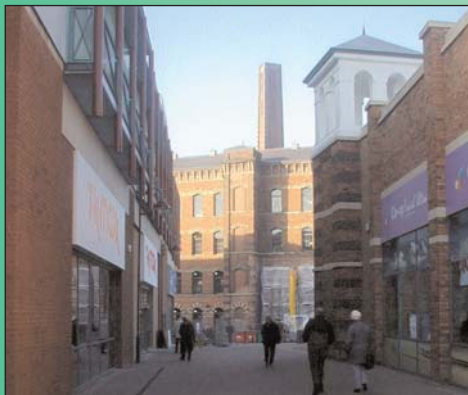


*Wyre Forest District*

# *Adopted Local Plan*

*Taking Wyre Forest forward to 2011*



**January 2004**

## FOREWORD

This Local Plan has been prepared by Wyre Forest District Council in order to guide future development within the District.

The Local Plan has been prepared within the strategic framework of the Worcestershire County Structure Plan 1996-2011 which, amongst other things, sets out housing and employment land provision required to meet the needs of the District up to 2011.

Deposit proposals for the replacement Local Plan were published in August 2001 for public consultation. As a result of representations received and changed circumstances, a number of revisions to the deposit proposals were made.

The Revised Deposit proposals were approved by the District Council on 27th February 2002 and published for formal public consultation in April 2002. A statement of conformity with the Structure Plan was issued by Worcestershire County Council on 21st March 2002.

A Public Local Inquiry into objections to the Local Plan proposals was held during October-December 2002 and the Inspector's Report was received and published in May 2003.

Proposed Modifications to the Revised Deposit Local Plan together with the Council's response to the Inspector's recommendations were published in August 2003. Following consideration of the representations on the Proposed Modifications, the Council resolved to adopt the replacement Local Plan proposals with effect from 9th January 2004.

This Local Plan, together with the Worcestershire County Structure Plan 1996-2011 and the Hereford and Worcester County Minerals Local Plan (1997), now constitute the Development Plan for the Wyre Forest District.

The Local Plan is also available electronically either in CD Rom version or via the District Council's Web site at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk).

Planning, Health and Environment Division  
Wyre Forest District Council  
Land Oak House  
Chester Road North  
KIDDERMINSTER  
Worcs. DY10 1TA

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## INTRODUCTION

- 1.1 This District Local Plan Review has been prepared by Wyre Forest District Council under the Town and Country Planning Act 1990 (as amended). District planning authorities are under a statutory requirement to prepare and keep under review a district-wide Local Plan for their areas so that an up to date, development plan-led, planning system is maintained. The need for up to date coverage of Local Plans is important due to the requirement (under Section 54A of the Act) that planning applications have to be determined in accordance with the Development Plan, unless material considerations indicate otherwise.
- 1.2 This District Local Plan, as its name implies, covers the whole of the administrative area of Wyre Forest District and sets out the detailed land use policies to guide development up to the year 2011. The strategic planning framework for the Local Plan is provided by the Worcestershire County Structure Plan which also has an end date of 2011. Further general guidance on national planning policy is provided by Office of Deputy Prime Minister PPGs and Circulars, to which regard has been had in preparing this Local Plan.
- 1.3 The full range of land use issues that are expected to arise within the District over the next 10 years are covered, with the notable exception of the topics of Minerals and Waste Planning which are the responsibility of Worcestershire County Council. A county-wide Minerals Local Plan was adopted by the former Hereford and Worcester County Council in April 1997. Worcestershire County Council are in the process of preparing a Waste Local Plan.

## DEVELOPMENT PLAN CONTEXT

### 1996 Adopted District Local Plan

- 1.4 The previous District Local Plan was adopted in May 1996 and included time specific policies for housing and employment provision, covering the period up to March 2001, in accordance with the Hereford and Worcester County Structure Plan 1986 – 2001. The plan was the first to provide District-wide local plan coverage and replaced the Wyre Forest Urban Areas Local Plan (which covered the towns of Kidderminster, Stourport on Severn and Bewdley and was adopted in 1989) and Town Centre Local Plans for Kidderminster (adopted 1985) and Stourport on Severn (adopted 1982).

### Worcestershire County Structure Plan

- 1.5 Worcestershire County Council published Deposit Draft Structure Plan proposals in January 2000 in order to replace the Hereford and Worcester County Structure Plan 1986 - 2001.
- 1.6 The Worcestershire County Structure Plan proposals cover the period up to 2011 and were subject to an Examination in Public into selected issues in July 2000. The County Council considered the Panel Report and recommendations at the beginning of 2001. Proposed Modifications were published in February 2001 and following consideration of representations the County Council adopted the Structure Plan with effect from 4<sup>th</sup> June 2001. This Local Plan has been prepared in accordance with the Adopted Structure Plan.

## Regional Planning Guidance

- 1.7 The framework for the preparation of Structure Plans is at present provided by a system of Regional Planning Guidance. The current RPG11 for the West Midlands Region was approved in April 1998 and covers the period up to 2011. The Worcestershire Structure Plan was prepared in accordance with this guidance.
- 1.8 In order to provide a long term vision and spatial strategy for the Region up to 2021 a review of RPG is currently underway. The proposed changes to RPG11 were published in September 2003 and the Revised RPG is expected to be approved in Spring 2004. Under the Government's proposed changes to the Development Plan System, this RPG will become the Regional Spatial Strategy for the West Midlands, and, with the abolition of Structure Plans, it will provide guidance for the preparation of Local Development Frameworks to replace District Local Plans.

## Local Plan Context

- 1.9 The Local Plan has been informed by and will have implications for the development of other Council policies and strategies. The key strategies include:

Wyre Forest Housing Strategy  
 Wyre Forest Economic Development Strategy  
 Wyre Forest Tourism Strategy  
 Wyre Forest Leisure/Cultural Strategy  
 Wyre Forest Contaminated Land Strategy  
 Wyre Forest Air Quality Management Strategy  
 Wyre Forest Sustainable Development Strategy  
 Wyre Forest Community Strategy  
 Wyre Forest Cycling Strategy  
 Town Centre Strategies and Action Plans for Kidderminster, Stourport on Severn and Bewdley

- 1.10 In addition, regard has been had to the following strategies prepared by other agencies or in partnership with the District Council:

Worcestershire Local Transport Plan  
 Worcestershire Biodiversity Action Plan  
 Wyre Forest Community Safety Partnership Strategy

- 1.11 Reference is made to the various strategies in the appropriate chapters of the Local Plan as part of the background text in order to highlight the relevant linkage and provide a context for certain policies.

## Main Changes to the previous adopted Local Plan

- 1.12 This plan replaces the original District Local Plan and sets out policies and proposals for the period up to 2011.
- 1.13 Although some policies have been revised significantly and others have been subject to minor amendments, some key policies such as the existing Green Belt boundary remain unaltered.
- 1.14 The main changes to policy content are:
- \* the inclusion of specific aims and objectives under each topic heading;
  - \* explicit recognition of the concept of sustainable development;
  - \* increased emphasis on urban regeneration and re-use of brownfield land;
  - \* inclusion of mixed use development sites and areas;

- \* increased emphasis on the importance of high quality design reflecting local distinctiveness;
- \* closer integration of transport and land use policies, with a particular emphasis on support for measures to promote alternative means of travel to the private car;
- \* clearer definition of town centres for retail purposes and the operation of a sequential approach to retail and other town centre uses;
- \* recognition of the need to protect the biodiversity of the district;
- \* identification of new brownfield sites for housing and employment development;
- \* additional revised housing policies to provide a clearer framework for residential development applications and to seek to deliver higher densities and more affordable housing;
- \* inclusion of landscape character and local distinctiveness within the countryside section to supplement the existing established landscape designations;
- \* greater protection of floodplains and additional natural resources protection policies;
- \* increased emphasis on the protection and enhancement of the local built historic environment including recognition of locally listed buildings.
- \* Recognition of the need to ensure that development proposals do not worsen the quality of life of people with disabilities.

## Preparing the Plan

### Pre-Deposit Consultation

- 1.15 In July 2000 the District Council published a consultation paper on the Local Plan review setting out why a replacement plan was needed, highlighting the emphasis on sustainable development and identifying a number of draft aims and objectives. A number of issues and questions relating to the draft objectives were also identified.
- 1.16 Copies of the consultation paper were widely distributed to consultees and interested parties and some 40,000 summary leaflets were distributed to households within the District.
- 1.17 The consultation period lasted for 10 weeks and during that time some 840 responses were received from 196 respondents. These responses were considered by the District Council during the preparation of the Deposit Proposals and resulted in a number of additions and alterations to the aims and objectives as well as specific policies and proposals. Full details of the pre-deposit consultation are set out in a separate pre-deposit consultation statement.

### Deposit Consultation

- 1.18 The Deposit Plan proposals were published for public consultation on 30th August 2001. Over 45,000 copies of a summary leaflet giving details of the key proposals were distributed throughout the District. Exhibitions were held in each of the three towns and a number of the villages. The closing date for receipt of formal representations was 11th October 2001 and 222 respondents submitted a total of 966 representations. These responses were considered by the District Council and Revised Deposit Proposals were approved on 27th February 2002.

### Revised Deposit Consultation

- 1.19 The Proposals were placed on formal public Deposit for six weeks commencing on April 4th 2002. Again, some 45,000 copies of a summary leaflet were distributed

and the local press carried articles. Exhibitions were held in the three towns as well as in Cookley. A total of 58 respondents submitted 196 representations.

### Local Plan Inquiry

- 1.20 The Local Plan Inquiry into the outstanding objections opened on October 29th 2002. A total of 477 objections were considered by the Inspector. The Inquiry closed on December 12th 2002 and the Inspector's Report was published on May 16th 2003.

### Proposed Modifications

- 1.21 The Council put forward 43 Modifications to the Revised Deposit Plan as a result of the Inspector's recommendations. These were published for a six week consultation period on August 7th 2003. Again, exhibitions were held and publicity was undertaken as in April 2002.

### Sustainability Appraisal

- 1.22 All development plans are expected to be subjected to an environmental appraisal to assess the impact of policies and proposals on the local environment. More recently with the government's commitment to sustainable development, authorities have been encouraged to undertake a sustainability appraisal of their plans in order to assess not only environmental impacts, but also economic and social issues.
- 1.23 Sustainability appraisals are designed to be an integral part of the plan preparation process, in order to inform the development of appropriate policies and proposals. A sustainability appraisal has been undertaken of the Plan proposals drawing broadly on a methodology used by Worcestershire County Council to appraise the Structure Plan proposals. A separate document setting out the Local Plan sustainability appraisal was published for public consultation.

### Format of the Local Plan

- 1.24 This Adopted Local Plan consists of a written statement and a Proposals Map. The Proposals Map consists of the District Map at 1:25,000 scale together with 12 larger scale Inset Plans. Inset 1 is at 1:10,000 scale and covers the towns of Kidderminster, Stourport on Severn and Bewdley except their town centres. Insets 2 – 4 are printed on the reverse of Inset 1 and cover the three town centres at a scale of 1:25,000. Insets 5-12 at 1:5,000 scale cover the rural settlements and are printed on the reverse of the Proposals Map. The Adopted map sheets are located in the map pocket inside the rear cover of this document.
- 1.25 Chapters 3 – 13 of the Written Statement set out the policies and proposals of the Local Plan on a topic basis and are generally applicable to the whole District. Chapter 14 contains more detailed policies and proposals relating to the three town centres. Throughout the plan policies are set out in **bold type** to distinguish them from the accompanying reasoned justification and other background information.

### How to use the Local Plan

- 1.26 Whilst the Local Plan has been written to be as clear and interesting as possible, it is traditionally not a document to be read from cover to cover. It is a working document that provides the development framework for different land uses throughout the District. The sections of the Plan that are relevant to a particular proposal will depend on the nature of the scheme in question. For example, for a scheme involving a retail shop in a conservation area, the Built Heritage and Retail

sections will be particularly relevant. However, certain sections such as Design will be relevant to most, if not all, development proposals.

- 1.27 Using the Proposal Map it is possible to pin point a site and establish the policy issues that apply specifically to that part of the District. However, it is important to be aware that development proposals will be judged against all relevant policies. Alternatively, depending on the nature of your interests, the individual sections of the Local Plan focus on a number of key issues which you can read to gain an understanding of the main considerations. Where policies apply throughout the District they are not shown on the Proposals Map.
- 1.28 The Local Plan refers to Supplementary Planning Guidance (SPG), which is prepared to provide additional information and guidance in support of Local Plan policies. A number of adopted Supplementary Planning Guidance Documents are specifically mentioned within the text, including Severn Road Development Brief, Lichfield Basin Design Guidance and KTC.1 Planning Brief. Other SPGs will be prepared during the Plan period, through a public consultation process. Once adopted by the Council, SPGs will be afforded considerable weight as a material planning consideration.

## DEVELOPMENT STRATEGY

2.1 The overall vision which the Local Plan seeks to achieve is:

**“to establish a framework for achieving a sustainable balance between development necessary to meet the needs of the District and the conservation of the diverse character of the area’s built and natural environments. In striving to achieve this balance, the Plan will help to ensure a better quality of life for residents, visitors and future generations.”**

2.2 The Local Plan is designed to set out the Council’s policies and proposals for the use and development of land within the District. As part of the Council’s role in respect of the social, economic and environmental well being of the area, the Council have produced a Corporate Management Plan, which has provided part of the wider framework for the preparation of the Local Plan vision and aims.

2.3 The vision refers to the need to achieve a sustainable balance between development needs and protection of the environment. Sustainable development is now at the forefront of the environmental and planning agenda. Sustainable development is commonly defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. It encompasses the four main elements of, environment, economy, community and natural resources. The land use planning implications of these issues have been used to inform the development of the Local Plan aims and objectives.

2.4 The overriding aim of the Local Plan is to seek to encourage sustainable patterns of development. In seeking to achieve these aims, the Council will first seek solutions that bring social economic and environmental benefits, and second ensure that any unavoidable adverse impacts are mitigated or compensated to achieve a net gain from development.

2.5 In addition, each chapter of the Local Plan has a specific aim, which together with their associated objectives have guided the formulation of the Development Strategy. The principal elements of the Development Strategy are to:

- \* accommodate the development needs of the District as set out in the Worcestershire County Structure Plan 1996-2011, in a sustainable manner by concentrating housing and employment development in the main towns of Kidderminster and Stourport-on-Severn.
- \* place an emphasis on urban regeneration and recycling of land and buildings particularly for mixed use development in or adjacent to the main town centres.
- \* concentrate retail, commercial, leisure and office uses in Kidderminster Town Centre and to a lesser extent Stourport-on-Severn town centre.
- \* enable the diversification of the rural economy whilst generally limiting rural housing provision to local needs.
- \* conserve and enhance the District’s environmental assets including the countryside, natural and built heritage.
- \* locate development so as to reduce the need to travel, provide a choice of travel modes, and support the provision of alternative modes to the private car.
- \* maintain the existing adopted Green Belt boundaries unless exceptional circumstances require otherwise.

# HOUSING

## Housing Aim

- 3.1 The key aim of the Local Plan in relation to housing is  
**“to enable the District’s housing needs to be met”.**

## Housing Objectives

- 3.2 To further this aim, the Housing objectives of the Local Plan are:

**Objective 1: Land Allocation**

To identify sufficient land to meet the requirements of the Worcestershire County Structure Plan 1996-2011.

**Objective 2: Affordable Housing**

To ensure that as part of the overall provision of housing, there is an adequate range of affordable and social housing to meet the needs of the District.

**Objective 3: Location**

To locate new housing principally in existing urban areas and in areas that reduce the need to travel and which are well served by alternative means of travel to the private car.

**Objective 4: Brownfield Land**

To give priority to the recycling of previously developed land and buildings.

**Objective 5: Regeneration**

To encourage the improvement in the standard and environment of existing housing.

**Objective 6: Quality**

To ensure that the environmental and building quality of new residential developments are of a high standard.

## Introduction

- 3.3 The key aim and objectives reflect the Government’s objectives as set out in PPG3: Housing. This guidance, published in March 2000, and subsequent supplementary good practice advice, sets out a new approach to planning for housing based on a process of Plan Monitor and Manage.
- 3.4 The District Council’s impact on housing extends beyond land use planning matters, through its Local Housing Authority functions. The policies which follow within the housing chapter have regard to the Council’s Housing Strategy and its enabling role, particularly in respect of the provision of affordable and supported housing. For a fuller picture of the Council’s overall approach to housing, reference should be made to the Council’s Housing Strategy 2002.



- 3.5 The level of additional housing provision to be accommodated within the District is set out in the Worcestershire County Structure Plan 1996-2011 at 3,000 dwellings between 1996 and 2011. This level of provision broadly equates to the County Council's projected assessment of the housing needs arising from the existing resident population of the District. No provision is made in the Structure Plan to provide for migration into the District. Although the number of households is expected to grow within the District by some 8% during the Plan period the population is only projected to rise by about 1%, from 96,700 in 1996, to 97,600 in 2011. One of the effects of these changes will be a reduction in the average household size from 2.5 persons to about 2.3 persons by the end of the plan period.
- 3.6 An additional factor will be the changing population age profile, with significant increases in the population aged over 45 years and a reduction in both the under 15 age group and the 25 – 44 age group. Details of the (ONS) Office for National Statistics 1996 based population projections for the District compared to the Worcestershire and England position are set out at Appendix 3.

#### Policy H.1

**Provision will be made in the District to enable the construction and completion between 1st April 1996 and 31st March 2011, of about 3,000 dwellings in accordance with the requirements of the Worcestershire Structure Plan.**

#### Housing Provision

#### New Housing Development

- 3.7 Housing provision in the District between 1996-2011 will be met by a number of supply components. These comprise dwellings that have already been built 1996-2001, sites that are committed at April 2002, an allowance for windfall sites 2002-2011, and proposed sites.
- 3.8 Details of the first three components are set out in Table 1 below:

TABLE 1

#### HOUSING PROVISION AS AT 1st APRIL 2002

Worcestershire Structure Plan Requirement April 1996 – March 2011	3,000
Housing Completions April 1996 – March 2002	1,361
Committed Housing Sites 1st April 2002	1,303
Allowance for Windfall Sites April 2002 – March 2011	380
<b>Total</b>	<b>3,044</b>
Proposed Sites Total (Table 2)	275
<b>Total Provision April 1996 - March 2011</b>	<b>3,319</b>

## Committed Housing Sites

- 3.9 The District Council maintains a residential land availability survey, which contains details of all sites with an extant planning permission for residential development, together with specific sites allocated in the 1996 adopted District Local Plan. A recent survey indicates that there is a committed capacity of approximately 1,303 dwellings within the District as at 1st April 2002, further details are set out in Appendix 5. In accordance with Worcestershire County Structure Plan 1996-2011 Policy D.15, an examination has been undertaken of the four remaining uncommitted 1996 District Local Plan sites, to assess whether in the light of current Government advice in PPG3 and the Structure Plan policies, they should continue to be identified for housing. Three of the sites, namely Badlands Avenue; Woodbury Road, Kidderminster and Sebright Road, Fairfield are greenfield, and in accordance with the sequential test set out in PPG3, these three sites have been deallocated in view of the significant levels of urban brownfield sites available. The remaining sites are committed by virtue of an existing planning permission or resolution to grant permission subject to completion of a Section 106 Agreement.



*Minster Road, Stourport-on-Severn*

- 3.10 All the sites with a capacity of 10 or more dwellings are capable of being implemented during the Plan Period. In assessing the expected contribution of existing committed sites a lapse rate of 10% has been applied to all sites not under construction. Where applications for renewal of planning permissions are submitted, the District Council will have regard to advice in PPG3, paragraph 40, and will consider the proposals against current Development Plan and Government policy. Whilst it is possible that a few applications may not be renewed, it is also likely that new policies seeking increased development densities will more than offset any losses.
- 3.11 The District Council are currently preparing an Empty Homes Strategy which is likely to lead to at least 50 dwellings being brought back into use through Local Authority activity, during the plan period.

## Windfall Sites

- 3.12 Windfall sites are those which have not been specifically identified as available in the Local Plan. The location of these sites cannot be precisely identified, although an estimate of the future scale of such provision can be made based on past trends.
- 3.13 Worcestershire County Structure Plan 1996-2011 Policy D.11 states that an allowance should be made for the expected contribution of such sites when assessing the provision of housing land.
- 3.14 Details of the calculation of the windfalls allowance are given in Appendix 5. The allowance relates only to small sites of less than 10 dwellings, and is based on the Worcestershire County Council's assessment published during preparation of the Structure Plan. The District Council continues to monitor windfall rates and recent trends indicate continuing high levels of windfalls.

## Proposed New Sites

3.15 As part of the housing provision 2001-2011, the following sites are proposed:

Table 2

Proposed Housing Sites	Dwelling Provision
Baldwin Road, Stourport on Severn	15
Rock Works, Park Lane, Kidderminster	20
Timber Yard, Park Lane, Kidderminster	80
<b>Sub-Total</b>	<b>115</b>
Proposed Mixed Use Redevelopment Sites	
Lichfield Basin (Severn Road, Phase 1), Stourport on Severn	60
Carpets of Worth (Severn Road, Phase 2), Stourport on Severn	100
<b>Sub-Total</b>	<b>160</b>
<b>Overall Total</b>	<b>275</b>

- 3.16 In selecting sites for housing development, the District Council has had regard to Worcestershire County Structure Plan 1996-2011 policy and advice in PPG3 and PPG25.
- 3.17 Whilst the total capacity of the sites proposed exceeds the assessed residual Structure Plan provision it does provide an element of flexibility in ensuring the provision is achieved.
- 3.18 More importantly, the District Council considers that the redevelopment of these key proposed sites is vital to securing the continued regeneration of the town centres of Kidderminster and Stourport-on-Severn. All the proposed sites are on previously developed land and are either within or immediately adjacent to the town centres. The contribution these prominent sites will make to the regeneration of the District's towns, outweighs any disbenefits likely to arise from the potential excess provision of housing up to 2011.
- 3.19 In order to secure the continued supply of housing provision during the remaining Plan period, the proposed new sites will be released on a phased basis and further details are set out in paragraphs 3.28 - 3.34 and Policy H.3.
- 3.20 The proposed new housing sites will also make an important contribution to the provision of affordable housing and further information on this is set out in paragraphs 3.65 to 3.82 and Policy H.10.
- 3.21 In order to provide further detailed guidance on the development of the Severn Road, Stourport-on-Severn redevelopment area, the District Council has prepared and published Supplementary Planning Guidance.



