retail developments did not adequately address the relationship with the canal when they were created. Large amounts of surface car parking, which is walled off from the canal, have provided inactive frontages and a lack of natural surveillance. This has led to the town centre canalside becoming synonymous with anti-social behaviour.

**12.19** New developments on canalside locations will be expected to provide a positive relationship to the canal and have active frontages onto it.

## River Stour

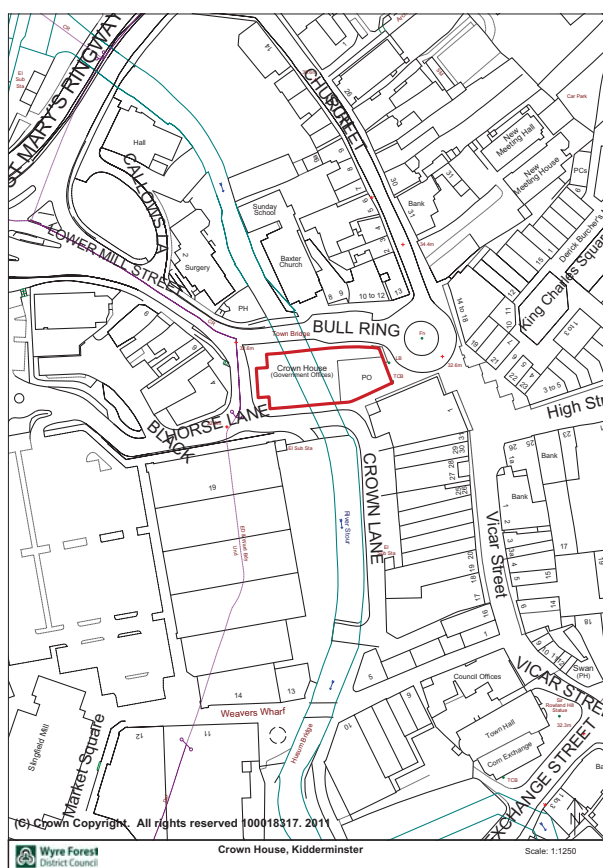
**12.20** The River Stour follows the vast majority of the eastern boundary of the site. As part of the Tesco development the river was opened up and the environment greatly improved. The river is now visible from the public realm and has seen increased amounts of wildlife. However, the condition of the river behind Weavers Wharf is poor as it is surrounded by the service yards of retail units on either side.

**12.21** Any new developments on sites adjacent to the river will be expected to contribute to the improvement of the riverside environment. As an important green corridor, developments should also improve the green infrastructure along the river.

**12.22** In the absence of significant multi-functional public spaces and seating areas, contributions will be sought towards on-site and off-site infrastructure proportionate to the scale of the project. This may be subject to viability testing.

## Crown House

**12.23** Crown House is a multi-storey office block and includes the town's main Post Office on the ground floor. Much of the space within this building is now vacant and the building itself has not been well maintained. Crown House is a much maligned feature of the town and there is a desire from the general public to see it removed.



**12.24** The redevelopment of this site would generally be supported. A mix of uses would be acceptable on the site. However, any new development should retain an active frontage onto the surrounding streets and spaces, including the Bull Ring.

**12.25** Crown House has a strong relationship to the Bull Ring area which has been highlighted as being a potential improved piece of public space. Any redevelopment of this site should be considered in this context and contribute to the creation of a high quality public realm. The site's setting adjacent to the Statutory Listed Baxter Church will also be an important consideration.

**12.26** The site is also on top of the culverted River Stour and the redevelopment of the site could provide the opportunity to improve the environment of the river.

### Crown House



## Policy 37

### Weavers Wharf - (KCA.WG.3)

On the Weavers Wharf site the following uses will be acceptable:

- i. Use Classes A1 and A2-A5 (Retail)
- ii. D2 Assembly and Leisure
- iii. C1 Hotel
- iv. B1(a) Offices
- v. C3 Residential
- vi. D1 Non-residential Institutions

Any new development on this site will be expected to:

- a. Provide an active frontage onto the canal and riverside and enhance their contribution to the green infrastructure network.
- b. For development involving the existing bus station site, provide suitable alternative provision following a full review of bus infrastructure agreed by the District and County Councils.
- c. Safeguard and enhance the Listed Buildings and the Staffordshire & Worcestershire Canal Conservation Area.
- d. Consider options to reduce the visual impact of surface car parking.

- e. Subject to design quality, intensify the use of land incorporating development blocks with streets, public fronts and private servicing.
- f. Incorporate high quality and well-connected streets and spaces within development proposals.
- g. Enhance access to the town centre via Exchange Street and Bull Ring and contribute towards links across the Staffordshire and Worcestershire Canal.
- h. Contribute towards improvements to the town centre public realm including public square proposals at Town Hall Square and Bull Ring (Crown House).
- i. Improve access to the site.
- j. Create a positive frontage to the canal, ring road, links to the town centre and River Stour.





## 13 Castle Wharf

**13.1** The Castle Wharf area is a collection of relatively narrow sites that are adjacent to the Staffordshire & Worcestershire Canal and/or the River Stour. These sites provide a significant opportunity to create a high quality waterside development and improve the environment of the waterways. The sites that front New Road also have a very close relationship to the Heritage Processions character area and the desire is to maintain and repair the strong frontages on these processional routes. Redevelopment of these sites provides the opportunity to do this.

