



**Wyre Forest District Council**

**Kidderminster Central Area Action Plan  
Development Plan Document**

**Statement of Consultation (Regulation  
22(c))**

**July 2012**



## Contents

1. Introduction	p.1
2. Issues and Options Consultation	p.3
3. Preferred Options Consultation	p.5
4. Conclusions	p.7
Appendix 1 – List of People Invited to Make Representations at Issues and Options Stage	p.8
Appendix 2 – Summary of Issues and Options Responses and how they were Incorporated into the Preferred Options Paper	p.14
Appendix 3 - Summary of Preferred Option Responses and how they were Incorporated into the Publication Document	p.100

## 1. Introduction

1.1 This document has been prepared to meet the requirements of Regulation 22(c) of The Town and Country Planning (Local Planning) (England) Regulations 2012. The document will be submitted alongside the Kidderminster Central Area Action Plan Development Plan Document (DPD). It sets out the consultation which has been undertaken during the preparation of the DPD and in order to meet the requirements of the Regulations it sets out the following information:

- Who was consulted.
- How they were consulted.
- A summary of the main issues raised in response to consultation.
- How representations made have been taken into account in the Publication DPD.

1.2 This statement will be made available alongside the Publication DPD. Following the Publication period, a separate statement will be prepared setting out how many representations were received in relation to the Publication document and a summary of these representations. Should no representations be received, a statement will be prepared setting out that no such representations were received. Following the Publication period, the DPD, together with the consultation statements, copies of all representations received in relation to the Publication period, and all other submission documents, will be submitted to the Secretary of State for Independent Examination.

1.3 Development Plan Documents are required to be prepared in accordance with the District Council's Adopted Statement of Community Involvement. The SCI sets out how the District Council will consult with stakeholders and the community. Wyre Forest District Council adopted its SCI in April 2006. The Kidderminster Central Area Action Plan DPD has been prepared in accordance with the procedures set out within it.

1.4 Consultation has been undertaken at a number of stages during the preparation of the DPD. The table below sets out the various stages in the production of the Kidderminster Central Area Action Plan DPD.

<b>Date</b>	<b>Stage of Preparation</b>
<b>April 2008</b>	Consultation on Sustainability Appraisal Scoping Reports
<b>January 2009</b>	Consultation on Kidderminster Central Area Action Plan Issues and Options Paper
<b>May 2011</b>	Consultation on Preferred Options Paper and Draft Sustainability Appraisal Report
<b>July 2012</b>	6 week Publication period
<b>Anticipated October 2012</b>	Submission of Kidderminster Central Area Action Plan DPD for independent Examination in Public
<b>Anticipated February 2013</b>	Inspector's Report received
<b>Anticipated February/March 2013</b>	Adoption of the Kidderminster Central Area Action Plan DPD

1.5 It should be noted that the Regulations governing the preparation of development plans have changed during the preparation of the Kidderminster Central Area Action Plan DPD. Each of the stages set out below will refer to the Regulations which the stage was carried out under.

## 2. Issues and Options Consultation

2.1 The Issues and Options consultation was undertaken during January 2009 under Regulation 25 of The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008. The Issues and Options consultation took place between 15<sup>th</sup> January and 6<sup>th</sup> March 2009. At this time the District Council also consulted on its Core Strategy Preferred Options Paper.

2.2 Appendix 1 sets out a list of people invited to submit representations at this stage. This list includes stakeholders and members of the public, and all of those people who have registered to be notified of Local Development Framework consultations.

2.3 In order to maximise the number of people involved in the consultation, the following consultation techniques were used:

- A representation form was produced to allow people to respond to the consultation.
- The Issues and Options Paper was published on the District Council's web-site and representations could be made electronically.
- A number of exhibitions were held within the District's towns and villages. The exhibitions consisted of a number of display panels setting out the background to the LDF, the Core Strategy Preferred Options Paper and the key issues addressed raised within the Site Allocations and Policies and Kidderminster Central Area Action Plan Issues and Options Paper and the options for addressing them. The panels also set out details on the evidence base and the Sustainability Appraisal process as well as details on how to get involved with the consultation. The documents and the evidence base were also available to view at the exhibition, and the consultation documents were available to loan. As well as this, at least two staff were on hand to answer questions about the LDF process and the consultation throughout the duration of the exhibitions. A full list of exhibition venues together with the numbers of people attending is set out in the table below. The exhibitions were advertised through the consultation leaflet, the District Council's website, the consultation notification letters, mini-displays at the Hubs and through posters which were displayed in Post Offices and convenience stores across the District. Visitor numbers were particularly low at Blakedown and Wolverley due to adverse weather conditions.

Date	Location	Time	Number of Visitors
19/01/2009	Bewdley Library	10-7	82
21/01/2009	St Wulstan's Church Hall, Stourport-on-Severn	10-7	17
22/01/2009	Corn Exchange, Town Hall, Kidderminster	10-7	90
26/01/2009	Sports Pavillion, Callow Hill, Rock	1-7	34
27/01/2009	Upper Arley Village Hall	1-7	12
28/01/2009	Cookley Sports and Social Club	1-7	27
03/02/2009	Blakedown Parish Rooms	1-7	4
04/02/2009	Chaddesley Village Hall	1-7	32
10/02/2009	Wolverley Memorial Hall	1-7	3
11/02/2009	Stourport-on-Severn Civic Centre	10-7	35
12/02/2009	Corn Exchange, Town Hall, Kidderminster	10-7	74

- A letter was sent to all Town and Parish Councils in advance of the consultation to highlight the fact that it would be taking place and to offer presentations to

Town and Parish Councils at their regular meetings. Presentations were given at Chaddesley Corbett Parish Council, Bewdley Town Council, and the Campaign to Protect Rural England.

- All material was made available on the District Council's web-site to view and download, and comments could be submitted on-line through the consultation portal.
- The consultation documents were displayed in the Hubs and libraries within the District and copies of the representation form were made available in these locations.

2.4 A total of 368 comments were received from 44 respondents.

<b>Response Method</b>	<b>% of Responses</b>
E-mail	48
Post – via letter or response form	30
On-line Response Form	22

2.5 A major concern to be shown through the responses was on the matter of future housing types and tenures in the town. In particular, there were many responses regarding the level of affordable housing that should be required. Furthermore, there was wide acknowledgment of the need for a mix of housing types in the town, but some concern about the potential over-supply of smaller apartment accommodation. However, overall there was support for more residential development in the central area.

2.6 The responses also revealed a considerable focus on environmental issues in the town, particularly in terms of developing a green infrastructure, improving biodiversity habitats, and dealing with flood risk. Whilst there was wide ranging support for the utilisation of the town's waterways, numerous responses pointed out that these areas should also be recognised for their biodiversity value.

2.7 The responses received also supported the idea of more open space and better urban design in the town, as well as support for public art and greater recognition of the town's industrial heritage. Pedestrian and cycle access around the town also appeared to be high on the agenda.

2.8 Overall, many responses were generally supportive of the ideas presented within the papers and a number of other sites and suggestions have been made for the Council to consider in the subsequent stages of document production. This consultation exercise provides the first stage in document production and all comments made will need to be taken into account when drafting the next consultation papers and deciding on potential future sites and policies.

2.9 The representations received were used to inform the development of the Preferred Options Paper. The table at Appendix 2 sets out summaries of the representations received and details of how they have been incorporated into the Preferred Options Paper.

### 3. Preferred Options Consultation

3.1 The Preferred Options consultation on both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs took place between 26<sup>th</sup> May and the 8<sup>th</sup> July 2011 under Regulation 25 of The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008. At this time, the District Council also consulted on the draft Churchfields Masterplan Supplementary Planning Document (SPD). Appendix 1 sets out the full list of people invited to make representations at this stage. This list includes stakeholders and members of the public, and all of those people who have registered to be notified of Local Development Framework consultations or who responded to the Issues and Options consultation.

3.2 In order to maximise the number of people involved in the consultation, the following consultation techniques were used:

- A representation form was produced to allow people to respond to the consultation.
- The Preferred Options Paper and Draft Sustainability Appraisal Report were published on the District Council's web-site and representations could be made electronically.
- A number of exhibitions were held within the District's towns and villages. The exhibitions consisted of a number of display panels setting out the background to the LDF and the key issues from both the Site Allocations and Policies and Kidderminster Central Area Action Plan Development Plan Documents as well as information on the Churchfields Masterplan SPD. The panels also set out details on the evidence base and the Sustainability Appraisal process as well as details on how to get involved with the consultation. The documents and the evidence base were available to view at the exhibition, and the consultation documents were available to loan. As well as this, at least two staff were on hand to answer questions about the LDF process and the consultation throughout the duration of the exhibitions. The exhibitions were advertised through the consultation leaflet, the District Council's website, the consultation notification letters, mini-displays at the Hubs and libraries. The exhibition schedule was as follows:
  - 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
- A member of the Planning Policy Team was available at the Worcestershire Hub in Kidderminster on Mondays, Wednesdays and Fridays between the hours of 11 and 1 for the duration of the consultation period.
- A letter was sent to all Town and Parish Councils in advance of the consultation to highlight the fact that it would be taking place and to invite representatives to attend a presentation and discussion session on Monday 6<sup>th</sup> June. Representatives from the following Town and Parish Councils attended the meeting:
  - Broome Parish Council
  - Churchill and Blakedown Parish Council
  - Rock Parish Council
  - Stourport-on-Severn Town Council
  - Wolverley and Cookley Parish Council
- All material was made available on the District Council's web-site to view and download, and comments could be submitted on-line through the consultation portal.

- The consultation documents were displayed in the Hubs and libraries within the District and copies of the representation form were made available in these locations.

3.3 A total of 167 comments were received from 24 respondents.

<b>Response Method</b>	<b>% of Responses</b>
E-mail	78
Post – via letter or response form	8
On-line Response Form	14

3.4 The majority of the consultation responses were supportive towards the document and the proposals set out within it. However, there were some specific points of objection and comment:

- There was concern from Henderson Global Investors that the requirement for new development on Weavers Wharf to coincide with progress on the Eastern Gateway is an unnecessary constraint. They were also concerned that the limited short term identified need for comparison retailing will act as a constraint to the development as there is demand for additional retail space.
- Asda responded to suggest that comparison goods retail should be focussed on Weavers Wharf, whilst suggesting removing wording that restricts retail growth in Churchfields to local needs, small-scale and up to a total size of 1,000sqm
- There was an objection by Shaylor Developments to the “regimented” approach to ensuring that there is not an over-concentration of non-A1 uses on Primary Shopping Frontages.
- An objection by WM Morrison Supermarkets to their store being excluded from the Primary Shopping Area whilst an objection from Shaylor Developments suggests that all of Exchange Street should be designated a Secondary Frontage.
- WM Morrison Supermarkets also objected to the proposed Green Street/New Road Conservation Area as there is inadequate evidence base to support the designation.
- Another objection was received by WM Morrison Supermarkets regarding the nature of the uses promoted in the Heritage Processions Area and the requirement to retain buildings that are not Statutorily Listed.
- Sainsbury’s support the proposal for a bridge over the canal between Churchfields and Crossley Park but have reservations about this being multi-modal and its affect on further traffic congestion on Carpet Trades Way.
- A number of comments were received suggesting that the biodiversity potential of the canal should be strengthened in the policy wording.

3.5 The representations received were used to inform the development of the Publication document. The table at Appendix 3 sets out summaries of the representations received and details of how they have been incorporated into the Publication document.



## **4. Conclusions**

- 4.1 It is considered that the level and method of consultation undertaken throughout the preparation of the Core Strategy has complied with the relevant regulations and the District Council's adopted Statement of Community Involvement.

## **Appendix 1 – List of People Invited to make Representations at Issues and Options and Preferred Options Stages of the Kidderminster Central Area Action Plan DPD Document**

### **Specific Consultees**

#### **Wyre Forest District Parish/Town Councils**

Bewdley Town Council  
Broome Parish Council  
Chaddesley Corbett Parish Council  
Churchill and Blakedown Parish Council  
Kidderminster Charter Trustees  
Kidderminster Foreign Parish Council  
Rock Parish Council  
Rushock Parish Council  
Stone Parish Council  
Stourport-on-Severn Town Council  
Upper Arley Parish Council  
Wolverley & Cookley Parish Council

#### **Adjacent Parish Councils**

Abberley Parish Council  
Astley & Dunley Parish Council  
Bayton Parish Council  
Belbroughton Parish Council  
Clent Parish Council  
Cleobury Mortimer Parish Council  
Dodford with Grafton Parish Council  
Elmbridge Parish Council  
Elmley Lovett Parish Council  
Hagley Parish Council  
Hartlebury Parish Council  
Highley Parish Council  
Kinlet Parish Council  
Kinver Parish Council  
Milson & Neen Sollars Parish Council  
Pensax Parish Council  
Upton Warren Parish Council

#### **Other Specific Consultees**

Advantage West Midlands  
Bridgnorth District Council  
British Telecom  
Bromsgrove District Council  
Central Networks  
Department of Work and Pensions  
Dudley Metropolitan Borough Council  
English Heritage  
Environment Agency  
Government Office for the West Midlands  
Hereford & Worcester Ambulance Service  
Hereford & Worcester Fire & Rescue Service  
Highways Agency  
Highways Agency Network Strategy West Midlands Group

*Wyre Forest Local Development Framework*  
List of Consultees

## **Appendix 1 – List of People Invited to make Representations at Issues and Options and Preferred Options Stages of the Kidderminster Central Area Action Plan DPD Document**

Homes & Communities Agency  
Malvern Hills District Council  
Ministry of Defence  
Mobile Operators Association  
National Grid  
Natural England  
Network Rail  
Office of Government Commerce  
Office of Rail Regulation  
The Oil and Pipelines Agency  
PINS - GOWM  
Severn Trent Water Ltd  
Shropshire Council  
South Shropshire District Council  
South Staffordshire District Council  
South Staffordshire Water Plc  
Staffordshire County Council  
Staffordshire Police Authority  
Telewest Communications Network Ltd  
The Coal Authority  
The Planning Inspectorate  
Transco West Midlands Local Distribution Zone  
West Mercia Constabulary  
West Midlands Regional Assembly  
West Midlands South Strategic Health Authority  
Worcestershire County Council  
Worcestershire Primary Care Trust  
Wychavon District Council

### **General Consultees**

Act on Energy  
Age Concern Wyre Forest  
Aggborough & Spennells Community Action Group  
All Rivers Hydro Limited  
Arley Area Environmental Group  
Arts Council West Midlands  
ASHA Wyre Forest  
Association of Retired and Persons over 50  
Bewdley Chamber of Trade  
Bewdley Civic Society  
Bewdley Development Trust  
Bewdley Town Centre Management Forum  
Bill Wiggin MP  
Bishops Wood Centre  
Bodenham Arboretum & Earth Centre  
British Geological Survey  
British Horse Society  
British Waterways

*Wyre Forest Local Development Framework*  
List of Consultees

## **Appendix 1 – List of People Invited to make Representations at Issues and Options and Preferred Options Stages of the Kidderminster Central Area Action Plan DPD Document**

Buddhist Community  
Business Connections 4 North Worcestershire  
Campaign for Real Ale Ltd (CAMRA)  
Campaign to Protect Rural England  
Carr Gomm Society Limited  
Centro- WMPTA  
Chaplaincy for Agricultural & Rural Life  
Chiltern Railways  
Church Commissioners  
Civil Aviation Authority  
Commission for New Towns & English Partnership  
Community - The Union for Life  
Community Action Wyre Forest (CAWF)  
Community First  
Community Spirit Broadwaters  
Council for British Archaeology West Midlands  
Council for the Protection of Rural England (Wyre Forest District Group)  
Country Land & Business Association  
Crown Estate Commissioners  
D & G Coach & Bus Limited  
Derbyshire Gypsy Liaison Group  
Design Council  
DIAL North Worcestershire  
Disability Action Wyre Forest  
English Heritage  
Farming and Rural Conservation Agency  
Federation of Small Businesses, Herefordshire & Worcestershire  
First Group Plc  
Forestry Commission  
Freight by Water Freight Transport Association  
Freight Transport Association  
Friends Families and Travellers  
Friends of Broadwaters  
Friends of the Village Association  
Fusion Online Ltd  
Garden History Society  
GPU Power UK  
The Gypsy Council For Health, Education and Welfare  
H.M. Prison Service  
Health and Safety Executive, Chemical and Hazardous Installations Division  
Heart of England Tourist Board  
Help the Aged  
Hereford and Worcester Gardens Trust  
Herefordshire & Worcestershire Chamber of Commerce  
Herefordshire & Worcestershire Connexions Service  
Herefordshire & Worcestershire Earth Heritage Trust  
Home Builders Federation (Midlands and South West)  
Home-Start Wyre Forest  
Horsefair, Broadwaters & Greenhill Partnership  
Hurcott Village (Management) Ltd  
Independent Advisory Group for Black & Ethnic Minority Issues

*Wyre Forest Local Development Framework*  
List of Consultees

## **Appendix 1 – List of People Invited to make Representations at Issues and Options and Preferred Options Stages of the Kidderminster Central Area Action Plan DPD Document**

Islamic Mosque  
Jephson Housing Association  
Kidderminster & District Scout Group  
Kidderminster and District Archaeology & Historical Society  
Kidderminster Civic Society  
Kidderminster Cycle Club (Cyclists Touring Club)  
Kidderminster Horticultural Society  
Kidderminster Swan Centre Manager  
Kidderminster Town Centre Partnership  
Learning & Skills Council  
Little Lakes Leisure Ltd  
Local Resident and Tenant Associations  
Local schools and colleges  
London Midland  
MADE  
Marches Energy Agency  
Marches Housing Association Ltd  
Mark Garnier MP  
Meeting Deaf Community  
Museums, Libraries and Archives, West Midlands  
National Air Traffic Services Ltd  
National Farmers Union  
National Farmers Union West Midlands Region  
National Playing Fields Association  
National Society of Allotment and Leisure Gardeners  
National Travellers Action Group  
National Trust  
Natural England  
Nexus Housing Association  
NHS Estates  
Odell Trust  
Offmore Comberton Action Group  
Oldington & Foley Park Community Network  
Oldington & Foley Park Pathfinder  
Other interested parties including:

- agents
- developers
- land owners
- local interest groups
- local residents
- members of the public

PHAB Ltd  
Pipeline Management Land & Wayleaves Ltd  
Ramblers Association  
Renewable UK  
Rooftop Housing Group  
Royal British Legion  
Royal Mail Property Holdings  
Royal Town Planning Institute  
RSPB Midlands Regional Office

*Wyre Forest Local Development Framework*  
List of Consultees

## **Appendix 1 – List of People Invited to make Representations at Issues and Options and Preferred Options Stages of the Kidderminster Central Area Action Plan DPD Document**

Rushock Traders Association  
Severn Navigation Restoration Trust  
Severn Valley Railway  
Sir Thomas White's Charity  
SPA Housing Association  
Sport England  
Staffordshire & Worcestershire Canal Society  
Stonham Housing Association  
Stourport Business Association  
Stourport Cricket Club  
Stourport Forward Ltd  
Stourport-on-Severn Civic Society  
Stourport-on-Severn Horticultural Society  
Stourport Rugby Football Club  
Stourport-on-Severn Town Centre Forum  
Strategic Health Authority (Estates - Midlands Division)  
Sure-Start Wyre Forest  
Sustainability West Midlands  
Sustrans  
The Community Housing Group  
The Diocese Board of Finance Worcester  
The Equality and Human Rights Commission  
The Georgian Group  
The Gypsy and Traveller Law Reform Coalition  
The Inland Waterways Association (Birmingham, Black Country & Worcestershire Branch)  
The Lawn Tennis Association  
The Showmans Guild of Great Britain Midland Section  
The Society for the Protection of Ancient Buildings  
The Theatres Trust  
The Victorian Society  
The Wyre Forest Agenda  
Tourism West Midlands  
Transition Bewdley  
Travellers Advice Team  
Twentieth Century Society  
Ukrainian Club  
Warwickshire & Worcestershire Rural Partnership  
Warwickshire Primary Care Trust  
West Mercia Probation Service  
West Midlands Consortium Education Service for Travelling Children  
West Midlands Planning Aid Service  
West Midlands Region RSL Planning Consortium  
Whittles Coaches  
Wolverley Allotment Society  
Worcestershire Acute Hospitals NHS Trust  
Worcestershire Biodiversity Partnership  
Worcestershire County Association of Local Councils  
Worcestershire Girl Guides  
Worcestershire Greenpeace  
Worcestershire Mental Health Partnership NHS Trust  
Worcestershire Racial Equality Council

*Wyre Forest Local Development Framework*  
List of Consultees

## **Appendix 1 – List of People Invited to make Representations at Issues and Options and Preferred Options Stages of the Kidderminster Central Area Action Plan DPD Document**

Worcestershire Wildlife Trust  
Wyre Forest Action Group for Older People  
Wyre Forest Advocacy  
Wyre Forest Bangladeshi Forum  
Wyre Forest Citizens Advice Bureau  
Wyre Forest Cycle Forum  
Wyre Forest Dial A Ride  
Wyre Forest District Youth House  
Wyre Forest Friends of the Earth  
Wyre Forest Lifelong Learning Partnership  
Wyre Forest Matters LSP Chair  
Wyre Forest Race Relations Council  
Wyre Forest Schools Partnership  
Wyre Forest Society  
Wyre Forest Tourism and Leisure Network  
Wyre Forest Womens Aid  
Wyre Forest Youth Strategy Group

### **Notes:**

- i. As the consultation stages have taken place, groups, organisations and individuals have been added or removed from the consultation database. Some organisations no longer exist and some have changed name.

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

<b>Organisation/ Respondent</b>	<b>Response Reference</b>	<b>Document Reference</b>	<b>Summary of Comment</b>	<b>Director of Planning and Regulatory Services Response</b>
Government Office for the West Midlands - Planning Team	<b>KCAAPIO204</b>	Local Development Context - General	Considers the document to be succinct, readable and easy to follow and supported by illustrative material and a good contextual evidence base.	Noted.
Government Office for the West Midlands - Planning Team	<b>KCAAPIO205</b>	Local Development Context - General	The document provides a good introduction and sets out links with the SCS and other strategies relevant to town centres such as PPS6.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO133</b>	Local Development Context - General	The Kidderminster Central Area Action Plan Issues and Options and objectives generally accord with the emerging and published WMRSS.  With regards to the site analysis section of the document, many of the options presented raise local issues that have no implications for WMRSS conformity.	Noted. The KCAAP must be in accordance with the WMRSS. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO134</b>	Local Development Context - General	Although a limited number of options, if pursued, may not be in line with the WMRSS, there appear to be no significant inconsistencies or omissions which would significantly harm the implementation of the WMRSS should they be taken forward to the next stage.	Noted. Further consideration to be given as part of detailed development.
English Heritage	<b>KCAAPIO168</b>	Local Development Context - General	English Heritage is the government's adviser on the historic environment, our <i>Conservation Principle, Policies and guidance</i> (2008) provides the basis by which the following judgements and advice are made and is consistent with	Noted.



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			the thrust of PPS1, PPG15 and PPG16 and the explicit objective of 'protecting and enhancing the natural and historic environment'.	
English Heritage	<b>KCAAPIO169</b>	Local Development Context - General	English Heritage seeks to manage change to a significant place in its setting in ways that will best sustain its heritage values, while recognising opportunities to reveal or reinforce those values for present and future generations.	Noted. Agreed - it is important that the town's heritage is recognised and incorporated into new developments to help create a sense of place and identity.
English Heritage	<b>KCAAPIO170</b>	Local Development Context - General	Throughout the AAP the historic environment should be broadly defined. All historic places and features, designated or not, should be taken into account as they can help create a sense of place and identity.	Noted. Further consideration to be given as part of detailed development.
English Heritage	<b>KCAAPIO171</b>	Local Development Context - General	We strongly recommend that the Council's and County Council's historic environment officers are involved at the earliest opportunity, as well other relevant heritage groups.	Noted. Further consideration to be given to joint working as part of detailed development.
English Heritage	<b>KCAAPIO172</b>	Local Development Context - General Para 1.14	In our response to the Sustainability Appraisal Scoping Report we set out a number of recommendations on the evidence base for informing the appraisal process as well as the preparation of the Site Allocations DPD and Kidderminster AAP.	Noted.
Worcestershire	<b>KCAAPIO243</b>	Local Development	Recommend the use of County Council	Noted. Further consideration to be

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<b>Organisation/ Respondent</b>	<b>Response Reference</b>	<b>Document Reference</b>	<b>Summary of Comment</b>	<b>Director of Planning and Regulatory Services Response</b>
County Council		Context - General Evidence Base	Technical Research Papers to inform the DPD evidence base. The County Infrastructure study is due in Spring 2009 and the Renewable Energy Study in May 2009 - these should be used.	given as part of detailed development.
Sport England	<b>KCAAPIO49</b>	Local Development Context - General Para 1.14	The Playing Pitch Strategy needs to be updated as soon as possible.	Noted.
The Inland Waterways Association	<b>KCAAPIO25</b>	Local Development Context - General Para 1.12	Sets out the history and role of the Inland Waterways Association (IWA).  Comments that the document and the IWA have no comments to make in regard to the discussion areas.	Noted
The Inland Waterways Association	<b>KCAAPIO26</b>	Local Development Context - General Para 1.12	IWA suggests further documents to be considered under the Plans, policies and programmes section as follows: <ul style="list-style-type: none"> <li>• The Environment Agency's Severn Catchment Flood Management Plan</li> <li>• The Environment Agency's Severn River Basin Plan (currently in draft)</li> <li>• DEFRA's present review of Waterways for Tomorrow which is likely to be a subsidiary document of the 2000 version</li> </ul>	This response relates to Question 1 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			rather than a rewrite.	
The Inland Waterways Association	<b>KCAAPIO27</b>	Local Development Context - General Para 1.12	Q2 - notes that Scheduled Ancient Monuments are not mentioned under the "Better Environment" section of the main report and requests that these are identified separately.	This response relates to Question 2 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.
The Inland Waterways Association	<b>KCAAPIO28</b>	Local Development Context - General Para 1.12	3. Q3 - No	This response relates to Question 3 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.
The Inland Waterways Association	<b>KCAAPIO29</b>	Local Development Context - General Para 1.12	Identifies that the canals system can not be used to transport freight in a sustainable manner unless waterside wharves are provided. Suggests that the plan consider how these facilities can be provided.	This response relates to Question 4 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.
The Inland Waterways Association	<b>KCAAPIO30</b>	Local Development Context - General Para 1.12	5. Q5 - We have nothing to add or remove.	This response relates to Question 5 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Government Office for the West Midlands - Planning Team	<b>KCAAPIO207</b>	Box 1 - Aims and Objectives Omissions	<p>The document doesn't appear to have a clear vision of how KCAAP will be developed in the future. You should set out a vision for the central area and show how this will contribute to the delivery of the overall vision for the district set out in the Core Strategy. We would also expect your vision to include an element about climate change.</p> <p>As the plan progresses, the vision should more site specific and detail what areas will be like in 15-20 years time.</p>	Noted. Further consideration to be given to a vision for the KCAAP document as part of detailed development.
Advantage West Midlands	<b>KCAAPIO234</b>	Box 1 - Aims and Objectives	AWM welcomes the role of the KCAAP in guiding development and regeneration, installing investor confidence. The aim of the plan to maximise economical vitality and the environment of the town is supported. AWM welcomes the aim to realise Kidderminster's role as strategic centre, being the premier destination for shopping and entertainment in the District.	Noted.
Environment Agency	<b>KCAAPIO334</b>	Box 1 - Aims and Objectives Para 1.9	We support the opening up of the River Stour to create enhanced biodiversity potential and environmental setting.	Noted.
English Heritage	<b>KCAAPIO173</b>	Box 1 - Aims and Objectives	A robust understanding of the historic environment is crucial to successfully	Noted and agreed - particularly in creating high quality urban