Rock Works, Kidderminster

- 3.22 An assessment of the likely proportion of housing provision on previously developed or brownfield land is set out at Appendix 6. This indicates that in excess of 75% of the total housing provision 1996-2011 is expected to be on previously developed land.



*Timber Yard, Kidderminster*

## Residential Areas

- 3.23 The Proposals Map identifies areas allocated primarily for residential use and these are largely based on the 1996 adopted District Local Plan areas with a number of minor amendments. The areas generally comprise existing established residential areas where further residential development of previously developed land (as defined in PPG3 Annex C) is acceptable in principle subject to compliance with other Local Plan policies.

## Housing Development in Rural Settlements to the West of the River Severn

- 3.24 A number of rural settlements beyond the Green Belt to the West of the River Severn, have been defined for the purposes of allowing limited infill residential development within their boundaries, as shown on the Proposals Map insets 5-9. The settlements and boundaries reflect those in the 1996 adopted District Local Plan and were previously identified and defined having regard to their size, character and form, together with the availability of local facilities. The settlements identified are, Bliss Gate, Callow Hill, Clows Top, Far Forest and Rock.
- 3.25 The settlement boundaries were originally drawn tightly in order to limit opportunity for expanding these settlements into the attractive surrounding open countryside. Continuation of this approach is supported by the absence of a need to identify additional general needs housing on greenfield sites.
- 3.26 Acceptability of any proposals for residential infilling within these settlements will be dependent upon compliance with other relevant Local Plan policies.

## Flats Over Shops

- 3.27 The District Council wishes to encourage further residential development within the District's town centres. The conversion of vacant space above existing shops and offices provides an excellent opportunity to provide additional housing in sustainable locations and contribute towards the vitality of the town centres. Both Bewdley and Stourport-on-Severn already have a significant stock of flats above commercial premises but there is potential for some further provision. In Kidderminster, significant scope exists both within the town centre and the adjacent Horsefair and Comberton Hill Local Centres, for such provision. Consideration will be given to relaxing parking and amenity standards in these and other town centre locations.



*Flats above shops, Stourport-on-Severn*

Residential  
Locations**Policy H.2**

In order to meet the housing requirement in Policy H.1, residential development will generally be allowed, subject to detailed proposals in the following locations:

- i) within areas allocated primarily for residential use as defined on the Proposals Map, providing that the site comprises previously developed land; and
- ii) on the following sites indicated on the Proposals Map for residential development:
  - Res 1: Baldwin Road, Stourport on Severn
  - Res 2: Rock Works, Park Lane, Kidderminster
  - Res 4: Timber Yard, Park Lane, Kidderminster
- iii) subject to the provisions of Policies STC.1 & 2 on part of the Severn Road Redevelopment Area, Stourport on Severn (Res 7 and 8); and
- iv) within areas defined on the Proposals Map town centre insets for Kidderminster, Stourport on Severn and Bewdley for shopping uses and the Horsefair and Comberton Hill Local Centres, subject to the proposals being restricted to upper floors only (excluding the means of access); and
- v) within areas defined on the Proposals Map for mixed uses in accordance with either Policy E.5 or TC.2 and
- vi) within the boundaries of the following settlements as defined on the Proposals Map:
  - Bliss Gate, Callow Hill, Clows Top, Far Forest and Rock,

subject to the proposals comprising infill development of one or two dwellings (i.e. the development of a gap in an otherwise built-up frontage) on previously developed land.

In all instances, development must be environmentally acceptable and comply with other Local Plan policies.

**Residential Development outside of the locations identified above will not be permitted unless it is in accordance with Policies H.9 or GB.1.**

**Note:** Sites Res 3,5 and 9 were deleted following consultation on the Deposit Plan Proposals. Site Res 6 is now included as a committed site following the grant of outline Planning Permission.



## Phasing of Proposed Housing Sites

- 3.28 Worcestershire County Structure Plan 1996-2011 Policy D.2 requires District Local Plans to include appropriate phasing policies in order to ensure both the continued provision of dwellings throughout the Plan period and the release of sites in accordance with the Structure Plan Development Strategy.
- 3.29 Under the Plan Monitor and Manage approach to housing provision set out in PPG3, managing the release of housing sites is recommended in order to ensure the Development Plan strategy is achieved. Local Plans should include appropriate policies and should manage the release of sites over the Plan period in order to control the pattern and speed of urban growth ensuring the co-ordinated provision of infrastructure and the delivery of recycling targets.
- 3.30 Although all the proposed new housing sites are on previously developed land, there is a need to ensure a continuing provision of sites throughout the Plan period in order to meet local housing needs and avoid undermining the Structure Plan housing strategy.
- 3.31 The District Council has considered the advice in the good practice guide on the Managed Release of the Housing Sites and propose to adopt a phased approach to the release of sites based on five year time periods 2001-2006 and 2006-2011.
- 3.32 Sites which are effectively committed, by virtue of the policies in the 1996 adopted Local Plan, and are without significant infrastructure constraints are included in the first phase up to 2006. Other sites, where there is the need to provide infrastructure or to relocate existing uses, are scheduled for inclusion in the second phase. Details of the proposed site phasing are set out in Table 3 overleaf.
- 3.33 The Structure Plan housing provision of 3,000 dwellings for Wyre Forest District 1996-2011 implies an annual average completion rate of 200 dwellings. Actual completions 1996-2001 averaged 204 dwellings per annum. In view of the current level of committed and available housing sites with planning permissions, the annual completion rate is expected to rise during the next five years to around 250 dwellings before falling back to around 150 dwellings in the final five years 2006-2011.
- 3.34 The District Council maintains detailed records on housing land availability and will monitor the take up of housing land, the pattern of housing completions and the stock of available provision on an annual basis. This monitoring will be used to keep under review the proposed phased release of housing sites.



*Timber Yard Park Lane, Kidderminster*

Table 3

**Phasing of Proposed Housing Sites**

<b>Ref.</b>	<b>Housing Sites</b>	<b>2001-2006</b>	<b>2006-2011</b>
Res 1	Baldwin Road, Stourport on Severn	15	
Res 2	Rock Works, Park Lane, Kidderminster	20	
Res 4	Timber Yard, Park Lane, Kidderminster		80
	<b>Sub Total</b>	<b>35</b>	<b>80</b>
<b>Mixed Use Redevelopment Sites</b>			
Res 7	Lichfield Basin, Severn Road (Phase 1) Stourport on Severn	60	
Res 8	Carpets of Worth, Severn Road (Phase 2) Stourport on Severn		100
	<b>Sub Total</b>	<b>60</b>	<b>100</b>
	<b>Overall Totals</b>	<b>95</b>	<b>180</b>

**Phased  
Release of  
Proposed  
Housing Sites****Policy H.3**

The following Housing Sites identified in Policy H.2 are proposed for completion in the period between 2006 and 2011 and planning permission will not be granted where it would lead to the completion of dwellings on these sites before April 2006:

**Res 4 Timber Yard, Park Lane, Kidderminster**  
**Res 8 Carpets of Worth, Severn Road (Phase 2),  
 Stourport-on-Severn**

**Housing Development: Dwelling Size and Mix**

- 3.35 Although the provision of 3,000 dwellings within the District represents only a small percentage addition to the existing dwelling stock it is nevertheless important to ensure that the right type and size of the dwellings are provided to meet changing local needs. Advice in PPG3 indicates that local authorities should take account of local housing needs assessments in determining the type and size of additional housing to be planned for and include appropriate policies to secure the necessary provision.
- 3.36 One of the conclusions of the Wyre Forest local housing needs assessment is that there is expected to be a large increase in single person households through elderly people living longer, separation and divorce and young people forming single person households. This trend is occurring nationally and is reflected in the projected reduction in average household size within the District during the plan period.

- 3.37 In order to ensure that the needs of single person and small family households are met the District Council will seek to ensure that developments of 15 dwellings or more, normally contain an element of smaller dwellings. On larger schemes consideration should be given to ensuring that a range of dwelling types and sizes with an emphasis on smaller units are provided. This emphasis on smaller units will help to achieve the higher site development densities set out in Policy H.5 in order to make more efficient use of land and promote more sustainable travel patterns.
- 3.38 The policy will be operated in conjunction with policies on the provision of affordable housing in order to ensure that the mix of dwellings on sites of 15 or more, embraces both a range of sizes and affordability levels including, where appropriate, unsubsidised low-cost market housing.
- 3.39 When implementing the policy the Council will have regard to other Local Plan policies and in particular will give careful consideration to how proposals will relate to the general character of existing residential areas. Proposals to meet specific identified housing needs eg. high density sheltered housing for the elderly, requiring a particular type and size of dwelling will not be subject to this policy.

#### **Policy H.4**

**Proposals for housing development of 15 or more dwellings, should normally contain a mix of dwelling types and sizes, and should incorporate a proportion of one or two bedroom units.**

**On other suitable sites, proposals should include some provision for smaller dwellings.**

**Housing  
Developments  
:Dwelling Mix**

### **Housing Density**

- 3.40 Concerns about the growth in households which has in the past resulted in the loss of greenfield land and the sprawl of low density suburban development, have led the government to set out specific advice in PPG3 on the issue of housing density.
- 3.41 Higher densities not only assist in reducing the potential loss of greenfield land, but in the right locations, can reduce the need to travel, particularly by car. Generally, higher densities provide more support for public transport and within or adjacent to town centres lead to more journeys on foot.
- 3.42 Worcestershire County Structure Plan 1996-2011 Policy D.19 reflects advice in PPG3 and requires district planning authorities to discourage low density (i.e. less than 30 dwellings per hectare net) housing development and to achieve higher densities in urban areas, particularly town centres and around major nodes along good quality public transport corridors.
- 3.43 When considering new housing density regard needs to be had as to how this will reflect and impact upon the character of the existing area. This is particularly important for Wyre Forest where development is to be accommodated within existing settlement boundaries and in how it may impact upon the District's many Conservation Areas.
- 3.44 The Structure Plan identifies Kidderminster and Stourport-on-Severn as the principal urban areas within the District to accommodate outstanding development needs. To reflect this and in order to support existing high frequency bus corridors,



higher densities of 40 dwellings per hectare will be sought for sites within easy walking distance of these bus routes.

- 3.45 For the area around Kidderminster Station which provides the greatest scope for use of both rail and bus, a density of at least 50 dwellings per hectare will be sought. This will be applied to an area up to 500 metres from the station interchange reflecting a walk time of about 10 mins. A similar approach will be taken for sites within 500 metres of Kidderminster Town Centre as defined on inset 3 of the Proposals Map.
- 3.46 In Stourport-on-Severn Town Centre high density development of at least 50 dwellings per hectare will be sought in recognition of its role as a principal urban area. For Kidderminster Town Centre, densities of 70 dwellings per hectare will be sought.
- 3.47 In all instances when applying the density requirements regard will be had to other relevant local plan policies which may require the reduction of dwelling numbers to reflect the local character and to produce a satisfactory development based on the principles of quality urban design.
- 3.48 The densities set out in Policy H.5 have been applied to the proposed housing sites in Policy H.2 as a basis for assessing required provision. The policy will also be applied in respect of future housing windfall sites.



*Round Hill Wharf, Kidderminster*

## Housing Density

### Policy H.5

**Proposals for residential development sites will normally only be approved where the following densities per hectare (net) are achieved:**

- **within Kidderminster Town Centre inset: 70 dwellings.**
- **within 500 metres of Kidderminster Town Centre inset and Kidderminster railway station: at least 50 dwellings.**
- **within Stourport-on-Severn Town Centre inset: 50 dwellings.**
- **within Kidderminster and Stourport-on-Severn, where sites are within 300 metres of a bus stop on a high frequency bus corridor: 40 dwellings.**
- **elsewhere within settlements identified in Policy H.2: 30 dwellings.**

**In applying this Policy, regard will be had to local circumstances and the character of the surrounding area.**

## Housing Backland Development Sites

- 3.49 Within many of the established residential areas where dwellings are within generous plots, potential may exist for small backland schemes which involve the development of groups of dwellings behind the existing established residential street frontage.
- 3.50 Such schemes whilst making a useful contribution to housing supply, need careful consideration to ensure that the character of the area is not adversely affected and also that adjacent residential amenities are protected. Access drives to serve backland sites can lead to an adverse impact on adjacent dwellings through the noise of traffic movements and can disrupt the pattern of the street scene.
- 3.51 The development layout should seek to avoid problems of overlooking of existing dwellings and private garden spaces. Tandem development involving the development of dwellings immediately behind others will not be allowed.

### Policy H.6

**Within residential areas identified in Policy H.2, proposals for backland development will only be permitted where:**

- **there is no significant adverse impact on the amenity of neighbouring property;**
- **there would be no significant adverse impact on the character of the area;**
- **a safe convenient and environmentally acceptable access approach, which has a clear presence in the street scene, can be provided;**
- **the proposal would not constitute tandem development.**

**Backland  
Development**

## Sub-division of Existing Dwellings

- 3.52 The sub-division of existing larger older dwellings can provide a source of smaller sized accommodation more suited to the future needs of the District. Where the dwellings are important to the character of the area sub-division may provide an economically viable solution to securing their retention. However, it is important that sub-divisions contribute to the protection of the character of the area rather than resulting in a detrimental impact. Issues such as increased intensity of use and possible adverse effects on the amenity of adjacent dwellings will require careful consideration, suitable noise attenuation measures will be needed where appropriate, in order to mitigate impact on adjoining dwellings.
- 3.53 Generally, adequate parking provision should be provided in an environmentally acceptable form within the dwelling curtilage, in accordance with Policy TR.17. Within Town Centres, parking and amenity space standards will be relaxed where it is not possible or desirable, to provide on site provision.

### Sub-division of Existing Dwellings

#### Policy H.7

Proposals for the conversion of existing dwellings, to two or more dwellings including flats, will only be permitted where:

- i) there would be no detrimental impact on the character of the area and the building itself;
- ii) any alterations, extensions or external works are appropriate in scale, form and extent, to the site and its surroundings;
- iii) provision for amenity space and enclosed storage of refuse is made;
- iv) access is acceptable and parking provision in accordance with Policy TR.17 is made. Car parking will not normally be permitted in rear gardens, or in other locations which could harm amenities of adjacent dwellings;
- v) the internal layout of rooms within the proposed development will not cause undue disturbance to adjoining dwellings or other units of accommodation in the building.

#### Other Uses in Residential Areas

- 3.54 The Proposals Map defines areas primarily for residential use. However, it is likely, that from time to time, applications for development will arise within these areas for non-residential uses. Provided that the nature and scale of the proposals is such that they would not be expected to harm the amenity and character of the residential environment, then subject to detailed consideration, permission will not normally be withheld.
- 3.55 Where proposals for the use of part of a dwelling for working from home require planning permission the development will be considered under Policy H.8.

### Non-residential Development in Residential Areas

#### Policy H.8

Proposals for small scale non-residential development within the residential areas defined in Policy H.2 i) will be considered on their merits, but will only be approved where the use is compatible with the general character and appearance of the residential area and where it would be unlikely to harm the amenities of adjoining dwellings, or the area generally, by virtue of noise, traffic, smoke, fumes, dust, grit or similar.

### Other Provision for Housing

- 3.56 As sufficient provision to meet the Worcestershire County Structure Plan 1996-2011 housing requirements has been made under Policy H.2, housing development will not normally be permitted elsewhere in the District unless one of the following special circumstances applies.

### Re-use and Adaptation of Rural Buildings

- 3.57 Within the rural areas of the District there are a number of agricultural and other buildings which may be suitable for conversion to residential use.
- 3.58 Detailed policies governing the re-use and adaptation of rural buildings are set out in the Countryside section of the Local Plan and applications for residential conversions must comply with these policies.

### Development Necessary for Agriculture and Forestry

- 3.59 It has been recognised by the planning system, that special exceptions to the normal restrictive policies which prevent the development of new housing in the open countryside, need to be considered in order to meet the legitimate requirements of the rural areas' main economic activities of agriculture and forestry. As an exception to normal policies, housing development strictly necessary for agricultural or forestry needs will be permitted where the proposals are in accordance with Policies AG.2 and AG.3.

### Replacement Dwellings in Open Countryside

- 3.60 Prior to 1947 most development in the rural areas of the District was not subject to any planning control and consequently, there are houses scattered in locations in the open countryside where permission would not be granted under present-day policies.
- 3.61 In circumstances where dwellings built of permanent materials with full residential established user rights come to the end of their useful life, it would be unrealistic to expect such sites to be cleared and returned to uses appropriate to an open rural area. Moreover, such buildings could be retained through continual maintenance works without the need for express planning permission, the effect of which would be to perpetuate the presence of a dwelling on the site for the foreseeable future.
- 3.62 In recognition of this fact, the replacement of such dwellings will normally be permissible provided that they reflect the local character and are of comparable size in terms of their overall 3 dimensional scale, are resited on the same site or nearby, and not resited in more prominent positions within the landscape. Where dwellings are replaced, the scale and size of any future extensions will be considered against the previous original dwelling.
- 3.63 This policy will not apply to those properties that are of local architectural or historic interest, or positively contribute towards the distinctive character of the local area. In these instances, every effort should be made to renovate and maintain the existing dwelling.

### Sub-division of Existing Dwellings in Rural Areas

- 3.64 The sub-division of larger properties into flats and smaller residential units can provide a useful source of more modest sized and perhaps affordable

accommodation within the rural areas. This can be beneficial, particularly where there is a need to secure the renovation and maintenance of larger properties or where there is little demand for the existing dwelling. Although regard will be had to the wider issue of sustainability when considering these proposals in more remote rural areas, they will normally be permitted where they conform to Policy H.9 and other relevant policies.

### **Policy H.9**

#### **Other Provision for Housing**

**Outside the areas defined in Policy H.2 residential development, whether new construction or change of use, will not normally be allowed except in rural areas where:**

- i) it involves the re-use and adaptation of rural buildings in accordance with policies RB.1 – RB.7, or**
- ii) it is clearly needed in connection with agriculture or forestry and complies with Policy AG.2, or**
- iii) the proposal relates to the replacement of a permanent dwelling provided that:**
  - the existing dwelling is not of historic or local architectural interest;**
  - the use has not been abandoned;**
  - it is comparable in size and 3 dimensional scale of the existing dwelling;**
  - it would relate harmoniously to any other buildings in the locality and be in keeping with the character of the area;**
  - it is located on the site of the existing dwelling except where a less prominent position is available nearby, or**
- iv) it relates to the sub-division of an existing dwelling in accordance with Policy H.7.**
- v) it relates to infilling in accordance with policy GB.1 iii) c)**

### **Affordable Housing**

3.65 A community's need for affordable housing is a material planning consideration which may properly be taken into account in formulating local plan policies for both urban and rural areas. Advice in Circular 6/98 Planning and Affordable Housing, states that affordable housing policies should be based on a clear and up-to-date assessment of local need for affordable housing.

3.66 In April 2000 the District Council undertook a large scale voluntary transfer of its entire stock of approximately 6,000 social houses spread throughout the towns and villages of the District, to the Wyre Forest Community Housing Company. Since this time the District Council's housing role has primarily become that of a strategic and enabling authority. Following the housing stock transfer a policy objective of the Council is to support the development of an additional 360 affordable homes with

partner Registered Social Landlords by 2005.

- 3.67 To assist in the development of the District Council's Housing Strategy and to inform the District Local Plan Review, the District Council commissioned consultants (David Couttie Associates) to undertake a Housing Needs assessment in line with the Department of Environment Transport and the Regions good practice guidance. The assessment was based on a postal survey undertaken at the end of 2000, of the housing needs, preferences, and demands over the period up to 2006, of a sample of the District's residents.
- 3.68 The survey concluded, that regeneration will be a major strategic factor in Wyre Forest and that achieving balanced and sustainable communities will involve the improvement of areas or neighbourhoods in an holistic way. The scale of affordable housing need within the District was assessed as being up to 334 units per annum up to 2005. It is accepted that realistically the District is very unlikely to be able to achieve this scale of supply within this time-scale bearing in mind the level of existing committed sites and the scale of general housing provision remaining to be identified in order to meet the Worcestershire County Structure Plan 1996-2011 requirements. The anticipated level of affordable housing provision arising from committed sites at 1st April 2002, is about 110 dwellings with proposed sites expected to deliver about 85 dwellings and, at least a further 85 dwellings from windfall sites.