### Initial sketch ideas for the Castle Wharf area



### Policy 38

#### Castle Wharf - (KCA.CW.1)

The following uses will be acceptable within the area:

- i. C3 Residential
- ii. B1 Office and/or workshops

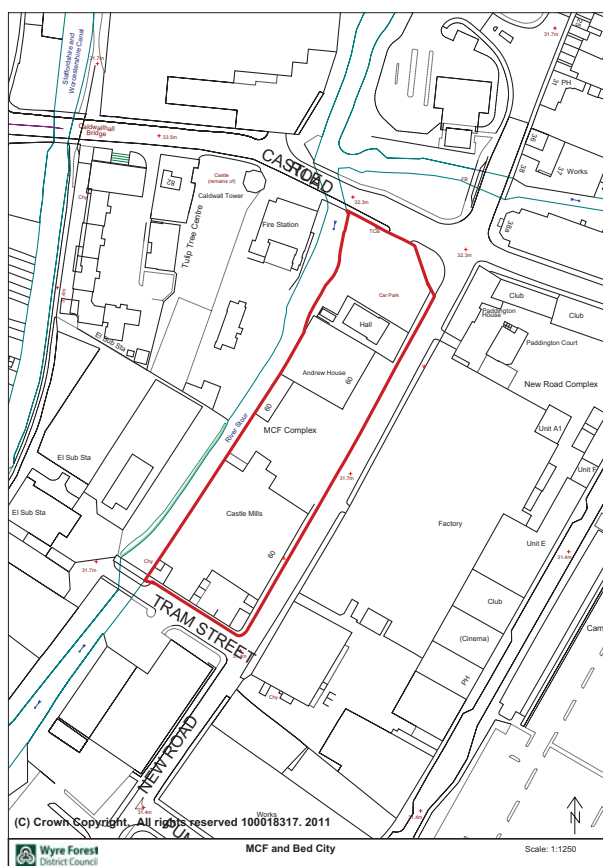
Limited A1 specialist retail floorspace may also be acceptable to complement the furniture and carpet sales in the wider area. This makes provision for possible replacement of existing stores but is subject to greater vertical and/or horizontal mixing of uses.

Resulting development should lead to the creation of a new predominantly residential neighbourhood with significant business opportunities. As a guide this would be in a ratio of 60 % residential to 40 % business uses.

Any new development on this site will be expected to:

- a. Provide a positive relationship with the river and/or canal, where possible fronting onto the canal, whilst providing a mixed approach to the river incorporating opportunities for promenading where practicable.
- b. More generally contribute to the improvement of the riverside environment and enhancement of the green infrastructure.
- c. Create a strong and active frontage onto New Road.
- d. Strengthen the heritage procession through appropriate use of rhythm and massing.
- e. Incorporate quality public realm.
- f. Provide an understated landmark at the junction of New Road and Castle Road to help define and provide enclosure to the junction without competing with the Italianate tower of the adjacent Listed Morton's Works (Paddington House).
- g. Safeguard and enhance the setting of adjacent Listed Buildings and heritage assets.

**MCF Complex (0.8ha) - (KCA.CW.1.1)**



**13.2** This site contains a number of furniture retail/warehouse units as well as car parking fronting on to New Road. The northern most part of the site is a public car park that is owned by the District Council.

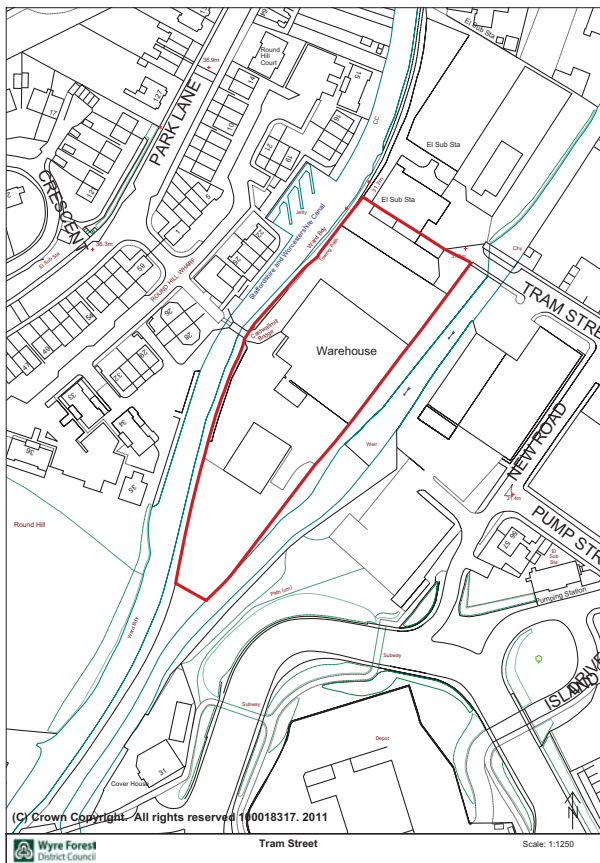
**13.3** The site has the River Stour running right up against its entire western edge, but currently there is no active relationship to the water. Although a positive feature of the site, the river does pose a flood risk and any development would need to address this.

**13.4** The vision for this area is for a mixed use development that contains mainly residential and office developments. New development would be expected to contribute to the improvement of the riverside and help to develop its role in providing a vital green infrastructure link in the town centre.

**13.5** Where appropriate, new development will also be required to provide a strong frontage onto New Road to continue the processional route along this road. Any development should address the corner of the site at the junction of New Road and Castle Road.

**13.6** The site also contains the Castle Mills building which is a significant landmark feature and a highly attractive building. Any new development would be expected to retain this building and promote its reuse.

## Tram Street (0.77ha) - (KCA.CW.1.2)



**13.7** This site contains a large retail/warehouse unit with associated car parking. It is bounded entirely by the Staffordshire & Worcestershire Canal and the River Stour on its western and eastern sides respectively.

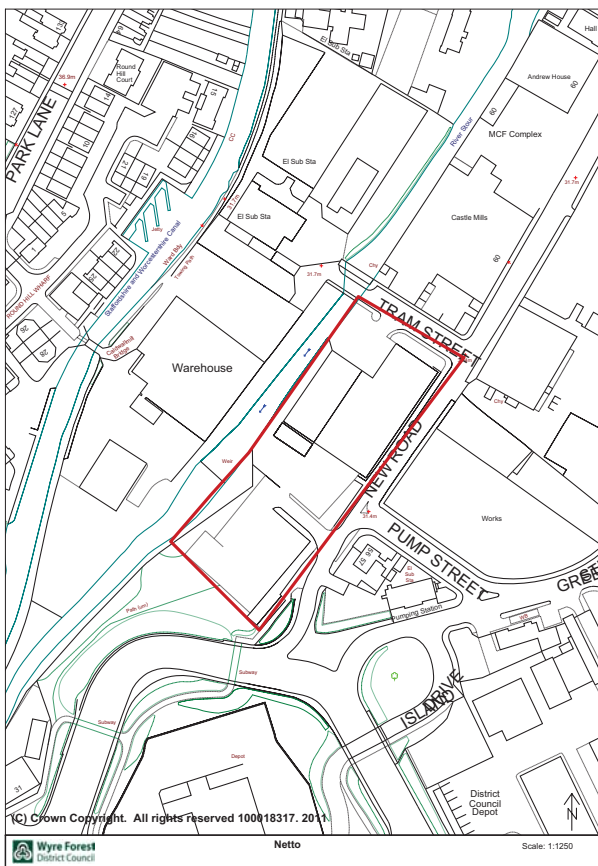
**13.8** The site provides the opportunity to create positive frontages to both waterways and enhance the waterside environment. The River Stour does pose a flood risk, so this would need to be taken into account by any new development.