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			achieving a large number of aspirations.	environment and creating a sense of place.
Worcestershire County Council	<b>KCAAPIO240</b>	Box 1 - Aims and Objectives	The DPD will need to ensure that Kidderminster reflects its role as a Strategic Centre - being the preferred location for major retail developments, uses which attract large numbers of people, and large scale office development.	Noted. The Key Spatial Issues section of the DPD recognises that Kidderminster should be promoted as the strategic centre of the District. The RSS retail and office floorspace requirements also determine that Kidderminster will be the focus for major retail and office developments. This is also reflected by the DPD. The DPD also recognises that the town will be the preferred location for major leisure developments.
Centro- WMPTA	<b>KCAAPIO40</b>	Box 1 - Aims and Objectives	Support for the overall vision and objectives of all three LDF documents. Emphasises the need for strong correlation between the LDF objectives and the principles laid out in the WMRSS, in particular Policies T1 - T12, the Regional Transport Strategy, and the West Midlands Local Transport Plan.	Noted. Clearer and stronger links could be made with regional strategies.
Shaylor Construction Ltd	<b>KCAAPIO54</b>	Box 1 - Aims and Objectives	Consider that the growth of retail and leisure services within the town should be encouraged to improve its attractiveness to visitors.  Regeneration and new development should be focused around the riverside	Noted. Agree - retail and leisure facilities have an important role in attracting visitors to the town. The canal is a great asset for the town and needs to be better utilised. British Waterways are now actively supporting partners in this vision to

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			and canal corridor - used to link the various quarters of the town.	help ensure this opportunity is fully realised.
Government Office for the West Midlands - Planning Team	<b>KCAAPIO203</b>	How to Comment - General Comments	We have discussed the paper with colleagues in the Government office and this response includes comments from other Government departments as well as those from the planning perspective.	Noted.
Advantage West Midlands	<b>KCAAPIO233</b>	How to Comment - General Comments	The document aligns with the RSS and sets economic development goals which align spatially. The guidance within this document is of direct relevance to, and can form part of the evidence base for, LDF documents.	Noted.
Environment Agency	<b>KCAAPIO330</b>	How to Comment - General Comments	It is essential to ensure that contaminated sites are adequately characterised before redevelopment. Issues such as ensuring remediation must also be considered.  Regeneration and the planning regime allow such issues to be addressed and can ultimately result in betterment.	Noted. Agreed - further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
Environment Agency	<b>KCAAPIO331</b>	How to Comment - General Comments	There should be reference to the Water Framework Directive.	Noted. Further consideration to be given to making reference to the Water Framework Directive.
Environment Agency	<b>KCAAPIO332</b>	How to Comment - General Comments	The River Severn Draft River Basin Management Plan is an important part of the LDF evidence base and should be referenced.	Noted. Further consideration to be given to making reference to the River Severn Draft River Basin Management Plan.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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Environment Agency	<b>KCAAPIO333</b>	How to Comment - General Comments	<p>The WEEE Directive 2002/96/EC and 2003/108/EC is not mentioned - the Directive puts responsibility on the District to provide Designated Collection facilities. This should be included for completeness.</p> <p>Would be useful to say that the primary drive to date nationally has been to target household waste. A cultural change is needed across all sectors to decouple waste growth from economic growth. New housing development should make it easier for people to recycle.</p>	Noted. Further consideration to be given to making reference to the stated Directives and to explicitly mentioning the need for waste reduction across all sectors, not just households.
Natural England	<b>KCAAPIO352</b>	How to Comment - General Comments	<p>This document as a whole would benefit from better spatial presentation to aid consultees in making their responses.</p> <p>We support the Aims and Objectives of the KCAAP and particularly welcome the incorporation of environmental enhancement as a key part of the town centres improvement</p>	Noted.
Worcestershire County Council	<b>KCAAPIO239</b>	How to Comment - General Comments	Comments represent Officer comments only.	Noted.
Worcestershire County Council	<b>KCAAPIO297</b>	How to Comment - General Comments	County Council officers will be pleased to discuss these comments in more detail with you and will be happy to be	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			involved in the ongoing Development Plan process.	
Upper Arley Parish Council	<b>KCAAPIO216</b>	How to Comment - General Comments	<p>Generally we welcome and support the WFDC in preparing and producing the Core Strategy and supplementary papers.</p> <p>Being on the banks of the river Severn and having the SVR and its station, Upper Arley is attractive to visitors and tourism and has unfulfilled potential. The area to the west, namely Pound Green and Button Oak, is a landscape protection area and next to the Wyre Forest.</p>	Support is noted.
Upper Arley Parish Council	<b>KCAAPIO217</b>	How to Comment - General Comments	We feel that the language of the documents could have been further simplified with the removal of some planning jargon and therefore made easier to read.	Support is noted. Seek to simplify language and planning terms in the future where possible.
British Waterways	<b>KCAAPIO135</b>	How to Comment - General Comments	Support the view that the canal can make a major contribution to the regeneration and planning aims of the district and agrees that it can create a sense of place being central to Weavers Wharf, Crossley Retail Park and Churchfields. Currently most buildings turn their back on to the canal and boaters feel let down by their	Noted. Agreed. The town's waterways can be better utilised and make an important contribution to the physical, economic and social regeneration of the town centre. Further consideration to be given to joint working as part of detailed development & implementation.



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			<p>experience of Kidderminster.</p> <p>Waterways can act as a catalyst for economic and social renewal, increase development value and the opportunities for investment, focus and link regeneration opportunities in urban and rural areas, contribute to civic renaissance, increase urban capacities, generate long term economic activity and opportunities for employment, sustainability, social inclusion, healthy living and quality of life.</p>	
Government Office for the West Midlands - Planning Team	<b>KCAAPIO206</b>	Key Spatial Issues	It is good that options are based on issues facing the area. A key test of soundness is whether all reasonable options and alternatives have been considered.	Noted.
Environment Agency	<b>KCAAPIO335</b>	Key Spatial Issues - Para 3.1	We agree that the need to balance regeneration with flood risk and mitigation for climate change is a key spatial issue for your district.	Noted.
Environment Agency	<b>KCAAPIO336</b>	Key Spatial Issues - Para 3.1	Agree with maximising opportunities to safeguard and improve biodiversity within new development.	Noted.
Environment Agency	<b>KCAAPIO337</b>	Key Spatial Issues - Para 3.1	Recommend that remediation of contaminated industrial land be considered as a key spatial issue.	Noted. Further consideration to be given to including contaminated land, as a result of the town's industrial heritage, as a key spatial issue.
Upper Arley	<b>KCAAPIO218</b>	Key Spatial Issues -	Any extension to caravan sites would	Noted. This development plan

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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Parish Council		Para 3.1	<p>be at odds with the focus to reduce travel congestion set out in the KCAAP Spatial Issues.</p> <p>Any housing provision should be in Kidderminster where public transport is able to meet demand.</p>	<p>document (DPD) exclusively deals with issues and options for the defined KCAAP area (see Appendix 2). Therefore, specific details regarding extensions to caravan sites would not be within the remit of this DPD but would be dealt with through the Site Allocations &amp; Policies DPD. Note the respondent has also made representations on this document and the Core Strategy on this matter.</p> <p>In regard to new housing, it is anticipated that the majority of the new housing provision is likely to be accommodated in Kidderminster and Stourport. However, limited development may occur in rural settlements where a local need can be identified.</p>
Herefordshire & Worcestershire Earth Heritage Trust	<b>KCAAPIO219</b>	Key Spatial Issues	<p>There is a need to include geo-diversity in the spatial portrait for Kidderminster. The red sandstone can be seen throughout the town and has influenced its character. Many of the exposures belong to the rock unit 'Kidderminster Formation'. These sites need to be identified and safeguarded.</p>	<p>Noted. Further consideration to be given to the inclusion of geo-diversity in the spatial portrait for Kidderminster. However, the District Council anticipates that the preparation of a Local Landscape Character and Biodiversity Supplementary Planning Document will begin in 2011. This will provide a more detailed assessment of the</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				area's geological profile.
Shaylor Construction Ltd	<b>KCAAPIO55</b>	Key Spatial Issues - Para 3.1	Support for the identification of Kidderminster Town Centre as a location for housing to meet the needs of the elderly and protecting historic character. The redevelopment of Brinton's Offices is considered to fulfil this requirement.	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport. Mixed-use schemes, particularly in the town centres, are key to the vitality and viability of communities. Further consideration to be given as part of detailed development and business planning.
Royal British Legion	<b>KCAAPIO9</b>	Key Spatial Issues	Would like a suitable premises to establish an ex-servicemen's club. Needs to be well connected to transport systems i.e. trains, bus and taxi facilities.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including health, education, housing and community facilities. Further consideration to be given as part of detailed development and business planning.
Hinton Mr G J	<b>KCAAPIO8</b>	Key Spatial Issues	Would like to see a venue provided to establish an ex-servicemen's club. Would like the Council to provide such a site within the town centre redevelopment area.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including community facilities. Further consideration to be given as part of detailed development and business planning.
Kidderminster	<b>KCAAPIO190</b>	Section 5 Land Use	I will respond to the questions and	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Property Investments		Requirements	options posed on this matter as follows.	
Environment Agency	<b>KCAAPIO339</b>	Land Use Requirements - Context Para 5.1	The fourth bullet point should make clear that safe development includes safety from a flood risk perspective.	Noted. Further consideration to be given to including flood risk into Key Issue 1.
Worcestershire County Council	<b>KCAAPIO244</b>	Housing - Key Issue 1	<p>The value to biodiversity of brownfield sites should be recognised. Any proposal should include a biodiversity impact assessment. Green infrastructure should be included.</p> <p>Key Issue on housing should specify that development should be located near to key passenger transport links.</p>	<p>Noted. The green infrastructure network, providing biodiversity habitats and corridors, throughout the town and out to the wider countryside needs to be developed. This is to be incorporated into the redevelopment of brownfield sites.</p> <p>New housing development in the KCAAP area will be in a sustainable location, being close or in the town centre, and therefore near to public transport hubs.</p>
Kidderminster Civic Society	<b>KCAAPIO298</b>	Housing - Question 1	<p>Support more housing in the town centre, but as apartments are likely to be slow to sell, we do not want to be left with empty properties. Potential for good apartment developments with river/canal views, but oversupply is a concern. Some sort of limit to match likely demand with supply should be considered.</p> <p>Seems sensible to reduce level of affordable housing on brownfield sites</p>	Noted. Further discussions will be required with the Council's Housing Services team and other external partners to understand the possibilities and strike the appropriate balance between different housing types.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			with high redevelopment and clean-up costs. However, it is likely that this type of development may lend itself to such housing provision.	
Wyre Forest District Council	<b>KCAAPIO71</b>	Housing - Question 1	Consideration of carbon emissions of new dwellings (e.g. building x houses to Code level 6 instead of Code Level 3).	Noted. The Core Strategy recognises the importance of sustainable developments and supports the Code for Sustainable Homes. Maybe more specific and higher standards could be outlined in the KCAAP. Further consideration to be given as part of detailed development.
Wyre Forest District Council	<b>KCAAPIO67</b>	Housing - Question 1	<p>There will be a need for housing development in locations other than just Kidderminster. Whilst principally housing will be within Kidderminster and Stourport, small scale sites will also need to be allocated in Bewdley and the rural areas.</p> <p>Housing in the town centre is important for the sustainability of Kidderminster, but schemes must be designed carefully to ensure privacy, space and security.</p>	The preference for brownfield redevelopment and in the interest of sustainability, the focus of new residential development is likely to be primarily in Kidderminster and Stourport. However, there may be limited development in Bewdley and the rural settlements where a local need for it can be demonstrated.
Kidderminster Property Investments	<b>KCAAPIO191</b>	Housing - Question 1	Central Kidderminster, particularly Churchfields, can contribute significantly in providing the 3,400 extra dwellings as it is centrally located and could be redeveloped appropriately.	Noted. Kidderminster will have a major role to play in supplying the additional dwellings required by the RSS and is likely to take the majority of district's allocation. The

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			Providing a large number of dwellings on this site will be in accordance with PPS and help to attract people back into the town centre, a key aim of the RSS.	Churchfields area in particular provides one of the largest and most sustainable opportunities to provide such housing in the town. Further consideration to be given as part of detailed development.
Hillcrest Residents Association	<b>KCAAPIO227</b>	Housing - Question 1	There used to be homes in town centres, and if it can be done at Merry Hill then it is achievable, but what sort of house and who for and certainly above any flood risk.	Noted. Agreed. Further discussions will be required with the Council's Housing Services team and other external partners to understand possibilities and strike the appropriate balance between different housing types. The Council will work with the Environment Agency to avoid inappropriate development in flood zones.
West Midlands Regional Assembly	<b>KCAAPIO81</b>	Options 1 - Housing in the KCAAP Area	Option 1 of the KCAAP asks a question rather than provides an option.	Noted.
Natural England	<b>KCAAPIO353</b>	Options 1 - Housing in the KCAAP Area	Yes, provided that sustainability concerns such as green infrastructure and sustainable transport are fully addressed.	Noted. The redevelopment of brownfield land provides opportunities for creation of additional green infrastructure and biodiversity corridors integrated into new development. Public transport accessibility warrants further consideration, working with Worcestershire County Council as part of detailed development and business planning.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
English Heritage	<b>KCAAPIO174</b>	Options 1 - Housing in the KCAAP Area <b>AND</b> Options 2 - Housing Density	<p>Opportunities for encouraging the reuse and renewal of existing buildings for housing should be maximised - this can help the vitality of town centre and the maintenance of buildings.</p> <p>Housing density should be informed by the context of its surroundings, for historic places it should be informed by an appropriate understanding of the historic environment and character of the townscape.</p> <p>Site appraisals have limited information on opportunities and particularly in relation to historic environment. This raises concerns about the adequacy of the historic environment evidence base. Comments are reserved until more information about sites is available.</p>	Noted. It is important that new development complements and enhances the character of the area. The reuse of existing buildings can especially help to achieve this. Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
Kidderminster Property Investments	<b>KCAAPIO192</b>	Options 1 - Housing in the KCAAP Area	Sites within central areas, particularly Churchfields, are suitable for significant amount of residential development. 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.	Kidderminster will have a major role to play in supplying the additional dwellings required by the RSS and the Churchfields area in particular presents one of the best opportunities for residential development. Furthermore, achieving a greater residential population in the town centre is one of the key regeneration aspirations for

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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				Kidderminster and is seen as way to revitalise the town centre.
Kidderminster Civic Society	<b>KCAAPIO299</b>	Housing - Question 2	<p>Support more housing in the town centre, but as apartments are likely to be slow to sell, we do not want to be left with empty properties. Potential for good apartment developments with river/canal views, but oversupply is a concern. Some sort of limit to match likely demand with supply should be considered.</p> <p>Seems sensible to reduce level of affordable housing on brownfield sites with high redevelopment and clean-up costs. However, it is likely that this type of development may lend itself to such housing provision.</p>	Noted. Further discussions will be required with the Council's Housing Services team and other external partners to understand the possibilities and strike the appropriate balance between different housing types.
Sport England	<b>KCAAPIO50</b>	Housing - Question 2	Noted. Agreed - residential developments must take into consideration the provision of easily-accessible green, open, community and recreational amenity spaces.	Noted. The regeneration approach is very much about taking a comprehensive look at opportunities, including community infrastructure.
Wyre Forest District Council	<b>KCAAPIO68</b>	Housing - Question 2	<p>Town centre apartments should be designed sympathetically with good space standards (no 1 beds or studios) and should have communal outdoor space where possible.</p> <p>Apartments must have parking and be</p>	Noted. It will be important to strike the appropriate balance between housing types and tenures in new residential developments. Having this mix is important for the vitality and viability of the area. Further consideration to be given, working



**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>accessible to a range of people and so must have lifts, space and be appropriately designed.</p> <p>Care must be taken not to create an oversupply of apartments. Sites outside the immediate retail area should include some family housing.</p> <p>A range of tenures should be available, apartments attract a more transient population and this should be discouraged by providing a mix of tenures and people.</p> <p>Lowering of requirements for affordable housing on sites with issues of land ownership or contamination should be judged on a site by site basis rather than across the board.</p>	<p>with WFDC Housing Services section, as part of detailed development.</p>
Shaylor Construction Ltd	<b>KCAAPIO56</b>	Housing - Question 2	<p>Support for the identification of Kidderminster Town Centre as a location for housing to meet the needs of the elderly and protecting historic character. The redevelopment of Brinton's Offices is considered to fulfil this requirement.</p>	<p>Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport. Mixed-use schemes, particularly in the town centres, are key to the vitality and viability of communities. Further consideration to be given as part of detailed development and business</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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Kidderminster Property Investments	<b>KCAAPIO193</b>	Housing - Question 2	<p>There should be a variety of housing in terms of tenure and price according with the principles of PPS3. However, any housing should be informed by existing and future demographics to ensure properties are available for all levels of the community.</p> <p>In terms of density, the LPA should make the most use of land, particularly brownfield like Churchfields, which has the ability to accommodate a great choice of type and density.</p>	<p>planning.</p> <p>Noted. Agreed - Further discussions required with the Council's Housing Services team and other external partners as part of detailed development to understand the possibilities and strike the appropriate balance between different housing types in the Kidderminster area.</p>
Hillcrest Residents Association	<b>KCAAPIO228</b>	Housing - Question 2	<p>We must avoid the craze for apartments. Some people like them, but not everybody.</p>	<p>Noted. Further discussions required with the Council's Housing Services team and other external partners to understand possibilities and strike the appropriate balance between different housing types in the Kidderminster area. All new developments must be built to a high quality design and be sympathetic to the character of the surrounding area.</p>
West Midlands Regional Assembly	<b>KCAAPIO82</b>	Options 2 - Housing Density and Type	<p>Option 2 would accord with WMRSS policy UR3, emerging policy CF6 and published policy T2.</p>	<p>Noted.</p>
West Midlands Regional	<b>KCAAPIO83</b>	Options 2 - Housing Density and Type	<p>Option 2 might conflict with WMRSS Policy SR2 Part A, Policy CF8, and</p>	<p>Noted. Further discussions required with the Council's Housing Services</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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Assembly			para. 6.41 of the emerging WMRSS if provision isn't made for a mix of housing types, size and tenure in the remainder of the Kidderminster area.	team and other external partners to understand possibilities and strike the appropriate balance between different housing types in the Kidderminster area.
West Midlands Regional Assembly	<b>KCAAPIO84</b>	Options 2 - Housing Density and Type	Option 2 - if car parking spaces are in line with the sub-regional standard and PPG13 then the option can be said to be in accordance with the emerging WMRSS and WMRSS Publish Policy T7.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO85</b>	Options 2 - Housing Density and Type	'Recognise the specific economic challenges of redeveloping town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane (north)'.  This is not an option which can be judged against the WMRSS.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO86</b>	Options 2 - Housing Density and Type	Future stages of the KCAAP need to set out mixes of residential development to be built in a particular area to accord with WMRSS Published Policy CF5 and WMRSS emerging policy CF8.	Noted. Future stages of the DPD to set out more specifically the general mix of housing types in given areas. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO354</b>	Options 2 - Housing Density and Type	Do not agree with the option for dedicated parking for new homes. Instead we advocate improved pedestrian and cycle links and public	Noted. Agree in part - improving pedestrian and cycle links and public transport accessibility in and around Kidderminster is a key issue.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			transport.	However, some dedicated parking will still need to be provided for new residential developments, although may be reduced when near to public transport nodes and routes.
Worcestershire County Council	<b>KCAAPIO248</b>	Options 2 - Housing Density and Type	Should recognise that new developments should have good access to local public transport services.  Car Park will need to be provided in line with the sub-regional standards and PPG13.  Options 2 (4th option) - would be use to state what the specific economic challengers are.	Noted. Further consideration to be given as part of detailed development.
Government Office for the West Midlands - Planning Team	<b>KCAAPIO208</b>	Options 3 - Affordable Housing	The option for 30% affordable housing provision should be supported by evidence. It is hoped that this will include homes, not just apartments. It is important to have an appropriate mix to create sustainable communities.	Noted. The Strategic Housing Market Assessment (March 2007, updated May 2008) forms part of the evidence base for the KCAAP. Further discussions required with the Council's Housing Services team and other external partners to understand the possibilities and strike the appropriate balance between different housing types.
West Midlands Regional Assembly	<b>KCAAPIO87</b>	Options 3 - Affordable Housing	Uncertain about how Option 3 addresses affordable housing. Appears to suggest that many town centre sites	This option recognises that some brownfield sites in the town centre may have complicated challenges

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			will not provide affordable housing - which may conflict with WMRSS policy CF8.	that mean that they are not as economically viable to development - particularly if a higher level of affordable housing provision was enforced. On such sites, the level of affordable housing would instead be determined by a viability assessment to make sure that it would be economically feasible for a developer. This issue would have to be dealt with on a site by site basis.
West Midlands Regional Assembly	<b>KCAAPIO88</b>	Options 3 - Affordable Housing	This option raises no regional conformity issues.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO89</b>	Options 3 - Affordable Housing	The District total for affordable housing should be set as a minimum to be in line with the emerging WMRSS Policy CF7.  Emerging WMSS Policy CF7 also requires separate targets for social-rented and intermediate affordable housing at district level.	Noted. Further consideration to be given as part of the detailed development of the DPD.
West Midlands Regional Assembly	<b>KCAAPIO90</b>	Options 3 - Affordable Housing	The District total for affordable housing should be set as a minimum to be in line with the emerging WMRSS Policy CF7.	Noted. Further consideration to be given as part of the detailed development of the DPD.
Worcestershire County Council	<b>KCAAPIO249</b>	Options 3 - Affordable Housing	It is unclear how this option is addressing affordable housing. Is it suggesting that affordable housing will	This option recognises that some brownfield sites in the town centre may have complicated challenges

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			<p>not be provided in many town centre sites? This may conflict with emerging RSS policy CF8.</p> <p>The affordable housing figure might be better set as a minimum rather than 'up to 40%'.</p>	<p>that mean that they are not as economically viable to development - particularly if a higher level of affordable housing provision was enforced. On such sites, the level of affordable housing would instead be determined by a viability assessment to make sure that it would be economically feasible for a developer. This issue would have to be dealt with on a site by site basis. A blanket 40% as a minimum may act to hinder the development of some sites.</p>
Kidderminster Property Investments	<b>KCAAPIO194</b>	Options 3 - Affordable Housing	<p>A mix of types and tenures should be accommodated, however, a realistic approach needs to be taken as to the percentage of affordable housing required. It is suggested that a maximum of 30% of housing sites be given to affordable housing. Any higher and viability may be compromised. A lower threshold may be needed where there are abnormal costs involved.</p>	<p>Noted. Further consideration to be given to affordable housing requirements in the KCAAP area. It is recognised that certain sites in the town centre may have complex challenges that make the site less economically viable. On such sites, the level of affordable housing would instead be determined by a viability assessment to make sure that it would be economically feasible for a developer. This issue would have to be dealt with on a site by site basis.</p>
Natural England	<b>KCAAPIO355</b>	Housing - Question 3	<p>The KCAAP area should offer ample opportunities. Access to essential services would need considering on a</p>	<p>Noted.</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			site by site basis.	
British Waterways	<b>KCAAPIO138</b>	Housing - Question 3	Many schemes for older people are located close to the waterway to take advantage of the direct routes to shops and amenities on the flat towpath, the amenable ambiance and the location adjacent to existing developments.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO300</b>	Housing - Question 3	It is thought that residences for older people could be well accommodated in the KCAAP but safety and security could be a problem and perception of many older people is that the town centre is to be avoided at night.  Query whether contributions towards security/policing could be assisted by contributions from developers.	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport - such as the town centre. The concerns over security can be relieved somewhat by ensuring that new developments in the town centre contain a mix of uses that promote activity at all times of the day. Further consideration to be given as part of detailed development.
Wyre Forest District Council	<b>KCAAPIO72</b>	Housing - Question 3	Affordability should consider running costs, energy efficiency etc. to avoid fuel poverty.	Noted.
Wyre Forest District Council	<b>KCAAPIO69</b>	Housing - Question 3	The town centre is a good location for accommodation for vulnerable and older groups due to proximity to facilities and public transport. However, schemes must be designed appropriately taking into account	Noted. Agreed - further consideration to be given as part of detailed development and business planning. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities,

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			accessibility.  Any scheme should take account of Local Authority needs assessments and the requirements of statutory authorities.	services and public transport.
Wyre Forest District Council	<b>KCAAPIO70</b>	Housing - Question 3 Para 5.10	Paragraph 5.10 - There is a need to omit 'extra care' as it is only one option for older persons accommodation	Noted.
Shaylor Construction Ltd	<b>KCAAPIO57</b>	Housing - Question 3	Support for the identification of Kidderminster Town Centre as a location for housing to meet the needs of the elderly and protecting historic character. The redevelopment of Brinton's Offices is considered to fulfil this requirement.	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport. Mixed-use schemes, particularly in the town centres, are key to the vitality and viability of communities. Further consideration to be given as part of detailed development and business planning.
Morbaine Ltd	<b>KCAAPIO213</b>	A Diverse Local Economy - Key Issues 2	KCAAP will not be able to accommodate all of the office accommodation needed in Kidderminster during the plan period. Nor are some types of offices appropriate within a town centre location.	Noted. The Area Action Plan must look to accommodate the levels of office accommodation as specified in the RSS Phase 2 Preferred Option. This is specified in the emerging Core Strategy.
Advantage West Midlands	<b>KCAAPIO238</b>	A Diverse Local Economy - Question 4	B1, retail, leisure and professional office uses can contribute to the town's economy. B2 and B8 use sites are	Noted. A mix of employment uses is important for the vitality and viability of the town. Further consideration to



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>present in the town. AWM would not encourage the exclusion of any particular use class, given that there are sites which can accommodate a range of uses. Redevelopment of sites should be determined on individual merit.</p> <p>Older premises provide cheap rents and short term tenancies which suits some business - there will need to be an alternative supply if these areas are redeveloped.</p>	be given as part of detailed development.
Environment Agency	<b>KCAAPIO340</b>	A Diverse Local Economy - Question 4	The main areas of flood risk are within the town centre areas of Stourport, Kidderminster and Bewdley - the use of B1/B2/B8, retail and leisure is more appropriate than residential in the KCAAP.	Noted. It is crucial that inappropriate development within flood zones is avoided. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
British Waterways	<b>KCAAPIO139</b>	A Diverse Local Economy - Question 4	BW supports the use of the British Sugar site and the Stourport Road for the location of B1, B2 and B8 land uses.	Noted. Further consideration to be given as part of detailed development.
Kidderminster	<b>KCAAPIO301</b>	A Diverse Local	Some light industrial business could be	Noted. Agree - a mix of employment