*Brittania Gardens, Stourport-on-Severn*



*St.David's Close, Kidderminster*

- 3.69 In view of the findings of the Housing Needs Survey and the continuing pressures on the local housing, there is also expected to be a continuing significant need for affordable housing throughout the entire plan period to 2011. The District Council will undertake on a regular basis further updating of the Housing Needs Survey in order to monitor the ongoing needs of the District, and this will be reported annually in the Council's Housing Strategy documentation. As part of the ongoing revision of housing needs information and updating of the Council's Housing Strategy, particular attention will be given to the housing requirements of specific groups including the elderly. There will be a particular focus on the needs of groups falling within the provision of the Supporting People regime and emerging priorities from regional and national policy level.
- 3.70 In common with many other authorities within the West Midlands Region, the District Council has decided to adopt the West Midlands Local Government Association definition of affordable housing:
- a) Housing provided by an organisation such as a registered social landlord or local authority allocating on the basis of need. While such dwellings will normally be made available for rent, they may also include subsidised home ownership, such as shared ownership, where a registered social landlord or local authority retains a continuing interest.



and

b) Low cost market housing, helping to meet the needs of first time buyers, single people, the elderly and other low income households.

Affordable housing irrespective of whether it is provided for rent or sale must be made available at a price level which can be sustained by local people in housing need.

- 3.71 Having regard to recent house price data, (3<sup>rd</sup> quarter 2000) which indicated the average price of such lower priced housing in the District was approximately £60,000, the Housing Needs Study concluded that any household with an income of below £20,000 pa (3<sup>rd</sup> quarter 2000) would have difficulty gaining access to suitable terraced housing in the District. The assessment of housing need in Wyre Forest indicates that low cost market housing is not affordable to people in housing need although it has a marginal role in meeting the requirements of households with incomes over £20,000 p.a.
- 3.72 Advice in Circular 6/98 at paragraph 10 sets out a number of principles concerning the preparation of Local Plan policies for the provision of affordable housing as part of market housing developments and the factors to be considered when assessing the requirement to provide affordable housing on particular sites, including site size, suitability, economics of provision and the need to ensure a successful development..
- 3.73 In the light of this advice and the factors set out below the District Council considers that exceptional local constraints exist such that they justify the adoption of a 15 unit or 0.5 hectare site threshold, for the provision of affordable housing on proposed sites and future windfall sites. In addition, in the light of the recommendations of the Housing Needs Study, and other local indicators, the Council will generally seek up to 30% of dwellings on eligible sites to be affordable housing.
- 3.74 The factors which lead to this conclusion are, the scale of affordable housing need identified in the District, the current low level of committed affordable housing developments, the substantial level of existing private committed sites (which effectively constrains the need to identify a significant number of new market housing sites) and the generally small scale nature of many of the District's future potential brownfield housing sites.
- 3.75 Two greenfield sites at Badland Avenue and Woodbury Road, Kidderminster, which were identified in the 1996 Local Plan as affordable housing sites, are to be deleted as part of this Review, in view of the availability of previously developed land and advice in PPG3 on the sequential approach to the allocation of sites. The sites, which are in the ownership of Wyre Forest Community Housing Company, can be reassessed as part of the next review of the Local Plan.
- 3.76 The greenfield site at Sebright Road, Wolverley, which was identified in the 1996 Local Plan as an affordable housing site is also to be de-allocated. The site is owned by the District Council and could be made available as a rural 'exception site' under the provisions of Policy H.11, subject to the necessary clear demonstration of local need. Such a need would have to be established by way of a detailed parish survey.
- 3.77 In addition to windfall sites, the District Council will seek to negotiate with developers for the provision of affordable homes as part of the development of the following proposed sites:

## Provision of Affordable Housing on Proposed Sites

Site Ref.	Location	Proposed Capacity	% Affordable Housing (1)
Res.1	Baldwin Road, Stourport-on-Severn	15	30
Res.2	Rock Works, Park Lane, Kidderminster	20	30
Res.4	Timber Yard, Kidderminster	80	30
Res.7	Lichfield Basin, (Severn Road Phase 1) Stourport-on-Severn	60	30
Res.8	Carpets of Worth, (Severn Road Phase 2), Stourport-on-Severn	100	30

(1) 30% is a maximum figure as a basis for negotiation.

3.78 In general the Council will have regard to site suitability, economics and wider planning considerations, when determining the level of affordable housing provision on both proposed and windfall sites. However the Council will expect developer costs relating to site clearance and preparation to be reflected in the purchase price of the land. Where this is not the case the developer will be required to demonstrate any abnormal costs when negotiating with the District Council.

3.79 For future windfall sites of 15 or more dwellings which come forward for development the District Council will seek to negotiate for up to a maximum of 30% of the dwellings to be affordable. As part of any development proposals involving affordable housing details will need to be submitted as to how the scheme will meet local housing need.

3.80 In view of the pressing need for the early delivery of affordable housing and need to ensure a reasonable mix of provision on sites the District Council will normally require on site provision of affordable housing rather than contributions towards such provision elsewhere. Developers will be required to submit financial or other details, justifying any suggestion that on site provision would not be achievable.



*Britannia Gardens, Stourport-on-Severn*

3.81 As affordable housing will normally comprise rented and shared ownership schemes, the District Council will seek the involvement of a Registered Social Landlord (RSL). The Council currently operates a partnership agreement with a number of RSLs locally, to ensure consistency in the quality and standard of provision of social housing through both development and housing management activity. Although the use of partner RSLs is encouraged, it is recognised that other providers may have a role in the future provision of affordable housing, particularly in respect of low cost market housing and supported housing.

3.82 Where a RSL is not involved in the rented or shared ownership accommodation being provided, the District Council will require the applicant to enter into a Section 106 Obligation to ensure that occupation of affordable housing provision is restricted in the first instance and in perpetuity, to persons who satisfy the Council's need criteria as established by the Council's Housing Waiting List (or successor) arrangements, and that the cost of the accommodation is within the Council's guidance on affordable rents and housing costs.



- 3.83 When considering housing proposals, the provision of affordable housing should be distributed in small groups of dwellings located at different parts of the development rather than concentrated in one particular area in order to help integrate the private and market housing and ensure a reasonable housing mix and tenure is achieved. However, the design, layout and integration of affordable housing will depend on the particular constraints, characteristics and circumstances of individual sites which will be discussed and negotiated on a site-by-site basis at the Development Control stage.
- 3.84 In order to provide more detailed guidance on the provision of affordable housing for developers landowners and other interested parties the District Council will be publishing Supplementary Planning Guidance (SPG) on the provision of affordable housing. The District Council will also be producing SPG in the form of development briefs for a number of the larger housing sites which will provide site specific guidance on affordable housing requirements. In preparing these development briefs, regard will be had to seeking to achieve up to 150 unsubsidised low-cost market units to meet the needs of new forming households with income levels adequate to access the local market, as recommended in the Housing Needs Survey.
- 3.85 The issue of need and provision for black and minority ethnic groups and other specific groups, together with supported housing for people falling within the provisions of the Supporting People regime, will be the subject of more detailed consideration as part of the development of the Council's Housing Strategy.
- 3.86 At the next review of the Local Plan, as part of an Urban Capacity Study, an examination will be undertaken of the likely contribution to affordable housing from windfall sites, empty properties, flats over shops, conversions and changes of use.

#### **Policy H.10**

#### **Affordable Housing**

**The District Council will seek the provision of an element of affordable housing on proposed housing sites identified in Policy H.2 ii), based on the following maximum figures as a basis for negotiation:**

<b>Site</b>	<b>Location</b>	<b>% Affordable Housing</b>
<b>Res 1</b>	<b>Baldwin Road, Stourport on Severn</b>	<b>30</b>
<b>Res.2</b>	<b>Rock Works, Park Lane, Kidderminster</b>	<b>30</b>
<b>Res.4</b>	<b>Timber Yard, Kidderminster</b>	<b>30</b>
<b>Res.7 / 8</b>	<b>Lichfield Basin / Carpets of Worth, Severn Road, Stourport on Severn</b>	<b>30</b>

**Where other unidentified 'windfall' sites come forward for development, or renewal applications are submitted on existing committed sites, and the development comprises 15 or more dwellings or involves sites of 0.5 hectares or more, the District Council will seek the provision of up to 30% of the dwellings to be affordable housing (taking account of levels of housing need and economic site constraints).**

**Residential development which includes affordable housing for**

**rent or shared ownership and which does not involve development by a Registered Social Landlord, will normally only be granted planning permission subject to a Section 106 Obligation limiting occupancy to people who satisfy the Council's housing need criteria and that the accommodation is within the Council's affordability criteria.**

### **Affordable Housing in Rural Areas – Exception Schemes**

- 3.87 PPG3 recognises that in many rural areas there are particular difficulties in securing an adequate supply of affordable housing for local needs.
- 3.88 House prices in rural areas are relatively high and this, combined with the lack of rented accommodation has forced many people to leave communities with which they have had long ties. Merely allocating more general housing land in the villages is not a solution because the demand for homes in the countryside, especially in proximity to large towns and cities, will always exceed supply, whilst commuting to work is an acceptable phenomenon. In addition, although an element of affordable housing can be provided as part of general needs schemes, the Worcestershire County Structure Plan 1996-2011 policies seek to limit housing in rural settlements, primarily to local needs, on sustainability grounds.
- 3.89 In recognition of this problem, the government has issued advice in Planning Policy Guidance 3, that the needs of local people for affordable housing may often be best met by way of the exception policy. This involves the release of small sites which would not otherwise be allocated for housing, within or adjoining existing villages. This approach is based on the premise that the sites have no general development value and therefore the cost of site acquisition can be substantially discounted from the cost of developing housing on them.
- 3.90 The release of such sites is dependent on the identification of a proven need for affordable homes arising from the locality and on securing suitable arrangements for the long-term management of the scheme, so that the benefits of affordability are available to subsequent as well as the first occupiers. This is most likely to be achieved where implementation of a scheme is carried out by a Registered Social Landlord.
- 3.91 PPG3 makes it clear that the advice on affordable housing does not alter the general presumption against inappropriate development in the Green Belt. Although the Structure Plan indicates that exceptions may exist, all proposals within the Green Belt will be considered having regard to the impact on the purposes of including land within the Green Belt.
- 3.92 In considering whether this “exceptions” policy is appropriate in any particular case, the District Council will take the following into consideration:
- i) there should be clear evidence of a need for housing in the Parish, or in the case of large parishes a defined sub-area of the Parish, which cannot be met through normal market mechanisms. This need should be established through a comprehensive survey carried out by, or on behalf of the Parish Council in partnership with Wyre Forest District Council;
  - ii) the specific proposal must be supported by the Parish Council;
  - iii) the occupancy of the dwellings initially and in perpetuity thereafter, must be restricted to those who are unable to obtain housing locally through normal

mechanisms and who are:

- iv) currently resident in the Parish in shared or substandard accommodation, or otherwise needing separate accommodation; or
  - a) first-time buyers from the Parish; or
  - b) persons who are dependants of households living in the Parish; or
  - c) persons employed in the Parish, whose work requires them to live locally;
- v) proposed schemes will normally only be provided by partner Registered Social Landlords.

#### **Policy H.11**

**As an exception to the normal policies relating to housing development in the rural areas, the District Council may permit small-scale housing schemes specifically intended to provide affordable homes for local need where:**

- i) evidence is produced to the satisfaction of the District Council, demonstrating that a need exists within the locality, that the type, tenure and cost of the dwellings reflects that need and that the overall scheme is economically viable; and**
- ii) the development is subject to a Planning Obligation with the District Council, providing for the long-term management of the scheme to ensure that the housing remains available to meet local needs; and**
- iii) an environmentally acceptable site is identified. Only small sites within or immediately adjoining a settlement will be considered; and**
- iv) the proposal is related in scale and character to its surroundings, is in keeping with the local building styles, appropriate materials, and adequate services and a safe access can be provided.**

**Any affordable housing permitted in accordance with this policy will be additional to the provision for general housing required by Policy H.1 to meet the requirements of the Worcestershire Structure Plan.**

#### **Affordable Housing Exception Schemes in Rural Areas**

## Houses in Multiple Occupation

- 3.93 A house in multiple occupation (HMO) comprises of, a house occupied by persons who do not form a single household. HMOs can meet an element of affordable housing needs for low cost single person accommodation provided the premises are of an acceptable standard. As with the sub-division of dwellings into separate self contained smaller dwellings, the impact of HMOs on the character of the area and amenities of neighbouring property will be subject to careful consideration. Parking provision will usually be required based on one space per bedroom. However within and immediately adjacent to town centres, reduced standards will apply. Where HMOs are to be provided by Registered Social Landlords and there is an agreement to restrict occupancy to tenants without cars, car parking standards will be relaxed.

### Policy H.12

**Planning permission will only be granted for the use of a building as a house in multiple occupation where the proposal:**

- i) has adequate amenity space, car parking and sound proofing;**
- ii) is not detrimental to the character of the area;**
- iii) is not detrimental to the amenities of adjacent dwellings in terms of loss of light, privacy and additional noise.**

**Houses in  
Multiple  
Occupation**

## Residential Homes

- 3.94 With an increase in the number of people over the age 75, further provision of supported housing accommodation in the form of residential or nursing homes is likely to be required within the District. Usually such developments should be located within areas suitable for general residential use, but proximity to shops and local community facilities are also important considerations.
- 3.95 Issues such as the impact on the character of residential areas and the amenities of adjacent dwellings will also be material considerations.

### Policy H.13

**Proposals for the development of nursing homes and residential homes for the elderly, or similar, will be permitted provided that they:**

- i) are within an established residential area as defined in Policy H.2 i);**
- ii) can be integrated into the area without unreasonably affecting adjacent properties and their occupiers;**

**Residential  
Homes**

- iii) have adequate external private amenity space, commensurate with the number of residents and staff;
- iv) do not generate traffic which will be excessive for the scale and character of adjacent area;
- v) are acceptable in highway terms including good pedestrian and disabled access;
- vi) involve sites and buildings of a sufficient size to accommodate the requisite numbers of supervisory staff, as well as the residents;
- vii) in the case of applications for changes of use, relate to properties that lend themselves to adaptation without significant internal remodelling or extensions;
- viii) are within easy access to the nearest regular public transport stopping point; and,
- ix) are in locations with shops and or local community facilities nearby.

Within the rural areas of the District any proposals will be subject to the same considerations and policies as those appertaining to general residential development. In addition, criteria ii) and viii) inclusive above will apply.

### Gypsies

- 3.96 Prior to the Criminal Justice and Public Order Act 1994, Local Authorities had a statutory duty to provide adequate accommodation for gypsies residing in, or resorting to, their area.
- 3.97 In response to this previous duty, the District Council in conjunction with the then Hereford and Worcester County, agreed a level of provision for Wyre Forest which involved the provision of two local authority sites and five private sites in the Lower Heath/Sandy Lane area of Stourport-on-Severn. These sites are indicated on the Proposals Map and will be safeguarded.
- 3.98 Under the current legislation, any additional gypsy site provision is likely to be by way of private provision, rather than planned local authority sites. In order to provide guidance on suitable locations for private site provision a criteria based policy drawing on the advice in circular 1/94 is proposed. The two Local Authority sites accommodate 29 double pitches and the remaining private/tolerated sites have a capacity for approximately 10 double pitches.

**Policy H.14**

**In order to ensure the provision of adequate permanent and transit gypsy caravan sites within the District the following sites will be safeguarded for continued use:**

- Site A - Lower Heath, Stourport on Severn  
(Local Authority Site)**
- Site B - Broach Road, Stourport on Severn  
(Local Authority Site)**
- Site C - Power Station Road, Stourport on Severn  
(Tolerated Site)**
- Site D - Broach Meadow, Stourport on Severn  
(Private Site)**
- Site E - Broach Meadow, Stourport on Severn  
(Tolerated Site)**
- Site F - Broach Meadow, Stourport on Severn  
(Private Site)**
- Site G - Sandy Lane, Stourport on Severn  
(Tolerated Site)**

**Gypsy Sites -  
Existing  
Provision**

- 3.99 As part of the future work to be undertaken in reviewing the Council's Housing Strategy and future assessments of housing need, an assessment of travellers' needs will be carried out. Relevant information arising from this assessment will be used to help update policies relating to Gypsy site provision at the subsequent review of the Local Plan.

**Policy H.15**

**Proposals for the establishment of gypsy caravan sites elsewhere in the District will be considered on their merits, but will normally only be allowed where:**

- i) it can be demonstrated to the satisfaction of the District Council that there is a clearly identified, bona fide need for the provision of a site or sites, additional to those identified in Policy H.14, to accommodate gypsies residing in or habitually resorting to the District; and**
- ii) the proposed development meets the following criteria:**
  - a) meets the locational needs of gypsies;**

**Gypsy Sites:  
Future  
Provision**

- b) is close to facilities, especially schools, shops and health facilities;**
- c) has adequate access and services and can provide for parking, turning and servicing on site;**
- d) can be developed without prejudicing the implementation of other development proposals in accordance with allocations in the Local Plan;**
- e) minimises adverse impact on and from neighbouring land and or buildings;**
- f) is capable of being screened from roads and adjoining land;**
- g) except in very special circumstances is not within the Green Belt.**

### **Residential Caravans and Mobile Homes**

- 3.100 Residential mobile homes have a useful role in meeting short term temporary housing needs. Due to their form and design together with limited design life, they are not considered to be appropriate to meet long term permanent housing needs. This is particularly so in view of the increased emphasis on the importance of creating attractive, long term sustainable, high quality residential environments.
- 3.101 The use of residential mobile homes will therefore be restricted to occasions when they may be required to meet a temporary need, for example, during construction or major alterations/repairs to a dwelling or group of properties, or in instances relating to the needs of agriculture or forestry covered in Policy AG.2.

#### **Policy H.16**

**The use of caravans and mobile homes as full time homes will only be permitted for temporary periods to meet specific short term needs as follows:**

- i) to temporarily re-house households during redevelopment or major refurbishment to existing housing schemes, provided that the mobile homes are within an area covered by Policy H.2 i).**
- ii) to provide accommodation during the construction, major alteration or repair of a dwelling, provided that the mobile home can be satisfactorily sited within the curtilage of the dwelling.**
- iii) to meet a temporary or seasonal, agricultural or forestry, need as provided for under Policy AG.2.**

### **Residential Caravans and Mobile Homes**



## Residential Moorings on the Staffordshire and Worcestershire Canal

3.102 There are limited opportunities for the development of residential moorings on those lengths of the Staffordshire and Worcestershire Canal which are not within the Green Belt. A small scheme has been approved to use part of the basins at Stourport-on-Severn. Other opportunities may arise during the plan period.

3.103 Proposals will need to demonstrate that the character of the Canal Conservation Area is preserved or enhanced and that there is no adverse affect on the amenities of any adjacent dwellings.



*Stourport-on-Severn basins*

### Policy H.17

**Development of residential moorings on the Staffordshire and Worcestershire Canal will only be permitted where:**

- i) the site is not within the Green Belt;**
- ii) the proposals are in keeping with the character of the surrounding area and do not adversely affect the amenities of any adjacent residential properties;**
- iii) safe and adequate access exists, or can be created for residents' vehicles and delivery vehicles;**
- iv) the development, including the provision of associated parking, garaging, clothes drying, refuse storage and other facilities, would preserve or enhance the character or appearance of the Canal Conservation Area; and**
- v) no significant conflict with other uses of the canal would result.**
- vi) the development does not normally involve the creation of permanent moorings in a linear form, other than for overnight stays.**

**Residential  
Moorings:  
Staffordshire  
and  
Worcestershire  
Canal**



### Accommodation for Dependants

- 3.104 With a generally ageing population and the desire to care for dependants within the family, proposals are often submitted for the provision of accommodation for dependants or 'granny flats'.
- 3.105 The provision of annexes can provide a useful means of meeting the accommodation needs of elderly, disabled or chronically sick relatives in the short or medium term. However, in order to ensure that the annexes do not, inappropriately, become separate dwellings they will be required to be physically part of the main dwelling and normally limited in size to one bedroom, except in exceptional circumstances. This will avoid future problems arising from the creation of a separate dwelling where new dwellings would not normally be permitted.
- 3.106 Proposals will need to comply with Policy D.17 relating to the extension of dwellings.

#### Policy H.18

#### Accommodation for Dependants

**The provision of accommodation for elderly or disabled dependants by way of an annex extension to an existing dwelling will only be permitted where:**

- **the annex is physically incorporated into the main dwelling, with a shared entrance and strong links at ground and first floor levels;**
- **both the dwelling and annex share vehicular and pedestrian access;**
- **the accommodation normally includes only one bedroom.**

# EMPLOYMENT

## Employment Aim

4.1 The key aim of the Local Plan in relation to employment is:

**“to encourage economic prosperity and identify enough land to meet the District’s employment needs.”**

## Employment Objectives

4.2 To further this aim, the employment objectives of the Local Plan are:

### **Objective 7: Land Allocation**

To identify a sufficient quantity and quality of land for employment uses, in accordance with Structure Plan policies and sustainability objectives.

### **Objective 8: Urban Employment Diversification**

To encourage the diversification of industry with an emphasis on the development of the Service Sector and high technology industry.

### **Objective 9: Rural Economy**

To safeguard and strengthen existing small-scale rural businesses and encourage a diverse rural economy.

### **Objective 10: Environmental Quality and Regeneration**

To ensure that new employment locations are designed to high standards and to encourage the environmental enhancement of existing locations.

### **Objective 11: Infrastructure**

To encourage the provision of adequate transport infrastructure.

### **Objective 12: Town Centres (office uses)**

To promote town centre locations as the focus for office uses.

## Introduction

4.3 Kidderminster and Stourport-on-Severn are the major employment centres in the District. Kidderminster has long been renowned as a leading centre for carpet production in the world. Stourport-on-Severn owes its existence entirely to the Staffordshire & Worcestershire Canal, with its historic activity including employment centred around the basins linking the canal to the River Severn.