**13.9** The regeneration of the site is expected to be residential led and should reflect the existing Round Hill Wharf development on the opposite side of the canal.

Tram Street and Round Hill Wharf opposite



New Road Retail Warehouse (0.68ha) - (KCA.CW.1.3)



**13.10** This site is currently occupied by a small budget operator supermarket and pet store with associated surface car parking.

**13.11** Although the building and car park front close up to New Road they provide unbroken inactive frontage which is detrimental to the streetscene. They also present a poor service yard frontage to Tram Street. New development on this site should provide a much more active outlook to this road while maintaining the position of the current frontage.

**13.12** The site has the River Stour running right up against its entire western edge, but currently there is no active relationship to the water. Although a positive feature of the site, the river does pose a flood risk and any development would need to address this.

**13.13** New development would be expected to contribute to the improvement of the riverside and help to develop its role in providing a vital green infrastructure link in the town centre.

**13.14** The vision for this area is for a mixed use development that contains mainly residential and office developments.





## 14 Crossley Park and Mill Street

**14.1** This area consists of two neighbouring, but distinctly different, important retail areas in Kidderminster.

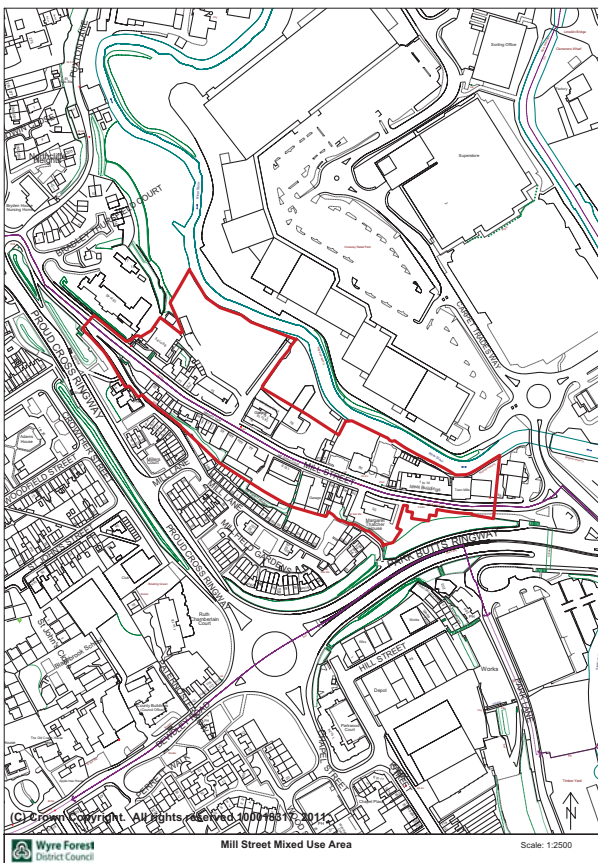
### Crossley Retail Park

**14.2** Crossley Retail Park is a significant 'out-of-centre' retail park which contains large retail units selling larger, 'bulky' comparison goods. It is also home to the Sainsburys supermarket and is dominated by significant amounts of surface car parking.

**14.3** As it is 'out-of-centre,' a condition of the planning permission for this site has always been to limit the sale of comparison goods to larger items only. This is to avoid the retail park being detrimental to the viability of the town centre.

**14.4** Proposals for new development that would be deemed to be detrimental to the vitality of the Primary Retail Area will not be supported.

### Mill Street



**14.5** The Mill Street area is a mixed use area that currently comprises a wide range of retail units combined with residential, office, and leisure uses too.

**14.6** Mill Street is a vibrant area and the ambition is to enhance its mixed use function and maintain it as an important service centre for the local community. Further retail development here would be supported, particularly for niche and specialist retailing. However, this should be limited to small scale units and they must not have a negative impact on the viability of the town centre.

### Policy 39

#### **Mill Street Mixed Use Area - (KCA.MS.1)**

Support will be given to new specialist A1-A5 retail development which enhances the Mill Street mixed use area providing that:

1. The development does not exceed 250sqm; and
2. There would be a 'nil-harm' affect on Kidderminster's Primary Shopping Area.

Support will be given to a mix of uses in this area including:

- i. Small scale B1a Offices
- ii. C3 Dwelling Houses
- iii. D1 Non-Residential Institutions
- iv. D2 Assembly & Leisure

New development in this area will be expected to:

- a. Provide an active frontage onto Mill Street.
- b. Continue the strong line of development along the street.
- c. Improve links to surrounding communities on the hill.



## 15 Traditional Town Centre

### Church Street

**15.1** Church Street is a vibrant area containing a number of professional services including legal and medical practices. The ambition is to maintain and enhance this area for professional services, medical services and other office-based businesses. Residential development is also considered to be acceptable here.