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Civic Society		Economy - Question 4	retained in the KCAAP area to give diversity - as long as heavy vehicle access is no problem.	uses in the town centre is important for its vitality and viability. However, access to these sites must be an important factor. Further consideration to be given as part of detailed development
Worcestershire Wildlife Trust	<b>KCAAPIO31</b>	A Diverse Local Economy - Question 4	Notes that locating B1, B2 and B8 land uses on out-of-centre sites needs to carefully considered in terms of sustainability, transport, ecological mitigation, pollution control in order that the most sustainable solution can be found.	Noted. Agree - further consideration to be given as part of detailed development and business planning.
Wyre Forest District Council	<b>KCAAPIO73</b>	A Diverse Local Economy - Question 4	Transport issues (public transport availability, cycle paths etc) should be taken into account when deciding where to locate employment land.	Noted. Agreed - The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including infrastructure. Further consideration, to working with Worcestershire County Council, as part of detailed development
West Midlands Regional Assembly	<b>KCAAPIO91</b>	Options 4 - Employment Uses	Both options presented in Options 4 would generally accord with relevant published WMRSS and emerging WMRSS policies.	Noted.
KPI and Asda Stores Ltd	<b>KCAAPIO10</b>	Options 4 - Employment Uses	Supports the principle that retail, leisure and office developments should be focused within the KCAAP area. However, it should not exclude light industrial uses.	Noted. A mix of uses in the KCAAP is important for the vitality of the town. Further discussions required with partners to understand possibilities and strike the appropriate balance

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				between residential regeneration and employment generating uses.
West Midlands Safari Park	<b>KCAAPIO22</b>	Options 4 - Employment Uses	<p>New retail, commercial, leisure and office development should not just be focused within the KCAAP. The policy should recognise that it is appropriate to develop these uses elsewhere.</p> <p>WMSLP intends to continue to evolve through the plan period and for this to happen there needs to be a recognition that leisure developments within this area are acceptable.</p>	Noted. The LDF must be in general conformity with the RSS. This looks to direct new retail, commercial, leisure and office development to Kidderminster.
Environment Agency	<b>KCAAPIO341</b>	Question 5 - Offices	The main areas of flood risk are within the town centre areas of Stourport, Kidderminster and Bewdley - the use of B1/B2/B8, retail and leisure is more appropriate than residential in the KCAAP.	Noted. It is crucial that inappropriate development within flood zones is avoided. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
English Heritage	<b>KCAAPIO175</b>	Question 5 - Offices	Unable to comment on site appraisals without further details on potential impact to the historic environment.	Noted. Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Kidderminster Civic Society	<b>KCAAPIO302</b>	Question 5 - Offices	<p>Waterloo St and Carpet Processions area are suitable for office use. Office development along the SREC could work and many towns have well used office complexes out of town. Identifying an office area on the eastern side of town could attract Stourbridge/Black Country firms. Lea castle would seem ideal.</p>	<p>detailed development.</p> <p>Noted. Further consideration to be given as part of detailed development. Regarding the Lea Castle site, this is outside of the KCAAP area and therefore is being dealt with separately in the Site Allocations and Policies DPD.</p>
Morbaine Ltd	<b>KCAAPIO215</b>	Question 5 - Offices	<p>It isn't practical for office requirements to be located within the KCAAP, nor are some types appropriate for town centre locations. Other suitable sites will need to be identified - Puxton Lane is proposed.</p> <p>The sites outlined in the KCAAP display similar characteristics to the majority of employment land identified within the Employment Land review. Those sites may be suitable for B1c, B2 and B8 uses, but the attractiveness of this land to cater for high quality B1a is low.</p> <p>Much of the available land in the KCAAP does not offer sufficient quality of environment to attract B1a development. Many of the sites highlighted are located within an</p>	<p>Noted. The Area Action Plan must look to accommodate the levels of office accommodation as specified in the RSS Phase 2 Preferred Option. This is specified in the emerging Core Strategy.</p> <p>Site viability work will be undertaken to inform the Kidderminster Central Area Action Plan.</p>

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>industrial and/or manufacturing setting - this presents a barrier to other uses other than B2 and B8.</p> <p>The majority of the 11 KCAAP sites are large and occupied by B2 and B8 uses. Aspirations for these sites are for mixed use schemes - possibly incorporating elements of office space. The timing of such developments is dependant on factors largely out of the control of office developers. It is therefore unclear at this point the amount and timing of office development that would be realistic. Furthermore, many sites do not lend themselves to significant office floorspace development.</p> <p>The SREC potential to accommodate office development is low. It is one of the main industrial zones and is unlikely to prove attractive as an office location. The area suffers from traffic congestion and potential site contamination. This contributes to a poor quality environment making it unviable for a high quality office destination.</p> <p>In recent years office demand in Worcestershire has been for smaller,</p>	

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>purpose built, freehold office units, built to a high standard. The opportunity to provide such space in Kidderminster is currently limited.</p> <p>Wyre Forest Council should consider the allocation of further suitable sites that are proximate to the Kidderminster Central Area and are known to be available, deliverable and viable for B1a office based development</p>	
Kidderminster Civic Society	<b>KCAAPIO303</b>	Table 5.1	<p>We need to keep Kidderminster Town Centre as a vibrant, busy town with quality and diverse shops and a Market as well as being an economic/administrative centre for area.</p> <p>25,000 sqm for shopping seems wildly optimistic at the moment. Figures for requirements are not necessarily sustainable for some time to come.</p>	Noted.
Stanley Mrs E	<b>KCAAPIO1</b>	Table 5.2	<p>Would like to see higher quality shops, particularly clothing, to attract shoppers. Thinks there are too many discount shops.</p>	Noted. The development of the town's retail offer is important. Further consideration to be given as part of detailed development and business planning.
West Midlands Regional Assembly	<b>KCAAPIO92</b>	Options 5 - Town Centre Definitions	<p>Defining the town centre will enable the implementation of emerging WMRSS Policies PA12A and PA13A and</p>	Noted. Further consideration to be given as part of the detailed development of the DPD.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			associated supporting text.	
Kidderminster Civic Society	<b>KCAAPIO304</b>	Options 5 - Town Centre Definitions	Yes.	Noted.
Chester Properties	<b>KCAAPIO210</b>	Options 5 - Town Centre Definitions	Crossley Retail Park is the only retail park in Kidderminster and contributes greatly to retailing in the district. The contribution of the retail park should be recognised in emerging policy documents.	Noted. Further consideration to be given as part of detailed development.
Chester Properties	<b>KCAAPIO211</b>	Options 5 - Town Centre Definitions	Consider that the proposed Primary Shopping Area should include Weavers Wharf in total.	Noted. Further consideration to be given as part of detailed development.
Shaylor Construction Ltd	<b>KCAAPIO58</b>	Options 5 - Town Centre Definitions	Believe there should be a revised shopping area where Exchange Street is included and identified as secondary retail frontage. It is felt that its exclusion would lead to the devastation of this part of the town centre.	Noted. Further consideration to be given to the inclusion of Exchange Street as a secondary retail frontage.
WM Morrison Supermarkets Plc	<b>KCAAPIO80</b>	Options 5 - Town Centre Definitions	Request that further consideration be given to expanding Kidderminster's Primary Shopping Area to include the new Morrisons store. The store is a key anchor for the town and generates a significant number of linked journeys between the store and the town centre.	Noted. This will need to be considered as a possible option and in light of regional planning policy.
Environment Agency	<b>KCAAPIO342</b>	Question 6 - Leisure Sites	The main areas of flood risk are within the town centre areas of Stourport, Kidderminster and Bewdley - the use of B1/B2/B8, retail and leisure is more appropriate than residential in the	Noted. It is crucial that inappropriate development within flood zones is avoided. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			KCAAP.  'Less vulnerable development' according to PPS25 should be favoured ahead of residential in flood zones 2 and 3.	help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
English Heritage	<b>KCAAPIO176</b>	Question 6 - Leisure Sites	Unable to comment on site appraisals without further details on potential impact to the historic environment.	Noted. Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
British Waterways	<b>KCAAPIO141</b>	Question 6 - Leisure Sites	Supports high footfall uses adjacent to waterways where they link to the towpath.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO305</b>	Question 6 - Leisure Sites	Do not want to shift the historic town centre more than Weavers Wharf has - retail should be focused in the area between the new Morrisons and New Road.	Noted. This will be further appraised as an option.
Hillcrest Residents Association	<b>KCAAPIO229</b>	Question 6 - Leisure Sites	We have almost all supermarkets, banks and phone operator occupying the primary shopping area, and we want leisure. This is good, but we also have empty properties and more to come. A little less ambition to have everything and preserving what we have might cost less in the long run.	A mix of uses present in the town centre is important for its vitality and its viability. More leisure facilities in the town, for example, would attract a different type of 'user' from those visiting for shopping, adding to the visitor numbers. Furthermore, the development of an 'evening economy' is important to get people



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				visiting the towns in the later hours when shops are closed.
West Midlands Regional Assembly	<b>KCAAPIO93</b>	Options 6 - Leisure Sites	Option 6 would be in general conformity with published WMRSS Policy UR3 and emerging WMRSS Policy PA11 The Network of Town and City Centres, part B ii.	Noted.
English Heritage	<b>KCAAPIO177</b>	Options 6 - Leisure Sites	Unable to comment on site appraisals without further details on potential impact to the historic environment.	Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
British Waterways	<b>KCAAPIO146</b>	Options 6 - Leisure Sites	Supportive of the expansion of leisure facilities adjacent to waterways. There is significant opportunity in sites 1,2 and 3 (Park Lane, Water Mill PH and Dixon Street?) to accommodate a destination site.	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised.
Kidderminster Civic Society	<b>KCAAPIO306</b>	Options 6 - Leisure Sites	Morgan's Timber Yard, Tram Street and Worcester St area would make ideal leisure development sites	Noted. Further consideration to be given as part of detailed development.
Sport England	<b>KCAAPIO51</b>	Options 6 - Leisure Sites	Concern about allocating health and fitness clubs and other sporting activities within the KCAAP area without impact assessments.	Noted. Further consideration to be given as part of detailed development and implementation.
West Midlands Regional Assembly	<b>KCAAPIO94</b>	Options 7 - Mixed Uses	Should this option be pursued, it should take account of published WMRSS policy UR3 part v, and UR4 part vi.	Noted. Further consideration to be given as part of the detailed development of the DPD.
Advantage West	<b>KCAAPIO236</b>	Options 7 - Mixed Uses	Sustainable communities promotes a	Noted. Agreed - It is likely that the

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Midlands			mix of land uses so people can easily reach employment and services and are not reliant on car usage - relieving congestion and air quality issues.	majority of new residential development will be located in Kidderminster and the Churchfields area in particular provides one of the largest and most sustainable opportunities to provide such housing. An appropriate mix of uses in the town centre will also be important for the vitality and viability of this area.
Environment Agency	<b>KCAAPIO343</b>	Options 7 - Mixed Uses	Mixed use development in Flood Zones 2 and 3 should not be encouraged where there is a residential element and no flood-free access.	Noted. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
Natural England	<b>KCAAPIO356</b>	Options 7 - Mixed Uses	Residential, employment and retail in close proximity can reduce the need to travel.	Noted.
British Waterways	<b>KCAAPIO147</b>	Options 7 - Mixed Uses	Many successful waterway schemes incorporate a mix of uses particularly retail, restaurant, fitness, leisure and office uses.	Noted. A mix of uses can improve the vitality and vibrancy of an area.
Kidderminster Civic Society	<b>KCAAPIO307</b>	Options 7 - Mixed Uses	Yes.	Noted.
KPI and Asda	<b>KCAAPIO11</b>	Options 7 - Mixed Uses	Supports mixed use developments in	Noted. A mix of uses in the KCAAP

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

<b>Organisation/ Respondent</b>	<b>Response Reference</b>	<b>Document Reference</b>	<b>Summary of Comment</b>	<b>Director of Planning and Regulatory Services Response</b>
Stores Ltd			the central area, but states that specific circumstances have to be taken in context as not all sites can viably accommodate a mix.	area is important for the vitality of the town. Further and more detailed studies are required for each of the sites individually to understand the opportunities and constraints that my dictate its potential future land use.
Shaylor Construction Ltd	<b>KCAAPIO59</b>	Options 7 - Mixed Uses Para 5.31	Support the town centre as a location for mixed use developments that help to create sustainable communities. Extra Care accommodation can help to achieve this and the proposed scheme for Brinton's Offices is considered to be an ideal mixed use scheme which will revitalise this area of town.	Noted. A vibrant mix of uses in the town centre is important for its overall vitality. Extra Care facilities should be located in areas with good access to services, facilities and public transport and can contribute to this mix of uses.
Kidderminster Property Investments	<b>KCAAPIO195</b>	Key Challenges	The three key issues presented are supported.	Noted.
Commission for Architecture and the Built Environment	<b>KCAAPIO221</b>	Local Distinctiveness and Regeneration (General)	<p>Raises some general points about including design policies within the Core Strategy. Design should be embedded as a priority from strategic frameworks to site specific scales. It should be treated as a cross cutting issue.</p> <p>Includes a list of key questions to assess the Core Strategy against to ensure a design ethos is embedded in the strategy.</p>	<p>Noted. Agreed - Kidderminster has suffered from a number of poor quality buildings and outdated architecture, contributing to a poor quality urban environment. High quality buildings which reinforce an attractive street scene is therefore a key aspiration for the town.</p> <p>Design guides and codes as part of detailed site briefs, dealing with a range of cross-cutting issues, will be required for individual opportunity</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				<p>sites to ensure that WFDCs expectations for potential development are met.</p> <p>Further consideration to be given to the integration of the issue of design and the creation of robust design policies in the KCAAP as part of detailed development.</p>
West Midlands Regional Assembly	<b>KCAAPIO95</b>	Options 8 - KCAAP Area	This question raises no regional conformity issues.	Noted.
Natural England	<b>KCAAPIO357</b>	Options 8 - KCAAP Area	Yes	Noted.
English Heritage	<b>KCAAPIO178</b>	Options 8 - KCAAP Area	An urban characterisation study would provide an important part of the evidence base to inform these options. This element is not currently reflected in the policy framework. The historic environment is fundamental to the local character and distinctiveness and regeneration opportunities and hence should be integrated.	Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO308</b>	Options 8 - KCAAP Area	Yes.	Noted.
KPI and Asda Stores Ltd	<b>KCAAPIO12</b>	Options 8 - KCAAP Area	The northern boundaries of the KCAAP are supported.	Noted. No further action required.
Chester Properties	<b>KCAAPIO212</b>	Options 8 - KCAAP Area	We agreed with the KCAAP boundary.	Noted.
Kidderminster Property	<b>KCAAPIO196</b>	Options 8 - KCAAP Area	The KCAAP boundary is adequate as it covers the key areas of the town.	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Investments Morbaine Ltd	<b>KCAAPIO214</b>	Options 8 - KCAAP Area	<p>The proposed boundary of the KCAAP will help to facilitate the accommodation of most town centre uses.</p> <p>The town centre will not be able to accommodate some of the quantity or quality of office accommodation required during the Plan period, nor indeed should it. Other sites will need to be identified. The site at Puxton Lane is proposed to be allocated.</p> <p>Morbaine note that the KCAAP Issues and Options document appears to use the terms 'central area' and 'town centre' interchangeably. It seems that this is to be regarded as a 'town centre' boundary as defined in PPS6. As such the proposed boundary is supported.</p>	Noted. The Area Action Plan must look to accommodate the levels of office accommodation as specified in the RSS Phase 2 Preferred Option. This is specified in the emerging Core Strategy.
West Midlands Regional Assembly	<b>KCAAPIO96</b>	Options 9 - Town Centre Districts	This question raises no regional conformity issues.	Noted.
Natural England	<b>KCAAPIO358</b>	Options 9 - Town Centre Districts	Yes	Noted.
English Heritage	<b>KCAAPIO179</b>	Options 9 - Town Centre Districts	An urban characterisation study would provide an important part of the evidence base to inform these options.	Agreed. Further work can be undertaken on a characterisation study to inform the KCAAP.

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>This element is not currently reflected in the policy framework. The historic environment is fundamental to the local character and distinctiveness and regeneration opportunities and hence should be integrated.</p>	
Worcestershire County Council	<b>KCAAPIO285</b>	Options 9 - Town Centre Districts	<p>Glad to see green infrastructure addressed, but better links need to be made to other sections of the DPD, e.g. Key Issues 5.</p> <p>Recommend that use is made of the emerging 'Planning for Green Infrastructure in Worcestershire' paper to inform the DPD.</p> <p>The town would benefit from having improved access to green open space. Green infrastructure network should be used to connect Kidderminster to the wider countryside - with a biodiversity-rich habitat encouraged, rather than just a physical linkage.</p> <p>Key to the redevelopment of underused land is an assessment of their biodiversity value. The area of woodland on Park Lane would benefit from management and enhancement. The area of potential green space to</p>	<p>Noted. Agree - a green infrastructure network that links green open spaces and corridors throughout the town and out to the wider District must be developed. These spaces must also be recognised for their biodiversity value. Further consideration to be given as part of detailed development.</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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			the rear of Sainsbury's would also benefit from management to enhance biodiversity and contribute to a green infrastructure.	
British Waterways	<b>KCAAPIO148</b>	Options 9 - Town Centre Districts	BW wishes to work with WFDC to develop detailed regeneration action plans as part of a canal corridor action plan/study. They wish to ensure high quality design along the corridor and development opportunities should be linked to each other visually and physically, ensuring that maximum use is made of the assets and resources of BW.	Noted. Further consideration to be given to joint working as part of detailed development. The canal is a great asset for the town and it is essential that any new development is of a sufficient quality as to enhance and improve this area.
British Waterways	<b>KCAAPIO149</b>	Options 9 - Town Centre Districts	British Waterways has already engaged with Connecting Kidderminster and wishes to take this partnership forward.	Noted and agreed.
Kidderminster Civic Society	<b>KCAAPIO309</b>	Options 9 - Town Centre Districts	Yes.	Noted.
KPI and Asda Stores Ltd	<b>KCAAPIO13</b>	Options 9 - Town Centre Districts	The northern areas identified in the KCAAP are supported.	Noted. No further action required.
Kidderminster Property Investments	<b>KCAAPIO197</b>	Options 9 - Town Centre Districts	Support the dividing of the KCAAP area into six separate Districts as all have different issues and opportunities.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO97</b>	Options 10 - Redevelopment Sites	Please see comments on the site analysis section.	Noted.
Natural England	<b>KCAAPIO359</b>	Options 10 - Redevelopment Sites	Agree with sites.	Noted.
English Heritage	<b>KCAAPIO180</b>	Options 10 -	An urban characterisation study would	Agree. Further work can be

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
		Redevelopment Sites	provide an important part of the evidence base to inform these options. This element is not currently reflected in the policy framework. The historic environment is fundamental to the local character and distinctiveness and regeneration opportunities and hence should be integrated.	undertaken on a characterisation study to inform the KCAAP.
KPI and Asda Stores Ltd	<b>KCAAPIO14</b>	Options 10 - Redevelopment Sites	Supports the proposed redevelopment of Churchfields Business Park (South).	Noted. Further consideration to be given as part of detailed development and business planning.
Shaylor Construction Ltd	<b>KCAAPIO60</b>	Options 10 - Redevelopment Sites Para 6.5	Support the town centre as a location for mixed use development that helps to create sustainable communities. Extra Care accommodation can help to achieve this and the proposed scheme for Brinton's Offices is considered to be an ideal mixed use scheme which will revitalise this area of town.	Noted. A vibrant mix of uses in the town centre is important for its overall vitality. Extra Care facilities should be located in areas with good access to services, facilities and public transport and can contribute to this mix of uses.
Kidderminster Property Investments	<b>KCAAPIO198</b>	Options 10 - Redevelopment Sites	It is considered that the redevelopment sites identified are appropriate in this case.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO98</b>	Options 11 - Economics	This option would be in general accordance with published WMRSS policies UR3 and UR4, and emerging WMRSS policy SR2 Part A.	Noted.
West Midlands Regional	<b>KCAAPIO99</b>	Options 11 - Economics	This option would tend to undermine the following policies: published	Noted. Agreed - the regeneration approach is very much about taking a



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Assembly			WMRSS policies UR2, UR4 and UR3 and emerging WMRSS policy SR2 part A.	comprehensive look at the regeneration opportunities including health, education, housing and community facilities.
West Midlands Regional Assembly	<b>KCAAPIO100</b>	Options 11 - Economics	This option raises no regional conformity issues.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO101</b>	Options 11 - Economics	This option raises no regional conformity issues.	Noted.
Worcestershire County Council	<b>KCAAPIO264</b>	Options 11 - Economics	The following option should not be pursued as it would not be beneficial to the community.	Noted. Agreed. Community infrastructure will be important to support existing and new residential areas as more housing is accommodated in the town.
Sport England	<b>KCAAPIO52</b>	Options 11 - Economics	Sport should be recognised as a major economic generator.	Noted.
KPI and Asda Stores Ltd	<b>KCAAPIO15</b>	Options 11 - Economics	It is believed that the role of enabling development is a very important factor in achieving wider regeneration and community infrastructure.  It is thought that retail development will perform a critical role for the foreseeable future.	Noted. The role that the Council and its partners have to play in enabling development is an important part of the regeneration process.  The emphasis is on looking at diversifying the economic base of the town centre whilst recognising the continuing role of retail to the centre.
Worcestershire County Council	<b>KCAAPIO241</b>	Urban Design and Open Space (General)	The Open Spaces section of the DPD would better fit under the Key Issue 9.	Noted. Further consideration to be given to the organisation and layout of the DPD.
Worcestershire	<b>KCAAPIO242</b>	Urban Design and Open	Urban Design needs to address	Noted. Further consideration to be

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
County Council		Space (General)	sustainable design and it might fit better under Key Issue 8 - which should be amended to address this better.	given to the organisation and layout of the DPD.
Bateman Mr F	<b>KCAAPIO20</b>	Urban Design and Open Space (General)	Suggests that the vacant area between Worcester and Oxford Street (J.P. Harvey & Co. Ltd site) be retain as an open space with tree planting and landscaping.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
Environment Agency	<b>KCAAPIO344</b>	Urban Design and Open Space - Key Issues 5	<p>The improvement and opening of watercourses can contribute to improved open space and urban design.</p> <p>The value of green infrastructure and opening up culverts and watercourses for public amenity should be emphasised.</p>	Noted. Agreed - the green infrastructure network linking public open spaces and biodiversity habitats both throughout the town and out to the wider countryside needs to be developed. The watercourses that run through the town provide a great opportunity to achieve this. Further consideration to be given as part of detailed development.
Worcestershire County Council	<b>KCAAPIO265</b>	Urban Design and Open Space - Key Issues 5	<p>Key Issue 5 - open space would be better placed in the Green Infrastructure section.</p> <p>Urban Design needs to address sustainable design and may be better combined or cross referenced with Key Issue 8.</p> <p>Consideration for the promotion of green infrastructure within open space</p>	<p>Noted. Agreed - The green infrastructure network linking public open spaces and biodiversity habitats both throughout the town and out to the wider countryside needs to be developed. Further consideration to be given as part of detailed development.</p> <p>Agree that public transport accessibility warrants further</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>and throughout the town centre should be given and should be integrated within urban design.</p> <p>High quality public transport infrastructure could improve the street scene. Bus priority measures may be needed to allow closer public transport access.</p>	<p>consideration to improve access and ensure that it serving the appropriate areas of the town centre. Further consideration to be given to working with Worcestershire County Council as part of detailed development and business planning.</p> <p>Further consideration to be given to the organisation and layout of the DPD.</p> <p>Noted</p>
West Midlands Regional Assembly	<b>KCAAPIO102</b>	Options 12 - Urban Environment	The options above would be in general conformity with proposed WMRSS policies UR3 vi, QE3 Parts A and B i, ii, iv and emerging WMRS policy SR2 Part C.	Noted.
Natural England	<b>KCAAPIO360</b>	Options 12 - Urban Environment	Backs of buildings shouldn't be positioned towards open spaces and watercourses. They should face them, helping to create a sense of ownership and identity.	Noted and agreed.
English Heritage	<b>KCAAPIO181</b>	Options 12 - Urban Environment	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a thorough understanding of the resource via characterisation and other supporting data.	Noted. Further consideration to be given as part of detailed development.
Worcestershire	<b>KCAAPIO266</b>	Options 12 - Urban	This section should address	Further consideration to be given to

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
County Council		Environment	sustainable design and should be combined or cross referenced with Key Issues 8.	the organisation and layout of the DPD.
British Waterways	<b>KCAAPIO150</b>	Options 12 - Urban Environment	British Waterways supports all these options particularly in relation to the canal towpath and waterways.	Noted.
Kidderminster Civic Society	<b>KCAAPIO310</b>	Options 12 - Urban Environment	Agreed. The back of the shops on Vicar Street give an unsightly image and spoils the riverside. This area could be made into a fenced-off service area, retaining a walk through along the river.	Noted. Agreed - there should be a sense of enclosure to this space to improve the public realm and the riverside environment. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO103</b>	Options 13 - Character and Place Identity	If this option went forward it would be in general conformity with the published WMRSS policy QE3 part ii.	Noted.
English Heritage	<b>KCAAPIO182</b>	Options 13 - Character and Place Identity	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a through understanding of the resource via characterisation and other supporting data.  Option 13 - town's heritage should be utilised rather than relying on public art.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity. Public art would only enhance the character of the area and further reinforce this sense of place and identity.
British Waterways	<b>KCAAPIO151</b>	Options 13 - Character and Place Identity	British Waterways welcomes the strengthening of local identity using the historic waterways to inform the local vernacular.	Noted. Agreed - the recognition of the town's heritage is an important part of creating a local identity. This can also provide opportunities to get visitors to the town. Further consideration to be given as part of

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				detailed development.
Kidderminster Civic Society	<b>KCAAPIO311</b>	Options 13 - Character and Place Identity	<p>More public art and open space are needed and general greenery and softening.</p> <p>Bridge to Park Lane would be attractive and link to mixed-use site, making the canal side attractive.</p> <p>Like making Bull Ring into an open space but there is the problem of vehicle access into Church Street.</p>	Noted. There is a widely shared view that there is a lack of public open space in the town centre. In cases such as the Bull Ring an in front of the Town Hall, a detailed assessment would be required to explore any possible impact on traffic movement around the town. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO104</b>	Options 14 - Open Space	Any options that are taken forward will need to be in conformity with Published WMRSS policy QE4: Greenery, Urban Greenspace and Public Spaces.	Noted. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO361</b>	Options 14 - Open Space	<p>Agree that there is a lack of open space within the town centre and advocate its inclusion, enhancement and creation.</p> <p>Support the provision of biodiversity opportunities and mitigating against climate change. However, a distinction between 'civic space', 'open space' and 'green space' is needed. Civic Spaces are unlikely to benefit biodiversity or climate change.</p> <p>Agree that better use should be made of open space, but existing areas name</p>	<p>Noted. There is a widely shared view that there is insufficient open space in the town centre, but the KCAAP does identify a number of potential new spaces. It will be important to integrate a green infrastructure network throughout the town centre which links together the town's waterways, open spaces and biodiversity corridors.</p> <p>Further consideration to be given to distinguishing the different types of open space and the roles that they</p>