4.4 The economic base of the District is still dominated by the manufacturing sector in general and the carpet industry in particular. Recent research indicates that over 4000 jobs, or 12% of the total employment in the local economy, are dependent on the carpet industry. It is still the largest single employment sector in Worcestershire. Of equal significance is the continuing under representation of employment in the service sectors of transport, banking, finance and insurance, public administration, defence and other services.

- 4.5 The concentration of employment within one sector of the economy has a number of disadvantages. The continuing need for economic diversification is recognised by Wyre Forest District Council, and is reflected in the District's Economic Development Strategy.
- 4.6 The 1991 Census showed that just over 32,000 people were employed in the District. There remained a slightly higher percentage of employees in manufacturing compared with the UK average. The figures (10% sample) indicated that of the 42,580 residents in employment, 12,310 commuted out of the District to work. At the same time, the number of people living outside the District but who travelled to work was 6,510, resulting in an overall net out-commuting of some 5,800 people. Given the proximity of the Conurbation and the range of employment opportunities generally available, the 1991 figures indicate the continuing importance of the West Midlands Conurbation and other neighbouring destinations in providing employment for residents of the District.
- 4.7 The 72 hectare trading estate at Hartlebury provides a major growth location for industry and business in north Worcestershire. It is an important source of employment for residents of Wyre Forest District, who account for some 60% of its employees. Most of the estate is within the Kidderminster Travel To Work Area, and many of the companies have close ties to the Wyre Forest business community.

### Structure Plan Context

- 4.8 The Worcestershire County Structure Plan 1996-2011 was adopted in June 2001. Policies D.19 – D.23 set out the strategic employment land allocations within the County, based on the EIP Panel's recommendations. The strategy links the provision of land for new housing and new employment uses, with the aim of achieving balanced communities. An estimate has been made of the amount of employment land required to ensure a level of balanced growth in the plan period. This estimate is based on providing one hectare of employment land for every 70 new dwellings, and is itself based on the County Council's analysis of current land uses in various towns in Worcestershire, with an adjustment to account for existing levels of commuting.
- 4.9 Policy D.19 of the Structure Plan sets out the employment land provision for each District in Worcestershire for the plan period 1996 – 2011. This is expressed in terms of "about", to allow a degree of flexibility within the strategic policy framework. For Wyre Forest District the Structure Plan proposes "about 45 hectares" of land for employment uses within Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order. To provide further detail, Policy D.20 states that the employment land to be provided in each District under Policy D.19 will comprise a portfolio of sites in terms of size, location and quality, including the redevelopment or re-use, where appropriate, of previously developed land.
- 4.10 Policy D.21 aims to ensure that land should only be allocated for economic development where there is a reasonable expectation that it will be available for development during the plan period. Policy D.22 sets the framework for additional employment land releases in the event that a balanced portfolio of sites cannot be achieved; that existing commitments are not in the correct location to balance new housing growth; or that it is essential to ensure a continuing supply of available land in view of take-up rates.
- 4.11 Policy D.23 deals with the issue of reviewing existing employment allocations, in order to comply with new policy D.20 (referred to in paragraph 4.9 above), and to avoid over provision.

## Employment Land Provision

- 4.12 The Worcestershire County Structure Plan 1996-2011 requires the provision of “About 45 hectares” of land in Wyre Forest District for “employment uses within Classes B1, B2 and B8” between April 1996 and March 2011. In order to satisfy the Structure Plan requirement, this section of the Local Plan contains policies relating to the location of Class B employment land. The provision of such land can be phased to ensure that a ready supply of serviced land is available.

### Policy E.1

**Sufficient land will be provided in the District to meet the Structure Plan requirement of about 45 hectares for employment uses within Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order 1987 (as amended).**

**Employment  
Land  
Provision**

## Employment Land Supply

- 4.13 To enable accurate monitoring of land supply, the Forward Planning section of the Council’s Planning, Health and Environment Division produces an Employment Land Availability report in April each year. It monitors the amount of land committed to, and developed for employment uses in the current plan period. The 1st April 2002 edition was used to inform the preparation of this Plan. Table E1 below sets out the position regarding employment land provision in Wyre Forest District as at 1<sup>st</sup> April 2002.

Table E1

### Employment Land Availability – 1st April 2002

Completions 1st April 1996 – 31st March 2002	AREA (HA)
1996 - 1997	0.3
1997 - 1998	1.6
1998 - 1999	3.6
1999 - 2000	1.0
2000 - 2001	2.3
2001 - 2002	3.5
<b>Total completions 1<sup>st</sup> April 1996 – 31st March 2002</b>	<b>12.3</b>
Available sites 1 <sup>st</sup> April 2002	24.2
<b>Total</b>	<b>36.5</b>
Structure Plan provision 1996 – 2011	“about 45”
<b>Balance</b>	<b>8.5 Hectares</b>

- 4.14 A total of 24.22 hectares is identified as “available sites” in Table E1 above. These sites are either under construction; proposed for employment development in the Local Plan; committed sites within the boundary of Rushock Trading Estate; have

outstanding planning permission for Class B use; or are within areas identified for Class B uses with a lapsed planning permission. One of the available sites is identified in Policy E.2 [EMP.2] at Worcester Road, Kidderminster. This is a greenfield site adjacent to the A449. Proposals for this site will be subject to consultation with the Highways Agency in accordance with Policy TR.9

4.15 Details of these sites can be found in the Council's Employment Land Availability report dated 1<sup>st</sup> April 2002. Copies are available from the Planning, Health and Environment Division.

4.16 This Plan seeks to address previously expressed concerns regarding the need to have a balanced portfolio of available employment sites, in terms of quantity and quality.

4.17 In addition to the available sites, redevelopment opportunities exist within the areas identified for Class B1, B2 and B8 uses, subject to detailed planning consent. The principal redevelopment sites are the British Sugar Factory site and the former Folkes' foundry, at Stourport Road, Kidderminster. These sites are now vacant and suitable for redevelopment, and offer a premium opportunity as brownfield employment sites, and are expected to be redeveloped for employment uses within the plan period and beyond. Therefore they are identified as proposed sites for employment development.



*Folkes Forge, Stourport Road*

4.18 The British Sugar Factory at Stourport Road, Kidderminster, closed in 2002. The main factory site occupies some 25 hectares, and is within an area identified for Class B1, B2 and B8 uses. A redevelopment opportunity has arisen for the provision of a major strategic employment site, centrally located to meet the District's medium and long term needs. A planning and development brief will be prepared for the redevelopment of the site, in association with British Sugar. In view of the scale of the site, it is expected to enable the continued provision of employment land beyond 2011. The site is subject to Policy E.3.

4.19 Two sites in the District are identified in Policies E.4 and E.5 below as Major Developed Sites within the Green Belt. Redevelopment of these sites is in accordance with the existing provisions of Annex C of PPG2. The Lea Castle Hospital site offers a potential redevelopment opportunity for Class B1 high technology employment, making a positive contribution to a balanced portfolio of sites sought by the Council to meet the requirements of the Structure Plan. Rushock Trading Estate occupies land and buildings within the curtilage of a former military site, and contains several of the available sites in Table 1 above.

4.20 The Council has adopted the Severn Road Planning and Development Brief, which covers an area on the edge of Stourport-on-Severn Town Centre, which includes land formerly in employment use, and the former Lichfield Canal Basin. In accordance with Structure Plan Policy D.13, the Severn Road area is identified for a mixed use development to include retail, housing and employment uses. Further details can be found in the Town Centres chapter.

4.21 Policy E.2 enables the development of Class B1, B2 and B8 uses on allocated employment areas. The redevelopment of sites for employment uses will contribute to the required employment land provision during the plan period.

4.22 The sites listed above, together with opportunities for redevelopment, are considered to provide a balanced portfolio of employment land capable of

development within the Plan period, as required by Worcestershire County Structure Plan 1996-2011 Policy D.20. Consideration will be given to the preparation of development briefs, where appropriate, for sites identified in Policy E.2.

### **Safeguarding of land for employment uses**

- 4.23 The District Council is seeking to ensure that proposed employment sites, and areas allocated for Class B uses, are safeguarded for those uses, in order to maintain the District's existing asset base for utilisation by local manufacturing and commercial enterprises. Many of these allocated areas have a long history of industrial uses, many of which contain established industries. Most of these areas are well placed in relation to the lorry route network and provide a dispersed pattern to local employment provision within the main towns of Kidderminster and Stourport-on-Severn.
- 4.24 In the event that sites within any of these areas become redundant the District Council would wish to see their re-use or redevelopment for appropriate Class B employment uses. Provision is made in the Local Plan within the town centres for retail developments, and sufficient land is identified as being available to meet the Worcestershire County Structure Plan 1996-2011 requirements in respect of residential development (as set out in the Housing chapter). PPG3 advises in paragraph 42 that consideration should be given to reallocating some employment land for residential or mixed use development, particularly where the employment allocation cannot realistically be taken up in the lifetime of the plan, or where the designation is no longer compatible with policy set out in current PPGs.
- 4.25 Paragraph 30 of PPG3, however, gives advice to local planning authorities on the identification of housing sites, stating that "they should not extend the search further than that required to provide sufficient capacity to meet the agreed housing requirement". The Council has carefully considered the question of reallocating employment land for other uses, including redevelopment opportunities capable of implementation during the plan period, and has identified the mixed use redevelopment area at Severn Road, Stourport-on-Severn, and a number of housing sites on land adjacent to the route of the now deleted Kidderminster Ring Road Phase 5 scheme.
- 4.26 The land availability information reveals that the supply and availability of both residential and employment land in the District is sufficient to meet the requirements of the Structure Plan, including a balanced portfolio of sites. Following careful considerations in the light of the Structure Plan, and Paragraph 30 of PPG3, the Council considers that further re-allocations of employment land to other uses would not be appropriate at the present time.

## Employment Land Proposals

Table E2

<b>Employment Land Proposals</b>	<b>Area (Ha.)</b>
Total completions 1st April 1996-31st March 2002	12.3
Available sites 1 <sup>st</sup> April 2002	24.2
<b>Sub-Total</b>	<b>36.5</b>
Folkes' Foundry Site, Stourport Road, Kidderminster	5.6
British Sugar Factory Site, Stourport Road, Kidderminster (Policy E.3)	12.0
Land at Lea Castle Hospital (Policy E.4)	6.0
Land at Barracks Road, Stourport-on-Severn	0.57
<b>Total Employment Land Provision</b>	<b>60.67</b>

- 4.27 The District Council considers that the most appropriate location for B1 office development will generally continue to be within the town centres, in order to maximise potential for public transport use and complement the retail and service functions of the centres. Provision is made within the town centres for such developments, in line with the scale of each centre.
- 4.28 There are a number of uses relating to the motor trade, which lend themselves quite comfortably to employment locations and which do not fall within a specific class of the Use Classes Order (*Sui Generis*). Policy E.2 makes specific provisions relating to these additional uses. Proposals involving car showrooms will be limited by condition to prevent any future change of use to retail (A1).
- 4.29 Proposals in employment areas, including sites EMP.2 (Worcester Road) and the British Sugar Factory Site (Policy E.3), which lie adjacent to railways, should not prejudice the operational needs of the railway. Specifically, proposals shall not adversely affect the general operation, safety or efficiency of the railway.

### Policy E.2

**Within the following areas, development falling within Class B uses will be permitted subject to compliance with other policies in the Plan:**

- i) areas allocated on the Proposals Map as being for employment uses within Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order 1987, as amended, including that land earmarked as 'available sites' in Table 6 of the Employment Land Availability to 1st April 2002;
- ii) on the following sites identified on the Proposals Map:  
**EMP.1 Folkes' foundry site, Stourport Road, Kidderminster;**

### Employment Land Proposals



**EMP.2 Land east of Worcester Road (A449), Kidderminster;**  
**EMP.4 Land at Barracks Road, Stourport-on-Severn.**

**Within areas subject to policy E.2, other uses will be limited to car showrooms and vehicle maintenance, repair and service centres.**

4.30 The British Sugar Factory Site is the main employment location for the Plan period and will provide the catalyst for the regeneration of the Stourport Road Employment Corridor.

4.31 The allocated area on the Proposals Map extends to about 24ha. A first phase of about 12ha. at the front of the site has been identified and is included in Table E2 (Employment Land Proposals for the District). This phase of development will require the preparation of a Transportation Assessment in accordance with PPG13 and Policy TR.18 together with implementation of proposals arising from the Assessment. Such an assessment will consider the necessary improvements to the existing access arrangements to Stourport Road including appropriate traffic management measures.



*British Sugar Factory, Stourport Road*

4.32 The subsequent release of substantially more development land is likely to require significant improvement to the road infrastructure for the area. The benefits of a link road connecting Stourport Road (A451) to the Worcester Road (A442) and/or the Chester Road (A449) roundabout will be considered during the Plan period to 2011 and as part of the Local Transport Plan (LTP) and the District Local Plan. The benefits of a Park and Ride facility at this location will also be considered during the next review of the LTP.

4.33 Given the constraints on development of later phases and the benefits of regeneration to the wider area, the District Council will work in close partnership with the owners of the site, the County Council and Advantage West Midlands in bringing this site forward. The process will result in an agreed Development Brief for the site, addressing phasing, infrastructure improvements and other relevant considerations. During preparation of the Development Brief an assessment of the site's suitability to accommodate a sports stadia will be considered.

### **Policy E.3**

**Proposals for the redevelopment of the British Sugar Factory Site, as shown on the Proposals Map, will be encouraged and should accord with the following criteria:-**

- (i) acceptable uses will be Class B1, B2 and B8 employment uses, and other uses as set out in Policy E.2;**

**British Sugar  
Factory**



- (ii) **development land to be released on a phased basis, taking into account the site constraints, potential infrastructure improvements, specifically access, demand and masterplanning;**
- (iii) **the existing playing fields to be retained in accordance with Policy LR.9; and**
- (iv) **the potential for connection to the rail network for freight transport to be appraised to ensure compliance with Policy TR.4**

### Major Developed Sites

- 4.34 Two sites in the District are identified as Major Developed Sites within the Green Belt, suitable for redevelopment for employment uses in accordance with the provisions of PPG2 Annex C. They contain land which is expected to be available for development within the plan period. Policy GB.4 sets out the criteria which will apply to the consideration of any redevelopment proposals.

### Lea Castle Hospital

- 4.35 The Lea Castle Hospital site lies north-east of Kidderminster, between the A449 Wolverhampton Road and the A451 Stourbridge Road. It lies within the Green Belt, and contains a variety of buildings set out in an attractive landscape, well screened from the surrounding agricultural land by extensive belts of trees. The site has been developed since the late 1950's and used for a number of years by a variety of minor National Health Service uses. In recent years consolidation of these activities to other locations has led to a large part of the site (estimated to be approximately 15,700 square metres in footprint) becoming, or expected to become surplus to requirements. It is appropriate to apply the provisions of PPG2 Annex C to the site, identifying it as a major developed site in the Green Belt. This will avoid the possibility of redundant buildings, or the whole site, becoming derelict.

- 4.36 As a Major Developed Site in the Green Belt lying adjacent to the built up areas of both Kidderminster and Cookley and with potential for improved bus connectivity, the site accords with Policy SD.4 and T.1 of the Worcestershire County Structure Plan 1996-2011. In light of the site's status and character and having regard to Policy SD.7 and paragraph 4.43 of the above plan, it is considered to be sequentially



*Lea Castle Hospital*

preferable. In considering proposals for the Lea Castle hospital site, the Council will require significant improvements in public transport connectivity and highway safety. The Council will require the proposal to be accompanied by an associated Transport Assessment and Travel Plan prepared in accordance with Policy TR.18 and TR.19, which will be subject to particular scrutiny. The provisions of Policy TR.9 will also be particularly relevant when considering such proposals.

- 4.37 The surplus part of the site presents an opportunity for low density redevelopment with the potential to create a prestigious high quality employment development. Based on a site coverage ratio of about 26%, this releases a developable area of approximately 6 hectares. It will therefore make a positive contribution to a balanced portfolio of sites sought by the Council to meet the requirements of the Structure Plan. A detailed development brief will be prepared for this site (containing detailed redevelopment proposals), and approved by the Council prior to the consideration of any planning application
- 4.38 The Council is working in partnership with other organisations to include the site as a High Technology Business development opportunity as part of the emerging proposals for the Birmingham to Worcester Technology Corridor.

#### **Policy E.4**

**Proposals for the re-use of Lea Castle Hospital, to include employment uses within Class B1 of the Town and Country Planning (Use Classes) Order 1987, as amended, will be considered according to Policy GB.4.**

**Lea Castle  
Hospital**

### **Rushock Trading Estate**

- 4.39 Rushock Trading Estate occupies the buildings within the curtilage of a former military site within the Green Belt. It is close to Hartlebury Trading Estate, and is accessed from the A442 Kidderminster – Droitwich road. The Estate meets the criteria for identification as a major developed site in the Green Belt which is suitable for redevelopment. The application of the provisions of PPG2 Annex C to the Estate would create flexibility within the planning policy framework, to enable the re-use and redevelopment of land and buildings within the curtilage of the site for employment uses.



*Rushock Trading Estate*

#### **Policy E.5**

**Proposals for the use of land within the curtilage of Rushock Trading Estate for employment uses within Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order 1987, as amended, will be permitted provided they are in accordance with Policy GB.4.**

**Rushock  
Trading Estate**

## Areas Allocated for Mixed Uses

4.40 The areas identified on Inset 1 of the Proposals Map for mixed uses are:

Mill Street in Kidderminster;  
Horsefair/Stourbridge Road in Kidderminster;  
Mitton Street and Baldwin Road in Stourport-on-Severn;  
Worcester Road in Stourport-on-Severn.

4.41 These areas generally contain a mixture of existing business and commercial uses, and provide a useful source of subsidiary accommodation for these uses within convenient locations. It is intended that these areas remain predominantly for mixed business, commercial and residential uses.



*Worcester Road, Stourport-on-Severn*

### Policy E.6

**Within those areas allocated for mixed uses outside town centres, the following uses will be permitted subject to satisfactory access and parking arrangements being made, and subject to consideration of the impact on adjacent uses:**

- i) uses within Class B1 of the Town and Country Planning (Use Classes) Order 1987 (as amended);**
- ii) residential development in conjunction with other uses.**

**Areas  
Allocated for  
Mixed Uses**

## Hazardous or Dangerous Substances

4.42 Applications for development involving, or with potential to affect, or be affected by hazardous substances or installations will be subject to detailed examination. The Planning (Hazardous Substance) Regulations 1992, and the Planning (Control of Major Accident Hazards) Regulations 1999 require that land use planning policies take into account the prevention of major accidents involving hazardous substances, and aim to limit their consequences for the environment. Particular attention will be therefore be given to development proposals involving, or in the vicinity of installations containing hazardous substances. Any decision will have regard to the advice of the Health and Safety Executive, the degree of risk and the likely hazard or consequences of an accident occurring, together with other environmental considerations. In accordance with Circular 04/2000 the Local Authority will consult the Health and Safety Executive, as appropriate, about the siting of any proposed dangerous substance establishments.

4.43 Detailed controls over the storage or use of hazardous substances were brought into operation on 1st June 1992. These controls require a Hazardous Substance Consent to be obtained, normally from the District Council, where it is intended to store or use hazardous substances above certain prescribed control limits. Hazardous Substance Consents are separate from the need to obtain Planning

Permission where the proposals involve development such as new buildings.

#### **Policy E.7**

**Proposals for development or activities involving hazardous substances or installations will only be permitted where the relevant authorities are satisfied that the proposals are acceptable, and, where necessary, appropriate measures to protect the public and the environment can be implemented and enforced.**

**Development  
Involving  
Hazardous or  
Dangerous  
Substances**

### **Rural Employment**

- 4.44 Wyre Forest District contains extensive areas of countryside, with high quality, attractive landscapes. To the east of the River Severn the rural areas are subject to Green Belt policies. The remainder of the rural area of the District (west of the River Severn) lies beyond the Green Belt, and is designated as a Landscape Protection Area, reflecting the high quality and attractive nature of this undulating and elevated landscape. The Wyre Forest itself together with its outliers are major features within the landscape, and are also of importance to nature conservation, reflecting the rich biodiversity of the area.
- 4.45 In line with Green Belt policy and a development strategy focused on urban concentration, the Local Plan exercises strict control over new development within the rural area. However, there is also a need to sustain a healthy rural economy, particularly in view of the declining employment opportunities in agriculture. Tourism plays an important role in the rural economy of the District, based on the recreation opportunities offered in the Wyre Forest and Severn Valley, the West Midland Safari Park, the Severn Valley Railway and historic towns of Bewdley and Stourport-on-Severn.
- 4.46 Government advice in PPG7 lays considerable emphasis on the encouragement of economic activity in rural areas whilst at the same time conserving and enhancing the countryside.
- 4.47 The Rural White Paper, published in November 2000, contains a vision of a living, working, protected and vibrant countryside. The Local Plan policies have been prepared with the aims of the White Paper in mind, so that the planning system can accommodate its initiatives and proposals, and help to deliver them in Wyre Forest District. The inclusion of Bewdley Ward within the Regional Development Agency's (Advantage West Midlands) Rural Regeneration Zone initiative, and Bewdley and Stourport-on-Severn within the Government's Market Towns Initiative, is an opportunity to address not only the needs of these historic towns, but also wider strategic matters including employment, tourism and leisure.
- 4.48 Proximity of the area to the District's major towns and influence of the West Midlands conurbation means that unlike more remote rural areas there are a considerable range of employment opportunities within what is considered by many people to be a reasonable commuting distance. This is particularly the case in the Green Belt area east of the River Severn. When considering proposals for industrial or commercial development, wider environmental and sustainability considerations must be taken into account.
- 4.49 In particular any development must not have a significant adverse impact on the

landscape or areas of nature conservation interest. Adequate services must exist or should be provided at the developer's expense in an environmentally acceptable manner. Traffic generation is a particular concern, as one of the important characteristics of the District is its attractive, quiet rural lanes. Accordingly, any proposals for employment development should have safe access to the main lorry route network. For all developments, the traffic expected to be generated must be capable of being safely accommodated on the local road network. Any necessary highway works should take into account the provisions of Policy LA.7, and may be subject to a planning obligation under Section 106 of the Town & Country Planning Act.