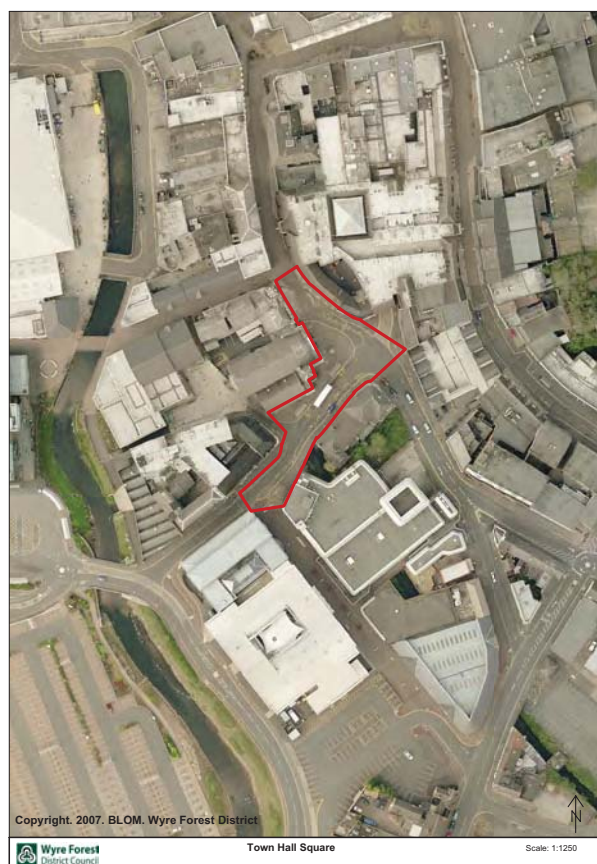
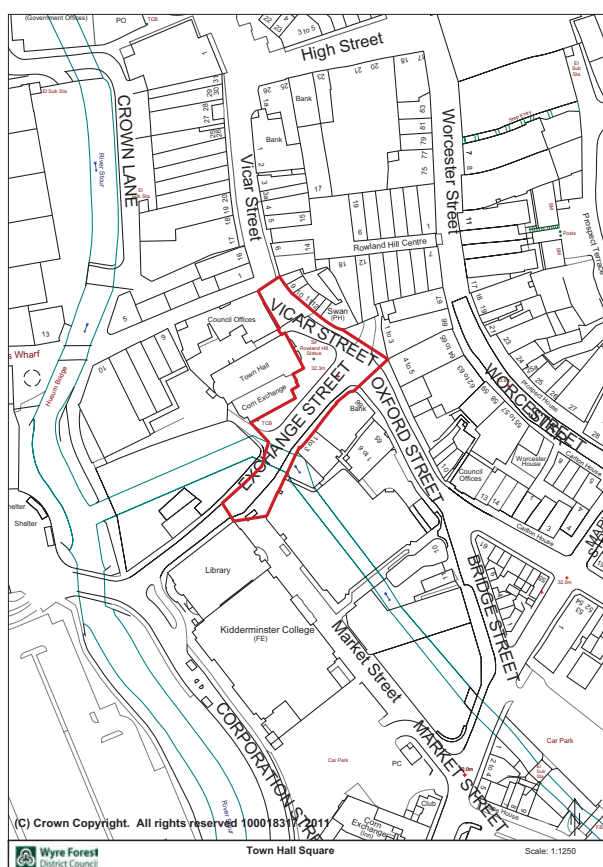
**15.2** Church Street has been designated as a conservation area so any proposals for development must enhance the special character and appearance of this area.

### Civic Spaces

**15.3** The traditional town centre should have an important role as the civic heart of Kidderminster. However, identifying the 'centre' of town is hard and there is no primary focus for public space. In fact there is a real issue regarding the lack of public open space throughout the town centre.

**15.4** Two spaces in this area have been identified as having real potential to provide good public space in the town: the space outside the Town Hall and the Bull Ring.

### Town Hall



**15.5** The existing Town Hall performs an important civic function and holds a variety of paid and free events throughout the year. The existing space outside the hall is already a piece of public space and it is used for events such as the Kidderminster Arts Festival and the Christmas Lights Switch-on. However, this public space is limited and not very well used.

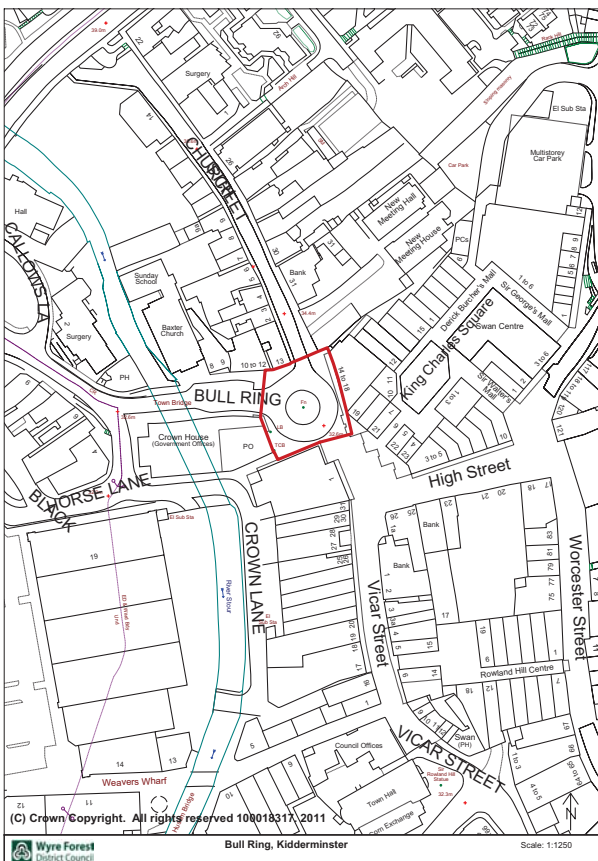
**15.6** With the proposed Heritage Lottery Fund bid to revamp the Town Hall and its organ to create a multi-purpose events venue, an opportunity has been identified to create a new Town Hall Square in the space outside.

**15.7** The ambition for this new space, together with the Town Hall, is to make it the civic heart and focal point of the town centre. This new space should be a high quality piece of public realm and should be designed as a multi-functional space that enables it to be used for a variety of events.

**Mock-up of how a new Town Hall Square could look**



**Bull Ring**



**15.8** The Bull Ring area is currently a small traffic island that allows access to Church Street, which is a dead end, and to a number of on-street disabled parking spaces. It presents another opportunity to provide additional public space in the town centre.