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			have limited potential. New open space to be created in the town.	have.
English Heritage	<b>KCAAPIO183</b>	Options 14 - Open Space	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a thorough understanding of the resource via characterisation and other supporting data.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity.
Worcestershire County Council	<b>KCAAPIO268</b>	Options 14 - Open Space	Open Space would fit better under Key Issues 9.	Further consideration to be given to the organisation and layout of the DPD.
British Waterways	<b>KCAAPIO152</b>	Options 14 - Open Space	A bridge across the canal provides potential for a new park in the woodland on Park Lane. BW supports the bridge concept. Need to make more of important connecting spaces like St. George's Park and BW would appreciate linking towpaths to other open spaces.	Noted. Agreed - there is a widely shared view that there is a lack of public open space in the town centre. The green infrastructure network that links open spaces and waterways throughout the town must also be developed. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO312</b>	Options 14 - Open Space	<p>More public art and open space are needed and general greenery and softening.</p> <p>Bridge to Park Lane would be attractive and link to mixed-use site, making the canal side attractive.</p> <p>Like making Bull Ring into an open</p>	Noted. There is a widely shared view that there is a lack of public open space in the town centre. In cases such as the Bull Ring and in front of the Town Hall, a detailed assessment would be required to explore any possible impact on traffic movement around the town. Further consideration to be given as part of

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			space but there is the problem of vehicle access into Church Street.	detailed development.
Worcestershire Wildlife Trust	<b>KCAAPIO33</b>	Options 14 - Open Space	Strong support for the retention and expansion of public open space within the KCAAP area and better links between it and the wider countryside.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. The green infrastructure network that links these spaces throughout the town and to the wider countryside must also be developed. Further consideration to be given as part of detailed development.
Sport England	<b>KCAAPIO53</b>	Options 14 - Open Space	Agree with connecting to parks, but note that it may be appropriate to improve areas outside the KCAAP area. Other open space types (playing fields, allotments etc) also need to be considered.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO105</b>	Options 15 - Re- connecting with the waterways	Whichever options are selected they will need to be in general conformity with published WMRSS policy QE9: The Water Environment.	Noted. Further consideration to be given as part of detailed development.
Environment Agency	<b>KCAAPIO345</b>	Options 15 - Re- connecting with the waterways	The treatment of watercourses such as at Morrisons and Tesco is something we would like to see more of. A policy should be included to ensure the utilisation of watercourses.	Noted. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO362</b>	Options 15 - Re- connecting with the waterways	Would support limited development which delivers ecological enhancement, but would not support the wholesale development of watercourses. Instead	Noted. The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			we strongly recommend their enhancement as a linear open space, for recreation and biodiversity.	restoration of habitats. These spaces must also be recognised for their biodiversity value and as part of a wider green infrastructure throughout the town.
English Heritage	<b>KCAAPIO184</b>	Options 15 - Re-connecting with the waterways	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a thorough understanding of the resource via characterisation and other supporting data.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity
Worcestershire County Council	<b>KCAAPIO269</b>	Options 15 - Re-connecting with the waterways	Waterways form part of the green infrastructure so why has it not been included under Key Issued 9.  Agree that waterways should be better utilised, however, development of these and adjacent land must consider their biodiversity value. Where possible a biodiversity corridor should be enhanced.	Further consideration to be given to the organisation and layout of the DPD.  Agreed the waterways must also be recognised for their biodiversity value and as part of a wider green infrastructure throughout the town. Further consideration to be given as part of detailed development.
British Waterways	<b>KCAAPIO153</b>	Options 15 - Re-connecting with the waterways	BW considers that the canal within Kidderminster is an under-utilised asset.	Noted and agreed.
British Waterways	<b>KCAAPIO154</b>	Options 15 - Re-connecting with the waterways	BW is working with the Environment Agency to improve the quality of the canal water. BW is unable to fund this work above the state agreed model unless external funding is found.	Noted. Need to explore the possibilities for securing additional funding for this work. Further consideration to be given as part of detailed development.
British	<b>KCAAPIO155</b>	Options 15 - Re-	New waterside destinations and	Noted. Agreed - the regeneration of



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

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Waterways		connecting with the waterways	attractions are needed to encourage more tourism, including facilities for recreational opportunities. The natural and historic environment needs to be protected and improved to create a sense of place. Waterside destinations need to be linked.	the town's canals could have an important role in attracting visitors to the town. The development of waterside destinations, attractions and boating facilities would only add to the appeal of these areas. New development must complement the town's heritage and help create a sense of place and identity. Further consideration to be given as part of detailed development.
Herefordshire & Worcestershire Earth Heritage Trust	<b>KCAAPIO220</b>	Options 15 - Re-connecting with the waterways	Support	Support is welcomed.
Kidderminster Civic Society	<b>KCAAPIO313</b>	Options 15 - Re-connecting with the waterways	Yes to all 3 points.	Noted.
Worcestershire Wildlife Trust	<b>KCAAPIO34</b>	Options 15 - Re-connecting with the waterways	Strong support for the utilisation of the waterways in the town. However, tensions between public use and potential wildlife value need to be carefully considered. Sensitive river restoration and the biodiversity corridor should be a prerequisite of all riverside developments	Noted. Agreed - The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and the restoration of habitats.
Wyre Forest District Council	<b>KCAAPIO74</b>	Options 15 - Re-connecting with the waterways	Development of water side walk/cycle paths, for leisure and access to employment/facilities, connected to a wider walking and cycling infrastructure.	Noted. Agreed - further consideration to be given as part of detailed development. In particular, the redevelopment of the former British

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				Sugar site provides an opportunity for the canal to act as a direct walk/cycle path to the area from Kidderminster and Stourport.
Wyre Forest District Council	<b>KCAAPIO45</b>	Options 15 - Re-connecting with the waterways	States that a lot of redevelopment is alongside the waterways and the celebration of these features is good. However, the importance of wildlife being able to travel through Kidderminster has to be considered. Natural areas should be left when developments are against a water body to allow for a continued wildlife corridor.	Noted. The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and restoration of habitats. These spaces must also be recognised for their biodiversity value and as part of a wider green infrastructure throughout the town.
Shaylor Construction Ltd	<b>KCAAPIO61</b>	Options 15 - Re-connecting with the waterways	Promotion of Kidderminster's waterways are supported, especially the linkage that could be created from Weavers Wharf to the southern area of the town centre.	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of this option.
Shaylor Construction Ltd	<b>KCAAPIO62</b>	Options 15 - Re-connecting with the waterways	Promotion of Kidderminster's waterways are supported, especially the linkage that could be created from Weavers Wharf to the southern area of the town centre.	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of this option.
Shaylor Construction Ltd	<b>KCAAPIO63</b>	Options 15 - Re-connecting with the	Promotion of Kidderminster's waterways are supported, especially	Noted. Agreed - the canal is a great asset for the town and needs to be

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
		waterways	the linkage that could be created from Weavers Wharf to the southern area of the town centre.	more utilised. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of this option.
Kidderminster Property Investments	<b>KCAAPIO199</b>	Options 15 - Re- connecting with the waterways	The waterways could be utilised, but consideration must be given to how this will be achieved and to make sure that it is not to the detriment of the regeneration of the key sites identified.  While there is opportunity to make better use of areas adjacent to watersides, it should be subject to the overall viability of the site in question.	Developments adjacent to the canal would benefit from incorporating improvements to it. This will help to enhance their marketability.
Prigg Liz	<b>KCAAPIO21</b>	Options 15 - Re- connecting with the waterways	Thinks the canals could be a lovely feature, although believes that currently people's experiences of them are not good. It is felt that the development of a marina and utilising this feature is a commendable idea. Supports any action by the Council to lobby British Waterways and local supermarkets to take responsibility for the canals.	Noted. Agreed - the canal is a great asset for the town and could be utilised more fully. Further consideration to be given as part of detailed development and business planning.
Centro- WMPTA	<b>KCAAPIO43</b>	Managing Travel Demand and Promoting Sustainable Modes (General)	Centro would welcome continued involvement in Wyre Forest District Local Development Framework in order to ensure that policies and proposals promote sustainable transport within the West Midlands and the wider area.	Noted. Centro will continue to be consulted on appropriate LDF documents, as well as the Kidderminster Regeneration Prospectus.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Worcestershire County Council	<b>KCAAPIO270</b>	Managing Travel Demand and Promoting Sustainable Modes - Key Issues 6	Bus priority measures and improved public transport links may reduce car dependency and combat congestion and the AQM issues. Parking policies and charges will affect how attractive bus services are compared to cars.	Noted. Further consideration, working with Worcestershire County Council, to be given as part of detailed development and business planning.
Worcestershire County Council	<b>KCAAPIO328</b>	Managing Travel Demand and Promoting Sustainable Modes - Key Issues 6	<p>A full multi-modal study of the Kidderminster area is needed - will enable all development proposals to be evaluated in terms of their impact on transport network.</p> <p>Kidderminster Passenger Transport Study - aims to inform future passenger transport investment across the town centre. Will inform of optimum location and quality of infrastructure and recommend measures to ensure high levels of accessibility and promote commercial viability.</p>	Noted. Agree that a multi-modal study of Kidderminster is needed, this would help to inform the future development in the town in respect of transport issues. Further consideration to be given to joint working with Worcestershire County Council, as part of detailed development and business planning.
Centro- WMPTA	<b>KCAAPIO41</b>	Managing Travel Demand and Promoting Sustainable Modes - Key Issues 6	<p>A high quality public transport network can assist in sustainable economic growth and regeneration, whilst also ensuring that the West Midlands transport sector contributes to the wider challenges including reducing climate-changing emissions.</p> <p>In all three documents, cross boundary issues should be given further</p>	Noted. Agree - Further consideration to be given as part of detailed development and business planning.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>consideration and all should make reference to Centro's Draft '<i>West Midlands Rail Vision: Network Development Strategy</i>' proposals for connecting the severn Valley Railway line to the national network.</p> <p>Centro also supports a new bus station in Kidderminster in principle, but would like to ensure it is effectively connected with both the rail station and the wider public transport network. The footpath system should be seen as an important element of the public transport system and designed to be as direct, safe, easy and convenient to use as possible. It should also connect well with the key development opportunities and new town centre districts, as proposed in the '<i>Connecting Kidderminster - Regeneration prospectus</i>'.</p>	
Environment Agency	<b>KCAAPIO346</b>	Question 7 - The Ring Road	The subway at Mill Streets acts as a flow conveyance route during extreme flooding events from the River Stour. The impact of filling this in must be considered.	Noted. This is important information.
British Waterways	<b>KCAAPIO142</b>	Question 7 - The Ring Road	Canal could be sign posted as a key crossing over the ring road and opened up with access ways. If ring road is slowed it could cause congestion and	Noted. Agreed - the canal network has an important role in providing key pedestrian linkages into and around the town centre. In regard to the ring

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			possibly deter visitors - this would need to be managed	road, detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO314</b>	Question 7 - The Ring Road	Undoubtedly - the subways are one of Kidderminster's worst and disliked features.	Noted.
Wyre Forest Friends of the Earth	<b>KCAAPIO46</b>	Question 7 - The Ring Road	Recommends that bridges are used to cross the ring road in place of subways. These bridges should be attractively designed and would provide good views of the surrounding area.	Noted. Further consideration to be given as part of detailed development and business planning.
Centro- WMPTA	<b>KCAAPIO44</b>	Question 7 - The Ring Road	Support the removal of all subways, and in particular the Comberton Hill island.	Noted. Agree - further consideration to be given as part of detailed development and business planning.
Angell Mr G	<b>KCAAPIO4</b>	Question 7 - The Ring Road	Supports the removal of subways and their replacement with ground-level crossings to provide a more welcoming approach to the town centre.	Noted. Further consideration to be given as part of detailed development.
Shaw Mr A	<b>KCAAPIO3</b>	Question 7 - The Ring Road	Is concerned that pedestrian crossings across the ring road would cause congestion and could lead to accidents.	Noted. Detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion.
West Midlands Regional Assembly	<b>KCAAPIO106</b>	Options 16 - Ring Road	This option raises no regional conformity issues.	Noted.
Kidderminster	<b>KCAAPIO315</b>	Options 16 - Ring Road	Bridges where possible, otherwise	Noted. Detailed designs would

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Civic Society			surface crossings. Bridge design is important - wide long structures that don't look like bridges are best.	require further investigation. Further consideration to be given as part of detailed development.
Wyre Forest Friends of the Earth	<b>KCAAPIO47</b>	Options 16 - Ring Road	Recommends that bridges are used to cross the ring road in place of subways. These bridges should be attractively designed and would provide good views of the surrounding area.	Noted. Further consideration to be given as part of detailed development and business planning.
KPI and Asda Stores Ltd	<b>KCAAPIO16</b>	Options 16 - Ring Road	Is in support of surface level crossings across the ring road. The improvement of subways and construction of bridges is an alternative, but priority should be surface level crossings.	Noted. Further consideration to be given as part of detailed development and business planning.
Angell Mr G	<b>KCAAPIO5</b>	Options 16 - Ring Road	Supports the removal of subways as they are considered to be a threat to public safety and well being.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO107</b>	Options 17 - Movements Around Town	Any options selected would need to be in conformity with the transport section of the WMRSS revision and emerging policy SR4 Improving air quality for sensitive ecosystems.	Noted. Further consideration to be given as part of detailed development.
Advantage West Midlands	<b>KCAAPIO237</b>	Options 17 - Movements Around Town	Providing safe and attractive linkages to key destinations will be very important, with the green infrastructure encouraged wherever possible.	Noted. Agreed. The green infrastructure network linking to the town and out to the wider area needs to be developed. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO363</b>	Options 17 - Movements Around Town	Support improved pedestrian and public transport connections - recommend that they are integrated into the green	Noted. Agreed - a green infrastructure network, and in particular utilising the canal network,

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			infrastructure where possible.	could provide pedestrian and cycle connections throughout the town and out to the wider area.
Worcestershire County Council	<b>KCAAPIO273</b>	Options 17 - Movements Around Town	Improved infrastructure and bus priority measures will encourage operators to extend services to town centre and the rail station, reinforcing the importance of a Kidderminster Interchange,	Noted. Agreed - Further consideration to be given as part of detailed development and business planning.
Worcestershire County Council	<b>KCAAPIO329</b>	Options 17 - Movements Around Town	There is a need to provide traffic signals at junction of Comberton Road and the station forecourt. WCC is proposing to upgrade the station access from a 'give way' layout to one controlled by traffic lights. Technical work has established a design and cost.  This will allow easier bus access to the station and benefit the local community by reducing congestion, improving accessibility and creating a high quality gateway to the town.	Noted. Agreed. WFDC to continue working with the County Council on this matter.
British Waterways	<b>KCAAPIO223</b>	Options 17 - Movements Around Town	British Waterways would welcome the development of cycle routes as well as a pedestrian route to the Severn Valley Railway from various points within Kidderminster.	Noted. Promoting sustainable modes of transport and improving pedestrian and cyclist accessibility around the town is a key issue for the KCAAP. Further consideration to be given as part of detailed development and business planning.
British	<b>KCAAPIO156</b>	Options 17 - Movements	British Waterways is able to advise on	Noted. Further consideration to be



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Waterways		Around Town	design and layout of schemes adjacent to the water corridor though examples of successful schemes which may improve upon the Round Hill Wharf.	given to joint working as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO316</b>	Options 17 - Movements Around Town	Suggest a tram link between railway station and town centre.  Agree that bus station and bus accessibility needs improving and station isn't in the right place.	Noted. Further consideration to be given as part of detailed development.
Wyre Forest District Council	<b>KCAAPIO75</b>	Options 17 - Movements Around Town <b>AND</b> Options 18 - Space for Pedestrians	Improve access to railway station for pedestrians and cyclists. A cycle and pedestrian path from station to town is needed.  More attractive and well signposted pedestrian routes needed as well as dedicated cycle lanes to encourage more people to walk/cycle.	Noted. Agreed - improving the pedestrian/cycle access into and around the town, and in particular the link between the town centre and the station, is a key regeneration aspiration. Improved signposting would only help to achieve this. Further consideration to be given as part of detailed development.
Angell Mr G	<b>KCAAPIO7</b>	Options 17 - Movements Around Town	Supports the idea of a transport interchanges at the existing railway station, although would like to see a signalised junction entrance from Comberton Hill.  Unhappy with current bus station facilities and suggests that it may have annexed some of Tesco's parking provision. Believes car access to Tesco should have been nearer the petrol	Noted. Agree that the bus station and accessibility issues warrant further consideration, working with Worcestershire County Council as part of detailed development and business planning.  Worcestershire County Council is currently exploring a scheme for a signalised junction at the station entrance on Comberton Hill.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>station. Asks why a bus station could not have been integrated into the Morrison's car park area.</p> <p>Suggests Coventry Street as a bus lane. Calls for increased signage.</p>	
Butler Mr G	<b>KCAAPIO226</b>	Options 17 - Movements Around Town	Move the bus station to the college car park, with buses entering opposite Tesco and exiting by the new toilet block. Existing car park can be located to the bus station and used for Piano Building.	Noted. Agree that the bus station and accessibility issues warrant further consideration, working with Worcestershire County Council as part of detailed development and business planning.
Worcestershire County Council	<b>KCAAPIO274</b>	Question 8 - Pedestrian-Vehicle Conflict	Better public transport including bus priority measures, improved service, and park & ride will promote increased bus use and reduce car dependency. Car parking policies should discourage long term parking in the town centre.	Noted. Agreed - Further consideration to be given as part of detailed development and business planning.
British Waterways	<b>KCAAPIO143</b>	Question 8 - Pedestrian-Vehicle Conflict	Dominance of the car could be reduced by opening up pedestrian and cycle ways making them more visible.	Noted. Agreed - Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO317</b>	Question 8 - Pedestrian-Vehicle Conflict	<p>Unless much public money is injected it is unlikely that there will be sufficient public transport. While use of cars can be discouraged, realities need to be recognised.</p> <p>Where we are trying to attract out-of-town shoppers to Kidderminster - we are not strong enough to have a park &amp;</p>	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including transport infrastructure. These issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			ride scheme.  Town centre workers may need parking.	
Wyre Forest Friends of the Earth	<b>KCAAPIO48</b>	Question 8 - Pedestrian-Vehicle Conflict	Measures to reduce the dominance of the car in the town centre: <ul style="list-style-type: none"> <li>• Shared areas</li> <li>• 20mph speed limit</li> <li>• signalised crossings</li> <li>• fill in subways - replace with bridges</li> </ul>	Noted. Further consideration to be given as part of detailed development and business planning, in partnership with Worcestershire County Council's Transport Section
Hillcrest Residents Association	<b>KCAAPIO230</b>	Question 8 - Pedestrian-Vehicle Conflict	Lower speed limits and enforcing them would reduce need for traffic calming and cycle lanes if traffic was slower. Reduced speed limit in shopping areas such as Crossley Retail park - if it is 20mph at schools then it should be in these areas.	Noted. This is a detailed transport matter that is perhaps beyond the scope of the KCAAP. Your comments have been forwarded to the Transport section of Worcestershire County Council.
Angell Mr G	<b>KCAAPIO6</b>	Question 8 - Pedestrian-Vehicle Conflict	Supports the increase in provision of green spaces and the reduction of space allocated to car parking.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
Butler Mr G	<b>KCAAPIO225</b>	Question 8 - Pedestrian-Vehicle Conflict	A new multi-storey car park with access from the ring-road, spiralling down to Morrisons car park. Footbridge from car park, across ring road, leading to the	Noted. This proposal is indeed an interesting one, although it is a complicated suggestion. However, the option of a multi-storey car park in the town, and its method of

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>Harriers ground.</p> <p>Operate car park so that people pay when they leave with hourly charges reducing the longer you stay to encourage visitors to stay longer and worry free.</p>	operation, is something that may need to be explored to help contribute to parking capacity and increase visitor numbers to Kidderminster and encouraging them to stay longer. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO108</b>	Options 18 - Space for Pedestrians	This is a question rather than an option. Any options selected would need to be in conformity with the transport section of the WMRSS.	Noted. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO364</b>	Options 18 - Space for Pedestrians	These options have all worked elsewhere and should do the same in Kidderminster.	Noted.
British Waterways	<b>KCAAPIO157</b>	Options 18 - Space for Pedestrians	BW support the use of Sustrans standard and government cycleway standards for pedestrian and cycle routes.	Noted.
British Waterways	<b>KCAAPIO158</b>	Options 18 - Space for Pedestrians	BW welcome the use of the towpath as a cycle route linked to key destinations and within high footfall areas and out of town locations.	Noted. The canal network provides an important pedestrian and cycle route through the town, linking it to the former British Sugar site and to Stourport. The use of the canal as an important link route should be promoted, aided by improving the links on to the canal itself.
West Midlands Regional Assembly	<b>KCAAPIO109</b>	Options 19 - Air Quality Management	Any options selected would need to be in conformity with the transport section of the WMRSS, and emerging WMRSS	Noted. Further consideration to be given as part of detailed development.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			Policy SR4, and published WMRSS policy QE4 Part C and paras. 8.45 and 8.46.	
Kidderminster Civic Society	<b>KCAAPIO318</b>	Options 19 - Air Quality Management	A new road is the best option.	Noted.
KPI and Asda Stores Ltd	<b>KCAAPIO17</b>	Options 19 - Air Quality Management	Supports the construction of a Blackwell Street bypass as part of the Churchfields redevelopment as it would improve traffic flow and environmental conditions in the local area. Alternative arrangements for Blackwell Street in the wake of a bypass would need to be properly assessed.	Noted. The KCAAP does highlight the possibility of a new road connection in the vicinity of the Horsefair. However, care will need to be taken to strike the right balance between relieving congestion at key bottlenecks such as Blackwell Street and not creating barriers elsewhere. Agree that these issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.
Kidderminster Property Investments	<b>KCAAPIO200</b>	Options 19 - Air Quality Management	<p>It is appreciated that traffic in and around the Horsefair and Blackwell Street needs to be carefully examined and pedestrian and cycle routes improved. Air quality management also needs to be addressed.</p> <p>It is not considered appropriate to draw any firm conclusions on these matters until further investigation into infrastructure changes in this area has been done.</p>	Noted. Detailed designs would require further investigation and research, in partnership with Worcester County Council, to assess the impact of any proposals on traffic flows and congestion.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
English Heritage	<b>KCAAPIO185</b>	Historic Environment, Culture and Tourism - General	A positive and proactive approach to the historic environment should be adopted in terms of its contribution to character, distinctiveness, regeneration and renewal of the town centre.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity. Further consideration to be given as part of detailed development.
British Waterways	<b>KCAAPIO222</b>	Historic Environment, Culture and Tourism - General	<p>Suggests that Kidderminster Town Centre should be developed as a visitor destination with sustainable transport links to attractions via bus and cycle access to the rail station. Suggests the re-organisation of the Safari Park so that visitors do not have to bring a car coupled with the development of a hotel in the town centre with a priority bus link to the Safari Park. With sufficient planning and organisation Kidderminster could be marketed as a sustainable destination.</p> <p>Supports the softening of the ring road and the opening up of the canal as a sustainable transport route.</p>	<p>Noted. Agreed - Kidderminster has great potential to capitalise on the significant numbers of tourists who already come to the District to visit such attractions as the SVR and the Safari Park. Improved public transport and pedestrian links between the town centre and the train station is key to achieving this. The development of a hotel in the town centre is vital to attracting visitors for longer stays.</p> <p>Detailed discussions with partners would be needed to explore the possibility of bus links to the Safari Park and other attractions around the District. Further consideration to be given as part of detailed development and business planning.</p>
The Theatres Trust	<b>KCAAPIO79</b>	Historic Environment, Culture and Tourism - General	Concerned that the Core Strategy has numerous mentions of a Cultural Quarter in the town centre but there is	Noted. The cultural opportunities for Kidderminster should receive greater mention in the KCAAP so that it is in

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			no reference to it in the KCAAP document.	line with the Core Strategy.
Worcestershire County Council	<b>KCAAPIO277</b>	Historic Environment, Culture and Tourism - Key Issues 7	Key Issue 7, bullet point 2 - include 'other archaeological sites and historic buildings recorded on the County Historic Environment Record.  Consideration needs to be taken of historic character as defined in the Central Marches Historic Towns Survey.	Noted. Further consideration to be given as part of detailed development.
Council for British Archaeology West Midlands	<b>KCAAPIO42</b>	Historic Environment, Culture and Tourism - Key Issues 7	The second bullet point needs to say Scheduled Ancient Monuments <b>and other archaeological remains</b> and Locally Listed Buildings <b>and other historic buildings</b>	Noted.
West Midlands Safari Park	<b>KCAAPIO23</b>	Historic Environment, Culture and Tourism - Key Issues 7	In support of the documents' aim to encourage new tourism opportunities in the town centre. However, believes reference should be made to encouraging tourism in the district generally. Increasing visitors to the WMSLP and other major attractions is likely to increase the number of people visiting neighbouring towns.	Noted. Agree - this should be considered under the wider LDF remit, in particular, the Core Strategy.
West Midlands Regional Assembly	<b>KCAAPIO110</b>	Options 20 - Conservation Areas	Not a matter for regional conformity but any options selected would need to be in conformity with the published WMRSS policy QE5.	Noted. Further consideration to be given as part of detailed development.
English Heritage	<b>KCAAPIO186</b>	Options 20 -	Additional information is needed on the	Agreed. Further additional work will

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
		Conservation Areas	historic environment resource of the whole AAP area and the accompanying policy response. Up to date appraisals and management plans of conservation areas should form part on the evidence base. An urban characterisation study would be to information new conservation areas and/or extensions to existing areas.	be undertaken on this aspect of the evidence base in consultation with the Council's Conservation Officer.
British Waterways	<b>KCAAPIO159</b>	Options 20 - Conservation Areas	British Waterways supports the designation of the Staffordshire and Worcestershire Canal within the AAP and welcomes its enhancement.	Noted.
Kidderminster Civic Society	<b>KCAAPIO319</b>	Options 20 - Conservation Areas	Green St to be added as a conservation area.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO111</b>	Options 21 - Heritage	This is a question rather than an option and not a matter for regional conformity.	Noted.
English Heritage	<b>KCAAPIO187</b>	Options 21 - Heritage	A study of historic environment to stimulate interest in the area's heritage and how best it can be enjoyed. Utilise and enhance the management of surviving historic resources instead of relying on public art.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity. Public art would only enhance the character of the area and further reinforce this sense of place and identity. Further consideration to be given as part of detailed development.
Worcestershire	<b>KCAAPIO279</b>	Options 21 - Heritage	Option should be extended to include	Noted. Further consideration to be