- 4.50 The Worcestershire County Structure Plan 1996-2011 policy of concentrating economic development in or around main urban areas is generally supported by the District Council, and is reflected in the employment allocations in Policy E.2. In rural areas, the emphasis should be on small-scale sustainable employment opportunities.
- 4.51 In order to ensure continued provision of employment opportunities and the maintenance of a local business economy, small-scale industrial and commercial developments in the form of either extensions to existing premises or the conversion of rural buildings will normally be permitted, provided that environmental considerations are carefully addressed. For development involving farm diversification or the conversion of rural buildings, proposals should comply with policies relating to the Re-use and Adaptation of Rural Buildings, in the Countryside chapter of the Plan.
- 4.52 An extensive part of the District's rural area lies beyond the Green Belt, to the west of the River Severn. An outstanding employment development commitment exists at Long Bank, near Bewdley, which will provide valuable employment opportunities in a relatively sustainable location.

#### **Policy E.8**

**Within the rural areas of the District west of the River Severn, proposals for the development of new greenfield sites, or large scale extensions or conversions for industrial or commercial developments falling within Use Classes B.1, B.2 or B.8 of the Town and Country Planning (Use Classes) Order 1987 (as amended), will not normally be allowed.**

**Limited small-scale industrial and commercial development will only be permitted where:**

- i) the proposal involves the redevelopment of existing industrial/ commercial sites;**
- ii) the erection of extensions or new buildings is contained within the operational curtilages of existing industrial/ commercial sites, or sited immediately adjacent to farm buildings, or;**
- iii) the proposal involves the conversion of existing rural buildings, and that;**
- iv) it does not adversely affect the landscape character and**

#### **Employment Development in the Rural Area Outside the Green Belt**



**quality of the Landscape Protection Area;**

- v) it is environmentally and ecologically acceptable;**
- vi) it will not adversely affect the amenities of residential properties;**
- vii) adequate services are available;**
- viii) traffic generated by the development is kept to a minimum, and can be safely accommodated on local roads with safe, direct, easy access to the lorry route network.**

### **Rural Employment Within the Green Belt**

- 4.53 Within the Green Belt, the construction of new buildings is inappropriate development, unless it is for the purposes set out in paragraph 3.4 of PPG2. Proposals for the construction of new buildings for industrial and commercial uses in the Green Belt, except under the provisions of Annex C of PPG2, constitute inappropriate development, and will not be permitted.
- 4.54 The re-use of rural buildings within the Green Belt for employment purposes is acceptable according to PPG2.
- 4.55 Any proposal for re-use must be capable of being accommodated in the existing building without the need for new development, either in the form of new buildings or extensions which increase the scale of built development, and would therefore not normally be allowed under the Green Belt policy. Such development proposals should comply with policies on the Re-use and Adaptation of Rural Buildings in the Countryside chapter of the Plan.

#### **Policy E.9**

**Within the Green Belt, with the exception of the Major Developed Sites identified in Policy GB.4, proposals for the development of new buildings, or extensions for industrial or commercial developments will be regarded as inappropriate development, and will not be allowed. The re-use of existing buildings for small-scale industrial or commercial developments will be permitted, provided that:**

- i) it does not adversely affect the visual amenities of the Green Belt, nor have a materially greater impact on the openness of the Green Belt than the present or last use;**
- ii) it is environmentally and ecologically acceptable;**
- iii) adequate services are available;**

**Employment  
Development  
in the Green  
Belt**

- iv) it will not adversely affect the amenities of residential properties;
- v) the buildings are of sufficient scale to accommodate the proposed development without the need for extensions;
- vi) traffic generated by the development is kept to a minimum, and can be safely accommodated on local roads with safe, direct, easy access to the lorry route network,
- vii) the proposal complies with Policy RB1 relating to the design of conversions.
- viii) the proposal can be accommodated within the existing operational curtilage of the site.

### **Business Development Outside Allocated Areas**

- 4.56 As sufficient provision has been made for employment development within the areas identified in Policy E.2, proposals for such development elsewhere within the built-up areas will not normally be allowed. The exception is for Class B1 Business Uses in the town centre areas. However, proposals falling within the Business Use Class B1 may be acceptable in certain other locations such as residential areas, provided they do not give rise to environmental objections. Such uses will not be permitted where either individually or cumulatively they would adversely affect the residential character, or harm the amenities of the area, particularly by virtue of traffic generation. Within the town centres as shown on Inset Plans 2, 3 and 4, such proposals will be assessed against policies in the Town Centres chapter of the Plan. For non-residential uses in residential areas, Policy H.8 applies.

#### **Policy E.10**

**Within the urban areas, but outside the allocated areas identified in Policies E.2 and E.3, employment development will only be allowed for Class B.1 uses.**

**The Council will follow a sequential approach to office development. Preference will be given to town centre sites, then edge-of-centre locations, then district and local centres, followed by areas identified for employment development and finally out-of-centre locations that are accessible by a choice of means of transport. In having regard to the suitability and availability of sites, applicants will need to demonstrate that this sequential approach has been followed.**

**Outside the areas identified in the sequential approach, development for B.1 (light industrial uses) will only be permitted**

**Business  
Development  
Outside  
Allocated  
Areas**



**where:**

- i) it is environmentally and ecologically acceptable;**
- ii) it will not adversely affect the character of the area, and;**
- iii) it will not adversely affect the amenities of residential properties.**

**Storage Facilities within Developments**

- 4.57 As a general guiding principle the outdoor storage of goods, materials and components should be avoided if feasible. Such a phenomenon often leads to the creation of an unsightly haphazard form of development which detracts from the appearance of the built environment of industrial or trading estates, and is particularly to be avoided in the case of sites occupying prominent public locations.
- 4.58 The aim should be to provide for storage facilities within properly designed buildings sufficient to meet the needs of the business. Where this is not practicable permanent screening of an appropriate style and design should be incorporated into the proposal with particular attention being paid to sensitive boundaries. Particular attention should be given to Policy D.10 in the Design chapter of the Plan.

## DESIGN

### Design Aim

5.1 The key aim in relation to Design is:

**“to promote high quality design in all developments.”**

### Design Objectives

5.2 In seeking to achieve this aim, the Design objectives of the Local Plan are:

#### **Objective 13: Built Environment**

To ensure the creation of exciting and successful built environments that comprise buildings and spaces of a high quality design, which makes a positive contribution to the character of the District.

#### **Objective 14: Local Distinctiveness**

To safeguard the distinct character and heritage of the District's landscapes, townscapes and villages, and to ensure that new development reflects or complements these characteristics.

#### **Objective 15: Energy Conservation**

To promote energy efficiency in building design and layouts.

#### **Objective 16: Infrastructure**

To promote high quality design in transport infrastructure, car parks and street furniture.

#### **Objective 17: Community Safety**

To ensure that the design of new development, wherever possible, improves the well-being, security and safety of residents and visitors.

#### **Objective 18: Design Statements**

To promote the production and use of local & village design statements.

#### **Objective 19: New buildings and new uses**

To promote high quality design in new and existing buildings.

#### **Objective 20: Advertisements**

**To promote high quality design in advertisements which maintain or enhance local amenity and ensure public safety.**

### Vision for Design in Wyre Forest District

5.3 Buildings should not be looked at in isolation and this Plan seeks to ensure that the arrangement, mass and shape of individual buildings or groups of buildings will be considered in their context. This section of the Local Plan aims to develop the principles set out in "By Design" in order to ensure the presence of successful places throughout the district.

## Context

- 5.4 The design of buildings and spaces and their sympathy to neighbouring environments is of considerable importance to many residents and businesses and can also have a lasting impression on visitors. The design of the district's townscapes, landscapes and rural areas represent a legacy of previous developments, activities, and fashions and they frequently present a history of design styles. Whilst many aspects of this design legacy are pleasing in terms of aesthetics and function, other examples can be found that are neither pleasing nor functional.
- 5.5 The Local Plan seeks to learn from this design legacy to encourage solutions which enhance the environment and excite the consumers of design - all of us, as we go about our daily lives. It is considered that the key to achieving this will be to set out a design approach and associated policies that connect to a clear set of design objectives and principles.
- 5.6 Central Government advice on design considerations is currently embodied in revised PPG1 entitled "General Policy and Principles". Revised in February 1997, the guidance contained in Paragraphs 13 to 20 ("Design") and Annex A ("Handling of Design Issues") of this document sets the national framework for design as a material planning consideration. It is considered that the impact of new buildings and their curtilage are matters of proper public concern, as they help to define public spaces, streets and vistas and create the context for future development.
- 5.7 The design of the Built Environment has possibly never been higher on the national agenda. Public awareness of, and involvement in, what is being built - and redeveloped - around them is correspondingly high. There are a number of factors which make a place successful, safe, attractive or appealing and these invariably impact on individual buildings and the surrounding space. In 2000, the Government produced a new guide on how planning can help to achieve better urban design. "By Design: Urban design in the planning system: towards better practice", sets out the following key principles:
- Character** - A place with its own identity
- Continuity and Enclosure** - A place where public and private spaces are clearly distinguished
- Quality of the Public Realm** - A place with attractive and successful outdoor areas
- Ease of movement** - A place that is easy to get to and move through
- Legibility** - A place that has a clear image and is easy to understand
- Adaptability** - A place that can change easily
- Diversity** - A place with variety and choice
- 5.8 The design of buildings and layouts also has a significant role to play in moving towards sustainable development and as with all sections of the Plan, this concept is written into the heart of the design ethos.
- 5.9 This section seeks to encourage much greater investment in urban design. This will be achieved by placing a greater emphasis on the design of new development in relation to its setting as part of the determination of planning applications.

## Making the Best Use of Our Assets

- 5.10 Ensuring access for all is fundamental to ensuring the creation of successful buildings and spaces. In line with PPG13 (Transport), the Council is keen to ensure that sufficient regard is had to the needs of disabled people in relation to the location, design and layout of buildings and the interconnecting spaces. Ensuring that developments are accessible and useable by disabled motorists, public transport users and pedestrians.



*Canalside housing, Waterside Grange, Kidderminster*

- 5.11 All too often, schemes turn their back on key features and corridors such as canals, roads, rivers and landmarks. These are valuable resources and visual corridors, which the Council is keen to see fully utilised. The incorporation of these features into the design of new developments can substantially improve a visitors perception of a place.

- 5.12 Wyre Forest District has a wealth of natural assets from which to draw inspiration. The District also has a diversity in the built form from Kidderminster's carpet factories to the basins of Stourport-on-Severn, the tight-knit historic town of Bewdley. This policy aims to ensure that such features are fully utilised. Proposals that integrate well with the existing environment will help to create successful buildings and spaces which will themselves be regarded as assets.

- 5.13 The street pattern and intricate network of pedestrian routes in most town and village centres has gradually evolved over time into a legible pattern of desire lines and focal points. Concentrating development along key routes and at focal points has numerous benefits. Fully utilising the potential of corner plots and focal points in this way can also add interest and add to a sense of local identity. As a general rule, buildings should relate to the common building line. Care should be taken to ensure that where buildings are set back they create a useable, attractive and purposeful space for pedestrians.

- 5.14 Vitality is about creating lively and active spaces which provide for an increased people presence, improved levels of natural surveillance and enhanced sense of security. Layouts can be designed to maximise activity on the street frontage. Narrow plot widths and the placing of street entrances at regular intervals can ensure greater levels of activity, particularly in the District's town and village centres.



*Characteristic gable end of carpet factory*

- 5.15 The importance and use of spaces can be defined by the scale of the buildings, landscaping and the relationship with the width of the space they enclose. Natural surveillance can also be maximised through ensuring that, where possible, living rooms overlook public spaces and thoroughfares.

- 5.16 It may sometimes be desirable to raise the floor above street level to protect the privacy of residential properties. Where courtyards and alleyways are proposed it is

important that these areas benefit from maximum levels of natural surveillance and, where appropriate, gated access. Similarly, rear gardens are more secure if they back on to other gardens rather than public areas and, where practicable layouts should seek to encourage this.

- 5.17 As the majority of buildings have a relatively long life it is essential that their design is right. Policy D.1, seeks to ensure that the layout of new development forms the basis of detailed design. The key will be to ensure that layouts are harmonious with the surroundings. This policy seeks to ensure that neighbouring land-uses are compatible with the development proposed. Where it is considered that the potential conflict can be overcome, the layout of the proposed development is likely to have a fundamental role to minimising the impact.
- 5.18 Designers should have regard to the microclimate. The orientation of buildings and landscaping can maximise levels of passive solar gain and minimise the impact of wind on amenity.
- 5.19 Issues regarding movement and access are considered in section 10.5.
- 5.20 Finally, planning applications must be accompanied by an appropriate design statement that details how the scheme has had regard to local character (see Policy D.3) and the other requirements set out in the design section of this Local Plan. Designers should also have regard to good practice guides, including:
- "Places Streets and Movement: a Companion Guide to Design Bulletin 32 (Residential Roads and Footpaths)", which provides further guidance on residential design, and contains principles that can be applied more generally.
  - "By Design. Urban Design in the Planning System: Towards Better Practice"

### Policy D.1

#### Design Quality

#### **New development must be designed and sited to:**

- a) be accessible and useable by all members of the local community;**
- b) incorporate and where appropriate front onto existing valued natural features and buildings, water features, transport infrastructure and landmarks wherever practicable building on the quality of the historic environment;**
- c) where applicable, concentrate the most active uses or entrances on main thoroughfares and focal points;**
- d) maximise the use of corner plots and the street frontage and have appropriate regard to the common building line;**
- e) where applicable, avoid being prejudicial to the**

comprehensive development of a larger area of land;

- f) maximise the opportunity to create new assets which contribute to local distinctiveness;
- g) accentuate and strengthen the existing network of pedestrian links and focal / meeting points;
- h) form a suitable footprint of buildings and spaces that complements the characteristics of the site and its surrounds;
- i) complement and respect any adjacent development;
- j) not give rise to a serious detrimental impact, such as dust, fumes, vibration or smell, on the amenity of nearby residents;
- k) maximise natural surveillance whilst maintaining appropriate levels of privacy and;
- l) complement the microclimate of the site.

**Applications which fail to demonstrate design quality will be refused.**

## Tall Buildings

- 5.21 Building upwards is one way to optimise the density of residential, office and mixed-use development within the district. However, this can often have a serious and adverse impact on local character. Policy D.2 therefore seeks to encourage high density development, whilst ensuring that the height of buildings is sympathetic to the location.

### Policy D.2

**The height of new buildings must not have an adverse impact on local amenity, conservation areas, views, vistas or the setting of landmarks and listed buildings. New residential, office and mixed-use buildings consisting of more than four storeys above ground level will generally only be considered at the locations in and around Kidderminster town centre identified on the Proposals Map.**

**Tall  
Residential  
and  
Commercial  
Buildings**



## Local Distinctiveness

5.22 Local distinctiveness is defined by ODPM as "the positive features of a place and its communities which contribute to its special character and sense of place". Clearly, one of the key aspects of good design is the ability to demonstrate a respect for the local character of an area. This can be achieved in numerous ways, but will involve an analysis of:

1. Building features and architectural style
2. Scale,
3. Proportions
4. Materials,
5. Density
6. Siting
7. Urban grain and layouts
8. Landscaping
9. Topography
10. Other distinctive features of the area may also be considered, including key features of local history.

5.23 PPG1 (General Principles) states that "local planning authorities should not attempt to impose a particular architectural taste or style arbitrarily. It is, however, proper to seek to promote or reinforce local distinctiveness". The following policies aim to ensure a balance between the need to preserve the separate identities and characteristics of the district's landscape and townscape and the desirability of ensuring that the current decade can make its contribution.

5.24 The places now regarded as being pleasing to the eye generally incorporate many architectural types and styles, often the result of incremental, ad-hoc developments, which can often appear disorderly. This policy seeks to reverse the growing trend towards standardisation and the rise of national corporate identities, styles and fashions that commonly fail to strengthen or enhance local character or identity.



*Slingfield Mill, Kidderminster*

5.25 In certain circumstances, it may be appropriate to build in the traditional style, but in other cases, a high quality and innovative design will be preferable to pastiche. In all cases, however, development should respond sensitively to the site and its setting.

## Safeguarding Existing Landscape Features, Including Trees

5.26 Many of the key landscape features are identified in and subject to Policy LA.6 (Landscape Features). Through Policy D.3, the Council is seeking to safeguard these essential components and features of the landscape character. This policy applies to both urban and rural landscapes and encourages the retention and incorporation of existing trees of amenity or ecological value and other landscape features.



## Assessing Local Character

- 5.27 Wyre Forest District has a considerably varied local distinctiveness which give the towns and rural areas their separate identities. From Kidderminster's association with the Carpet Industry and the historic and often ornate carpet factories, to the boating traditions of Stourport-on-Severn and from major forestry activity in the West through to horticulture in the East the variety can readily be seen. However, despite this, there are also shared characteristics, for example, all three towns (Kidderminster, Stourport-on-Severn and Bewdley) are connected by the theme of rivers. The aim of Policy D.3 is to ensure that designs have respect for this character and draw on its influences to create buildings and spaces which reflect the area's heritage and traditions. Where appropriate, this may include innovative designs that contain references to the distinct architectural traditions and heritage of the area.
- 5.28 Generally, designers and decision makers should take the following sequential approach to analysing local character and assessing the suitability of the chosen design:
- (i) Shape:
- ensure that the proposed development is harmonious with its setting and context (layout, massing, proportion and landscape design);
  - seek to conserve valued features;
  - have regard to the relationship with neighbouring buildings, infrastructure and spaces;
  - relate to the existing layout where this will add continuity, richness and interest;
  - reflect the topography of the site;
  - complement or enhance distinctive skylines, views and vistas
- (ii) Materials:
- ensure that the scale, texture and colour of building materials reflect local characteristics;
  - designer's will be expected to draw their inspiration from all elements of the street scene including street furniture, and also local history and;
  - particular attention should be paid to brickwork, ironwork, masonry and roofing materials and where appropriate the decorative use of materials.
- (iii) Building:
- seek to successfully interpret local building forms to reflect characteristics such as housing types, roof slopes, window types, decorative elements, add-on features and garden plots;
  - designers may draw their inspiration from the historic as well as existing character and;
  - the relationship with neighbouring development will be particularly important.

### Policy D.3

**Development proposals, particularly those involving the construction of a new building, alteration or extension, together with any associated infrastructure or landscaping proposals, must:**

- i) have regard to the local distinctiveness of the town,**

**Local  
Distinctiveness**

**village, neighbourhood or locality;**

- ii) clearly relate to the appearance and character of the surrounding townscape and landscape, so as to complement, the surrounding buildings and spaces;**
- iii) seek to incorporate existing trees and landscape features and;**
- iv) wherever possible avoid the loss of existing features of local value (natural or built).**

**Applications that fail to demonstrate appropriate regard to local character will be refused.**

### **Design Considerations and Trees**

- 5.29 Where planning applications for new developments are submitted on sites which either contain, or are adjacent to trees of amenity value (i.e. a tree which by nature of its size is prominent within the site or clearly visible beyond it), a detailed tree survey giving species, age, condition, height, girth, crown and spread will be required. As part of the tree survey, it will be for the applicant to demonstrate the need to fell any such tree.
- 5.30 Careful consideration will also be given to cases where trees of high amenity value are adversely affecting the structural condition of buildings or where they are clearly prejudicial to the development of a larger area of land. The Council will seek the incorporation of a suitable replacement(s) as part of the landscaping scheme. Such replacements should generally be planted at the original location, unless it is demonstrated that this would prejudice the development of a larger area of land.
- 5.31 Suitable stand off distances from amenity trees must be provided when designing layouts (including extensions) and particular regard should be had to the eventual size and impact of existing trees when they reach maturity, in order to avoid future requests for consent to lop or fell safeguarded trees.

#### **Policy D.4**

**Development proposals for sites containing, or adjacent to, trees of amenity value must be accompanied by a detailed tree survey. Proposals involving the felling of such trees will be unacceptable unless there is clear justification. Where it is demonstrated that felling is necessary, adequate provision for suitable replacements must be included as part of the landscaping scheme.**

**Design  
(existing trees)**

## Design of Development in the Countryside

- 5.32 Whilst Policy D.3 above is equally applicable to development proposals in the countryside a number of additional design considerations relating to landscape impact are important to consider.
- 5.33 PPG7 (Countryside) now places an increased emphasis on landscape character and this is reflected by the adopted Worcestershire County Structure Plan 1996-2011, which seeks to protect the identified landscape character. As part of the Structure Plan review a landscape character assessment was undertaken. This involved the definition and mapping of landscape character areas throughout the County of Worcestershire. Policy D.5 seeks to ensure that the design of new development safeguards and enhances the landscape character of the locality, whilst providing additional design guidance in support of policies LA.1 (Landscape Character), LA.2 (Landscape Protection Area) and LA.6 (Landscape Features).
- 5.34 Generally, all developments in the countryside should conform to the specific clauses of Policy D.5. In rural areas or areas adjacent to the countryside, buildings should be designed to blend with the wider landscape. The use of different materials for roof and walls, or the use of colour (if the roof is darker than the walls) and the avoidance of the use of reflective materials will all lessen the impact of development.
- 5.35 The following policy is intended to cover all development in the countryside, including proposals for agricultural buildings which either require a specific planning permission or are permitted by the Town and Country Planning (General Permitted Development) Order 1995 but require prior notification to the Local Planning Authority.