**15.9** The Bull Ring would appear to lend itself well to being a public space as it is within the Primary Shopping Area, is adjacent to Primary Shopping Frontages, and is already surrounded on all sides by buildings with active uses which give it a good sense of enclosure. Historically a key space containing the Richard Baxter memorial landmark, this area is now a traffic island. The potential redevelopment of the adjacent Crown House provides the opportunity to help create this new piece of public space.

**15.10** Any new public space would have to continue to provide vehicular access to Church Street and keep disabled parking spaces.

### Mock-up of how a new public space in the Bull Ring could look



#### Policy 40

##### Civic Spaces

##### Town Hall Square - (KCA.TTC.1)

The District Council has the aspiration for the area outside the Town Hall to become the new civic 'heart' of the town and become a high quality public space. The Town Hall Square will be the priority in terms of providing a new public space in the town centre.

This new space should also be versatile and multi-functional and capable of being used for outdoor events.

### **The Bull Ring - (KCA.TTC.2)**

The District Council will promote the improvement of the Bull Ring as a new town centre square with landmark feature.

This new space is envisaged to partially comprise of a shared-space. It will also be important to continue to provide vehicle access onto Church Street.

## **Street Improvements**

**15.11** The public realm environment within the town centre is old and untidy and is in need of upgrading. The original block paving and street furniture is now around 30 years old and has fallen into disrepair. There is a strong desire to see the public realm enhanced to improve the quality of the town centre and make Kidderminster more attractive as a destination for visitors and residents.

**15.12** The focus for these improvements should be centred around the main retail dumbbell areas and the primary shopping frontages where the main footfall takes place. Therefore, the concentration for improvements should be along Vicar Street, High Street, and Worcester Street. This would also contribute to connecting the potential Town Hall Square and Bull Ring spaces.

### **Mock-up of an improved public realm along Worcester Street**



**15.13** Street furniture and surface treatments as part of any improvements should be designed in a way that allows for a flexible use of the space. Events such as Kidderminster's regular street market, for example, should be able to successfully operate within the streets.

## Policy 41

### Street Improvements

The District Council will seek the improvements to the pedestrianised streets in the town centre.

The priority for public realm improvements in the town centre will be around Vicar Street, High Street, and Worcester Street. New developments in the town centre will be expected to contribute to the delivery of these improvements.

### Brintons Offices (0.22ha)



**15.14** This Listed building contains the offices for the Brintons carpet factory. It is of a high quality design which is worthy of retention and also has cultural significance due to its association with the carpet industry.

**15.15** The building has previously been granted permission for conversion, with extensions, to an extra-care facility.

**15.16** The site has an important riverside frontage and it will be crucial for any new development to provide an active frontage onto the riverside. It should also have an active frontage onto Exchange Street as this aspect is very prominent from the surrounding streets.





## 16 Heritage Processions

**16.1** The Heritage Processions area is formed by the two processional routes along Green Street and New Road that contain buildings which provide strong frontages close up to the highway. Much of this area does not have identified development sites but the primary ambition is to provide a mix of uses in the area, increase vibrancy and retain and create strong building frontages.

### Green Street processional route



**16.2** The idea of the heritage processions has already been established within the Design Quality SPG which recognise their importance to the character of the town.

**16.3** The area will be promoted as a mixed use area to add to the vibrancy and vitality of this part of the town. Residential and office developments will be especially encouraged. However, small business units may also be acceptable, particularly in suitable converted heritage buildings, providing that there is no harm to the amenity of existing or potential future identified uses.

### Transport Infrastructure

**16.4** This area also includes the District Council's Green Street Depot and the First Bus Depot sites. These are seen as key regeneration opportunities that could continue the processional routes further south and create a better urban environment and highway network.

**Indicative 3D model of how the Green Street and Bus Depots could be redeveloped to transform this area**



## Policy 42

### Heritage Processions Area - (KCA.HP.1)

A mix of uses in this area will be promoted, including:

- i. C1 Hotel
- ii. C2 Residential Institutions
- iii. C3 Residential
- iv. B1(a) Office
- v. B1(c) Light Industrial
- vi. D1 Non-Residential Institutions

The historic linear, processional routes along Green Street, New Road, and Dixon Street will be protected and, where possible, enhanced in line with the Design Quality SPG.

As a means of achieving this, the District Council will expect the retention and reuse of Statutory and Locally Listed Buildings, as well as other important landmark buildings.

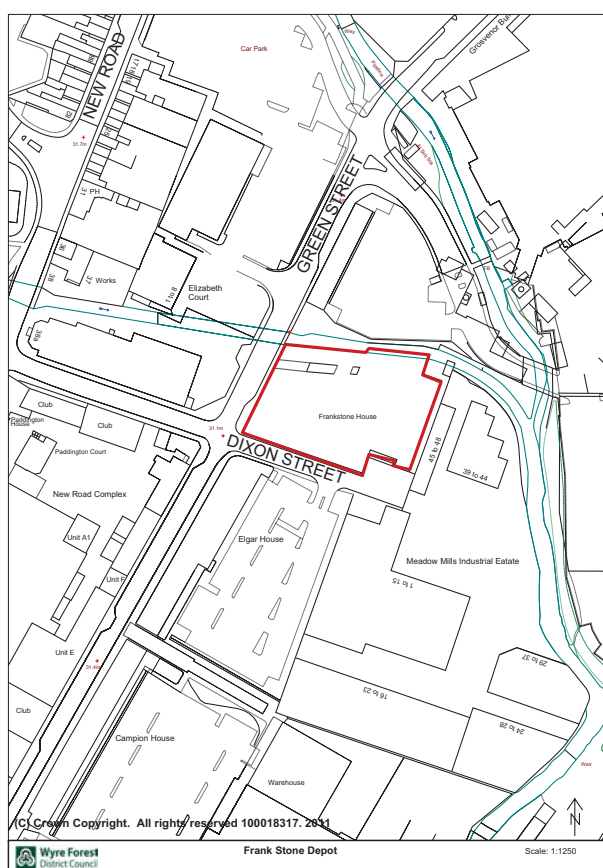
New development on sites adjoining these roads will be expected to provide a strong and active frontage.