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
County Council			Anglo-Saxon and medieval history and archaeology.	given as part of detailed development.
British Waterways	<b>KCAAPIO160</b>	Options 21 - Heritage	British Waterways welcomes measure to enhance and celebrate the canal and its related industrial heritage.	Noted.
Kidderminster Civic Society	<b>KCAAPIO320</b>	Options 21 - Heritage	Town doesn't celebrate its heritage as much as it should, but carpet museum should help. Public art could help.	Noted.
Natural England	<b>KCAAPIO365</b>	Question 9 - Tourism	Logical that 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.	Noted. A more attractive town centre will help to attract visitors, particularly those who already visit the District to go to some of the existing popular destinations such as the SVR and the Safari Park, but who do not visit Kidderminster itself. The enhancement of the waterways is a major part of the town's enhancement, and has significant potential to attract visitors in its own right.
British Waterways	<b>KCAAPIO144</b>	Question 9 - Tourism	This depends on accessibility and desirability - if there is a reason to visit then local hostelrys will enable people to spend more time in the locality. There would need to be addition park and/or promotion of the railway along with local car/cycle hire.	Noted. Agreed - the improvement of the 'evening economy' is crucial for attracting and retaining visitors to the town. Furthermore, a new Carpet Museum is in development which will complement the town's existing attractions. Further consideration to be given as part of detailed development.
Kidderminster	<b>KCAAPIO321</b>	Question 9 - Tourism	Yes.	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Civic Society				
West Midlands Safari Park	<b>KCAAPIO24</b>	Question 9 - Tourism	<p>There should be recognition that hotel development is acceptable in areas outside the KCAAP area, and specifically, the WMSLP.</p> <p>Believes that DCLG guidance suggests that the application of the sequential test as required by PPS6 may not be appropriate in all cases relating to a hotel.</p>	Noted. However, this would not be in general conformity with the emerging RSS.
West Midlands Regional Assembly	<b>KCAAPIO112</b>	Options 22 - Tourism	<p>Hotel development - This option would be in general conformity with published WMRSS policy UR3 part iv.</p> <p>Other facilities - This is a question rather than an option, however any policy developed would need to be in conformity with published WMRSS policy PA10.</p>	Noted. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO366</b>	Options 22 - Tourism	Logical that 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.	Noted. A more attractive town centre will help to attract visitors, particularly those who already visit the District to go to some of the existing popular destinations such as the SVR and the Safari Park, but who do not visit Kidderminster itself. The enhancement of the waterways is a major part of the town's enhancement, and has significant

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				potential to attract visitors in its own right.
English Heritage	<b>KCAAPIO188</b>	Options 22 - Tourism	Proposals for a new hotel would need to be carefully appraised for its potential impact on the character of the town, particularly in historic places.	Noted. Agreed - any new developments must be implemented in a way that is sympathetic to the existing character of the town and the historic environment. Further consideration to be given as part of detailed development.
British Waterways	<b>KCAAPIO161</b>	Options 22 - Tourism	Please see question 15	Noted
Kidderminster Civic Society	<b>KCAAPIO322</b>	Options 22 - Tourism	Town centre is suitable for a hotel. Other facilities should be a carpet museum, TIC, greater evening economy etc.	Noted.
KPI and Asda Stores Ltd	<b>KCAAPIO18</b>	Options 22 - Tourism	Supports the KCAAP as a suitable location for a new hotel development	Noted. No further action required.
Shaylor Construction Ltd	<b>KCAAPIO64</b>	Options 22 - Tourism	A potential new hotel development in Kidderminster is supported and is considered to be a viable way of attracting more visitors and encouraging longer visits.	Noted. Agreed - Further consideration to be given as part of detailed development and business planning.
Hillcrest Residents Association	<b>KCAAPIO231</b>	Development and Environmental Sustainability - General	Expresses appreciation of the recycling facility on Stourport Road. Questions the 'greenness' of having to drive to the facility in order take green waste, instead of it being collected.	Noted. This is a detailed refuse matter that is beyond the scope of the Local Development Framework. Comments have been forwarded to the Environmental Services section.
Environment Agency	<b>KCAAPIO347</b>	Development and Environmental Sustainability - Key	We support all aspects.	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
		Issues 8		
Worcestershire County Council	<b>KCAAPIO282</b>	Development and Environmental Sustainability - Key Issues 8	Key Issue 8 should also address sustainable design more clearly. A section on the need for on-site renewables and site waste management plans could be included.  Any strategy which addresses climate change, flood risk etc, must also address biodiversity and green infrastructure.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO113</b>	Options 23 - Climate Change	Support for sustainable buildings? - would be in conformity with the emerging WMRSS policy SR1 and with emerging WMRSS policy SR3 if the targets as set out in SR3 were met.  More developments like Morrisons? - question rather than an option, however any policy developed would need to be in conformity with the targets as set out in the emerging WMRSS policy SR3.	Noted. Further consideration to be given as part of detailed development.
Environment Agency	<b>KCAAPIO348</b>	Options 23 - Climate Change	Strongly support the policy towards BREEAM and the Code for Sustainable Homes and recommend that town centre developments are built to excellent sustainability standards.	Noted. Further consideration to be given as part of detailed development.
Natural England	<b>KCAAPIO367</b>	Options 23 - Climate Change	Support the policy toward sustainable development and its support for Code	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			for Sustainable Homes and BREEAM.  More development in town should be built to excellent sustainability standards.	
Worcestershire County Council	<b>KCAAPIO283</b>	Options 23 - Climate Change	Support for Code for Sustainable Homes, BREEAM and SUDS as long as it is in line with national targets set out in the WMRSS.	Noted.
Kidderminster Civic Society	<b>KCAAPIO323</b>	Options 23 - Climate Change	Yes	Noted.
Worcestershire Wildlife Trust	<b>KCAAPIO35</b>	Options 23 - Climate Change	Welcome the strong support given to the Code for Sustainable Homes and the BREEAM assessment. The council should take the lead in promoting ever high standards. Green building technologies that deliver biodiversity and environmental enhancement should be the preferred option for all new development.	Noted. Agree - further consideration to be given as part of detailed development and business planning.
Wyre Forest District Council	<b>KCAAPIO76</b>	Options 23 - Climate Change	Sustainable building standards should be required, not just encouraged. Best practice examples such as Morrisons should be the norm.	Noted. Further consideration to be given as part of detailed development.
Hillcrest Residents Association	<b>KCAAPIO232</b>	Options 23 - Climate Change	Justified to look for provision in new developments but installations are most cost effective when they are bigger rather than smaller. Solar panels do work when enough people are using, but we don't have a culture of	Noted. Further consideration to be given as part of detailed development.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>community supply. CHP is most effective when demands of electricity and steam/heat are in balance.</p> <p>The River Severn is a tremendous source of heat if we were to apply heat pumps of a grand scale.</p>	
West Midlands Regional Assembly	<b>KCAAPIO115</b>	Options 24 - Flood Risk	If all of these options were further developed in to policy then they would be in generally conformity with would be in emerging WMRSS Policy SR1 part C iii and Policy SR2 Part G and paragraphs 8.42 -8.44 in the published WMRSS.	Noted.
Environment Agency	<b>KCAAPIO349</b>	Options 24 - Flood Risk	<p>Support focusing residential development outside flood zones 2 and 3. Commercial development is less vulnerable and may be more acceptable.</p> <p>Support the requirement for SUDS. Flood attenuation and storage should be promoted within a development site. Contributions for off site measures may be required.</p>	Noted. It is crucial that inappropriate development within flood zones is avoided. Further consideration to be given to flood mitigation measures, in partnership with the Environment Agency, as part of detailed development and implementation of specific sites.
Natural England	<b>KCAAPIO368</b>	Options 24 - Flood Risk	All developments should be built in line with PPS25 guidance. Where off-site flood storage and SUDS are delivered, they should be soft-engineering to benefit amenity and biodiversity. Where	Further consideration to be given to flood mitigation and prevention measures, working in with Natural England and the Environment Agency, as part of detailed

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>possible they should be integrated with waterways and wetlands.</p> <p>Where development densities are reduced we advocate the creation of open space, delivered within a green infrastructure network.</p>	development & implementation of specific sites.
Worcestershire County Council	<b>KCAAPIO284</b>	Options 24 - Flood Risk	<p>Would not support residential development within the flood zone. Would support reduced development densities in flood prone areas.</p> <p>Would support requirement to provide off-site compensatory flood storage capacity and the provision and enhancement of the green infrastructure.</p>	Noted. Further consideration to be given as part of detailed development and business planning. The Council will work in partnership with the Environment Agency to ensure that inappropriate development in flood zones is avoided.
British Waterways	<b>KCAAPIO162</b>	Options 24 - Flood Risk	<p>SFRA stage 2 flood plain maps do not include the impact of BW canals, therefore, the allocation of canal side development should not be limited by the application of these maps.</p> <p>BW supports SUDS in principle, but would like the Core Strategy to be more definitive on their long term maintenance and performance. Concerned about potential flood risk if LA or sewerage undertaker does not</p>	Noted. Further consideration to be given as part of detailed development. Further work to be undertaken in partnership with the Environment Agency and BW to assess flood risk and mitigation measures for individual sites, as well as appropriate land uses.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>adopt SUDS.</p> <p>There may be opportunities for better water management and flood control, including the creation of new weirs.</p>	
Worcestershire Wildlife Trust	<b>KCAAPIO36</b>	Options 24 - Flood Risk	<p>Residential development (and indeed all development) should be focused outside of the flood zone. Would support a reduction in development density in areas liable to flood and would urge the following of guidance from the Environment Agency. Compensatory flood storage should be a last resort and development that leads to a loss of flood storage capacity should be resisted.</p>	<p>Noted. Further consideration to be given as part of detailed development. Further work to be undertaken in partnership with the Environment Agency to assess flood risk and mitigation measures for individual sites, as well as appropriate land uses.</p>
Wyre Forest District Council	<b>KCAAPIO78</b>	Options 24 - Flood Risk	<p>Flood resistance and resilience measures should be incorporated where ever possible, not only for the potential development site, but also in and around the area to reduce risk to others.</p> <p>When considering any flood zone (zones 2,3,3a) developments, thought should be given to whether the intended use is appropriate, i.e. is it vulnerable. Developers should incorporate integrated flood relief or</p>	<p>Noted. It is important to avoid any inappropriate development within flood zones. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further work to be undertaken in partnership with the Environment Agency to assess flood risk and mitigation measures for individual sites. Further consideration to be given as part of detailed development.</p>



**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

<b>Organisation/ Respondent</b>	<b>Response Reference</b>	<b>Document Reference</b>	<b>Summary of Comment</b>	<b>Director of Planning and Regulatory Services Response</b>
			<p>reduction schemes.</p> <p>It is important that any future developments do not exacerbate any existing problems.</p> <p>Where possible developer contributions should be sought to enhance existing drainage network capacity.</p>	
English Heritage	<b>KCAAPIO189</b>	Providing a Green Infrastructure Network - General	The need for the Green Infrastructure Study to include consideration of the historic environment is considered as an integral part of the approach.	Noted. Further consideration to be given as part of detailed development.
Worcestershire Wildlife Trust	<b>KCAAPIO37</b>	Providing a Green Infrastructure Network - General	Providing a strong Green Infrastructure Network through the town must be a fundamental part of this document.	Noted Agreed - The green infrastructure network linking public open spaces and biodiversity habitats both throughout the town and out to the wider countryside needs to be developed. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO114</b>	Options 25 - Green Infrastructure	<p>These are questions rather than options and very specific therefore they can not easily be judged against the WMRSS.</p> <p>any policy developed should be in accordance with the WMRSS and in particular published WMRSS Policy QE4 and emerging WMRSS policy SR2</p>	Noted. Further consideration to be given as part of detailed development.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			part E.	
Environment Agency	<b>KCAAPIO350</b>	Options 25 - Green Infrastructure	We support more green open space with the use of green infrastructure.	Noted.
Natural England	<b>KCAAPIO369</b>	Options 25 - Green Infrastructure	<p>Advocate increasing access to good quality green space within the town centre. Welcome the inclusion of the sites named, but recommend that any other opportunities are taken. The reduction of densities in floodplains may provide opportunities.</p> <p>Recommend the enhancement of the canal and river as green space. All open space should be strategically considered and delivered in the context of green infrastructure.</p>	Noted. There is a widely shared view that there is insufficient open space in the town centre. The redevelopment of brownfield land provides opportunities for creation of additional open space and biodiversity corridors as part of a wider green infrastructure, including the areas around waterways. Land left for flood plains on redeveloped sites provide significant possibilities for implementing this.
Worcestershire County Council	<b>KCAAPIO286</b>	Options 25 - Green Infrastructure	There is an overlap in interest between the natural and historic environment in creating green spaces. This can significantly add to the interest and attraction of a designated area.	Noted.
British Waterways	<b>KCAAPIO163</b>	Options 25 - Green Infrastructure	<p>The waterways must be integrated with the rest of town via opening vistas and creating new access routes.</p> <p>Pedestrian and cycle routes and canal crossings should have their viability and environmental impact assessed.</p>	Noted. Further consideration to be given as part of detailed development. The canal is an important asset and a key pedestrian route through the middle of the town. There appear to good opportunities to create new access points onto the canal that can provide important links

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
				to different areas of the town.
Kidderminster Civic Society	<b>KCAAPIO324</b>	Options 25 - Green Infrastructure	Yes to all.	Noted.
Worcestershire Wildlife Trust	<b>KCAAPIO38</b>	Options 25 - Green Infrastructure	The town would benefit from having more access to open space and particularly biodiverse green space. Soft landscaping and trees can also contribute much to the urban environment.	Noted. Agreed - There is a widely shared view that there is a lack of public open space in the town centre. However, these spaces must also be recognised for their biodiversity value and as part of a wider green infrastructure throughout the town. Further consideration to be given as part of detailed development.
Wyre Forest District Council	<b>KCAAPIO77</b>	Options 25 - Green Infrastructure	Greater access to green open space would have many benefits.	Noted. Agreed.
Environment Agency	<b>KCAAPIO351</b>	Site Appraisals - General	Part of canal corridor is in flood zone 3 - development in these areas should be subject to the sequential and exception tests in line with PPS25.  Ten of these areas are within a SPZ2 and Green Street is in an SPZ1. Strict conditions will be needed to ensure appropriate remediation to protect the public water supply. Acceptability of the proposals will also depend on proposed land use.	Noted. Agreed. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
Worcestershire County Council	<b>KCAAPIO287</b>	Site Appraisals - General	The ecological value of potential redevelopment sites must be determined - this will inform mitigation	Noted. Agreed - further consideration to be given as part of detailed development

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

<b>Organisation/ Respondent</b>	<b>Response Reference</b>	<b>Document Reference</b>	<b>Summary of Comment</b>	<b>Director of Planning and Regulatory Services Response</b>
			and green infrastructure measures.  (Attached diagram from the Worcestershire Habitat Inventory - not attached?)	
Worcestershire Wildlife Trust	<b>KCAAPIO39</b>	Site Appraisals - General	All identified redevelopment sites have the potential to deliver an element of a town wide green infrastructure. The Council is urged to consider the position of each site in a Green Infrastructure framework for the town.  Pleased to note comments regarding green technology and public parks.	Noted. Further consideration to be given as part of detailed development and business planning.
West Midlands Regional Assembly	<b>KCAAPIO116</b>	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	These options would generally accord with the WMRSS in particular published policies UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	<b>KCAAPIO288</b>	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	Bus station is ideally located for the timber yard; a connecting bridge would be of real benefit. Developer contributions should be sought for town centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development.
British Waterways	<b>KCAAPIO164</b>	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	British Waterways would support the options that are assessed a promoting the greatest access and use of the waterway. This may involve the assessment of the funding of the	Noted. Agreed - a mix of uses, promoting activity at all times of day throughout the year, is essential for the vitality and viability of an area.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			development through 106 and CIL processes. The canal could form the transport link.	
Shaw Mrs J	<b>KCAAPIO2</b>	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	Is concerned about the loss of disabled parking spaces due to the development work taking place in Weavers Wharf. Wants to know what provision is being made available in the meantime.	Noted. However, this issue is too specific and short-term to be considered as apart of the KCAAP. Your comment will be forwarded to the Town Centre Manager for their information.
Smith Mrs J	<b>KCAAPIO66</b>	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	Rock Works, Park Lane - Could have underground parking if nearby tree area is to be gardens.  Could be partly used as a TIC, craft/leisure complex with art gallery and cafe. Maybe a training centre for people with learning difficulties.	Noted. Detailed study must be completed to find the most appropriate and viable use for this building . Its re-use must also be considered in light of the potential redevelopment of the Park Lane/Canalside area. Further consideration to be given as part of detailed development and business planning.
West Midlands Regional Assembly	<b>KCAAPIO117</b>	Site 2 - Canal Corridor Area (South) Land adjoining the Watermill Public House	These options would generally accord with the WMRSS in particular published policies UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	<b>KCAAPIO289</b>	Site 2 - Canal Corridor Area (South) Land adjoining the Watermill Public House	Well located for buses, though return journey would involve crossing the A451 and therefore a safe crossing is needed.	Noted. Further consideration to be given as part of detailed development.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			Developer contributions could be sought for Town Centre public transport infrastructure.	
British Waterways	<b>KCAAPIO165</b>	Site 2 - Canal Corridor Area (South) Land adjoining the Watermill Public House	BW would support the creation of a destination at this point and would welcome linkages between the canal, river and carpet heritage processions area.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO118</b>	Site 3 - Canal Heritage Processions Area (Dixon Street)	These options would generally accord with the WMRSS in particular published policy UR3 and T3. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	<b>KCAAPIO290</b>	Site 3 - Canal Heritage Processions Area (Dixon Street)	Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO119</b>	Site 4 - Canal Heritage Processions Area (Green Street)	These options would generally accord with the WMRSS in particular published policy UR3. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	<b>KCAAPIO291</b>	Site 4 - Canal Heritage Processions Area (Green Street)	Developer contributions could be sought for Town Centre public transport infrastructure. Service 3 operates to Stourport via the Ringway - could operate via Green Street if priority measures were in place.	Noted. Further consideration working with Worcestershire County Council as part of detailed development and business planning.
West Midlands Regional Assembly	<b>KCAAPIO120</b>	Site 5 - Canal Heritage Processions Area (Tram Street/New Road)	These options would generally accord with the WMRSS in particular published policy UR3, QE5, T3 and PA10.	Noted. Further consideration to be given as part of detailed development.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	
Worcestershire County Council	<b>KCAAPIO292</b>	Site 5 - Canal Heritage Processions Area (Tram Street/New Road)	Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development and business planning.
British Waterways	<b>KCAAPIO166</b>	Site 5 - Canal Heritage Processions Area (Tram Street/New Road)	Site could form an ambitious scheme incorporating the adjacent vacant land, Watermill PH area and Brinton Park. It would be necessary to have development to attract visitors, for example, water based and leisure activities and maybe a hotel.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO121</b>	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	These options would generally accord with the WMRSS, in particular published policies UR3, QE5, T3 and PA10. Should office development be contemplated, account should be taken of emerging WMRSS Policy PA13B. Account should also be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	<b>KCAAPIO293</b>	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	No existing bus routes - consider enhancing routes 7 & 9 to serve Churchfields and Crossley Retail Park.  Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration working with Worcestershire County Council as part of detailed development and business planning.
British	<b>KCAAPIO167</b>	Site 6 - Churchfields	BW supports the provision of marinas	Noted. The utilisation of the canal

**Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper**

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Waterways		Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas <b>AND</b> Site 7 - Churchfields Business Park (West) Basketball Court and Engineering Business	<p>however this is in the context of the proposal going through the New Marinas Unit of BW. WFDC may wish to clarify what type of marina model is most appropriate for the area - BW is able to offer its expertise in this area.</p> <p>BW supports the principle of bridges, which should be well designed and add value to the area and should link to the towpath and other regeneration areas.</p> <p>Kidderminster could be a valued destination along an enjoyable rural cruising ring. There is an opportunity to create or expand boating related business to support boaters.</p>	could have and important role in attracting visitors to the town. It is acknowledged that BW have the expertise in regard marina development and WFDC would wish to continue the existing partnership built through the Kidderminster Prospectus. Further consideration to be given to joint working as part of detailed development.
Kidderminster Property Investments	<b>KCAPIO201</b>	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	<p>It is considered that this site should be solely considered for residential redevelopment to compliment the other regeneration sites at Churchfields that are being promoted for mixed use development purposes.</p> <p>The site is in a highly sustainable location with near access to jobs, health care, education, shops, leisure and community facilities. It is also brownfield land that is positioned within a principle settlement that has been</p>	Noted. Agree in part - the Churchfields area provides one of the largest and most sustainable opportunities to provide residential development in town. It would also contribute to revitalisation of the town centre and help to create a new residential community in the central area. However, Further discussions will be required with partners to understand the possibilities and strike the appropriate balance between residential and other uses,



## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>identified for growth.</p> <p>There are no flood risk issues as it lies outside the floodplain and has a relatively elevated topography. There also no issues of access, contamination or stability likely to arise from its redevelopment.</p>	taking the Churchfields area as a whole.
Kidderminster Property Investments	<b>KCAAPIO202</b>	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	The site will need to link into the surrounding highway and pedestrian network. However, it is not considered appropriate to draw firm conclusions on what form these connections would take without detailed investigation into the potential infrastructure changes.	Noted. Detailed designs would require further investigation and research, in partnership with Worcester County Council, to assess the impact of any proposals on traffic flows and congestion.
West Midlands Regional Assembly	<b>KCAAPIO122</b>	Site 7 - Churchfields Business Park (West), Basketball Court and Engineering Business	These options would generally accord with the WMRSS in particular published policy UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant. Due account should be taken of published WMRSS policies CF3, part B ii, QE2, part C, QE4, part B in considering the options.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO123</b>	Site 8 - Churchfields Business Park (South), Former Tomkinsons; CMS Car Sales; Veldonn Printers	These options would generally accord with the WMRSS in particular published policy UR3, and T3. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Oldington &	<b>KCAAPIO145</b>	Site 8 - Former	Important that this site is not just seen	Noted. Agreed - the regeneration

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Foley Park Pathfinder		Tomkinson Factory & Veldonn Printers 7.03ha (17.38acre)	on its own and that the master planning process also covers the wider area. This will ensure wider regeneration benefits for the existing community.	approach is very much about taking a comprehensive look at the regeneration opportunities in this area.
KPI and Asda Stores Ltd	<b>KCAAPIO19</b>	Site 8 - Churchfields Business Park (South), Former Tomkinsons; CMS Car Sales; Veldonn Printers	Supports the principle of redeveloping the Churchfields area as it is an opportunity to deliver a number of significant benefits of Kidderminster, including: <ul style="list-style-type: none"> <li>• Blackwell Street Bypass</li> <li>• Enhancement of Horsefair local centre</li> <li>• Improve pedestrian connectivity to town centre</li> <li>• Improve environmental quality of the area</li> <li>• Increase choice and competition in foodstore retailing</li> <li>• Could be done in a relatively short timescale</li> <li>• Provision of a large number of new jobs</li> </ul> <p>Believes that the involvement of a major retail is needed to progress the redevelopment of the site. It is considered that the proposal would meet the tests of PPS 6</p>	Noted. Agreed in part - the Churchfields area is one town's largest opportunity sites for regeneration which could help to reinforce and enhance the existing Horsefair area and its community. However, the site is considered to be out-of-centre and this may limit the scope for certain forms of commercial uses. Further discussions will be required with partners to understand possibilities.  The site is considered to be out-of- centre and this may limit the scope for certain forms of commercial uses. Further discussions will be required with partners to understand possibilities.
West Midlands	<b>KCAAPIO124</b>	Site 9 - Comberton Hill	These options would generally accord	Noted.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Regional Assembly		Area	with the WMRSS in particular published policy UR3, QE5, T3 and PA10.	
Worcestershire County Council	<b>KCAAPIO294</b>	Site 9 - Comberton Hill Area	We support proposals for improved station building and junction.	Noted.
Kidderminster Civic Society	<b>KCAAPIO325</b>	Site 9 - Comberton Hill Area	More attractive railway station required.	Noted.
Butler Mr G	<b>KCAAPIO224</b>	Site 9 - Comberton Hill Area	Construct a Rotunda type building containing a mix of uses in the middle of Comberton island. Retain the subways and have them maintained including CCTV and other security. If necessary subways can be closed after-hours except for resident-only access. Pedestrians can be redirected via pedestrian crossings.  Services, water, electricity and sewerage connections already exist. Top of building could be used for communications aerials.	Noted. The proposal for a landmark building in the centre of Comberton Island is certainly an interesting one. A building of this type could be an icon for the town would help to draw people from the train station and Severn Valley Railway and into the town.  However, this proposal is too specific for this stage of the KCAAP and would need to be explored further through detailed site-specific analysis. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	<b>KCAAPIO125</b>	Site 10 - Town Centre Area	These options would generally accord with the WMRSS in particular published policy UR3.	Noted.
Kidderminster Civic Society	<b>KCAAPIO326</b>	Site 10 - Town Centre Area	Crown House - something needs to be done to improve it if it can't be demolished. Step Entry needs redesigning.	Noted. Agreed - Crown House is a widely recognised unattractive building. Further consideration to be given as part of detailed development.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Shaylor Construction Ltd	<b>KCAAPIO65</b>	Site 10 - Town Centre Area	The promotion of the central areas of Kidderminster for redevelopment is supported, especially around Exchange Street. Retaining listed buildings in use should be a priority to avoid further deterioration.	Noted and agreed.
West Midlands Regional Assembly	<b>KCAAPIO126</b>	Site 11 - Waterloo Street Area	In general conformity with the WMRSS.	Noted.
Worcestershire County Council	<b>KCAAPIO295</b>	Site 11 - Waterloo Street Area	Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development and business planning.
West Midlands Regional Assembly	<b>KCAAPIO127</b>	Site 12 - Worcester Street Area	In general conformity with emerging WMRSS policy PA11 and published WMRSS policy UR3.	Noted.
Worcestershire County Council	<b>KCAAPIO296</b>	Site 12 - Worcester Street Area	Developer contributions could be sought for Town Centre public transport infrastructure, e.g. improvements at Swan Centre, potential for bus lane on Prospect Hill/Bromsgrove Street.	Noted. Further consideration to be given as part of detailed development and business planning.
Government Office for the West Midlands - Planning Team	<b>KCAAPIO209</b>	Delivery - General	Development proposals in the KCAAP should be brought forward in accordance with a specified programme. The final document must show details of how proposals will be implemented, by which organisation and when. It is important to reflect the role of wider strategic partnership working and investment programme of stakeholders and ensure they are fully	Noted. Further consideration to be given to a programme of implementation and partnership working as part of detailed development and business planning.