### Policy D.5

#### **Development proposals and associated landscaping in the countryside must:**

- i) respect the landscape character of the site and its surroundings;**
- ii) where appropriate, be sited adjacent to existing buildings rather than in isolated positions;**
- iii) be designed and sited to be as unobtrusive in the landscape as possible;**
- iv) be constructed of materials which in form, colour and texture harmonise with its surroundings and are appropriate to the use proposed;**
- v) incorporate sufficient and appropriate landscaping to enable it to blend naturally into the countryside and;**
- vi) for proposals involving the re-use or adaptation of a rural building, maintain the visual integrity of the original building.**

**Design of  
Development  
in the  
Countryside**

## Safeguarding Resources by Design

- 5.36 The design of new development can have significant implications for natural resources and energy conservation. Many energy saving technologies which can be incorporated into new developments, though admirable and worthy of support, involve the internal working of buildings and do not represent material planning considerations. However, many designs involving energy saving technologies will have a material planning impact on the external aesthetics and functioning of buildings and their surroundings. The incorporation of such technology within new developments can help to remediate against some of the negative aspects of development. Improving the energy efficiency of development may also be targeted towards areas with specific problems and the use of s.106 obligations to improve the environmental sustainability of neighbourhoods will be considered wherever practicable.

### Policy D.6

**Where practicable, the design of new development should incorporate or have regard to the following resource saving design features, techniques and systems:**

- i) Water collection and storage;**
- ii) Utilisation of sustainable energy sources, including:-**
  - Solar energy - Passive solar gain and photovoltaics**
  - wind energy and alternative heat sources i.e. heat pumps;**
  - heat recovery ventilation units;**
- iii) Passive ventilation and;**
- iv) Recyclable building materials.**

Note: Where appropriate, s.106 obligations may be sought to help improve the quality of local environments and to make contributions to reducing overall energy consumption.

## Sustainable Drainage

- 5.37 The use of sustainable water drainage systems will be encouraged as a means of replenishing aquifers, cleansing the water and preventing flash flooding. They also present landscaping opportunities and can create new wetland habitat. Sustainable Drainage techniques and Best Management Practices may include:

- a) Preventative measures (e.g. rainwater harvesting, recycling, good practice design and maintenance).
- b) The use of permeable surfaces (e.g. porous pavements)
- c) Soakaways/infiltration ditches, conveyance swales, etc.
- d) Detention and retention pools and wetland areas etc.

The application of these techniques offers numerous benefits including:

- i) Avoiding creating or exacerbating localised flooding issues
- ii) Reducing pollution risk and improving the water quality of run off thus reducing environmental degradation

- iii) Encouraging groundwater recharge
  - iv) Minimising the disruption of existing drainage patterns
  - v) Providing an opportunity to enhance the amenity and ecological value of developments through the provision of features such as ponds, green swales etc.
- 5.38 Sustainable drainage is a means of reducing the adverse environmental effects of surface water from increased impermeable areas and helps to improve the sustainability of developments. Such techniques may also reduce costs for the developer as well as the overall costs to the community at large. Further details are given in the Environment Agency's (EA's) "*Guide to Sustainable Urban Drainage*" and advice can be obtained from the EA's area office in Shrewsbury.

#### Policy D.7

**Wherever practicable and subject to other layout, design and conservation considerations, all development proposals should include infrastructure that directs surface water to sustainable drainage systems rather than sewers and watercourses. Proposals for schemes in the settlements adjoining the Rivers Severn and Stour will be subject to particular scrutiny.**

**Sustainable  
Drainage**

Note: In riverside locations, s.106 obligations may be sought to reduce the impact of storm water run-off on flooding.

### Designing for Materials Recycling

- 5.39 There is only a finite amount of minerals and many are to be found in areas protected for their landscape value. The use of these minerals removes the potential resources of future generations whilst having dramatic effects on the natural environment. This policy has been formulated to encourage the re-use of existing resources.
- 5.40 The District Council considers that means of demonstrating how developments utilise existing on-site materials could reasonably include the following.
- 5.41 Firstly, if it is proposed to convert buildings or retain structures (for example walls) provision of proposed plans and supporting documentation detailing which buildings and structures are to be retained; and what component of each building or structure is to be retained (for example, brickwork, roof covering, timbers, glazing bars and glass, doors, floors, and fixtures and fittings) or otherwise why this is not possible. This is already routine with developments involving barn conversions and is feasible elsewhere.
- 5.42 Secondly, if it is proposed to demolish buildings and structures, provision of proposed plans and supporting documentation detailing which components thereof will be incorporated into any new buildings, structures or road materials on-site; or otherwise why this is not possible.
- 5.43 Thirdly, if it is proposed that existing on-site material is not to be reused in on-site conversion or redevelopment, provision of supporting information detailing the destination of that material, for example, storage, architectural salvage yards, another proposed building scheme, land-fill, or incineration.

## Designing for Materials Recycling

### Policy D.8

**Proposals involving the redevelopment of major brownfield sites should demonstrate that they have been designed to maximise the use of existing on site materials.**

## Design of Infrastructure

- 5.44 The design of infrastructure associated with buildings, spaces between buildings and other infrastructure associated with specific land uses has the potential to significantly impact on the overall quality the townscape and landscape of the district. The Council is keen to ensure that that spaces between buildings are well-designed and integrated as functioning parts of the wider pedestrian network. The purpose of this section is not to repeat the consideration of transport infrastructure/accessibility which is considered in the Transport and Communications chapter. This section is rather concerned with the design of the infrastructure, including access to new development, but also hard and soft landscaping and boundary treatments.

## Design for Movement

- 5.45 This policy seeks to ensure that road and footpath layouts generally conform with the County Council's Highway Standards, however, there are circumstances where greater flexibility may be required.
- 5.46 Transport routes must be legible and should reflect the existing or potential desire lines providing improved linkage to the wider area. Routes which offer greater legibility, choice and security may also help to reduce the need to travel whilst increasing the attractiveness of alternatives to the private car. Design features can attract people to use identified routes and can strengthen security whilst encouraging greater use.
- 5.47 There are a number of methods of attaining a safer pedestrian environment, however, reducing the speed of traffic is perhaps the most important. This can be achieved by the suitable incorporation of traditional traffic calming measures. However, preference will be given to the use of more innovative approaches, such as careful consideration being given to layouts and junction priorities, the hierarchy and use of accesses and the use of different materials, surface treatments and the creation of 'gateways' at the entrance to low speed areas.
- 5.48 Streets and junctions are public spaces and it is important that they are designed as such. The incorporation of existing features and the careful use of landscaping and lighting in accordance with Policy D.11 will strengthen the pedestrian environment, whilst enhancing the legibility of transport routes.

**Policy D.9**

**Where practicable, layouts should incorporate new vehicular, public transport, cycling and pedestrian infrastructure that:**

**Design for Movement**

- i) is generally in accordance with the recommended standards of Worcestershire County Council;**
- ii) facilitates the safe and convenient movement of disabled pedestrians, motorists and public transport users, including the suitable provision of drop kerbs and tactile paving;**
- iii) includes traffic calming measures where appropriate;**
- iv) links well with the existing street pattern of the adjoining area to provide a network of routes following desire lines;**
- v) maximises the potential for overlooking from neighbouring premises and facilitate natural surveillance;**
- vi) minimises walking distances to public transport and other services;**
- vii) includes design features that clarify and identify acceptable routes through the development;**
- viii) incorporates views and vistas of important local buildings and features that will increase legibility and familiarity;**
- ix) is an integral part of the overall design solution and;**
- x) provides a variety of opened and enclosed spaces.**

**Subject to the provisions of the transport section, innovative layouts will be encouraged, but may be regarded favourably where they add interest, security and enable higher densities to be achieved without detriment to the amenity of residents, employees or visitors.**



## Boundary Treatment and Screening

- 5.49 One element of new development which can have a significant impact on its surroundings, is the issue of boundary treatment. The use of timber fencing along boundaries, which are visible from the public domain, is considered inappropriate due to its limited durability and poor visual quality. Such fencing soon requires repair and replacement, and as a consequence can detract from the overall appearance of an otherwise attractive development. Walling with or without timber infill panels, designed as an integral part of the overall development will augment and enhance new housing development over the long term, particularly if used in association with well designed landscaping. The need for security in and around industrial, commercial, business and retail premises is recognised, especially where external storage areas, vehicle depots, etc. are involved. However, it is important that the choice of fencing and screening harmonises with the wider setting. As a general rule, the use of dark colours will be preferred. Fencing and screens can also be designed as works of art and this will be encouraged where appropriate.
- 5.50 Landscaping is an important design element and should be seen as a means of augmenting good design, not as a means of screening or hiding poor design. The Council is keen to encourage the use of 'living' fences (usually woven willow), where appropriate.

### Policy D.10

#### Boundary Treatment

**All boundaries and screens must be designed to a high standard to incorporate, wherever possible, vegetation or otherwise appropriate durable materials. The quality of boundaries will be measured against the following criteria:**

- i) in housing developments, timber and chain link fencing will only be acceptable for the definition of internal boundaries between plots or at neighbouring, non-public, boundaries;**
- ii) railings are generally urban in nature and in rural areas the Council will encourage the use of more traditional rural boundary treatments, including vegetation;**
- iii) where timber, chain link, palisade and other fencing that can be unsightly, is proposed for security purposes it will only be acceptable if used in association with suitable defensive landscaping designed to obscure the fencing upon maturity;**
- iv) boundaries designed for screening purposes will require landscaping schemes that provide all year round effect and;**
- v) well designed fencing and screening must be durable, however, care should be taken to avoid galvanised railings and colours should be chosen which harmonise with the surrounding area.**

- vi) where major new development is proposed along transport corridors, consideration should be given to providing new woodland planting.**

## Design of Landscaping Schemes

- 5.51 The impact of development can be dramatically reduced by the combination of good design and landscaping which together take into account the topography of the area and the layout of the buildings.
- 5.52 Street design, unlike building design, is not a once only exercise. Indeed, it has been likened to gardening, with the streets the spaces between buildings having to be nurtured over the years as they change with the demands made upon them, as technologies change, as objects are replaced and as surfaces wear out. This inherent need for continual maintenance means that care has to be taken to ensure that there is clear ownership of landscaped areas or that a clear management plan is provided as part of the scheme. Without this, proposals would be unacceptable as the landscaped areas will often degenerate into wasteland.
- 5.53 Policy D.11 seeks to encourage the decorative use of plants, whilst deterring vandals, burglars and other criminal activity. The use of spiky or thorny plants can, if strategically placed at the perimeter of a property or premises help to discourage criminal damage.



*Roundhill Wharf, Kidderminster*

- 5.54 It is important to ensure that the boundary between public and private spaces is clearly identifiable. Features such as walls, fences, railings, gates, arches signage and paving can be used and should be an integral part of the overall design solution.
- 5.55 All landscaping schemes will be expected to be carried out in accordance with BS 4428, 'Code of Practice for general landscape operations (excluding hard surfaces). In relation to planting scheme, further guidance is provided in the nature conservation section and, in particular, policies NC.5 (Biodiversity) and NC.6 (Landscaping Schemes).

## Design of Landscaping Schemes

### Policy D.11

Proposals for new development must include a high quality landscaping scheme to complement and enhance the proposals and surroundings. Where appropriate schemes must be designed to:

- i) Involve the predominant use of native species;
- ii) incorporate the strategic use of thorny plants to reduce crime and vandalism;
- iii) acknowledge existing trees, hedges and plants of importance specifying the species and planting positions of any trees and allow for their growth to mature size without detriment to nearby buildings and services;
- iv) where necessary, include protective guards for trees;
- v) demark desire lines, create features and enhance or create views and vistas, particularly those incorporating landmarks;
- vi) incorporate features that clearly define public and private space;
- vii) include appropriate standards and types of lighting;
- viii) where appropriate, utilise lighting and architectural features to give artistic effect and;
- ix) include details of a clear management plan for landscape maintenance where appropriate.
- x) provide imaginative hard landscaping using robust and durable materials which add to the sense of place and reflect local distinctiveness.

### Public Art

- 5.56 Public art has traditionally been limited to static sculpture and murals. More recently, however, the range of art forms has evolved to include lighting, digital media, water, mobiles and even sound. Such art has the ability to enliven the built environment, bringing interest, variety, vitality and, at times, controversy.
- 5.57 Ideally, such art should have a community base, providing the opportunity for expressions of identity, reaction and experience. Major new development,

particularly within town centres, should play its part as a patron of such public art. The District Council, therefore, proposes to implement a "percent for art" scheme to be applied to major developments on a voluntary basis. More information on the percent for scheme is provided in the Council's Public Art Policy and Strategy.



*Railway Bridge, Comberton Hill, Kidderminster*

### Policy D.12

**The Local Planning Authority will negotiate for the inclusion of works of public art within major developments. To that end, a scheme will be operated to encourage the allocation of a suitable proportion of the cost of any such development to the provision of works of art complementary to, or integrated within, the development. However, the provision of works of art by developers will be on a voluntary basis.**

### Public Art

## Design of Private Communal Amenity Space

- 5.58 With the increased emphasis being placed on higher density urban living the provision of communal amenity areas is likely to take on added significance during the Plan period.
- 5.59 Natural surveillance is an important consideration in the design of communal space. In order to maximise the level of natural surveillance, it may be possible to enclose spaces within the buildings that share the space. With shared internal rear courtyards, privacy can be maintained at the ground floor by incorporating clearly defined private yards or gardens between the building and the communal area.
- 5.60 Well designed amenity space will need to be well integrated into the development and the surrounding area. It is important not only for residential areas, but also for commercial schemes where open space can provide for the recreational needs and enjoyment of staff and visitors. The amount of private communal space will be dependent on the scale of the development and the constraints of the site.
- 5.61 Similar factors relating to defensible space and amenity will also need to be considered for the provision of private garden areas. Where practicable, rear gardens should be enclosed by the backs and rear gardens of neighbouring properties rather than public areas, as this enhances the security of the development.

## Design of Private and Communal Amenity Spaces

### Policy D.13

The design of private amenity space associated with new development must:

- i) where practicable, enclose private amenity space with other private space and buildings;
- ii) for communal areas, incorporate a high degree of natural surveillance;
- iii) include landscaping that provides appropriate levels of openness and/ or privacy and;
- iv) include a clear management plan for proposals involving communal space.

Proposals incorporating private communal gardens and spaces should include details of the management company responsible for maintaining the space.

## Street Furniture

5.62 It is very important that we are all aware of the signs that give us information or guidance, the litter bins that encourage us to be tidy, the seats that invite us to rest, the telephone kiosk, the cycle parking facilities and the bus shelter. It is, therefore, important that these elements of street furniture are carefully selected to stand out from the crowd and be seen. In order to prevent the rapid dating of Street furniture, it is probably more desirable to settle for a loose co-ordination of styles over the long-term.



*Seating at Broadwater Mill, Kidderminster*

### Policy D.14

Proposals involving the creation or improvement of public space must make appropriate provision for street furniture that:

- i) is attractive, robust, vandal proof and of an adequate size and specification to fulfil the function required of it;
- ii) is safe and well lit;
- iii) reflects local distinctiveness and is carefully integrated into the surrounding space or streetscape as an intrinsic

## Street Furniture



**part of the overall design;**

- iv) does not obstruct pedestrian flows, impinge on highway safety or unnecessarily impact upon significant views or the setting of Listed Buildings;**
- v) rationalises and avoids any proliferation of clutter and;**
- vi) complements the character and setting of Conservation Areas and Listed Buildings.**

## Car Park Design

5.63 For many people, the district's private and public car parks represent the gateway to the district's town centres, major developments and other attractions. The design of car parks is, therefore, of considerable importance. They inevitably have a significant impact on the environment, both when in use and when empty. Surface car parking is low density and often involves large areas of land. This is the predominant type of parking in the district and is particularly susceptible to adverse visual impact - 'a sea of cars'. This impact can be reduced by adequate consideration being given to the layout of the car park, the careful selection of the colour and form of the surface treatment and the use of screening and planting. This is particularly important for schemes in town centre and edge-of-centre locations, where the majority of car parking is to be found and where the potential impact is greatest.



*Car park , Kidderminster*

5.64 Multi-storey, or decked car parks can, if designed to a high standard, perhaps offer greater potential to create interesting design scenarios which complement the urban form. With the suitable incorporation of Closed Circuit Television, they can also be safer. It is considered that such car parks are only appropriate in and around Kidderminster town centre, where there is considerable demand for car parking and where they would be more in-keeping with the surrounding development pattern. Multi-storey car parks can ensure compact urban form, whilst requiring less land and, therefore, providing higher density development. However, care should be taken to ensure that such car parks are part of an integrated scheme, with a positive ground floor use at street level, with parking above.

5.65 Historically, many multi-storey car parks suffer from poor structural design and the over-use of non-traditional materials. Nevertheless, there are many good examples of multi-storey car parks throughout the country and their potential contribution to increasing the development density and the release of brownfield land is not to be discounted. A considerable amount of research has been undertaken on improving the design, safety and security of multi-storey car parking, and the Council will take these into account when considering new proposals.

5.66 The overall aim of car park design must be to accentuate a logical and aesthetic layout.

5.67 In accordance with Policy TR.17 (Car Parking Standards), car parking proposals

must include appropriate provision for parking spaces that are suitably designed to meet the needs of disabled people in accordance with DTLR Traffic Advisory Leaflet 5/95, or any subsequent guidance.

### **Policy D.15**

#### **Car Park Design**

**In deciding applications incorporating new or modified car parks, regard will be had to the following:**

- i) The design of new or modified surface car parking must incorporate:**
  - a) high quality surface and landscape finishes to soften the visual impact;**
  - b) the sensitive use of lighting, which provides appropriate security without serious adverse impacts on local amenity;**
  - c) for proposals involving provision for more than four cars, utilise an appropriate mix of surfacing materials other than tarmac such as block paving and;**
  - d) sustainable drainage principles.**
  - e) provision for users with special needs such as disabled people and parent and child spaces.**
- ii) decked or multi-storey car parks must be designed to reflect the local urban grain and character in terms of the scale, massing and height of the proposed development and the choice of building materials. Considerable attention must also be paid to integration with the surroundings.**

**In all cases, proposals will be expected to include measures to ensure a secure and safe environment. Applicants must also have regard to highway considerations and in particular the relationship between the entrance and exit points and the public highway.**

### **Designing for Community Safety**

- 5.68 Section 17 of the Crime and Disorder Act 1998 places a statutory duty on the Police and Local Authorities to work in partnership in seeking to reduce crime and disorder. The District Council is a partner in Wyre Forest Community Safety Partnership and this Plan seeks to support the work of the partnership, wherever practicable.
- 5.69 Planning policies have a role to play in crime prevention through influencing design of the environment in a way that minimises the opportunities for crime to occur. They can also assist in providing for social and community facilities which may help in diverting people away from criminal activities. The design of new development can have a significant impact on levels of crime and the general sense of security.



It is, therefore, important that the security implications of design are fully considered.

- 5.70 Some characteristics of buildings or spaces that are poorly designed from a crime prevention aspect, include:
- set backs and other opportunities for concealment created by buildings or landscape features;
  - a single use covering a large area;-
  - poor lighting and;
  - low levels of natural surveillance.
- 5.71 Paragraph 4.14 of Planning Policy Guidance Note 12 under the heading of "social progress which recognises the needs of everyone" states that social considerations are relevant to Local Plans in looking at measures for crime prevention (including through better urban design). Many of the policies in this section of the Plan have been formulated with crime prevention in mind. Policy D.16 is a more general policy, which seeks to ensure that all proposals that have regard to the security implications of design.
- 5.72 The above list sets out some examples of poor design. However, the wide range of environmental conditions in which opportunities for crime may present themselves make it impracticable to set out policies to cover every eventuality. The Council will consult with the Police Architectural Liaison Officer on planning applications to enable specialist advice to be brought to bear on specific proposals. Consultation will be mainly on applications which involve a large number of people or properties, for example new housing and industrial estates, shopping centres, large leisure developments and car parks. All development proposals should have regard to more detailed Government advice on crime prevention, which is contained in Circular 5/94 "Planning Out Crime".
- 5.73 As a general guide, the Council will encourage development that is designed to:
- maximise the quality of spaces and buildings in the public realm;
  - facilitate enclosure and permeability whilst providing greater levels of natural surveillance;
  - be legible to users;
  - include high quality lighting of public and communal spaces (including where necessary security lighting);
  - incorporate high quality landscaping and design features without creating hiding places;
  - create a more balanced mix of uses and so maximise the people presence throughout the day;
  - enhance natural surveillance and/ or include closed circuit television (CCTV) cameras and other appropriate security systems;
  - where appropriate, incorporate suitably positioned street furniture and;
  - incorporate any other design features that seek to reduce the opportunity for crime.

## "Secured By Design"

- 5.74 The Local Planning Authority supports 'Secured by Design' which is a major Police initiative aimed at actively encouraging the adoption by developers of important guidelines to upgrade security against crime and fire safety in new homes, commercial buildings and car parks.
- 5.75 More information about the initiative is available from a special Website; [www.securedbydesign.com](http://www.securedbydesign.com). Alternatively developers should contact the local Police Architectural Liaison Officer. The Council will consult with West Mercia Constabulary on relevant planning applications, to assist in the appropriate consideration of crime prevention and "Secured by Design".