## New Road Shopping Area

This part of the Heritage Processions area is the only place within the boundary of the Primary Shopping Area and New Road is designated as a Secondary Shopping Frontage. As with all Secondary Shopping Areas, a flexible approach to uses will be taken. However, extra flexibility will be taken within this area as it is peripheral to the main retail circuit of the town. Non-retail uses which will help to add vibrancy to this part of the town will be considered favourably.

As with much of this area, the road forms a processional route which should be retained and enhanced. However, the existing Pike Mills car park provides a significant break in these frontages and allows views of blank elevations and the backs of properties. A key ambition in this area is to repair the urban fabric by providing a frontage along the front of this car park and continuing the built frontage of the street.

## Frank Stone (0.32ha)



**16.5** The building is a factory unit that has been vacant for a significant period and provides opportunity for redevelopment.

**16.6** The front of the building onto Green Street is attractive, forms a strong frontage and sense of enclosure, and contributes to the processional route along the road. This frontage will be expected to be retained as part of any new development.

**16.7** The site is also adjacent to a branch of the River Stour and the development provides the opportunity to improve the riverside environment and enhance the green infrastructure in the town.

**16.8** This site could be suitable for a range of uses, including residential, offices or other employment uses.

### Policy 43

#### **Frank Stone - (KCA.HP.2)**

On the Frank Stone site the following uses will be acceptable:

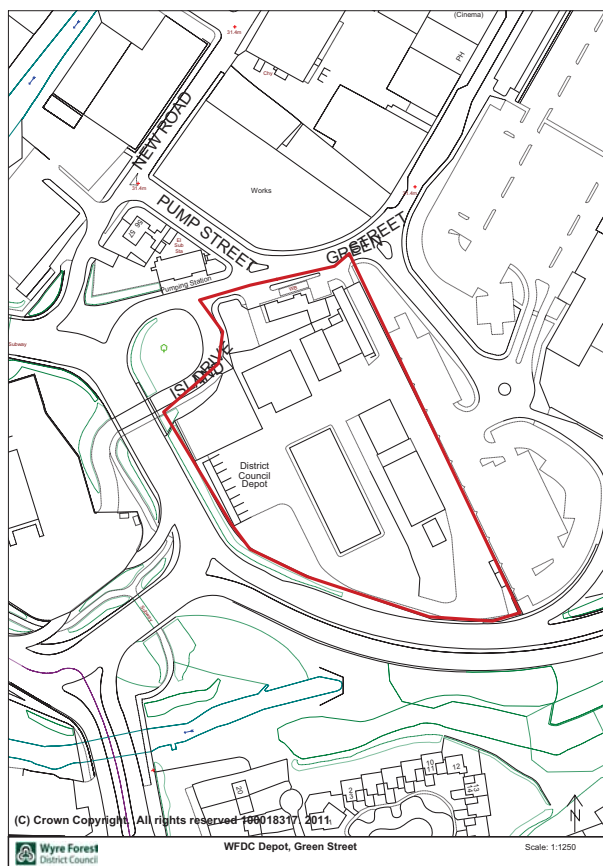
- i. C3 Residential
- ii. B1a Office
- iii. B1c Light Industrial
- iv. D1 Non-Residential Institutions

Any new development on this site will be expected to:

- a. Provide a positive relationship with the river.
- b. Contribute to the improvement of the riverside environment and enhancement of the green infrastructure.
- c. Retain the existing building frontage in line with the Design Quality SPG.

This policy is to be read in addition to the wider Heritage Processions Area.

## Green Street Depot (1.26ha)



**16.9** This site is owned by the District Council and is currently used as offices and service depot for the Council's operations.

**16.10** The long term ambition for this area is to continue the processional routes further south and remodel the junction of the ring road. This site provides the opportunity to deliver some of this new transport infrastructure.

**16.11** Extending Green Street would create developable land either side of it and allow for the creation of a new urban environment and an improved streetscene by continuing the processional route.

**16.12** As this site is close to the ring road it will be important for any new development to provide a positive relationship with the road.

### Policy 44

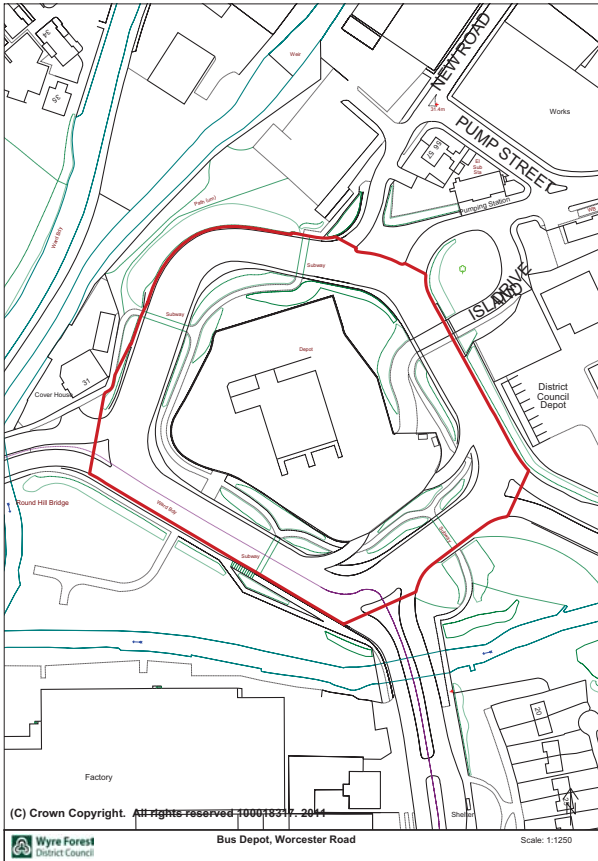
#### Green Street Depot - (KCA.HP.3)

The redevelopment of this site will be expected to:

- a. Extend the processional route of Green Street.
- b. Provide a strong and active frontage onto adjacent streets and spaces.
- c. Have a positive relationship with the ring road.
- d. Have regard to the future road infrastructure of the ring road.

This policy is to be read in addition to the wider Heritage Processions Area.