## Appendix 2: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			engaged and support the proposals.	
Advantage West Midlands	<b>KCAAPIO235</b>	Delivery - General	AWM has been part of a partnership that has sought to help fund assist the development of the Regeneration Prospectus - which will provide an important tool to help drive regeneration. The sustainability appraisal of specific sites and this public consultation will assist the finalisation of the Prospectus and help inform the KCAAP.	Noted and Agreed.
West Midlands Regional Assembly	<b>KCAAPIO128</b>	Options 26 - Events and Marketing	This option raises no regional conformity issues.	Noted.
West Midlands Regional Assembly	<b>KCAAPIO129</b>	Options 27 - Quality Environment	See comments above. (Comment ID: KCAAPIO 128?)	Noted.
West Midlands Regional Assembly	<b>KCAAPIO130</b>	Options 28 - Business	See comments above. (Comment ID: KCAAPIO 128?)	Noted.
West Midlands Regional Assembly	<b>KCAAPIO131</b>	Options 29 - Community Safety	The policy will need to be in accordance with emerging WMRSS Policy SR2 Creating Sustainable Communities part c.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	<b>KCAAPIO327</b>	Options 29 - Community Safety	Both	Noted.
West Midlands Regional Assembly	<b>KCAAPIO132</b>	Options 30 - Funding	This option raises no regional conformity issues.	Noted.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
Lawson J	<a href="#">KAPPO2</a>	General Comment	Overall paperwork and documentation well presented and helpfully explained. We all ought to be more active in development and supporting transport action plans to make people come to Wyre Forest area.	Comments are noted and support is welcomed.
Coal Authority	<a href="#">KAPPO4</a>	General Comment	Having reviewed your document, I confirm that we have no specific comments to make on this document at this stage.	Comments are noted.
Natural England	<a href="#">KAPPO5</a>	General Comment	Support for the draft AAP and the positive treatment of the Staffs & Worcs Canal and the River Severn. Natural England would welcome early input into the design of sites adjacent to SSSIs.	Comments are noted and support is welcomed. The District Council will seek guidance from Natural England on future relevant development sites.
WCC - Transport Policy & Strategy	<a href="#">KAPPO26</a>	General Comment	<p>WCC considers this to be a comprehensive document which covers all the known transport issues facing the Kidderminster Town Centre area. Further references to LTP3 could be made.</p> <p>Has any consideration been given to relocating the bus depot and its implications?</p>	<p>Comments are noted and support is welcomed. Consider adding further references to LTP3 within the document. Bus station relocation will be considered in the wider context of further development around Weavers Wharf. WCC will be consulted on any future proposals.</p> <p>The potential development of the bus depot site has not been looked at in detail. Further investigation would be required for this site.</p>
Chaddesley Corbett Parish Council	<a href="#">KAPPO39</a>	General Comment	This document states that it wants to improve public transport and downgrade the Kidderminster ring road and generally improve access for public transport and foot/cycle traffic. This is a bit pointless when the public transport network in rural areas is being cut.	Comments are noted. The changes to public transport services are beyond the scope of the Local Development Framework. However, it can promote and encourage sustainable transport infrastructure to improve the viability of

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
				transport services to operators and increase their popularity.
Homes & Communities Agency	<a href="#">KAPPO40</a>	General Comment	The Homes & Communities Agency supports the District's aspirations for the town centre.	Support is noted and welcomed.
Homes & Communities Agency	<a href="#">KAPPO46</a>	General Comment	The plans set out in the AAP sit well with the priorities outlined by the Local Investment Plan for Worcestershire.	Comments are noted.
Asda Stores Ltd	<a href="#">KAPPO52</a>	General Comment	We would highlight the need for consistency between the Site Allocations & Policies DPD, the Kidderminster Central Area Action Plan DPD and the Churchfields Masterplan SPD e.g. regarding the development of new light and general industrial uses within the Churchfields Business Park area.	Comments are noted. Alterations to the error regarding Policy 7 and Churchfields shall be made and the wording clarified at the next stage of the DPD to ensure a consistent approach.
English Heritage	<a href="#">KAPPO109</a>	General Comment	Overall we welcome the preparation of the AAP for Kidderminster and the clear and concise format of the Preferred Option document.	Comments are noted and support is welcomed.
English Heritage	<a href="#">KAPPO110</a>	1 - Introduction and Context	<p>Although the Preferred Options report outlines a range of studies and technical reports (1.16-1.18) there is no specific reference to any related historic environment evidence base.</p> <p>We recommend that any subsequent outline of the evidence base for the document clearly explains the evidence base on the area's historic environment and heritage assets. This is likely to include references to the relevant conservation area appraisals and management plans, local list, and the Historic Environment Record and,</p>	Comments are noted. Include further information regarding the historic environment and heritage assets evidence base. Refer to the Site Allocations & Policies Heritage Assets policy and existing evidence base.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			where relevant, the work informing the Urban Design Advice as for example any identified character areas.	
West Mercia Police	<a href="#">KAPPO97</a>	1 - Introduction and Context	The KCAAP should include an overall vision for how the area and places should develop. At present, it is unclear to readers of the KCAAPPOP what the Council is aiming to achieve in Kidderminster overall and what high-level objectives that it has set itself to measure progress.	Comments are noted. Consider adding a vision statement and a list of key strategic objectives to the document.
West Mercia Police	<a href="#">KAPPO98</a>	1 - Introduction and Context	<p>It is the intention of WMP, with input from HWFRS, to prepare and submit a detailed Strategic Infrastructure Assessment (SIA) with the assistance of consultants WYG. This in turn will inform the preparation of the IDP. We therefore request that paragraph 1.18 of the KCAAPPOP includes the following additional bullet point:</p> <ul style="list-style-type: none"> <li>• Strategic Infrastructure Assessment</li> </ul> <p>As well as recognising the work that is currently being undertaken, inserting the additional bullet point would also provide a visible demonstration of the Council's commitment to working closely with WMP and HWFRS in planning emergency service infrastructure provision alongside expected development growth.</p>	Comments are noted. It is not considered appropriate to include this in the Evidence Base as it will feed into the wider Infrastructure Delivery Plan which will be of the Evidence Base itself.
Environment Agency	<a href="#">KAPPO120</a>	1 - Introduction and Context	We note that an 'Infrastructure Delivery Plan' is currently being produced and that the submission document will be informed by the completed study. We have not seen a draft of this document but would expect it to include environmental infrastructure, linked to your Council's Water Cycle Strategy (WCS), dated March 2010, undertaken by Royal Haskoning.	Comments are noted.
Environment Agency	<a href="#">KAPPO121</a>	1 - Introduction and Context	For any new development early liaison between the developer, local planning authorities and the water	Comments are noted. The District Council will continue to consult and liaise



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			company is essential to ensure that the relevant engineering infrastructure is in place(as opposed to quantity of water available through the company's water abstractions) to allow water to be supplied to new developments. This work can have long lead in times making early discussions essential to ensure there are no delays later down the line.	with the relevant water company on development plans. Further consideration will be given to specific sites through the Development Management process.
Environment Agency	<a href="#">KAPPO122</a>	1 - Introduction and Context	We note that Sequential Testing (Flooding) is also still being undertaken, which should be informed by the Level 2 Strategic Flood Risk Assessment (SFRA), dated February 2010, undertaken by Royal Haskoning. Again we have not seen a draft of this document. Once completed both documents should clearly inform the phasing and selection of sites for development (section 1.11).	Noted. Both documents form important parts of the evidence base to inform the site selection process.
WCC - Transport Policy & Strategy	<a href="#">KAPPO28</a>	Paragraph 1.23	Suggest recognition of the importance of high quality transport links, which facilitate the efficient movement of good and people in facilitating and supporting existing and new businesses and economic growth.	Noted and agreed. Consider adding wording to the text to highlight the importance of transport links to business and economic growth.
West Mercia Police	<a href="#">KAPPO99</a>	3 - A Sustainable Future - Development Strategy	WMP and HWFRS are very concerned that paragraph 3.4 of the KCAAPPOP makes no reference at all to creating a safe and crime free environment in Kidderminster.  We therefore request the following amendment to paragraph 3.4 to resolve our concerns: <ul style="list-style-type: none"> <li>Ensuring Kidderminster is safe, crime free and enjoyable for everyone.</li> </ul>	Comments are noted. Development Objective 13 in the Core Strategy deals with community safety and crime reduction. Consider adding reference to this in the KCAAP.
Asda Stores Ltd	<a href="#">KAPPO53</a>	Paragraph 3.2	Reference in the third bullet point to the Core Strategy's identified need for 25,000sq m of retail space in Kidderminster should be amended to make clear that that	Comments are noted. Specify that 25,000sqm is in relation to comparison retail. In regard to specifying that there is

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
			<p>relates to comparison goods floorspace. An additional sentence should then be added after the last bullet point to say: "The Adopted Core Strategy includes no specific requirement for additional convenience goods retail floorspace and any development proposals for such uses will be considered on their merits against the criteria in Policy 10 of the Site Allocations and Policies DPD.</p>	<p>no requirement for convenience floorspace, this is not necessary as it is implied by the fact it is not mentioned in the list of other quantum of development.</p>
<p>West Mercia Police</p>	<p><a href="#">KAPPO100</a></p>	<p>4 - A Desirable Place to Live</p>	<p>WMP and HWFRS are supportive of paragraphs in chapter 4 of the KCAAPPOP, which make reference to the need to improve natural surveillance.</p> <p>However, we are concerned that there appears to be an implied assumption that greater natural surveillance alone will lead to safe, crime free environments and communities. Increased natural surveillance in the town centre will only be successful in delivering safe, crime free environments and communities if it is combined with a package of other measures such as Secured by Design and the provision of infrastructure.</p> <p>WMP and HWFRS therefore request the following amendments: -</p> <p><b>Housing Objectives</b> The overall housing objectives for the KCAAP are:</p> <ul style="list-style-type: none"> <li>• Create a sustainable, safe, crime-free and balanced community meeting a variety of needs.</li> </ul> <p><b>Mixed Use Objectives</b> The overall mixed use objectives for the KCAAP area are:</p> <ul style="list-style-type: none"> <li>• Providing a sustainable built environment that keeps users and occupiers safe and secure through the incorporation and provision of high</li> </ul>	<p>Comments are noted. Consider adding additional bullet points into the objectives boxes for the Housing and Mixed Use sections to cover the theme of community safety.</p>

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			quality design solutions, management measures and infrastructure.	
Homes & Communities Agency	<a href="#">KAPPO41</a>	Paragraph 4.7	Support for plans to increase the number of people living in the town centre.	Comments are noted and support is welcomed.
Homes & Communities Agency	<a href="#">KAPPO42</a>	Paragraph 4.13	HCA supports the provision of all tenures of housing to be located within the town centre. Reduced affordable housing needs to be balanced with off-site provision and supporting infrastructure. Affordable rent tenure would be beneficial also.	Comments are noted. Reduced levels of affordable housing are only considered appropriate when supported by a robust viability assessment. Section 106 contributions and their impact on viability need to be considered holistically for the greater benefit of the area.
Shaylor Developments	<a href="#">KAPPO38</a>	Policy 1 - Sites for Housing	<p>Shaylor Developments would like to generally support the theme of Policy 1 in that it encourages new residential development within the KCAAP area and that residential uses are seen as essential components to achieve sustainable mixed use developments.</p> <p>The policy's requirements for such developments to provide improvements to existing amenity space and car parking provision is questionable, especially in relation to car parking where if the majority of occupants of a town centre residential scheme do not own cars and have chosen the location specifically for that reason, the development should not then have to fund the improvement of existing car parking facilities. The working of this policy requires greater clarity to distinguish what sorts of improvements to provision are required and when they are necessary.</p>	Comments are noted. Development will need to provide parking in accordance with the County Council and national standards. Negotiations will be undertaken through the Development Management process.
McCarthy &	<a href="#">KAPPO138</a>	Policy 1 - Sites for	We commend the Council for its acknowledgement of the	Comments are noted. The Policies

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
Stone Retirement Lifestyles Ltd		Housing	<p>District's ageing population profile and its support for specialist accommodation for the elderly within the LDF. While both the adopted Core Strategy and the emerging Site Allocations and Policies DPD have policies specifically stating that the Council will support specialist housing for the elderly, the emerging KCAAP does not. We feel that there should be suitably worded policies supporting specialist housing for the elderly in the KCAAP.</p> <p>We feel that <i>Policy 1: Sites for Housing</i> of the KCAAP could be supplemented with a few sentences worded along the following lines:</p> <p><i>"Development proposals for accommodation designed specifically for the elderly will be supported provided that they are accessible by public transport or a reasonable walk to community facilities such as shops, medical services, places of worship and public open space."</i></p>	contained within the Site Allocations and Policies DPD are equally applicable to the KCAAP area. Relevant policies have not been repeated in the KCAAP if it is not necessary. However, cross-references to this policy could be much clearer.
Shaylor Developments	<a href="#">KAPPO37</a>	Policy 2 - Mixed Use	Shaylor Developments would like to support the aims of Policy 2 in encouraging mixed use development.	Comments are noted and support is welcomed.
Homes & Communities Agency	<a href="#">KAPPO43</a>	Policy 2 - Mixed Use	It is also noted that the council intends promoting a range of uses within the town centre, in particular those providing employment opportunities and necessary infrastructure.	Comments are noted.
Asda Stores Ltd	<a href="#">KAPPO54</a>	Policy 2 - Mixed Use	Asda supports the presumption in favour of mixed use development including Class A retail uses on development sites within the KCAAP area. This recognises the contribution that the retail sector can make in terms of job creation and the provision of goods and services to local communities. However the Policy's	Comments are noted. However, this wording is not considered to be appropriate as it could undermine the vitality and viability of the town centre.

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
			second paragraph should be amended to say "As part of mixed use schemes the District Council will support uses that contribute to the vitality and viability of the town centre or contribute to meeting the needs of local communities. This will include.....".	
West Mercia Police	<a href="#">KAPPO101</a>	Paragraph 5.6	<p>WMP and HWFRS are therefore disappointed to see that guidance on the evening/night-time economy is fragmented and insubstantial in the KCAAPPOP.</p> <p>This spread of paragraphs in the KCAAPPOP is contrary to the tests of soundness contained in PPS12, in that in their present form they are not effective in providing robust and coherent planning policy guidance for this very important type of development.</p>	<p>Noted. The references contained during paragraphs 4.2, 4.7, 4.15 and 4.16 are general statements regarding the desire for a mix of uses in the town centre. Paragraphs 5.47 and 5.52 are general statements regarding tourism infrastructure. While these include mentions toward improving the evening economy, none of the above are intended to provide guidance.</p> <p>The paragraphs from 5.55 to 5.64 fall under the Leisure and Cultural Economy heading in the document which is felt to be an appropriate place to provide guidance on the evening economy. There is a separate Evening Economy section in order to highlight this issue.</p> <p>Consider including a specific policy on the evening/night-time economy in the publication document.</p>
West Mercia Police	<a href="#">KAPPO102</a>	Paragraph 5.6	The development of a successful and diverse evening/night-time economy in Kidderminster requires a credible and robust set of planning policies to be in place. WMP and HWFRS do not dispute the benefits	Comments are noted. Consider including a specific policy on the evening/night-time economy in the publication document.

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
			<p>economically and socially of an evening/night-time economy in Kidderminster, but there is a direct relationship between such an economy and the number of incidents that WMP and HWFRS are required to deal with.</p> <p>Request that a dedicated section or chapter is included in the KCAAPPOP covering the evening/night-time economy. This section should use the excerpt provided from the Central Telford Area Action Plan as a good example.</p> <p>The new section/chapter in the KCAAPPOP should provide policies and supporting text covering the following:</p> <ul style="list-style-type: none"> <li>-</li> <li>1) Where evening/night-time economy development will be placed in the Town Centre;</li> <li>2) When evening/night-time economy related development will be delivered;</li> <li>3) The type of uses that will form a successful and sustainable evening/night-time economy in Kidderminster;</li> <li>4) The measures that will be used to regulate and manage the evening/night-time economy in Kidderminster; and</li> <li>5) The infrastructure required to support evening/night-time economy development in Kidderminster and potential funding sources/mechanisms.</li> </ul>	
Henderson Global Investors	<a href="#">KAPPO158</a>	Retailing	Concerned that the requirement for new development on Weavers Wharf to coincide with progress on the Eastern Gateway is an unnecessary constraint. Suggest that this requirement is removed from the KCAAP.	Comments are noted. This statement has been included in order to re-dress the balance between the traditional town centre and Weavers Wharf and to support the vibrancy of the Bromsgrove Street area. However, it is not intended to restrict new investment in the town

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
				which may come forward.
Henderson Global Investors	<a href="#">KAPPO159</a>	Retailing	There is current demand for additional retail space at Weavers Wharf and we are concerned that the limited short term identified need for comparison retailing will act as a constraint to the development of Weavers Wharf. It is therefore requested that additional text is included to identify that development at Weavers Wharf will not be precluded by the forecast demand for new retail floorspace.	Comments are noted, however, the requirement for an additional 25,000 sqm of comparison retailing up until 2026 has been established through the Examination in Public of the Adopted Core Strategy.
Asda Stores Ltd	<a href="#">KAPPO55</a>	Policy 3 - Retail Development	The requirement identified in the Adopted Core Strategy is for 25,000sq m of additional comparison goods retail floorspace, and it is also clear that it is additional non-food shops that are required on the eastern side of the town centre to balance the non-food shopping development at Weavers Wharf. The Policy's second sentence should therefore be amended to say "Therefore the focus for new comparison goods retail development will be in the following areas:".	<p>The 25,000sqm of comparison floorspace requirement is targeted towards the Primary Shopping Area, but will not be restricted to certain areas within it and will not be the only use encouraged. Within the Primary Shopping Area the expansion and diversity of the retail offer will be actively encouraged. While the focus for Primary Shopping Frontages is for A1 retail, within Secondary Frontages and other areas in the Primary Shopping Area a flexible approach will be taken - as will be the case with eastern side of town as a non-primary frontage within the Primary Shopping Area.</p> <p>Furthermore, paragraph 5.18 states that the District Council will encourage new developments in the Bromsgrove Street area that will increase footfall and vitality, including a major new retail</p>



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
				store. The aim being to balance the 'retail dumbbell'. This is not restricted to non-food or comparison retail uses.  Therefore, the District Council would not wish to make the amendment suggested as it is unnecessarily restrictive and does not match the aims of the KCAAP.
English Heritage	<a href="#">KAPPO111</a>	Policy 3 - Retail Development	We welcome and support in broad terms the strategic vision for retail development in the area in terms of the 'retail dumbbell' focused on Weavers Wharf and Bromsgrove Street (Policy 3). We consider that this could serve to support the vitality and viability and regeneration of the wider town centre area within the ring road.	Comments are noted and support is welcomed.
Shaylor Developments	<a href="#">KAPPO36</a>	Paragraph 5.26	Paragraph 5.26 offers advice on the protection of retail units within the designated frontages. RPS would contend that applying such a regimented approach to assessing the opportunities and impact of economic proposals within defined frontages will not encourage sustainable economic development and is contrary to PPS4. Therefore RPS would advise that the current inclusion of the criteria in paragraph 5.26 is unsound, not reflective of national guidance or the other AAP policies to support mixed use development	Comments are noted. However, it is considered that this approach is essential in order to safeguard the vitality and viability of the town centre and to maintain the presence of the Primary Shopping Area. The policy does not seek to prevent a mix of uses, as stated in paragraph 5.25.
Shaylor Developments	<a href="#">KAPPO35</a>	Policy 4 - Primary and Secondary Shopping Frontages	Shaylor Developments would like to support the uses proposed by Policy 4 within the designated shopping frontages of the town.	Comments are noted and support is welcomed.
Shaylor Developments	<a href="#">KAPPO34</a>	Policy 5 - Outside of the Shopping	Shaylor Developments would like to support the uses proposed by Policy 5 as suitable within the town centre	Comments are noted and support is welcomed.



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
		Frontages	but beyond the shopping frontages.	
Asda Stores Ltd	<a href="#">KAPPO56</a>	Policy 6 - Edge-of-Centre and Out-of-Centre Retailing	The policy states that edge and out-of-centre development will only be acceptable where there will be no harm to the vitality and viability of the Primary Shopping Area. That wording does not accord with the policy tests set out in PPS4. It should be amended to read "...will only be acceptable if a sequential approach to development is taken and it can be demonstrated that there will be no significant adverse impact on the overall vitality and viability of the Primary Shopping Area".	Comment is noted. Consider amending the wording of the policy to read "...will only be acceptable if a sequential approach to development is taken and it can be demonstrated that there will be no significant adverse impact on the vitality and viability of the Primary Shopping Area."
Sport England	<a href="#">KAPPO23</a>	Policy 7 - Employment Development	<p>It is disappointing that there is no consideration of Sport in the context of Employment Development.</p> <p>There has been continued growth in spending on sport-related goods and services in the West Midlands, with over £2.1 billion being spent in 2008. Sports and associated industries are estimated to employ 54,200 people in the West Midlands which grew by 23% from 2005-08.</p> <p>Whilst Sport England does not have evidence on the economic impact that sport has on Wyre Forest, the economic value of sport to Kidderminster should not be overlooked.</p>	Noted and agreed. The KCAAP does state that it will actively encourage new opportunities for economic development that will help to diversify the economy of the town. It also states that leisure development will be a particular focus. Consider additional wording to the policy to specifically mentioned sports development/facilities.
Asda Stores Ltd	<a href="#">KAPPO57</a>	Policy 7 - Employment Development	Within the Industry paragraph the third bullet point lists Churchfields as a site suitable for B1 and B2 industrial development. This is contrary to paragraph 5.38 which states that the KCAAP area is not a favoured location for new industrial development and the Council's employment land review which identified Churchfields as a poor	Comments are noted. Alterations to the error regarding Policy 7 and Churchfields shall be made and the wording clarified at the next stage of the DPD to ensure a consistent approach.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			location, surrounded by residential areas and with poor road access. This contradiction needs to be resolved.	However, although the focus for new industrial development is the South Kidderminster Business and Nature Park, there are areas within the KCAAP where B1/B2 development could be considered appropriate either as the main use within an area or as part of a much broader mix of uses. Wording will be added to paragraph 5.38 to clarify this.
Environment Agency	<a href="#">KAPPO126</a>	Policy 7 - Employment Development	It will be of importance to ensure that any industry is appropriately located in line with the requirements of our GP3 guidance (Groundwater Protection Policy and Practice). Reference should be made in this section to the need to consider groundwater protection in determining the type of activities and proposed development that can take place.	Comments are noted. References to the Groundwater Protection Guidance will be made within the Publication document.
Natural England	<a href="#">KAPPO6</a>	Tourism	Support the promotion of the canal as a tourist destination. Its role as part of the strategic green infrastructure network and as wildlife corridor should be recognised and enhanced.	Comments are noted and support is welcomed.
British Waterways	<a href="#">KAPPO66</a>	Paragraph 5.43	BW welcomes the reference to the Staffordshire and Worcestershire Canal as bringing its own tourism opportunities.	Comments are noted and support is welcomed.
British Waterways	<a href="#">KAPPO67</a>	Paragraph 5.50	BW welcomes the key aim of the KCAAP "...to enhance and promote the Staffordshire and Worcestershire Canal and canalside areas within the town centre."  BW welcomes the requirement within Policy 8 Tourism Development that "The development of mooring spaces	Comments are noted and support is welcomed.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			and facilities on the canalside will be supported.”	
Worcestershire Wildlife Trust	<a href="#">KAPPO48</a>	Policy 8 - Tourism Development	The Trust welcomes positive comments regarding the canal. However, we would recommend that the policy includes a stronger comment on the need to protect and enhance biodiversity.	Comments are noted. However, it is not felt to be appropriate to deal with this issue in this more generic tourism policy. It would appear more fitting for inclusion within Policy 16 - Staffordshire & Worcestershire canal.
English Heritage	<a href="#">KAPPO112</a>	Policy 8 - Tourism Development	We broadly welcome the positive encouragement for tourism as part of the AAP and Policy 8. Could underline the importance of improvements to the public realm and other place making and design policies to tourism in the Tourism Infrastructure paragraph.	Comments are noted. Consider additional wording to the tourism infrastructure paragraph to cross reference to public realm and good design.
WCC - Transport Policy & Strategy	<a href="#">KAPPO29</a>	Policy 9 - Leisure Development	WCC strongly recommends that consideration of freight/deliveries is made in this document. The logistics supply for the town centre must be considered carefully to ensure that deliveries do not cause negative impacts on traffic flow.	Comments are noted. The Site Allocations and Policies Development Plan Document deals with freight movement and this equally applies to the KCAAP area.
Environment Agency	<a href="#">KAPPO123</a>	6 - Adapting to and Mitigating Against Climate Change	<p>Paragraph 6.1 states that the Site Allocations and Policies DPD includes a policy on Water Management. This misleading and should be amended, as the policy is relation to SuDS (Sustainable Drainage Systems) only.</p> <p>Whilst we would accept your statement that a flood risk policy is not required within Part A of the Site Allocations and Policies DPD, we would wish to see a flood risk policy included within the KCAAP DPD, for the reasons mentioned below. The need for a policy is also identified by the Sustainability Appraisal, which identifies flood risk as the 'main negative impact identified for sites within the KCAAP area' (p.6).</p>	<p>Comments are noted. Paragraph 6.1 to be amended to include reference of SuDS to replace Water Management.</p> <p>In addition to the policies within the Core Strategy and Site Allocations and Policies DPD, the requirement to consider flood risk is set out in PPS25 so it not seen to be necessary to repeat national policy guidance in the KCAAP. Furthermore, where flood risk has been noted for specific sites, guidance has been included within the individual</p>

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
				policy.
Environment Agency	<a href="#">KAPPO124</a>	6 - Adapting to and Mitigating Against Climate Change	<p>The sequential approach in relation to flood risk must be fully utilised with regards to all potential development and allocations.</p> <p>We would therefore wish to see a policy on flood risk that concentrates the 'more vulnerable' type development (such as residential) in the lowest flood risk areas within the KCAAP.</p> <p>All development will still need to demonstrate it is appropriate given the level of flood risk, in terms of Planning Policy Statement (PPS) 25 'Development and Flood Risk'.</p>	The requirement to consider flood risk of new development is set out in PPS25 and this is further highlighted in the adopted Core Strategy through policy CP02: Water Management. CP02 states that the SFRA will be used to inform the location of future development and this, amongst other considerations, will help to facilitate the application of the sequential and exception tests. It is therefore not seen to be necessary to this guidance in the KCAAP. However, better cross-references to these policies could be made.
Environment Agency	<a href="#">KAPPO125</a>	6 - Adapting to and Mitigating Against Climate Change	<p>All development and allocations within the KCAAP must be built and designed in accordance with your Councils Level 1 and 2 SFRA, particularly in making the development safe and not increasing flood risk elsewhere.</p> <p>Flood Risk within the KCAAP Area has been reduced by the Kidderminster Flood Alleviation Scheme (FAS). However, the Level 2 SFRA has shown that climate change will result in the risk of the reservoir overtopping being increased.</p> <p>Your Emergency Planner and, where necessary the Local Resilience Forum, will need to be consulted on applications and allocations where evacuation and rescue is an issue during times of flooding.</p>	The requirement to consider flood risk of new development is set out in PPS25 and this is further highlighted in the adopted Core Strategy through policy CP02: Water Management. CP02 states that the SFRA will be used to inform the location of future development and this, amongst other considerations, will help to facilitate the application of the sequential and exception tests. It is therefore not seen to be necessary to this guidance in the KCAAP. However, better cross-references to these policies could be made.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			A flood risk policy in the KCAAP should be used to address these issues.	
Centro- WMPTA	<a href="#">KAPPO154</a>	Sustainable Transport	<p>Centro considers that is important that the above plans are consistent with national policy guidance as well as with the West Midlands Local Transport Plan (2011-2026).</p> <p>These plans fall within the West Midlands 'journey to work; area and it is therefore important that residents of any new development can have sustainable access to regional services and wider employment and education opportunities. Centro therefore recommends that cross boundary issues and travel should be given further consideration in these documents and are happy to assist and provide information where required.</p>	Comments are noted. Consider additional wording in the KCAAP to highlight the importance of the rail links to the West Midlands and the services it provides residents of Wyre Forest.
Centro- WMPTA	<a href="#">KAPPO155</a>	Sustainable Transport	<p>Generally, Centro considers that development and redevelopment proposals make the use of existing transport infrastructure and services, improve connectivity locally and in the wider area where appropriate and provide high levels of accessibility for all with an emphasis on sustainable modes of travel.</p> <p>Centro recommends that these documents should encourage developments to be focused in areas already served by public transport and be design to ensure access to it along with walk and cycling routes.</p>	Comments are noted. The policies contained within the KCAAP promote the development of a good pedestrian and cycle network as well as public transport facilities and access to them.
Centro- WMPTA	<a href="#">KAPPO156</a>	Sustainable Transport	Centro also stresses that a high quality integrated transport network can assist in sustainable economic growth, job creation and regeneration, while reducing carbon emissions.	Comments are noted.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			It is essential to invest in quality integrated transport facilities and services from the outset to encourage use of more sustainable modes.	
Centro- WMPTA	<a href="#">KAPPO157</a>	Sustainable Transport	<p>Centro particularly welcomes the section on Sustainable Transport and in particular the sub section on Public Transport and the outlined Sustainable Transport Objectives.</p> <p>It is noted and welcomed that a new transport interchange is planned for the existing railway station area that will also incorporate bus stops and a taxi rank and Centro are to support these proposals as they develop.</p>	Comments are noted and support is welcomed.
Natural England	<a href="#">KAPPO7</a>	Policy 10 - Sustainable Transport	Pedestrian and cycle access should be integrated into the green infrastructure network where possible. New residential and employment developments should incorporate facilities for bike storage and potentially limit car parking.	Comments are noted. Consider cross-referencing this policy to the Green Infrastructure to further highlight the importance of these corridors in providing walking and cycling links. Cycle and car parking should be accordance with County Council and national standards.
Asda Stores Ltd	<a href="#">KAPPO58</a>	Policy 10 - Sustainable Transport	Support the downgrading of the ring road to improve pedestrian linkage between the Churchfields regeneration area and the town centre.	Comments are noted and support is welcomed.
Sainsbury's	<a href="#">KAPPO89</a>	Sustainable Transport Policy 10	Improved access to Crossley Park is supported in principle. Access into the Crossley Retail Park is via a single point of access and it is acknowledged that the Carpet Trades Way/Lower Mill Street junction becomes congested at peak times. Proposals to address this, so long as they do not cause other problems to the associated operation of the Park, are supported by	Comments are noted and support is welcomed. It is recognised that changes to the highway network need to be supported by technical evidence to show the wider impacts on traffic flows and movement. More in depth exploration to be completed as part of detailed

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			Sainsbury's.	proposals.
WCC - Transport Policy & Strategy	<a href="#">KAPPO27</a>	Paragraph 6.8	Suggest that the extensive use of street trees / landscaping are directly considered as part of the ring-road downgrading.	Comments are noted. This is covered by Policy 14 Ring Road Framework which encourages the planting of street trees and other landscaping treatments.
West Mercia Police	<a href="#">KAPPO103</a>	Paragraph 6.11	<p>Welcome and support the commitment to improving pedestrian and cycle links in Kidderminster. Suggest the paragraph includes cross-references to Policy CP11 of the Core Strategy and Policy 12 of the KCAAP.</p> <p>We suggest that the amendment takes the form of an additional paragraph under paragraph 6.13: 'To achieve these objectives, new pedestrian and cycle links must be designed and constructed in accordance with Policy CP11 of the adopted Core Strategy and Policy 12 of the KCAAP.'</p>	Comments are noted. Consider adding suggested wording to cross references to other relevant policies.
Natural England	<a href="#">KAPPO8</a>	Policy 11 - Walkable Town	Natural England supports this policy. We welcome the reference to promenading along the waterways, which should be recognised as vital, multifunctional green infrastructure corridors.	Comments are noted and support is welcomed.
WCC - Transport Policy & Strategy	<a href="#">KAPPO30</a>	Policy 11 - Walkable Town	There are wider social benefits of supporting a walkable town in terms of creating an environment which is conducive to social interaction (and community cohesion).	Noted and agreed. Consider adding wording to the reason justification for this policy to state the social benefits.
Worcestershire Wildlife Trust	<a href="#">KAPPO49</a>	Policy 11 - Walkable Town	The Trust is pleased to support this policy and specifically the mention of enhancing the canal corridor for biodiversity and human interaction together.	Comments are noted and support is welcomed.
Natural England	<a href="#">KAPPO9</a>	Policy 12 - Urban Design Key Principles	We welcome point I on green infrastructure.	Support is welcomed.