### Designing for Community Safety

#### Policy D.16

**Development proposals should create a safe and secure environment and seek to reduce the opportunities for crime. In addition, proposals should have appropriate regard to the concept of "Secured By Design".**

## Design Guides

- 5.76 There are a number of major development opportunities throughout the district and the Council will seek to bring the development of these sites forward through the production of development briefs. A development brief has been prepared for the Severn Road area of Stourport-on-Severn. Through a process of consultation, these development briefs will be adopted as Supplementary Planning Guidance and will form the basis of more detailed design guidance which, where possible, will be formulated in conjunction with land owners. Design guides provide more specific design guidance for the redevelopment of individual sites. Again the Council will seek to adopt the design guides as Supplementary Planning Guidance, following public consultation.
- 5.77 In seeking to ensure high quality design in partnership, the Council wants to develop a shared vision with the local community.

#### Design Statement:

**Where possible, the Council will seek to work in partnership to prepare design guidance for major development opportunity sites. This guidance will help to expand upon the policies in this Plan to give more detailed advice relevant for the specific areas concerned. The District Council also supports the Countryside Agency initiative of locally produced village design statements. The guides will be formulated having regard to the design policies of the Local Plan and will be Adopted as Supplementary Planning Guidance.**

## Design of Residential Extensions

- 5.78 In terms of extensions and alterations to existing buildings, good design will enhance the value of a property, whereas unsympathetic alterations may reduce the value, and even the life, of the building.
- 5.79 Extensions to dwellings constitute one of the most frequent proposals for development. As a general guiding principle, such extensions should be subservient to and reflect the scale and architectural character of the original building. Extensions both in themselves and when taken together with previous works should not dominate the original building.
- 5.80 In order to avoid the problems of the cumulative impact of a succession of modest extensions resulting in the creation of a larger scale dwelling, particularly in the sensitive open countryside and green belt, extensions must be in scale with the original building rather than with the existing property at the time of the application.
- 5.81 Nearly all two storey dwelling houses within the District have traditional pitched roofs. In order to ensure that two storey extensions to such dwellings harmonise in general design terms the use of flat roofs on such extensions will not normally be permitted.
- 5.82 Finally, in order to protect the amenity of neighbouring residents, designers must consider the 45 degree standard. As a general rule, proposals that do not adhere to this rule and obstruct light to neighbouring properties in this way, will not be allowed.

### Policy D.17

**Proposals involving the extension or alteration to an existing residential property, including curtilage buildings and previous extensions, must:**

- i) be in scale and in keeping with the form, materials, architectural characteristics and detailing of the original building;**
- ii) be subservient to and not overwhelm the original building, which should retain its visual dominance;**
- iii) harmonise with the existing landscape or townscape and not create incongruous features and;**
- iv) not have a serious adverse effect on the amenity of neighbouring residents or occupiers**

**Unless it can be demonstrated that there is no alternative, the development of flat roofed extensions will not be allowed.**

**Design of  
Residential  
Extensions**

## Design of Non-residential Extensions

- 5.83 Extensions and alterations to existing non-residential buildings must, without prejudice to the requirements set out in the other policies of the design section, have regard to their impacts on the visual integrity of the building and local amenity. Such proposals will also be scrutinised to ensure that they do not seriously diminish the amount of operational space to the detriment of local amenity and safety.

### Policy D.18

**Proposals involving the extension or alteration to an existing non-residential property, must:**

- i) harmonise with the existing landscape or townscape and be complementary to the appearance of the existing building;**
- ii) not have a serious adverse effect on the amenity of neighbouring residents or occupiers and;**
- iii) not unduly diminish the amount of ancillary operational space.**

**Design of Non-Residential Extensions**

## Designing for Adaptability - Creating Lifetime Buildings

- 5.84 Seeking to achieve sustainable development and moving towards sustainability is at the heart of this Local Plan. The durability of development and its ability to adapt to changing circumstances and demands is a key consideration. To be durable, development will:

- have a building form that is both simple, yet robust, in order to enable other uses to be accommodated, particularly at corner plots;
- be capable of being used for a range of activities;
- encourage a range of activities in the public realm, encouraging more active use of public spaces;
- facilitate the possibility of different access arrangements at different times of the day to facilitate mixed uses and;
- can easily be altered to suit the changing needs of occupants and users over time.

- 5.85 Traditionally buildings have been functionally designed, often without regard to the access requirements of disabled people, or the long term future of the building. This policy seeks to ensure that developments are built to last, by having in-built adaptability. Therefore, consideration should be given to the possible future use and uses of the building or structure. Issues such as possible means of escape, internal and external access issues, scope for expansion and floor to ceiling heights.

### Policy D.19

**In order to ensure the durability of non-temporary development, proposals must incorporate simple and robust building forms that have in-built flexibility in access and use.**

**Designing for Adaptability**

## Advertisements

- 5.86 Advertisements take a variety of forms, e.g. fascia signs and projecting signs on shops, pole signs at petrol stations, signboards at factories, highway signs, menu boards, poster hoardings, poster boxes, placards, models and flag poles.
- 5.87 The rules governing the display of advertisements are specified in the Town and Country Planning (Control of Advertisements) Regulations, 1992 (as amended), with additional guidance on their regulation contained in Planning Policy Guidance 19 (1992). The Regulations enable local planning authorities to control advertisements, when it is justified, in the interests of "amenity" and "public safety", and also places a duty upon them to attach certain conditions to advertisement consents, in order to safeguard those interests. The Wyre Forest District Council intends to produce separate Supplementary Planning Guidance on advertisements during the Plan period.
- 5.88 Some types of advertisement are excepted from detailed control, e.g. small price tickets on petrol pumps and goods, and a single national flag on a vertical pole. Other advertisements qualify for what is called "deemed consent", provided they conform to standard limitations, e.g. a small private sign saying "no parking", a business premises detailing the goods or services available at those premises. A significant number of advertisements require what is called "express consent", i.e. permission must be obtained from the local planning authority before they can be displayed, e.g. virtually all posters, some illuminated signs, certain fascia signs and projecting signs on shop fronts, and most advertisements on gable ends. For proposals requiring express consent, regard must be had to the following policies, where appropriate.
- 5.89 Planning Policy Guidance 19 emphasises the importance of advertising in a free and diverse economy but makes clear that all advertisements affect the appearance of the building, structure or place where they are displayed, and states the main purpose of advertisement control is "to help participants to contribute positively to an attractive and cared for environment".

## Impact of Advertisements on Character, Amenity and Safety

- 5.90 Local distinctiveness and character are considered in Policy D.3 The terms "amenity" and "safety" are considered in more detail in Planning Policy Guidance Note 19 (Advertisement Control).

## Local Character

- 5.91 The requirement that advertisements should not harm the character and appearance of the general locality, or the architectural quality and character of buildings, will form the basis of the Planning Authority's consideration of the amenity issues relating to specific applications for the display of advertisements. In order to conform with policy AD.1, proposals should:
- a) not adversely affect the amenity of neighbouring residents or occupiers;
  - b) complement the appearance and character of the surrounding townscape, landscape or individual building;
  - c) not be of an excessive size in relation to the size of the building on which it is intended to be displayed or to which it relates;
  - d) respect the pattern of existing fenestration and the scale of existing fenestration features (i.e. doors and windows);

- e) not be conspicuous from an excessive distance or across an excessively wide area;
  - f) be of materials, colour, proportion or illumination which complements the building's design or fabric;
  - g) not cut across or obstruct important architectural features of a building, important cultural or historic features, or important view lines;
  - h) reflect local distinctiveness and be carefully integrated into the surrounding space or streetscape as an intrinsic part of the overall design;
  - i) rationalise and avoid any proliferation of clutter;
  - j) not transmit unwanted light or noise into or across nearby premises or land;
  - k) not prevent natural light from reaching nearby premises or land and;
  - l) compliment the architectural design and the building.
- 5.92 The sensitive incorporation of lighting into advertisement proposals will be considered on its merits, and subject to design details, will be encouraged where the existing street lighting is poor and where there would be clear security and safety benefits. For proposals involving internally illuminated signage, preference will be given to individually illuminated letters.
- 5.93 There is significant scope for advertisement hoardings to harm the visual integrity of buildings, particularly when too large an advertisement is placed directly on an exterior surface without regard to the building's original design, e.g. the size and spacing of door and window openings. However, with sensitivity, it may be possible to accommodate advertisement hoardings on buildings in certain instances.
- 5.94 Flag pole advertisements are particularly prominent due to their height, and often replicate or elaborate upon information displayed elsewhere on a premises, such as the name of a business, or the type of goods offered for sale. They therefore require careful control, particularly to ensure they do not harm local character or amenity, either by virtue of their visual intrusion, or by proliferation.
- 5.95 Many advertisements are located in close proximity to highways and less frequently adjoin navigable waterways and railways. In such instances, it is important to ensure they do not constitute a hazard, nor cause conflict with directional signs for the users of these transport networks, including pedestrians, vehicles, boats and trains. Advertisements (except certain advance warning signs) that include illumination or other design features similar to those used in standard highway signage, should generally be avoided; as should advertisements that shine lights into the line of vision of highway users, those which project particularly low over a highway and those which can only be maintained by positioning vehicles or ladders on a highway.

#### **Policy AD.1**

##### **Proposals for advertisements must:**

- i) **not, individually or cumulatively detract from the appearance and character of the area in which they are displayed and/ or the building on which they are displayed;**

**Advertisements  
(Local  
Character,  
Amenity &  
Safety)**

- ii) **safeguard and enhance the legibility, safety and security of the pedestrian environment;**
- iii) **not distract or confuse the users of highways, navigable waterways and railways;**
- iv) **not obstruct a highway, either directly or through maintenance requirements and;**
- v) **have regard to the criteria set out in paragraph 5.86 above.**

**Advertisement proposals involving the erection of flagpoles will be subject to criteria set out above and will not generally be in-keeping with local character. Such proposals will, generally, only be acceptable for temporary use during the construction.**

### **Impact of advertisements on Built Heritage**

- 5.96 Particular care needs to be taken with proposals affecting a listed building or a designated conservation area. The placing of advertisement hoardings on or close to Listed Buildings is unlikely to be in keeping with their special architectural or historic interest, and is best avoided.

#### **Policy AD.2**

**Proposals for advertisements within or adjacent to Conservation Areas, or on, or close to, Listed Buildings and Ancient Monuments must:**

- i) **preserve or enhance the character, or appearance of the area, building or monument;**
- ii) **avoid the use of internally illuminated signage, or comprise individually illuminated letters;**
- iii) **avoid the use of non-traditional materials such as pvc, perspex and illuminated box fascias;**
- iv) **reflect the traditional signage of the area and;**
- v) **be in scale and proportion with the building on which the advertisement is displayed.**

**Generally, illuminated signage is not appropriate, however, where it can be demonstrated that existing street lighting is poor and where there would be clear security and safety benefits, the sensitive incorporation of lighting will be carefully considered.**

**Advertisements  
(Built Heritage)**



## Advertisement Hoardings

- 5.97 Large advertisement hoardings and groups of small advertisement hoardings generally look out of place in the rural environment due to their urbanising effect. Within towns, there are opportunities for advertisements to harmonise with their surroundings and help contribute towards the creation of an attractive environment. The positioning of advertisement hoardings on or around vacant plots, particularly within extensive industrial or commercial areas, can provide the owners of such land with a useful source of temporary income and help to screen unsightly debris or derelict buildings; whilst their selective siting on the sides of larger buildings in such areas may also be acceptable. Where large industrial or commercial sites are undergoing extensive construction or demolition work, advertising hoardings located around the perimeter of such sites may help to provide a barrier from dust, noise and visual intrusion and for security purposes. Occasionally, where adequate alternative screening, such as landscaping, is not possible, advertising hoardings may provide suitable screening around long-term eyesores. Many free standing advertisement hoardings are sited on areas of land which are of sufficient size and shape to accommodate a landscaping scheme.



*Advertisement hoardings, Horsefair, Kidderminster*

### Policy AD.3

#### Advertisement Hoardings

**Large advertisement hoardings and groups of small advertisement hoardings, will only be allowed within towns in the following locations:**

- i) vacant plots in large commercial or industrial areas;**
- ii) to provide temporary screening around large commercial sites undergoing development and;**
- iii) around long-term eyesores, where adequate alternative screening (e.g. landscaping, fencing or a wall) is not possible and advertising would enhance the amenity of the area.**

**Where appropriate, developers should enhance the amenity of the land on which the advertisement hoarding is displayed by incorporating and maintaining an appropriate landscaping scheme.**

## Shared Signs

- 5.98 Self-contained employment estates or shared business premises often have a sign board at, or near their entrance, bearing the name(s) of the business(es) located on the site. It is preferable for the names of the businesses to be incorporated within a single shared advance warning sign as this will prevent clutter and visual distraction.

### Policy AD.4

**Where groups of businesses share a common site entrance, e.g. industrial estates or premises in multiple occupation, a single advanced warning sign should be shared. These shared signs should be contained in the site to which they relate. Individual signboards will not be allowed.**

**Shared Signs**

## Advanced Warning Signs

- 5.98 For many businesses and tourist attractions there is a desire to bring their presence to the attention of the passing public in advance. In certain circumstances, this can lead to the proliferation of clutter and can have a serious adverse impact on landscape character.

### Policy AD.5

**Advertisements should be closely related to the premises to which they relate and must be visually appropriate to their location. Advanced warning signage that would result in the appearance of the townscape or landscape being harmed will not be allowed.**

**Advance  
Warning  
Signs**

## Free Standing Signs

- 5.99 Free standing advertisements, which are often associated with business forecourts. Whilst, the Council is not necessarily against the principle of such signage, it is considered that the use of such signage needs to be carefully controlled. This policy seeks to ensure that, where such signage requires Advertisement Consent, the resultant development does not have a serious adverse impact on local amenity or safety.

### Policy AD.6

**The use of free standing signs must:**

- i) not lead to a predominance of such signage;**
- ii) not have a serious adverse impact on local amenity or safety;**

**Free Standing  
Signs**

- iii) relate well to the business use of the site and;
- iv) be within the forecourt or curtilage of the premises to which they relate.

**Free standing signs that do not relate to the business being carried out on the premises will not be allowed.**

# NATURAL RESOURCES

## Natural Resources Aim

6.1 The key aim of the Local Plan in relation to Natural Resources is:

**“to safeguard natural resources and to promote recycling and energy saving.”**

## Natural Resources Objectives

6.2 To further this aim, the Natural Resources objectives of the Local Plan are:

### Objective 21: Recycling

To encourage the re-use, collection, processing and storage of recyclable materials.

### Objective 22: Energy Efficiency

To promote initiatives in development, transport and building design that will reduce the consumption of finite fuels, minerals and water and encourage a shift towards renewable energy resources.

### Objective 23: Pollution

To minimise pollution arising from new development and to ensure that development which has the potential to adversely affect the environment is located away from sensitive areas and land uses.

### Objective 24: Air Quality

To maximise air quality standards through encouraging the development of beneficial land use activities and preventing development that will unduly impact on air quality.

### Objective 25: Water Resources

To ensure that new development proposals do not have an adverse impact on the quality and quantity of groundwater and surface water reserves and encourage proposals that will have a beneficial impact.

### Objective 26: Land Drainage

To ensure that new development proposals do not have an adverse impact on land drainage and flood plains.

### Objective 27: Land

To make the best use of land.

## Introduction

- 6.3 The effective protection of the environment and the prudent use of natural resources are two of the key objectives of the Government's approach to sustainable development. Whilst the influence of land use planning on the consumption of natural resources is limited, it has a vital role in the protection of the local environment and can contribute to the achievement of wider environmental protection goals.
- 6.4 A number of policies relating to the protection of natural resources are included in the Design chapter of the Local Plan, reflecting the importance of considering such issues as an integral part of the design process for developments. Energy conservation, water conservation and future recycling issues are covered under Policy D.6 (Resources). Issues relating to the recycling of existing on-site materials are covered by Policy D.8 (Materials recycling).
- 6.5 Other policies in the Plan in the Housing and Transport Sections, seek to make a contribution to reducing energy consumption through, for example, reducing the need to travel, and supporting more sustainable forms of movement.

## Land Resources

- 6.6 In a relatively densely settled Country such as England, land is regarded as an important and essentially fixed asset. With the urbanisation of the Country during the 19th/20th Centuries, followed by pressures for suburban growth facilitated particularly since the Second World War by the growth in car ownership and use, substantial tracts of land have been developed.
- 6.7 Concerns over the long term sustainability of such an approach continuing, have led to the Government to adopt a policy to seek to re-use previously developed land wherever possible. Such an approach is considered beneficial not only from the point of view of conserving undeveloped land, but also ensuring that the renewal of older urban areas and sites that have reached the end of the economic life can be achieved, either by way of recycling the buildings or the land. This approach is reflected in the Worcestershire County Structure Plan 1996-2011 Policy SD.3 (Use of Previously Developed Land).
- 6.8 Within Wyre Forest District, the process of recycling previously developed or brownfield land and buildings has been ongoing during the last 15 years, with major sites such as Stourport-on-Severn Power Station, Rushock Trading Estate, Stourvale Works, Kidderminster, together with several former carpet factory sites, recycled for a variety of uses. Numerous other smaller scale sites have also been recycled during this period.
- 6.9 Having regard to the age profile of the existing development within the District, it is reasonable to assume that opportunities to recycle previously developed land will continue during the Plan period and beyond.
- 6.10 In order to maintain the impetus for such recycling to continue and to prevent the unnecessary loss of undeveloped or greenfield land, Policy NR.1 will be applied to all built development proposals, with the exception of agricultural development, or where the proposals are related to an outdoor use or activity.
- 6.11 Where it is necessary to utilise greenfield agricultural land, the provisions of Policy AG.1 will apply.

**Policy NR.1**

**Proposals for built development on greenfield land will normally only be permitted where it can be demonstrated that there are no suitable previously developed (brownfield) sites available.**

**Development  
of Greenfield  
Land**

**Contaminated Land**

- 6.12 The District Council has produced a Contamination Land Inspection Strategy in accordance with the Environmental Protection Act 1990 Part 11A (as amended). The Strategy sets out the Council's proposed strategic approach to a five year inspection programme which will commence with Kidderminster followed by the other towns and villages. As well as producing a register of contaminated land, the programme will prioritise identified sites for further action based on a risk assessment approach.
- 6.13 One of the principal aims of the Strategy is to aid the effective re-development of land within the District. In the past, most contaminated land issues that have arisen on development sites have been dealt with as part of the planning process. Although the new Inspection Regime will undoubtedly lead to additional sites being identified and addressed, it is anticipated that planning controls will remain the primary mechanism for dealing with the redevelopment of contaminated land sites.
- 6.14 Accordingly, any proposals for development of land where contamination is known to exist or is suspected, must normally be accompanied by a detailed survey giving information on the extent of the contamination and what remedial action is necessary to facilitate its safe development. Where there is only a suspicion that the site might be contaminated, or where the evidence suggests that there may be only slight contamination, permission may be granted subject to a condition requiring the carrying out of a survey prior to the commencement of development, with any necessary remediation works to be implemented as part of the development.
- 6.15 The disturbance of contaminated land can mobilise pollutants and either cause first time pollution or worsen existing problems. Leaching and drainage from contaminated land sites can pose serious risks of major pollution to both rivers and groundwater resources, which can be exacerbated by disturbance through development. It is therefore important that the Environment Agency are contacted at the earliest possible opportunity when drawing up proposals for contaminated land.

**Policy NR.2**

**Applications for the development of land where contamination is known to exist or is suspected must normally be accompanied by a detailed survey identifying existing ground conditions and the remedial measures required to ensure safe development. Development will not be allowed where it will either cause or increase pollution of watercourses and groundwater resources, or where the fundamental ground conditions render a site unsuitable for the development proposed.**

**Contaminated  
Land**

**Where remedial measures are required, any planning permission will be subject to either conditions or a Planning Obligation setting out the action to be carried out and the method of implementation.**

**Developers will be required to confirm that the agreed remedial measures have been carried out.**

### Development Adjacent to Landfill Sites

- 6.16 There are a number of former landfill sites within the District, which have been used for waste disposal. There is the potential for some of these sites to produce landfill derived gas which could give rise to health and safety considerations in relation to any proposals nearby for sensitive developments such as housing.
- 6.17 The District Council currently consults with the Environment Agency on proposals within 250 metres of a notified former landfill site and will continue to have regard to the advice received in determining applications.

#### Policy NR.3

**Proposals for development adjacent to landfill sites will only be permitted where it is demonstrated that there will be no risk to the safety of future occupiers of the development.**

Development  
Adjacent to  
Landfill Sites

### Land Stability

- 6.18 Advice regarding Development on Unstable Land is set out in PPG14 and Annex 1 relating to Landslides. Fortunately, Wyre Forest District does not have a history of extensive underground mine workings. Open cast coal mining was undertaken in the west and north-western parts of the District and could give rise to ground condition problems for development in certain circumstances.
- 6.19 In a number of locations within the District's three towns, steep slopes and significant changes in levels occur. In Bewdley on the western Severn Valley slope there has been a history of minor ground stability issues. There are also small pockets of made-up ground within the existing urban areas.
- 6.20 In order to ensure the future safety and wellbeing of future users of developments and adjacent land, any proposals for built development must ensure that the fundamental ground conditions are suitable.
- 6.21 Proposals in areas of suspected slope instability or where it is suspected that there is made-up ground must be accompanied by appropriate supporting information that shows that the issue of land stability can be satisfactorily addressed.