## Bus Depot (2ha)



**16.13** The bus depot sits within the centre of a large traffic island that forms part of the Kidderminster ring road. As mentioned above, the long term ambition for this area is to continue the processional routes further south and remodel the junction of the ring road. This site is absolutely key to enable the transformation of the road infrastructure in this area.

**16.14** The removal of the depot and the ring road would allow for the extension of New Road and the continuation of the processional routes. It also would free up additional development land as a result.

**16.15** Any new development in the area, regardless of the form of the future road infrastructure, will need to ensure that it provides strong frontages onto the highways.

## Policy 45

### Bus Depot - (KCA.HP.4)

The redevelopment of this site will be expected to:

- a. Extend the processional route of New Road.
- b. Provide a strong and active frontage onto adjacent streets and spaces.

- c. Have a positive relationship with the ring road.
- d. Have regard to the future road infrastructure of the ring road.

This policy is to be read in addition to the wider Heritage Processions Area.

### Green Street and Bus Depots surrounded by the ring road



(c) Copyright. 2009. BLOM. Wyre Forest District





## A 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.

**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.

**Annual Monitoring Report (AMR)** - An annually produced document which sets out the progress made in achieving the timetable set out in the Local Development Scheme as well as measuring the effectiveness of the development plan policies.

**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.

**Community Facilities** - Facilities which provide for the health, welfare, social, educational, spiritual, recreational, leisure and cultural needs of the community.

**Comparison Floorspace** - Refers to the floorspace for comparison goods, which are items that are not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

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

**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.

**Geodiversity** - The range of rocks, fossils, minerals, soils, landforms and natural processes that go to make up the Earth's landscape and structure.

**Green Infrastructure** - The living network of green spaces, water and environmental systems in, around and beyond urban areas.

**Habitats Regulations Assessment (HRA)** - tests the impacts of a proposal on nature conservation sites of European importance, and is a requirement under EU legislation for land use plans and projects.

**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.

**Kidderminster Central Area Action Plan (KCAAP)** - Is a development plan document targeted specifically to regenerating the central area of Kidderminster.

**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.

**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.

**Planning Policy Guidance (PPGs)** - Guidance produced by the Government on planning matters (being replaced by PPSs)

**Planning Policy Statements (PPSs)** - Documents provided by the Department for Communities and Local Government setting out government policy and advice on planning issues such as housing, transport and conservation. Local authorities must take their contents into account in preparing their development plans.

**ReWyre Initiative/Regeneration Prospectus** - The prospectus aims to highlight Kidderminster's challenges and opportunities in order to attract support and investment into the town.

**Site of Special Scientific Interest (SSSI)** - A specifically defined area within which protection is afforded to ecological or geological features. Sites are officially notified by English Nature.

**Stourport Road Employment Corridor (SREC)** - This is the main focus for employment within the District. This corridor runs south out of Kidderminster towards Stourport-on-Severn, 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 Housing Land Availability Assessment (SHLAA)** - The primary role of the SHLAA is to identify sites with potential for housing; assess their housing potential; and assess when they are likely to be developed.

**Strategic Housing Market Assessment (SHMA)** - The SHMA is an assessment of housing market influences, current and future housing demand issues, impacts of past and planned housing supply and the impacts of economic and demographic changes.

**Supplementary Planning Documents (SPDs)** - Provides additional information to guide and support Development Plan Documents.

**Sustainable Communities** - Defined on the Communities and Local Government website ([www.communities.gov.uk](http://www.communities.gov.uk)), sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

**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 are addressed through the Adopted 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

**Water Cycle Strategy** - The Water Cycle Strategy assesses the constraints and requirements that may arise from the scale of the proposed development on the water infrastructure in the District. The report focuses on potential development sites and assesses the flood risk, water supply, sewerage infrastructure, wastewater treatment, river quality and demand management measures. These are discussed in more general terms.