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

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Homes & Communities Agency	<a href="#">KAPPO45</a>	Policy 12 - Urban Design Key Principles	The design and place-making policies are encouraged. It would be beneficial to include a steer on the importance of retrofit and residential design standards.	Comments are noted. Consider incorporating further details within the Publication document.
Worcestershire Wildlife Trust	<a href="#">KAPPO50</a>	Policy 12 - Urban Design Key Principles	The Trust is pleased to endorse bullet point I. of this policy.	Comments are noted and support is welcomed.
British Waterways	<a href="#">KAPPO68</a>	Policy 12 - Urban Design Key Principles	BW welcomes the reference within Policy 12 Urban Design Key Principles to the requirement for new development to respect the blue and green infrastructure of the town centre.	Comments are noted and support is welcomed.
English Heritage	<a href="#">KAPPO113</a>	Policy 12 - Urban Design Key Principles	We welcome and support the commitment to preparing a Town Centre Design Framework. This should be informed by an understanding of the inherited character of the town centre.	Comments are noted and support is welcomed. We would welcome English Heritage's involvement in the development of a town centre framework.
West Mercia Police	<a href="#">KAPPO104</a>	Policy 12 - Urban Design Key Principles	<p>Whilst we support the provision of Policy 12 requiring development to create a safe and secure environment, we request that it be strengthened through direct reference to Secured by Design.</p> <p>We accordingly suggest the following amended wording for Policy 12:</p> <p>i. Include high quality architecture, which enhances local distinctiveness, that will stand scrutiny as part of a design review process.</p> <p>j. Create a safe and secure environment that minimises opportunities for crime and anti-social behaviour, through the incorporation of the principles of Secured by Design.</p> <p>We also request that the amendment to Policy 12 is</p>	<p>Comments are noted. Consider additional wording to Chapter 8 to strengthen links to Secured by Design. Make suggested amendments to points (i) and (j) in Policy 12.</p> <p>Secured by Design is a Sustainability Appraisal indicator so will be monitored through the Annual Monitoring Review.</p>



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			accompanied by the inclusion of a commitment in Chapter 8 of the KCAAPPOP to monitoring how many schemes achieve 'Secured by Design' standards.	
British Waterways	<a href="#">KAPPO69</a>	Paragraph 7.18	Additional bridges over the canal will improve the situation and BW would welcome the opportunity to be involved in the design of the bridges and bridge crossing shall need to comply with a number of principles.	Comments are noted. The District Council would welcome the early involvement of British Waterways.
Natural England	<a href="#">KAPPO10</a>	Policy 13 - Public Realm	We welcome points (e) on street trees and (f) on SuDS. Street trees should ideally be a drought tolerant variety and provides shade, helping to future climate-proof the public realm.	Comments are noted and support is welcomed. Consider adding broad information about suitable tree types into the reason justification for the policy.
Worcestershire Wildlife Trust	<a href="#">KAPPO51</a>	Policy 13 - Public Realm	We welcome this policy and are pleased to endorse bullet points e) and g). Suggest that further context be given to the SUDS guidance to the effect that SUDS should seek to achieve multiple benefits.	Comments are noted. A policy and guidance on SUDS is provided in the Site Allocations & Policies DPD. This applies equally to the KCAAP area.
English Heritage	<a href="#">KAPPO114</a>	Policy 13 - Public Realm	We further welcome and support the prominence given to improving the public realm – a key component of the townscape as well as a factor in delivering wider objectives associated with tourism, sustainable transport and economic vitality.	Comments are noted and support is welcomed.
Environment Agency	<a href="#">KAPPO127</a>	Policy 13 - Public Realm	We support point g to incorporate SuDS into public streets and spaces to improve surface water drainage, with reference to policy CP02 of the adopted Core Strategy (CS) and Policy 19 of the Site Allocations and Policies DPD regarding the type of SuDS, maintenance and adoption etc.	Comments are noted and support is welcomed.
Homes & Communities Agency	<a href="#">KAPPO44</a>	Ring Road Framework	The downgrading of the ring road will contribute to a more pedestrian friendly environment and assist in enhancing the vitality of the town centre.	Comments are noted and support is welcomed.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
WCC - Transport Policy & Strategy	<a href="#">KAPPO31</a>	Policy 14 - Ring Road Framework	The proposals for downgrading the ring road must be technically assessed using a valid traffic model.	Noted and agreed. The ring road is recognised as an important piece of transport infrastructure and any alterations to it will need to be assessed and modelled as appropriate.
English Heritage	<a href="#">KAPPO115</a>	Policy 14 - Ring Road Framework	We fully welcome and support in principle the policy aspirations of downgrading the ring road (Policy 14 Ring Road Framework, Policy 15 Ring Road Character Areas and Policy 10 Sustainable Transport).	Comments are noted and support is welcomed.
Natural England	<a href="#">KAPPO11</a>	Policy 16 - Staffordshire & Worcestershire Canal	Natural England supports this policy. We welcome the reference to green infrastructure in the supportive text and recommend further promoting the multi-functionality of the canal.	Comments are noted and support is welcomed. Consider adding further text in the reason justification to emphasise the multi-functionality of the canal.
British Waterways	<a href="#">KAPPO70</a>	Policy 16 - Staffordshire & Worcestershire Canal	BW welcomes the inclusion of a policy specifically relating to the Staffordshire and Worcestershire Canal.	Comments are noted and support is welcomed.
Worcestershire Wildlife Trust	<a href="#">KAPPO77</a>	Policy 16 - Staffordshire & Worcestershire Canal	The policy should make specific mention of the need for developments adjacent to the canal to enhance biodiversity as well as deliver the improvements already mentioned in the bullet points.	Comments are noted. Include addition wording to highlight the biodiversity potential of the canal. A number of key regeneration sites are present on the canal and biodiversity improvements will need to be carefully balanced with the need for increased natural surveillance and the recognition of the canal's urban/industrial nature and heritage.
English Heritage	<a href="#">KAPPO116</a>	Policy 16 - Staffordshire & Worcestershire	We agree that the canal corridor is a major asset for the town. As such we consider it warrants a positive policy framework as part of the AAP. It also represents an	Comments are noted. Consider further reference to the canal within the heritage section.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
		Canal	important heritage asset and should be given appropriate recognition under the heritage section too.	
Environment Agency	<a href="#">KAPPO128</a>	Policy 16 - Staffordshire & Worcestershire Canal	The need to protect the biodiversity value of the waterways is listed in the 'Summary of issues and options responses' but there is no subsequent reference to this in policy 16. The policy could be expanded further to include the protection of the water quality and ecology of this water body with reference to the Water Framework Directive (see comments below).	Comments are noted. Include addition wording to highlight the biodiversity potential of the canal. A number of key regeneration sites are present on the canal and it will be important to balance the need to provide active frontages and natural surveillance with opportunities to enhance biodiversity and water quality.
Sainsbury's	<a href="#">KAPPO90</a>	Policy 16 - Staffordshire & Worcestershire Canal	We support the delivery of a new bridge, subject to the caveats detailed further below.	Comments are noted and support is welcomed.
Natural England	<a href="#">KAPPO12</a>	Policy 17 - River Stour	Natural England supports this policy. We welcome its focus on green infrastructure and on biodiversity. The supporting text should recognise that the River Stour is designated as a Special Wildlife Site.	Noted and support welcomed. Consider adding text into the reason justification to recognise the River Stour as a Special Wildlife Site.
Worcestershire Wildlife Trust	<a href="#">KAPPO78</a>	Policy 17 - River Stour	The Trust is pleased to support this policy.	Comments are noted and support is welcomed.
WM Morrison Supermarkets Plc	<a href="#">KAPPO162</a>	Policy 17 - River Stour	Wm Morrison Supermarkets object to the Policy 17 which relates to requirements for developments adjacent to the River Stour. The policy has a lack of flexibility to be able to consider the appropriateness of meeting all the criteria set out.  Suggest that the first sentence of the Policy should be amended to read as follows, to incorporate more flexibility: 'New developments adjacent to the River Stour should,	Comments are noted. However, the criteria set out within this policy are fundamental to the re-integration of the river Stour into the town centre.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			where appropriate:...'!	
Environment Agency	<a href="#">KAPPO129</a>	Policy 17 - River Stour	<p>We support the acknowledgement of the River Stour as a wildlife corridor and reference to enhancing its biodiversity value. This policy could however be expanded to include reference to new development also protecting and enhancing the water quality and ecology of the River, in helping to deliver the objectives of the Water Framework Directive (WFD).</p> <p>The policy could also refer to new developments providing flood risk betterment in flood storage and flood flow routes and being set back from the river to provide a buffer strip.</p>	Comments are noted. Include additional wording to make reference to the need for new development to protect water quality and provide flood risk betterment.
Natural England	<a href="#">KAPPO13</a>	Policy 18 - Green Infrastructure	<p>Natural England welcomes the inclusion of this policy.</p> <p>Suggest amended wording to the policy to read "all schemes within the KCAAP will need to provide green infrastructure through their design, including well integrated landscaping, tree planting and SuDS as part of the public realm".</p> <p>The policy could be further enhanced by requiring on-site GI to be connected into the wider network, where at all possible.</p>	Comments are noted and support is welcomed. Amend policy wording to incorporate suggestions.
British Waterways	<a href="#">KAPPO71</a>	Policy 18 - Green Infrastructure	BW welcomes the requirements of proposed Policy 18 Green Infrastructure for sites adjacent to the Staffordshire and Worcestershire Canal to enhance the contribution of the canal to green infrastructure provision and its biodiversity value.	Comments are noted and support is welcomed.
Worcestershire Wildlife Trust	<a href="#">KAPPO79</a>	Policy 18 - Green Infrastructure	Support this policy but suggest an amendment to the wording to reflect the fact that GI improvement is not	Comments are noted. Consider additional wording to this policy.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			restricted to landscaping and that the built environment has much to offer.	
Environment Agency	<a href="#">KAPPO130</a>	Policy 18 - Green Infrastructure	We support the reference to enhancing the biodiversity value of the river and canal within policy 18. Reference could also be made to maintaining and improving the water quality of these water bodies, in considering WFD objectives.	Comments are noted. Consider including additional wording to make reference to water quality.
English Heritage	<a href="#">KAPPO117</a>	Heritage	It is disappointing that there is no associated policy, even in broad terms as for example for Green Infrastructure. We strongly recommend that a supporting policy framework is included which expands on and localises that in the Core Strategy.	Comments are noted. A specific policy on Heritage was not included within the KCAAP as it was felt to be adequately covered by the draft policy contained within the Site Allocations & Policies DPD - which also is relevant to the KCAAP area.
English Heritage	<a href="#">KAPPO118</a>	Heritage	Additionally no mention is made to archaeology. To what extent does the AAP include any known archaeological remains or its archaeological potential? At minimum the County's Historic Environment Record should be referred to and the extent of the resource or its potential acknowledged.	Comments are noted. Included additional wording to make reference to archaeology and the Historic Environment Record.
WM Morrison Supermarkets Plc	<a href="#">KAPPO163</a>	Paragraph 7.75	<p>Wm Morrison Supermarkets plc object to paragraph 7.75 which relates to Conservation Areas. There has been no information published as part of the evidence base for the LDF to support the assertion that the Green Street/New Road area is of sufficient quality to become a Conservation Area.</p> <p>We suggest, therefore, that Paragraph 7.75 should be amended to include the text set out in bold italics below, and to read as follows, to more accurately reflect the</p>	Comments are noted. The evidence for this is currently being developed and a separate consultation will be undertaken during early 2012. The wording in the publication version will reflect the current position at the time.

Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			<p>situation:  '<b><i>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 potentially sufficient quality to become a Conservation Area. A Conservation Area Character Appraisal will be undertaken together with appropriate public consultation to define the area to be designated as a Conservation Area and identify its characteristics.</i></b> This area contains the strong....'</p>	
English Heritage	<a href="#">KAPPO119</a>	9 - Introduction to Part B	<p>In general the explanation and policy framework appear to identify the site specific heritage considerations relating to designated assets and non-designated assets such as local list buildings.</p> <p>It would be helpful to clarify if the County's Historic Environment Record has been used to identify any archaeological remains associated with the sites.</p>	Comments are noted. The County's HER has not been used to identify archaeological remains. Consider including a reference to the need for developers to undertake this work.
Environment Agency	<a href="#">KAPPO131</a>	9 - Introduction to Part B	It is currently unclear whether the Sequential Approach has been undertaken to inform the development of sites. This should be clarified as part of the evidence base.	Comments are noted. A sequential test report will be published as part of the evidence base for Publication.
Environment Agency	<a href="#">KAPPO132</a>	9 - Introduction to Part B	<p>Having reviewed the Part B site allocations, the potential for land contamination issues to arise is relatively high throughout the area given its industrial heritage. As it stands none of the policies in the KCAAP specifically mention the need for land contamination investigation.</p> <p>We acknowledge that land contamination issues have been considered within policy CP01 of the adopted CS. Therefore if you are not minded to include a policy within</p>	Comments are noted. Land contamination is addressed through policy CP01 of the Adopted Core Strategy and as such it was considered unnecessary to duplicate. Include appropriate cross-references within the Publication document.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			part A of the KCAAP, we would seek a reference to land contamination within the 'Introduction to Part B' section, with a link to policy CP01 of the CS.	
Environment Agency	<a href="#">KAPPO133</a>	10 - Churchfields	There is currently limited reference to environmental issues within the Masterplan document and this is reflected within policy 19. I would refer you to our more detailed response to the draft Masterplan (dated 7 July 2011, our ref. SV/2010/103971/SD-01/PO1-L01).	Your more detailed response to draft masterplan is noted. As a result, the final masterplan is to contain a separate section to highlight flooding and water management issues and guidance. Additional wording to be included to Policy 19 to highlight flood risk.
Natural England	<a href="#">KAPPO14</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	<p>Welcome the delivery of functional recreation space connected to the wider GI network.</p> <p>Support the concept of the canal as a movement corridor benefiting from a sense of enclosure and overlook, but care must be taken to respect its role as a wildlife corridor.</p>	<p>Comments are noted and support is welcomed. Include addition wording to Policy 16 Staffordshire &amp; Worcestershire Canal to highlight the biodiversity potential of the canal. A number of key regeneration sites are present on the canal and biodiversity improvements will need to be carefully balanced with the need for increased natural surveillance and the recognition of the canal's urban/industrial nature and heritage.</p> <p>However, this will need to be carefully balanced with the need for increased natural surveillance and the recognition of the canal's urban/industrial nature and heritage.</p>
Asda Stores Ltd	<a href="#">KAPPO59</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	The Churchfields Business Park has been identified as sequentially the most acceptable site in Kidderminster to accommodate a new food store, to address an identified quantitative need for additional convenience floorspace in	The vision for Churchfields is part of a wider strategy for Kidderminster which includes the Core Strategy, Kidderminster Central Area Action Plan



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			<p>the town and to provide competition to the existing superstores.</p> <p>Paragraph (b) in the Policy should be amended to read: "Provide a comprehensive mixed-use development that is housing led with commercial activity integrated into the overall Central Area regeneration".</p> <p>Paragraph (c) in the Policy should be amended to read "Provide for nodes of commercial (office, leisure and retail) activity, including small opportunities adjacent to the canalside".</p>	<p>DPD, and the Site Allocations and Policies DPD. These documents identify a more sequentially preferable site and approach for a major retail development that is within Kidderminster's Primary Shopping Area.</p> <p>The District Council's ambition for retail development in Churchfields is to enhance the Horsefair local centre with a limited amount local needs retail without having an adverse impact on the town's Primary Shopping Area. Therefore we would not wish to remove the references in the policy to 'local needs' and 'limited' in respect of retail development.</p>
Worcestershire Wildlife Trust	<a href="#">KAPPO80</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	The policy has the potential to conflict with Policy 18 and wider biodiversity policies elsewhere. Recommend the inclusion of a further bullet point regarding the need for developments to protect and enhance biodiversity along the canal.	Comments are noted. This is covered through Policy 16 and 18 and therefore a specific reference here is not considered necessary.
West Mercia Police	<a href="#">KAPPO105</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	As the Council is aware, WMP has been an active participant in the discussions leading to the development of the current proposals for the Churchfields area. This participation has been part of the active role that WMP continues to play in the community in the Churchfields area.	Comments are noted. The District Council will continue to work with WMP and HWFRS on the development of Churchfields and other future plans and developments.
Sainsbury's	<a href="#">KAPPO91</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	This policy should define the quantum of development that will be acceptable in this part of Churchfields. In particular it should define the maximum retail floorspace that will be permitted.	Comments are noted. Consider this issue further during the development of the publication document and the masterplan.



**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
Sainsbury's	<a href="#">KAPPO92</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	Support the creation of a bridge over the canal but have reservations about the nature of a multi-modal bridge. Our concern is that a road link for use by all vehicles (not just buses) would have unintended consequences – that is, it would create further traffic congestion and ‘rat running’ through the Retail Park. There is serious concern that a vehicular bridge connection between the two areas that is open to all traffic will merely increase traffic passing through Crossley Retail Park, ‘rat running’ to avoid congestion on the A456.	<p>Comments are noted. The Churchfields Masterplan has developed an ambition for the area for improve connectivity into Crossley Park. The transport schemes included present the ambitions for this area and have been developed using specialist transport advice. The proposals shown are indicative at this stage and have not been fully tested. It is recognised that specific transport proposals need to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.</p> <p>Paragraph 10.7 will be amended accordingly to recognise this.</p>
Sainsbury's	<a href="#">KAPPO93</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	<p>The proposed vehicular bridge (near the existing Lime Kiln Bridge) would be acceptable for use by buses and would be controlled by rising bollards.</p> <p>However, a much more acceptable long term solution would be a new road off A442 Franche Rd along the alignment of Puxton Lane, crossing the River Stour and connecting both the Crossley Retail Park and Churchfields.</p>	<p>The proposed vehicular bridge needs to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.</p> <p>The viability of a new road connecting the A442 to Crossley Park would be questionable as it would be a significant and costly infrastructure project. Furthermore, access off the A442 down Puxton Lane would not be suitable in its current format and would require</p>

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
				significant investment. This route would also pass through the Puxton Marsh SSSI which would have significant biodiversity and flood risk issues.
Sainsbury's	<a href="#">KAPPO94</a>	Policy 19 - Churchfields Masterplan - (KCA.Ch.1)	In addition to specifying the floorspace maxima within the Policy, the penultimate paragraph should specify that any retail floorspace proposed above the stated threshold should be subject to a viability assessment.	Comments are noted and will be considered in conjunction with response number KAPPO91.
Asda Stores Ltd	<a href="#">KAPPO60</a>	Paragraph 10.6	The paragraph states that it is envisaged that the Masterplan area could accommodate, inter alia, "small scale retail and food and drink premises". However in the absence of 'small scale' being defined in the Masterplan those words lack precision and should be deleted. The first sentence of paragraph 10.6 would therefore read "It is envisaged that the Masterplan area could accommodate in excess of 600 new homes in addition to new offices, workshops, retail and food and drink premises".	Comments are noted. The definition of 'small-scale' retail premises will be included to provide clarity to this statement. The District Council's ambition for retail in Churchfields is to enhance the Horsefair local centre with a limited amount of new retail development without having an adverse impact on the town's Primary Shopping Area. Therefore we would not wish to remove the references to 'small scale' development.
Environment Agency	<a href="#">KAPPO134</a>	Policy 20 - Phase 1 - Grasmere Close - (KCA.Ch.2)	As mentioned in paragraph 10.12, the planning application process has begun for this site. For information, we have been involved in the planning application discussions with the applicant in relation to the re-development of this site. A site investigation scope has been agreed and we await the results to inform any remedial requirements in relation to land contamination.	Comments are noted.
Natural England	<a href="#">KAPPO15</a>	Policy 21 - Phase 2a - Former Georgian	New pedestrian links over the canal must take care not to negatively impact on the SSSI.	Noted and agreed. The District Council will consult with Natural England on specific proposals.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
		Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)		
British Waterways	<a href="#">KAPPO72</a>	Policy 21 - Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)	<p>BW welcomes the requirements of this policy for any new developments to integrate land and water.</p> <p>BW would welcome the opportunity to be involved in the design of the bridge and the bridge crossing shall need to comply with a number of principles.</p>	Comments are noted. The District Council would welcome the early involvement of British Waterways
Worcestershire Wildlife Trust	<a href="#">KAPPO81</a>	Policy 21 - Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)	<p>Recommend an additional bullet point in this policy to strengthen the need to protect and enhance the biodiversity and green infrastructure role of the canal corridor.</p>	Comments are noted. This is to be covered through an amended Policy 16: Staffordshire & Worcestershire Canal.
West Mercia Police	<a href="#">KAPPO106</a>	Policy 21 - Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)	<p>The planning application by Bellway Homes (11/0163/FULL) obliged WMP to conduct a review to determine how policing in Churchfields should be delivered in the future. The review highlighted a preferred option, which is as follows:</p> <ul style="list-style-type: none"> <li>Maintain existing Police Post, but request developer funding for necessary staged upgrades (in parallel with the phased regeneration plan for Churchfields) to ensure continuity of WMP service delivery as regeneration of Churchfields takes</li> </ul>	Comments are noted.