**Waterways** - navigable watercourses encompassing canals, navigable rivers and reservoirs.



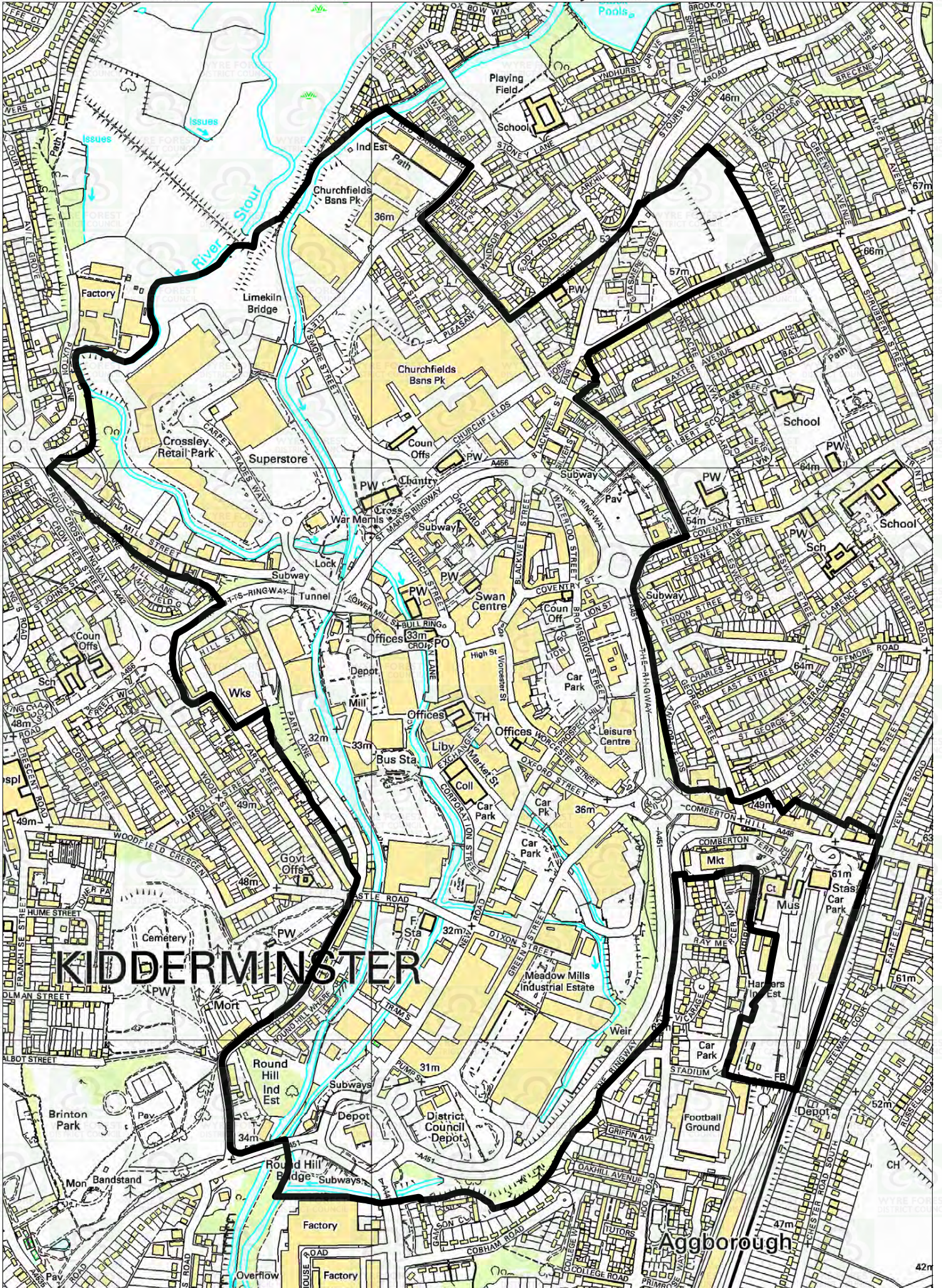
## B Policies to be Replaced

**B.1** A list of those policies within the Adopted Local Plan (2004) which will be replaced upon the adoption of the DPD will be set out here.

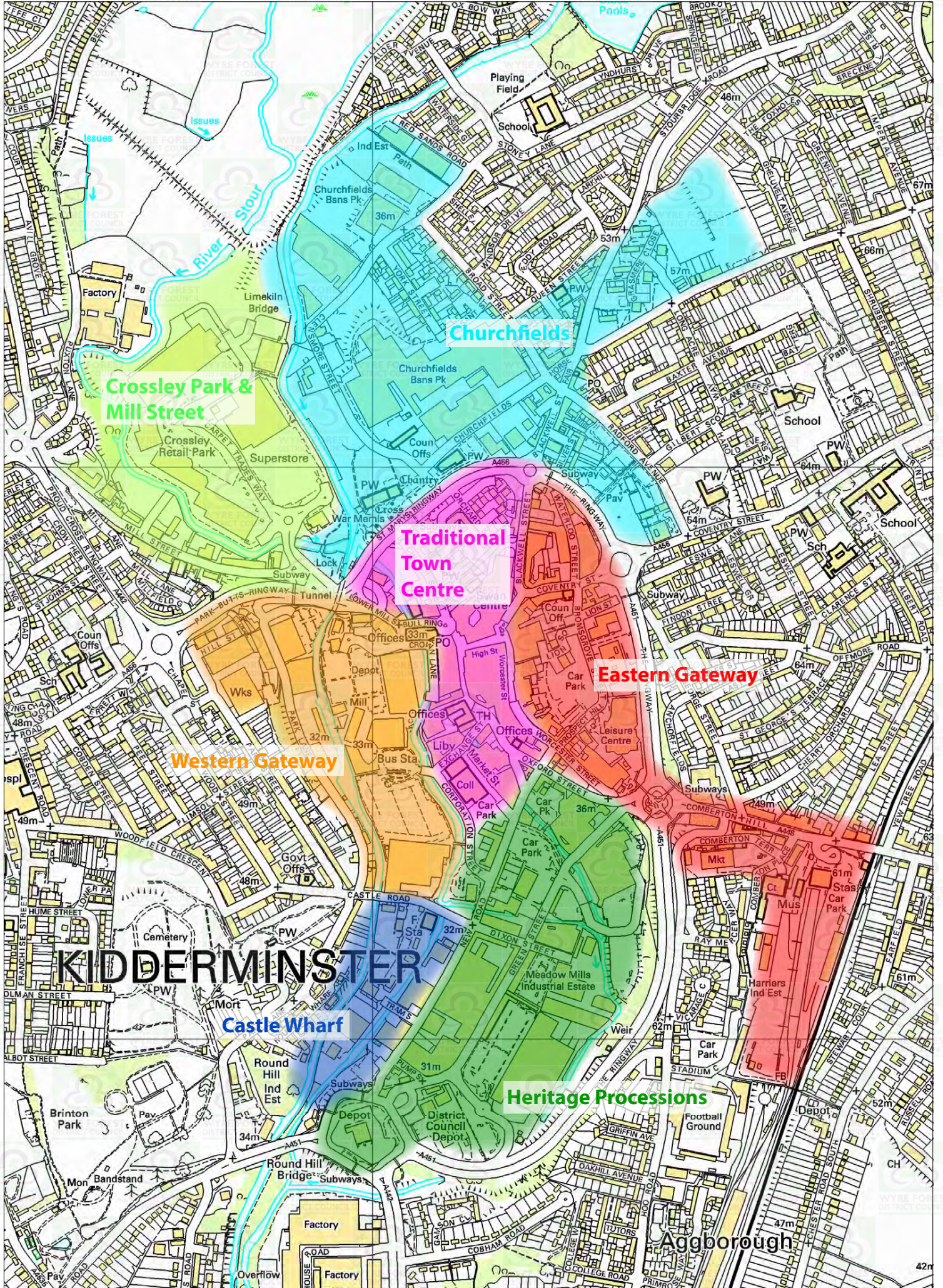




# Kidderminster Central Area Action Plan Boundary



# Kidderminster Central Area Action Plan Character Areas



# Kidderminster Central Area Action Plan Primary Shopping Area

**KEY**

- Proposed Primary Shopping Area —
- Proposed Primary Shopping Frontage —
- Proposed Secondary Shopping Frontage —