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
			place  WMP have consequently taken the decision to upgrade the Police Post in stages, in parallel with the various phases of the regeneration scheme as they come forward. This decision has already been put into practice through the WMP response to the Bellway Homes application.	
West Mercia Police	<a href="#">KAPPO107</a>	Policy 21 - Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)	Work on identifying the further upgrades that will be required in response to the following phases of the Churchfields regeneration scheme is being undertaken by our appointed consultants, WYG, as part of the SIA.  In light of all of the above, WMP and HWFRS request that Policy 19 of the KCAAPPPOP makes reference to the need for an enhanced Police Post for Churchfields via the suggested wording: - (n) Subject to viability, maximise the benefits of development in terms of providing affordable housing and bolstering the vitality and viability of community facilities (including the Windermere House Police Post) in the area.	Comments are noted. Reference to Windermere House may be too specific for this policy. Consider additional wording in the associated text to further expand on the need to improve community infrastructure, including the stated police facilities.
Environment Agency	<a href="#">KAPPO135</a>	Policy 21 - Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate - (KCA.Ch.3)	The previous use of the site means that there is a high potential for contamination issues to arise. The site is located adjacent to a historical landfill and the possible impacts of this on the site should also be considered. We have been involved in planning application discussions and reviewed a Geo-environmental Assessment Report for this site.	Comments are noted. We welcome the EA's continued involvement on this site.
Sport England	<a href="#">KAPPO24</a>	Policy 22 - Phase 2b - Former Sladen School -	Object to the loss of the playing fields of the former school unless they are shown to be surplus to requirements for the duration of the core strategy, or they are replaced.	Noted. Policy 22 states that any new development of this site will be expected to provide compensation for the loss of

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
		(KCA.Ch.4)		the playing fields. Furthermore, any capital from the sale of the playing fields by the County Council will be required to be invested back into local sports facilities.
Environment Agency	<a href="#">KAPPO136</a>	Policy 22 - Phase 2b - Former Sladen School - (KCA.Ch.4)	Although there are no obvious contamination issues, in the first instance the applicant would need to undertake a desk study (as mentioned above in introduction to Part B) in order to investigate previous land uses. There is the potential that fill may have been imported to provide/create level playing fields.	Comments are noted. We would welcome the EA's continued involvement with any future development of this site.
Asda Stores Ltd	<a href="#">KAPPO61</a>	Paragraph 10.22	Churchfields Business Park has been identified as an appropriate location (in terms of the sequential approach) for a new food store, to meet the needs of both the existing residents in Kidderminster and the new urban village that is being proposed across the wider Churchfields area. The paragraph's third sentence, which states that a maximum of 1000sq m of retail floorspace will be sought on the Churchfields Business Park, should therefore be deleted.	<p>The vision for Churchfields is part of a wider strategy for Kidderminster which includes the Core Strategy, Kidderminster Central Area Action Plan DPD, and the Site Allocations and Policies DPD. These documents identify a more sequentially preferable site and approach for a major retail development that is within Kidderminster's Primary Shopping Area.</p> <p>The District Council's ambition for retail development in Churchfields is to enhance the Horsefair local centre with a limited amount local needs retail without having an adverse impact on the town's Primary Shopping Area. Therefore we would not wish to remove the 1,000sq m limit to new retail floorspace in this area.</p>
Asda Stores Ltd	<a href="#">KAPPO62</a>	Policy 23 - Phase	Support the allocation of the Churchfields Business Park	Comments are noted and support is

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
		3a - Churchfields Business Park- (KCA.Ch.5)	for mixed use development including Class A1 retail use.	welcomed.
Environment Agency	<a href="#">KAPPO137</a>	Policy 23 - Phase 3a - Churchfields Business Park- (KCA.Ch.5)	This site was formerly occupied by the Tomkinsons carpet factory and a garage site. The previous uses of the site means that there is a high potential for contamination issues to arise. The site is located adjacent to a historical landfill and the possible impacts of this on the site should also be considered. This should be recognised in the text.	Comments are noted. Include reference to Core Strategy Policy CP01 and cross reference into site specific policies.
Natural England	<a href="#">KAPPO16</a>	Policy 24 - Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)	On-site, off-site or financial contributions towards open space should be provided if new development would lead to the area falling below Accessible Natural Greenspace Standards or exasperate existing deficiencies.	Noted and agreed. Include wording in the policy regarding compensation for the loss of open space.
Sport England	<a href="#">KAPPO25</a>	Policy 24 - Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)	Sport England would object to the loss of the Multi Use Games Area, unless it can be shown to be either surplus or it is going to be replaced by equivalent or better in terms of quantity, quality and accessibility	Comments are noted. The masterplan approach to the Churchfields area will seek to ensure that the loss of open space and play areas are compensated within the area or within easy reach. In regard to this site, the open space is essentially redundant with few people using it and a location for anti-social behaviour. More appropriate facilities could be provided elsewhere. Amend policy to require compensatory provision.
British Waterways	<a href="#">KAPPO73</a>	Policy 24 - Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)	BW welcomes the requirements of this policy for any new developments to integrate land and water.  BW would welcome the opportunity to be involved in the	Comments are noted. The District Council would welcome the early involvement of British Waterways.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			design of the bridges and bridge crossing shall need to comply with a number of principles.	
Worcestershire Wildlife Trust	<a href="#">KAPPO82</a>	Policy 24 - Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)	Recommend an additional bullet point in this policy to strengthen the need to protect and enhance the biodiversity and green infrastructure role of the canal corridor.	Comments are noted. This is to be covered through an amended Policy 16: Staffordshire & Worcestershire Canal.
Environment Agency	<a href="#">KAPPO139</a>	Policy 24 - Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)	The previous use and location of the site means that there is a high potential for contamination issues to arise. The site is located adjacent to a historical landfill and the possible impacts of this on the site should also be considered. This should be recognised in the text.	Comments are noted. Include additional wording in the text to highlight potential contamination issues. Reference to Core Strategy policy CP01 to be given in the introduction to Part B of the document.
Sainsbury's	<a href="#">KAPPO95</a>	Policy 24 - Phase 3b - Lime Kiln Bridge - (KCA.Ch.6)	See comments above in relation to the bridge link. (KAPPO92)	See response to KAPPO92.
British Waterways	<a href="#">KAPPO74</a>	Policy 25 - Phase 4 - Crossley Park - (KCA.Ch.7)	BW welcomes the requirements of this policy for any new developments to provide an active frontage onto the canal.  BW would welcome the opportunity to be involved in the design of the bridge and the bridge crossing shall need to comply with a number of principles.	Comments are noted. The District Council would welcome the early involvement of British Waterways.
Worcestershire Wildlife Trust	<a href="#">KAPPO83</a>	Policy 25 - Phase 4 - Crossley Park - (KCA.Ch.7)	The site has a significant canal and riverside frontage and an additional bullet point could be included to reiterate the expectations to enhance these biodiversity corridors.	Comments are noted. This is to be covered through an amended Policy 16: Staffordshire & Worcestershire Canal and Policy 17: River Stour.
Environment Agency	<a href="#">KAPPO140</a>	Policy 25 - Phase 4 - Crossley Park - (KCA.Ch.7)	Our most recent flood modelling for the River Stour shows that much of this site is located within the 'functional floodplain' where commercial development ('less	Comments are noted. An additional bullet point will be included in Policy 19 to highlight flood risk issues for the



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			<p>vulnerable') is not considered appropriate.</p> <p>Any proposed development would need to be further informed by a detailed Flood Risk Assessment. Consideration will also need to be given to residual risk and the inundation for overtopping and breach scenarios of the FAS within the level 2 SFRA.</p> <p>Any development at this location needs to ensure that there is no encroachment / impact to the floodplain of the River Stour, its corridor, the Puxton marshes Site of Special Scientific Interest (SSSI) and their buffering habitats.</p>	whole of the Chuchfields area.
Environment Agency	<a href="#">KAPPO141</a>	Policy 25 - Phase 4 - Crossley Park - (KCA.Ch.7)	<p>The site is noted as being a historical landfill. Consequently there may be serious environmental constraints associated with this site. The creation of a new multi-modal bridge is likely to involve piled foundations which could act as rapid contaminant migration pathways.</p> <p>Sufficient information will be needed to demonstrate that contamination issues can be addressed appropriately. This should be referred to in the text/policy.</p>	Comments are noted. Include additional wording in the text to highlight potential contamination issues. Reference to Core Strategy policy CP01 to be given in the introduction to Part B of the document.
Sainsbury's	<a href="#">KAPPO96</a>	Policy 25 - Phase 4 - Crossley Park - (KCA.Ch.7)	See comments above in relation to the bridge link. (KAPPO92)	See response to KAPPO92.
Natural England	<a href="#">KAPPO17</a>	Policy 28 - Kidderminster Railway Station - (KCA.EG.2)	We support the creation of a transport interchange, as a way of reducing travel by private car and therefore mitigating carbon emissions.	Comments are noted and support is welcomed.
Environment	<a href="#">KAPPO143</a>	Policy 30 -	In relation to Comberton Hill Island, the proposals involve	Comments are noted. We would



### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
Agency		Comberton Hill Island - (KCA.EG.4)	the infilling of the subway. Clearly it would be essential to ensure that appropriate materials are imported for such an exercise (both from a geotechnical and environmental perspective) and that the appropriate Environment Agency permits/exemptions are sought.	welcome the EA's continued involvement with any future proposals.
Asda Stores Ltd	<a href="#">KAPPO63</a>	Policy 31 - Phase 1: Bromsgrove Street Area - (KCA.EG.5)	Given the requirement already identified in Chapter 5 for large scale non-food development at Worcester Street/Bromsgrove Street, to balance out Weavers Wharf, the reference to "A1 Retail" in item (i) should be amended to "A1 Retail including large format comparison goods units".	The District Council will encourage new developments in the Bromsgrove Street area that will increase footfall and vitality, including a major new retail store. The aim being to balance the 'retail dumbbell'. However, this is not restricted to non-food or comparison retail uses, just uses that would add vitality to this area of the town. Therefore, we would not wish to make the suggested amendment as it would be unnecessarily restrictive and does not match the aims of the KCAAP.
Ralley B	<a href="#">KAPPO22</a>	Policy 32 - Phase 2 - Worcester Street Retail Development - (KCA.EG.6)	Owners of the former Barrel pub intend to make a significant investment in the property and plan to keep it for the long-term. They are alarmed over plans to significant redesign the area as part of the Eastern Gateway project.	Policy 32 - Worcester Street Retail Development, which covers the site of the former Barrel PH, does state that a comprehensive redevelopment of this area will be expected. However, no detailed work into how this redeveloped area would look has been done. A conceptual 3D showing the area redesigned is provided with the policy, but this is purely indicative. It is therefore feasible that any renovation and/or extension of the former pub could be incorporated into a future scheme for

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
				this area.
Asda Stores Ltd	<a href="#">KAPPO64</a>	Policy 34 - Waterloo Street Area - (KCA.EG.8)	Support the development of small scale Class A1/A2/A3/A4/A5 and other town centre uses in the Waterloo Street Area as part of an improved pedestrian link through the site, down from the ring road through to the proposed town centre regeneration areas at Lion Street and Bromsgrove Street. This will improve the link between the proposed redevelopment on Churchfields Business Park and the proposed new retail development being sought by the Council at Worcester Street/Bromsgrove Street.	Comments are noted and support is welcomed.
Environment Agency	<a href="#">KAPPO144</a>	12 - Western Gateway	This area was formerly occupied by industry including Rock Works, timber yards and industrial estates. Ground/water contamination is therefore an important issue that must be addressed as part of the redevelopment. The southern most part of this area falls within the outer protection zone of a public water supply borehole and is therefore extremely sensitive in terms of groundwater protection.	Comments are noted. Policy will be amended accordingly.
Environment Agency	<a href="#">KAPPO146</a>	12 - Western Gateway	We welcome the reference to new development contributing to the improvement of the river environment. This should include environmental improvements to the river and its corridor (i.e. water quality, biodiversity and flood risk betterment) in meeting WFD objectives.	Comments are noted. This is covered by other policies within the Local Development Framework such as Core Strategy Policy CP15: Regenerating the Waterways and Policy 17 of the KCAAP.
Environment Agency	<a href="#">KAPPO147</a>	12 - Western Gateway	We would recommend that paragraph 12.26 is worded more strongly so that some betterment is gained as a result of the development. We would like to see at least some of this section of culvert removed to re-establish the open channel. We would be happy to meet with your Council to discuss the potential, and constraints, for re-	Comments are noted. Consider this in more detail during the development of the Publication document.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			development of this site in greater depth.	
Natural England	<a href="#">KAPPO18</a>	Policy 36 - Park Lane Canalside - (KCA.WG.2)	We support the treatment of the canal, whose value as a green infrastructure and wildlife corridor should be recognised.	Comments are noted and support is welcomed.
British Waterways	<a href="#">KAPPO75</a>	Policy 36 - Park Lane Canalside - (KCA.WG.2)	<p>BW welcomes the requirements of this policy for any new developments to integrate land and water.</p> <p>BW would welcome the opportunity to be involved in the design of the pedestrian bridge and the bridge crossing shall need to comply with a number of principles.</p> <p>Welcome the requirement for mooring facilities within the policy.</p>	Comments are noted. The District Council would welcome the early involvement of British Waterways.
Worcestershire Wildlife Trust	<a href="#">KAPPO84</a>	Policy 36 - Park Lane Canalside - (KCA.WG.2)	The policy overlooks the opportunity for biodiversity enhancement along the canal corridor. we would recommend an additional bullet point to highlight that steps should be taken to enhance biodiversity,	Comments are noted. This is to be covered through an amended Policy 16: Staffordshire & Worcestershire Canal.
Post Office Limited	<a href="#">KAPPO47</a>	Paragraph 12.23	<p>POL remains committed to Kidderminster Town Centre but acknowledges that Crown House is in a poor state of repair and potentially lends itself well to redevelopment.</p> <p>Providing that it was financially and operationally beneficial to do so, POL would consider relocating to an alternative premise to make way for the redevelopment of the site.</p> <p>We would be grateful if you would consult us on any further proposals and we would be delighted to meet with Council Officers and/or attend development steering</p>	Comments are noted. We would welcome further consultation with POL in future to discuss any proposals for this site and the future presence of the Post Office in the town.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			groups as the AAP progresses towards adoption.	
Mace G	<a href="#">KAPPO1</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	Crown House should be treated as a priority and either modernised or redeveloped. Concern that it puts visitors off the town centre.	Crown House is highlighted within the Kidderminster Central Area Action Plan Development Plan Document as having potential for redevelopment.
Natural England	<a href="#">KAPPO19</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	Natural England fully supports the proposed treatment of the River Stour and the canal, and welcomes the recognition of their value as green infrastructure assets.	Comments are noted and support is welcomed.
Asda Stores Ltd	<a href="#">KAPPO65</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	The proposal that further retail floorspace should be provided at Weavers Wharf does not seem logical given the Plan has identified an imbalance of retailing within the town centre. Further retail floorspace is being proposed in the Eastern Gateway area specifically to counter balance the pull of Weavers Wharf, and that allocation/strategy is likely to be undermined by also promoting further development at Weavers Wharf.	Comments are noted. The Core Strategy sets out that up 25,000 sqm of comparison retail floorspace is to be developed in the town up until 2026. It is envisaged that this floorspace will be accommodated within the Primary Shopping Area which includes both Weavers Wharf and the eastern side of the town centre.  It is the ambition of the District Council to counter-balance the 'pull' of Weavers Wharf and drive footfall over towards the eastern side of the town centre. However, Policy 31 and 32 that cover this area make provision for a wide mix of uses that would add vitality and footfall to this side of the town that extends beyond just retail. Furthermore, it must be recognised that Weavers Wharf is a key economic asset for the town which needs to be further harnessed.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
British Waterways	<a href="#">KAPPO76</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	BW welcomes the requirements of this policy for any new developments to integrate land and water.	Comments are noted and support is welcomed.
Worcestershire Wildlife Trust	<a href="#">KAPPO85</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	The Trust is pleased to support the thrust of this policy. We would however be keen to see a wording change under bullet point a) so that it reads 'Provide an active frontage onto the canal and riverside and enhance their contribution to <i>biodiversity</i> and the green infrastructure network'	Comments are noted and support is welcomed. Consider wording change to this policy.
Henderson Global Investors	<a href="#">KAPPO160</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	While the KCAAP identifies the need for a new pedestrian bridge over the canal, Henderson Global Investors considers that further additional crossings (including vehicular crossing) should also be provided to the south of Weavers Wharf in order to increase connectivity with adjoining development sites.	Comments are noted and welcomed. Officers to engage with Hendersons to investigate this further.
Environment Agency	<a href="#">KAPPO145</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	In relation to land contamination, this area has previously been subject to re-development and remediation. It is therefore essential to ensure that any proposed changes in these areas are compatible with the level of remediation achieved. It will also be necessary to ensure that the previously undertaken risk assessments (both environmental and human health) remain valid e.g. infiltration rates, areas of hardstanding etc.	Comments are noted. Further investigation to be carried out as part of more detailed proposals.
Environment Agency	<a href="#">KAPPO148</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	We note that points (a) and (j) refer to active frontages onto the canal and riverside and enhancing their contribution to the green infrastructure network. This should include environmental improvements to the river and its corridor (i.e. water quality, biodiversity and flood risk betterment) in meeting WFD objectives.	Comments are noted. This is covered by other policies within the Local Development Framework such as Core Strategy Policy CP15: Regenerating the Waterways and Policy 17 of the Action Plan.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
Inland Waterways Association	<a href="#">KAPPO142</a>	Policy 37 - Weavers Wharf - (KCA.WG.3)	The Inland Waterways Association support the plans for Weavers Wharf. Could we suggest that the bridge design is sympathetic with the canal scene, mooring facilities provided and a water point? Could the existing bridge be opened up to provide a turning area for the boats? This would increase visitors if boats could be turned.	Comments are noted. The design of any new bridge would need to respect the canal's designation as a Conservation Area and be of a good quality. The District Council supports the provision of additional mooring spaces and associated facilities. Further investigation to be carried out as part of more detailed proposals.
Natural England	<a href="#">KAPPO20</a>	Policy 38 - Castle Wharf - (KCA.CW.1)	Natural England supports this policy. We particularly welcome points (a) and (b) on the river and canal.	Comments are noted and support is welcomed.
Worcestershire Wildlife Trust	<a href="#">KAPPO86</a>	Policy 38 - Castle Wharf - (KCA.CW.1)	The Trust is pleased to support the intent of this policy and specifically the comments in bullet points a) and b) but we would advocate a specific mention of biodiversity (as well as general green infrastructure) enhancement under bullet b).	Comments are noted and support is welcomed. This is to be covered through an amended Policy 16: Staffordshire & Worcestershire Canal and Policy 17: River Stour.
West Mercia Police	<a href="#">KAPPO108</a>	Policy 38 - Castle Wharf - (KCA.CW.1)	Police and Fire services are currently delivered via the Kidderminster Territorial Policing Headquarters, Habberley Road and the Kidderminster Fire Station, Castle Road. WMP and HWFRS consider that the optimum solution is to enhance the capacity and capabilities of the existing police and fire stations in Kidderminster.  We believe it reasonable to state at this stage that developer obligations (in whatever form) will be required as an integral part of the funding package for both projects.	Noted. The District Council will continue to work with WMP and HWFRS on future infrastructure requirements, particularly as a result of new developments that may come forward.  The fire station is identified as a community facility on the Adopted Local Plan Proposals Map. This designation will be continued and as such it is protected under Core Strategy policy CP07.

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			<p>Propose a new policy to safeguard the existing fire station site in the KCAAP area, the wording suggest is as follows:</p> <ul style="list-style-type: none"> <li>The fire station site as shown on the proposals map will be safeguarded for fire service uses. Proposals for the development of the site for fire service and related uses will be encouraged and supported wherever possible.</li> </ul>	
Environment Agency	<a href="#">KAPPO149</a>	Policy 38 - Castle Wharf - (KCA.CW.1)	<p>The location and industrial history of the area mean that there is a high potential for ground/water contamination issues and this is an extremely sensitive hydrogeological setting. The level of desk study, and if necessary, site investigation and remediation will be high. The proposed land uses (activities) will also have to accord with the requirements of our GP3 guidance.</p> <p>There are opportunities to set the buildings further back from the River Stour for the Tram Street and MCF sites. Subject to a detailed Flood Risk Assessment, this would provide enhancements to the River Stour corridor in this location.</p>	Comments are noted. Further investigation to be carried out as part of more detailed proposals.
Environment Agency	<a href="#">KAPPO153</a>	14 - Crossley Park and Mill Street	The right bank of the River Stour (when looking downstream) provides an obvious break in the river corridor habitat. The treatment of this bank should require improvements to the river corridor habitats and structure, in order to deliver the green infrastructure referred to in the report.	Comments are noted. This is to be covered through Policy 17: River Stour.
Worcestershire Wildlife Trust	<a href="#">KAPPO87</a>	Policy 39 - Mill Street Mixed Use Area - (KCA.MS.1)	We would suggest that this policy make mention of the need to enhance the canal corridor adjacent to the site, in line with other policies.	Comments are noted. Reference to the canal corridor is incorrect for this site; the river corridor is adjacent to this area. This is to be covered through Policy 17: River Stour.



**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
Attwood A	<a href="#">KAPPO3</a>	15 - Traditional Town Centre	<p>The planning policies and development plan seem good for the future of the District.</p> <p>Concerned that the street market, if no internal site is found for it, will spoil future plans for the town. The market should be limited to certain areas and not take up all of Oxford Street, High Street, and Worcester Street - with genuine traders being given priority. Market layout must make it difficult for blind and partially sighted people.</p>	<p>Comments are noted and support is welcomed.</p> <p>Regarding the street market; it is a private operation and beyond the scope of the KCAAP. However, an objective of the KCAAP will be to improve the public realm of the town with a focus on Worcester Street, High Street and Vicar Street - the main streets where the market is located. This could provide an opportunity to reorganise these streets and make them more user-friendly for all.</p>
WCC - Transport Policy & Strategy	<a href="#">KAPPO32</a>	Policy 40 - Civic Spaces	<p>The Town Hall Square currently functions as a major bus departure point and taxi rank. How will these services be affected in the future?</p>	<p>No detailed proposals have currently been progressed for this potential new piece of public open space. However, it is envisaged that this could be a multi-functional space that would not necessarily preclude the provision of public transport.</p>
WM Morrison Supermarkets Plc	<a href="#">KAPPO165</a>	16 - Heritage Processions	<p>Wm Morrison Supermarkets plc object to the Indicative 3D Model of how the Green Street and Bus Depots could be redeveloped to transform the area.</p> <p>In particular, it is considered unrealistic that the Green Street/Dixon Street site (Frank Stone site) could be developed as intensively as shown on the Model.</p> <p>We suggest that the Indicative 3D Model should be omitted from the document.</p>	<p>Comments are noted. The 3D model is an indicative model for illustrative purposes.</p>



**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
Environment Agency	<a href="#">KAPPO150</a>	16 - Heritage Processions	<p>The location and the industrial history of the area mean that there is a high potential for ground/water contamination issues and is an extremely sensitive hydrological setting.</p> <p>The need for retention of buildings is recognised; however this may result in constraints on site investigation and remedial requirements. The level of desk study, and if necessary, site investigation and remediation will be high. Long term monitoring/mitigation measures may be required.</p> <p>The proposed land uses will also have to accord with the requirements of our GP3 guidance. The above should be noted within this section of the policy/document.</p>	<p>Comments are noted. Further investigation to be carried out by developers as part of more detailed development proposals for this area. Provide additional wording in this section to highlight these issues.</p>
WM Morrison Supermarkets Plc	<a href="#">KAPPO164</a>	Policy 42 - Heritage Processions Area - (KCA.HP.1)	<p>Wm Morrison Supermarkets plc object to Policy 42 which relates to the Heritage Processions Area, and identifies a list of various uses which will be promoted. Our clients object to the restrictive nature of the range of uses which the Council will promote in the Area and the restrictive nature of the requirement to retain buildings that are not Statutory Listed Buildings. If buildings are required to be retained, there should be sufficient evidence provided in the Council's evidence base to justify their retention.</p> <p>We suggest, therefore, that Policy 42 should be amended to read as follows, to incorporate more flexibility: <i>'A mix of uses will be promoted in this area appropriate to the edge-of-centre location.</i></p> <p><i>The historic linear, processional routes along Green</i></p>	<p>Comments are noted. This list of uses is not exhaustive, however, any proposal will be expected to meet all other relevant Local Development Framework policies.</p> <p>In regard to heritage assets, the evidence for this is currently being developed and a separate consultation will be undertaken during early 2012. The wording in the publication version will reflect the current position at the time.</p>

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

Reporting Name	ID	Section	Summary	Officer Response
			<p><i>Street, New Road and Dixon Street will be protected, where appropriate, and where possible enhanced in line with the Design Quality SPG.</i></p> <p><i>As a means of achieving this, the District Council will ensure the retention and reuse of Listed Buildings, and encourage the retention and reuse of Locally Listed Buildings.</i></p> <p><i>New developments in this area will be encouraged to provide attractive and active frontages.'</i></p>	
WM Morrison Supermarkets Plc	<a href="#">KAPPO166</a>	Paragraph 16.6	<p>Wm Morrison Supermarket plc object to paragraph 16.6 which relates to the Frank Stone Building. The Council's evidence base for the LDF does not include any assessment of the historic asset value of this building. The building is not Locally or Statutorily Listed and therefore its retention should not be required.</p> <p>We suggest, therefore, that this paragraph should be deleted.</p>	Comments are noted. The evidence for this is currently being developed and a separate consultation will be undertaken during early 2012. The wording in the publication version will reflect the current position at the time.
Natural England	<a href="#">KAPPO21</a>	Policy 43 - Frank Stone - (KCA.HP.2)	Natural England supports this policy. We welcome points (a) and (b) on the river.	Comments are noted and support is welcomed.
WM Morrison Supermarkets Plc	<a href="#">KAPPO167</a>	Policy 43 - Frank Stone - (KCA.HP.2)	Wm Morrison Supermarket plc object to Policy 43. Our clients consider that the range of uses identified as acceptable are unnecessarily restrictive and inconsistent with the range of uses identified in Paragraph 16.8 which includes 'other employment uses'. There is also no evidence for the retention of the frontage of the Frank	<p>Comments are noted. This list of uses is not exhaustive, however, any proposal will be expected to meet all other relevant Local Development Framework policies.</p> <p>In regard to heritage assets, the</p>

### Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper

Reporting Name	ID	Section	Summary	Officer Response
			<p>Stone Building.</p> <p>We suggest, therefore, that this Policy should be amended to read as follows:</p> <p><b><i>'The Frank Stone site will be suitable for a range of commercial or residential uses. Any new development on this site will be expected to:</i></b></p> <ul style="list-style-type: none"> <li>• <b><i>Provide a positive relationship with the river; and</i></b></li> <li>• <b><i>Contribute to the improvement of the riverside environment and enhancement of green infrastructure, where appropriate; and</i></b></li> <li>• <b><i>Provide an attractive frontage to Green Street'</i></b></li> </ul>	evidence for this is currently being developed and a separate consultation will be undertaken during early 2012. The wording in the publication version will reflect the current position at the time.
Worcestershire Wildlife Trust	<a href="#">KAPPO88</a>	Policy 43 - Frank Stone - (KCA.HP.2)	The Trust welcomes this policy and in particular bullet points a) and b). However we would be keen to see b) strengthened to include a specific mention of biodiversity enhancement.	Comments are noted. This is to be covered through Policy 17: River Stour.
Environment Agency	<a href="#">KAPPO151</a>	Policy 43 - Frank Stone - (KCA.HP.2)	We would support part b of policy 43, regarding the improvement of the water environment. At the moment the existing building over hangs the River Stour (see comments above for policy 17 'River Stour').	Comments are noted and support is welcomed.
Environment Agency	<a href="#">KAPPO152</a>	Policy 44 - Green Street Depot - (KCA.HP.3)	<p>The industrial history of the area means that there is a high potential for ground/water contamination issues and is in an extremely sensitive location. We are also aware that underground storage tanks exist on the site.</p> <p>The level of desk study, and if necessary, site investigation and remediation will be high. Long term</p>	Comments are noted. Further investigation to be carried out as part of more detailed proposals by developers.

**Appendix 3 - Summary of Responses received to the Kidderminster Central Area Action Plan Preferred Options Consultation Paper**

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			monitoring/mitigation measures may be required. The proposed land use will also have to accord with the requirements of our GP3 guidance.	
Shaylor Developments	<a href="#">KAPPO33</a>	C - Maps	Support the area of the Primary Shopping Area but objects to the extent of secondary shopping frontages identified. Suggest allocating the remaining part of Exchange Street, up to the riverside, as secondary frontage in order to provide a tangible pedestrian link between Weavers Wharf, the bus station and the town centre.	Comments are noted. The suggestion to extend the Secondary Shopping Frontage does not reflect the location of currently retail premises. However, the site in question is still within the Primary Shopping Area and where retail uses are acceptable and, as Policy 5 states, a flexible approach to uses will be encouraged.
WM Morrison Supermarkets Plc	<a href="#">KAPPO161</a>	C - Maps	Wm Morrison Supermarkets plc object to the map at Appendix C which shows the area which the Council considers to be the Primary Shopping Area for Kidderminster.  In particular our clients object to the exclusion from the Primary Shopping Area of the existing Morrisons store at Green Street.	The Primary Shopping Area has been defined in order to concentrate retail activity and footfall and contribute to creating a more viable town centre. It is not intended to stretch the PSA too wide and thus risk diluting retail activity in the town and undermining the centre. The District Council considers that the site of the Morrisons store be appropriate as an edge-of-centre location.