**Policy NR.4**

**Development in areas of suspected ground instability or potential instability will not be permitted unless it can be demonstrated that the site is stable or can be made so for the expected lifetime of the development, and that the development is unlikely to trigger landsliding or subsidence within or beyond the boundaries of the site.**

**Land Stability****Land Drainage**

- 6.22 Land Drainage issues are of considerable importance within the District with the rivers Severn and Stour each flowing through two of the District's three main towns. Both of these rivers are subject to periodic flooding. The principal cause of this flooding is excessive rainfall or snowmelt within a limited period, which overwhelms the drainage capacity of land. Climatic change is predicted to lead to increased intensity and duration of rainfall in the winter which could lead to an increase in the frequency of flooding events.
- 6.23 Floodplains provide naturally for the storage of floodwater. Any development within them that reduces the capacity of that storage facility or impedes the flow of water will increase the risk of flooding elsewhere.
- 6.24 As a general principle new development should avoid areas liable to flooding in order to ensure that the development itself is not at risk from flooding, that other areas as a consequence are not exposed to similar risks endangering life and property, and that there is no risk of pollution of the watercourse during times of flood.
- 6.25 In response to the increased frequency and severity of flooding events in recent years, the Government has issued a new Planning Policy Guidance Note (No. 25) on Development and Flood Risk. This seeks to reflect the increased importance that needs to be attached to these issues both nationally and locally in view of the recent serious flooding that has occurred along the River Severn.
- 6.26 As part of the collection and dissemination of information relating to flooding, the Environment Agency has published Indicative Floodplain maps. These give, for the District, an indication of the area, which could be affected by flood events on main rivers, based on 1% annual probability. Indicative areas relating to the Rivers Severn and Stour are shown on the Proposals Map. Details of other indicative floodplain areas around other main rivers such as Blakedown Brook and Hoo Brook, may be obtained from the Environment Agency ([www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)). It is important to recognise that these areas are only indicative and make no allowance for possible future increases arising from climate changes and may be subject to future revisions. The latest information can be obtained from the Environment Agency. Within the near future, the Environment Agency is expected to produce and publish maps indicating the outer flood area showing the likely extent of extreme floods with a 0.1% annual probability or less of occurrence.
- 6.27 As part of the Environment Agency's response to recent flooding events, a



*River Stour, rear of Mill Street, Kidderminster*

strategic study of the River Severn and flood protection options is being undertaken. For the River Stour in Kidderminster, a scheme to provide improved flood defences for the town centre and Crossley Park area has been approved and is expected to be implemented shortly.

- 6.28 Planning Policy Guidance Note 25 “Development and Flood Risk”, introduces the precautionary principle as the approach to development in potential flood risk areas.
- 6.29 In addition PPG25 introduces the concept of a flood risk assessment being needed for sites potentially at risk from flooding or with possible surface water disposal problems. These should be produced prior to the submission of any planning application. The Environment Agency will give guidance on the need for and scope of any such assessments. Developers should note that where a flood risk assessment is not provided or is inadequate, that it may be considered as a reason for refusal of a planning application. Developments considered to be at higher risk e.g. hospitals, fire stations and emergency depots will need to have a flood risk assessment carried out if they are within the 0.1% probability floodplain.
- 6.30 Sites coming forward for development will be examined using a sequential test and risk based approach as set out in PPG25 (Paragraph 30 and Table 1).
- 6.31 One of the factors that has contributed to increased flood risks has been the expansion of built development and hard surfaced areas which has given rise to an increase in surface water run off leading to increased flow rates in streams and rivers. In order to reduce the risk from run off, developments should adopt Sustainable Drainage Systems and Policy D.7 sets out the relevant requirements.

#### **Policy NR.5**

**The precautionary principle will be applied to matters of flood risk. All proposals for development within the 1% annual probability floodplain or deemed to have an impact upon it, are required to provide a flood risk assessment.**

**Sites for development within the 1% annual probability floodplain should have regard to the sequential test.**

**Proposals will not normally be permitted in areas which are at risk of flooding or where other areas would be put at risk.**

**Residential development isolated by a 1% annual probability flood must have secure pedestrian access.**

#### **Floodplains**

- 6.32 The need for access to all significant watercourses for maintenance works is an important requirement for the Environment Agency in order to ensure capacity is maintained, flood risks minimised and to protect and conserve nature conservation interests. Normally at least 8 metres on main rivers and 5 metres on other watercourses on each side of the watercourse will be required for maintenance and nature conservation reasons. The opening up of culverts can bring benefits for the alleviation of flooding, water quality and nature conservation and will be sought where feasible.

**Policy NR.6**

**Development proposals adjacent to main rivers and other watercourses must ensure that suitable access is provided for maintenance.**

**Development adjacent to Watercourses**

**Proposals should also seek to:**

**(i) conserve the ecological value of the water environment, including watercourse corridors and;**

**(ii) open up any culverted watercourses where practicable.**

**Proposals involving the creation of new culverts will not be allowed.**

**Groundwater Resource Protection**

- 6.33 Groundwater resources are a vital component of the potable water supplies for the District. The Environment Agency has a duty under the Water Resources Act 1991 to monitor and protect the quality of groundwater and conserve its use for water resources. The Agency's approach to groundwater protection is set out in their document 'Policy and Practice for the Protection of Groundwater' (1998). This refers to the classification of the resources (major, minor or non-aquifer) and the designation of source protection zones around the catchments to public water supplies.
- 6.34 A large part of the District (including the town of Kidderminster) is underlain by the Sherwood Sandstone major aquifer and a substantial portion of this falls within the Source Protection Zones reflecting the presence of public water supply boreholes. The groundwater resource is particularly vulnerable around such borehole supplies to the effects of pollution and once polluted can be very difficult to rehabilitate. Pollution can take the form of a particular discharge or activity at a certain location or can be in the form of a diffuse long-term process. Redevelopment of industrial land, which has the potential to be contaminated, can also give rise to pollution concerns.
- 6.35 Land use planning has an important role to play in preventing developments, which would pose an unacceptable risk to local groundwater supplies. The District Council will have regard to the Environment Agency's 'Policy and Practice for the Protection of Groundwater' in determining applications.

**Policy NR.7**

**Development which could pollute groundwater resources or prejudice the future use of those resources will not be permitted unless suitable mitigation measures are included as part of the proposals.**

**Groundwater Resources**

## Water Supply

- 6.36 Much of the public water supply for the District comes from groundwater abstraction. These groundwater reserves have no scope for further abstraction. Indeed, in parts of the District the Environment Agency is working with the water companies and other abstractors in order to reduce abstraction to sustainable rates and avoid long term adverse impact on wetlands and landscape and nature conservation interests.
- 6.37 Whilst overall within the West Midlands area there is sufficient available water resources, comprising rivers, reservoirs and groundwater sources linked by the integrated distribution networks, it is important that major developments have regard to the provision of a sustainable supply of water. This will ensure that new demands can be met without detriment to the environment or to the supplies of existing consumers.

### Policy NR.8

**Development will only be permitted where the existing water resources will not be compromised and where adequate water resources either already exist or will be provided in time to serve the development, without having an adverse impact on existing uses or sites of nature conservation importance.**

## Water Supply

## Foul Sewage Disposal

- 6.38 The Environment Agency seeks to ensure that the most environmentally effective means of disposal of foul sewage, contaminated surface water and trade effluents is used for any development. Wherever possible, sewage and trade effluents should be disposed of via a recognised water reclamation facility where capacity exists.
- 6.39 Where it is not feasible to connect to mains sewerage, any proposals should include a suitable package sewage treatment plant. If such a solution is not appropriate, then any proposals incorporating septic tanks must demonstrate that there will be no adverse impacts on the environment amenity and public health. In considering any proposals the Council will have regard to the advice in Circular 3/99, which requires details of any septic tanks to be submitted with an application.

### Policy NR.9

**All development must make satisfactory arrangements for foul sewage disposal. Proposals that do not make such arrangements will be refused. Where it is practicable to connect sites to existing main sewerage, development incorporating individual sewage treatment facilities will not be permitted. Where increased sewerage or sewage treatment capacity is required, development will not be allowed to be occupied in advance of completion of the improved facilities.**

## Sewage Disposal

## Air Quality

- 6.40 Clean air is an essential component of a sustainable and healthy living environment. The Government in 1997 published a National Air Quality Strategy and a raft of guidance on 'Local Air Quality Management' for Local Authorities under the Environment Act 1995. The guidance confirmed that the land use planning system has an integral role to play in improving air quality.
- 6.41 The starting point for Local Authorities was the review and assessment of air quality in the local area. This was undertaken for the District and an Air Quality Management Study report was published in March 1998. This sought to identify those pollutants of particular concern for the District and to assess whether air quality objectives and standards were being met. Whilst the Study identified a number of local sources of pollutant emissions arising from industrial activities, the major local impacts on air quality were found to result from road traffic.
- 6.42 Pollution arising from road traffic emissions is predicted to decline over the next five years through exhaust system improvements to vehicles, although this could in part be negated by the continuing growth in road traffic volumes.
- 6.43 The Study identified several sites in the District (including A451 Stourport Road and the Horsefair, Kidderminster, and Welch Gate, Bewdley) where nitrogen dioxide levels exceeded national objectives and the District is now the subject of further, more detailed, monitoring and assessment.
- 6.44 Two Air Quality Management Areas have, been designated at Welch Gate, Bewdley and Horsefair, Kidderminster.
- 6.45 The issue of the impact of road traffic emissions has been considered as part of the Worcestershire Local Transport Plan and the concerns about the impact of high levels of traffic within the historic centres of Stourport-on-Severn and Bewdley and the main radial routes in Kidderminster is acknowledged.
- 6.46 Policies within the housing and transport sections of the Local Plan are designed to reduce the need to travel by car and will, if successful, make a limited contribution to reducing the volume of traffic and hence emissions within the District. A specific policy (TR.13) to improve traffic conditions within the Horsefair area of Kidderminster may also assist in improving local air quality. Similarly, proposals for bus priority measures along Stourport Road could indirectly improve air quality through modal transfer.
- 6.47 With regard to Bewdley, there are no major housing sites proposed to the west of the town centre which could give rise to increased traffic levels in Welch Gate.
- 6.48 Aside from traffic emissions, specific development proposals can give rise to the release of harmful pollutants. Although, in certain instances proposed processes may be subject to control under non-planning legislation such as the Environmental Protection Act 1990, they may still be material to the determination of planning applications depending upon the impact on land uses and amenity. It is important to consider the impact of a development on local air quality arising from both the operational characteristics of the development and the associated traffic generation.

## Air Quality

**Policy NR.10**

**Development proposals which will or could potentially give rise to air pollution will not normally be permitted unless adequate mitigation measures are included to ensure that any emissions will not cause harm to land use, including the effects on health and the natural and built environment.**

**Noise Pollution**

- 6.49 Noise can be considered a form of pollution which may have a significant effect on the environment, and on the quality of life enjoyed by people and communities. The impact of noise is a material consideration within the planning decision process and can involve detailed and highly technical assessments.
- 6.50 Detailed advice on Planning and Noise is given in Planning Policy Guidance Note No. 24 and the District Council will have regard to this advice where appropriate, in determining planning applications.
- 6.51 Significant noise levels can arise from major transport infrastructure such as roads and rail, industrial development, certain sports and leisure activities, as well as evening commercial leisure, and catering activities such as night-clubs, discos and fast food outlets.
- 6.52 An effective way to minimise adverse impact from noise emissions is to ensure that noise sensitive uses such as residential development, care homes, hotels, hospitals and schools are not located adjacent to significant noise sources. Similarly, it is important to protect existing sensitive uses from any new potentially significant noise sources. In certain instances, it may be possible to include suitable attenuation measures to reduce either the emission of noise at source or its impact on people within sensitive use buildings.
- 6.53 Parts of the rural areas of the District enjoy relative tranquillity with low levels of background noise. Many of these areas, including the Wyre Forest, are popular with visitors for quiet, outdoor recreational enjoyment and are very susceptible to noise intrusion. Also within the rural areas there are a substantial number of areas of importance to nature conservation where increased noise levels could have adverse impacts.

**Policy NR.11**Noise  
Pollution

**Proposals for development that are likely to generate an adverse degree of disturbance from noise to nearby sensitive locations, uses or activities, will not be permitted unless the noise emitted from the development can be reduced to an accepted level through appropriate attenuation or other measures. Where noise sensitive uses are proposed near existing significant noise sources, these will only be permitted where the impact of the noise on the development would be reduced to an acceptable level through appropriate attenuation or other measures.**



## Light Pollution

- 6.54 Properly designed and installed outdoor lighting can perform many useful functions improving security, access, safety and permitting evening outdoor sports activities. There has been a steady growth in outdoor lighting with the growth in economic activity and a move towards a more '24 hour' society.
- 6.55 With this growth has arisen greater public awareness that poorly designed and badly aimed lighting may have adverse effects both at the local environment level and also cumulatively across wider areas. Glare from bright or poorly aimed lights can cause dazzle with safety implications for motorists and other road users. Light spill can impinge directly on residential dwellings destroying the sense of privacy and interfering with people's ability to sleep. In the wider context there has been a gradual growth in the sky glow effect around towns and other settlements leading to a reduction in dark sky areas. This has had an urbanising effect on the parts of the rural areas of the District changing the night time character of these areas. Astronomers have also raised concerns regarding the increasing difficulty to observe the night sky as a result of light pollution.
- 6.56 In addition to impacts on human activity, light pollution can also impact on wildlife and as a general principle, a precautionary approach to mitigation of lighting impacts should be followed near sites of high nature conservation importance or populations of protected species.
- 6.57 Whilst many domestic outdoor lighting installations may not require specific planning consent, lighting schemes for commercial developments and outdoor sports will normally require approval and the District Council will seek to ensure that adverse impacts are prevented or minimised.
- 6.58 In order to allow the proper assessment of proposals, planning applications must be accompanied by details of the light source including lantern details and a plan showing the lux spread around the light source in relation to the application site, adjoining land and buildings.

### Policy NR.12

**Proposals for development involving or likely to require external lighting shall include details of the lighting schemes which will be expected to demonstrate that:**

- **the lighting scheme proposed is the minimum required to undertake the task**
- **light spillage is minimised**
- **there is no adverse impact on the amenities of residential properties**
- **there is no adverse impact on areas of nature conservation importance or protected species**
- **in edge of town or village locations, or in rural areas, landscaping measures will be provided to restrict light**

**Light Pollution**



**spillage into the neighbouring countryside, and**

- **there will be no dazzling or distraction to users of nearby highways.**

**Schemes involving lighting which are considered harmful to sensitive environments will be refused.**

### **High Voltage Power Lines**

- 6.59 In view of the public concern regarding the possible adverse health effects arising from high voltage overhead power lines and associated electromagnetic fields, the District Council in considering development proposals in close proximity to such lines, will have regard to the most up to date advice published by the NRPB.
- 6.60 Any proposals for buildings or other structures directly beneath overhead high voltage power lines will need to demonstrate that they would not be prejudicial to the safety clearances and maintenance of such transmission lines. Advice on this issue will be sought from the National Grid Company.

#### **Policy NR.13**

**In determining proposals for development in close proximity to high voltage overhead power lines or electricity sub-stations, regard will be had to the environmental impact of the transmission line or sub-station, on the proposed development.**

**Proposals for development beneath high voltage overhead power lines which would interfere with the safety clearances or operational maintenance of the transmission lines will not be allowed.**

**Development adjacent to High Voltage Overhead Power Lines**

### **Development Adjacent to Hazardous Establishments**

- 6.61 Under the Development Plan Regulations, Local Planning Authorities are under a specific requirement to have regard to the need in the long term, to maintain appropriate distances between establishments and residential areas, areas of public use and areas of particular sensitivity or interest.
- 6.62 There are a number of existing hazardous installations within the District where quantities of dangerous substances are present. A system of Hazardous Substance consent controls exist to ensure that an assessment of the risk of an accident occurring and its consequences for people in the surrounding area and for the environment are properly considered. Policy E.7 deals with developments that require planning consent and involve hazardous substances. It will also be a material consideration in any separate Hazardous Substances consent application.
- 6.63 In addition to hazardous installations, other potentially dangerous sites within the District include, high-pressure gas pipelines and the ROXEL premises at

Summerfield. Regard has been had to these sites when drawing up site-specific proposals within the Local Plan.

- 6.64 Where proposals for development come forward adjacent to any of these establishments or pipelines, the District Council will consult with the Health and Safety Executive and have regard to their advice in determining whether the future users of the development would be likely to be exposed to unacceptable risks.

#### Policy NR.14

**Development near a hazardous establishment or pipeline will only be permitted if the safety of the future users or occupiers of the development will not be subject to an unacceptable risk arising from an accident involving the establishment or pipeline.**

**Development adjacent to Hazardous Establishments**

### Recycling Facilities

- 6.65 The recycling of various waste products is environmentally beneficial, can be profitable and is being increasingly seen as desirable by individuals and companies alike. In Wyre Forest District the desire to recycle waste has been manifested in the collection of recyclable products in specific places where people can go to deposit their waste. Most notably such collection points are bottle banks, can banks and paper banks. Other items are also collected for recycling at the Hoobrook Household Waste Site in Kidderminster, and the Bonemill Household Waste Site in Stourport-on-Severn.



- 6.66 Collection points for recyclable goods have several planning implications, such as the effects of air or water pollution, the potential for smell or noise to affect the environment and neighbouring uses; and visual and traffic impacts.
- 6.67 Recycling facilities should be well located, for easy access and to encourage their use. Collection points must be well designed to prevent pollution, and to ensure that materials are kept within the containers. They should present a tidy appearance to the surrounding area.

**Recycling  
Facilities**

**Policy NR.15**

**Proposals for the provision of recycling facilities must:**

- i) be well related to residential areas or located at easily accessible sites;**
- ii) not have an adverse impact on surrounding land uses (especially residential properties).**

**Proposals for local community recycling schemes should be considered as part of new proposals for residential and commercial development.**

# COUNTRYSIDE

## Countryside Aim

7.1 The key aim in relation to the Countryside is:

**“to protect the Green Belt from harmful developments and to safeguard the countryside of the District.”**

## Countryside Objectives

7.2 To further this aim, the Countryside objectives of the Local Plan are:

### **Objective 28: Green Belt**

To retain the existing defined boundary of the Green Belt and to prevent inappropriate development within it.

### **Objective 29: Landscape Character**

To safeguard and enhance the District's landscape character and landmarks.

### **Objective 30: Urban Concentration**

To promote development in existing towns, and at higher densities, without adversely affecting the urban environment.

### **Objective 31: Agriculture & Forestry**

To encourage the maintenance of a viable and environmentally sustainable agriculture and forestry industry.

7.3 In November 2000, the Government published a White Paper entitled Our Countryside: the future (referred to as the Rural White Paper). It sets out five rural policy objectives:

1. To facilitate the development of dynamic, competitive and sustainable economies in the countryside, tackling poverty in rural areas.
2. To maintain and stimulate communities, and secure access to services which is equitable in all the circumstances for those who live or work in the countryside.
3. To conserve and enhance rural landscapes and the diversity and abundance of wildlife (including the habitats on which it depends).
4. To increase opportunities for people to get enjoyment from the countryside, and to open up access.
5. To promote government responsiveness to rural communities through better working together between central government departments, local government, and government agencies and better co-operation with non-government bodies.

7.4 These objectives are combined into a vision for a living, working, protected and vibrant countryside. The Local Plan has an important role to play in implementing the White Paper's proposals, by ensuring that an appropriate policy framework is in place to address rural issues. At the same time, the influence of the urban areas of

the District must not be forgotten, as there is a close interrelationship between many of the issues facing both urban and rural areas, for example social exclusion, poverty, and the need for economic diversification and development.

7.5 The Local Plan itself cannot make things happen, but it is a central component of the planning process. It can ensure that the future is based on sustainable development, protecting and enhancing the countryside, which is important to all of us.

7.6 This chapter is divided into six distinct policy areas relating to countryside issues, which address the aim and objectives set out above. They are:

Landscape

Green Belt and Areas of Development Restraint

Agriculture

Re-Use and Adaptation of Rural Buildings

Chalets

Development Involving Horses

# LANDSCAPE

## Introduction

- 7.7 The Town and Country Planning Act 1990, as amended, requires Local Plans to include policies in respect of the conservation of the natural beauty and amenity of the land. This requirement is reflected in PPG7: The Countryside - Environmental Quality and Economic and Social Development.
- 7.8 The landscape and wildlife heritage of Wyre Forest District is rich and varied and it is seen as an important part of the District Plan to include policies which seek to conserve this heritage for the future.

## Background

- 7.9 The landscape of the Wyre Forest District is generally of high quality, and it represents a major asset of the District, which is enjoyed by both residents and visitors alike. It provides an attractive environment for the local business community and is particularly important for the local tourist industry.
- 7.10 The landscape of the District comprises both natural and cultural (historic) elements, with an interesting variety of landscape features; ranging from the nationally important Wyre Forest and its outliers in the west, to the typical traditional lowland agricultural field patterns with hedgerows and trees in the east. Notable features such as Chaddesley Woods, the extensive lowland heathlands between Bewdley and Kidderminster and at Hartlebury Common, and the extensive systems of streams and pools that run through the eastern parts of the District, add to the attractive landscape diversity of the District.

## Topography

- 7.11 Much of the District is over 60m (200ft) in elevation above sea level. West of the River Severn a much dissected upland plateau of 120m (400ft) above sea level rises to the District's highest point of 231m (758ft) at Clows Top. To the north-west of Kidderminster the old red sandstone upland plateau between Trimley and Shatterford is generally over 120m (400ft) and rises to a summit of 205m (673ft).
- 7.12 The valleys of the Rivers Severn and Stour dominate the topography of the District. North of Bewdley the Severn has cut a narrow gorge through the upland area whereas south of Bewdley beyond Blackstone and Stagborough Hill, the Valley opens out into a series of shallow terraces.
- 7.13 The River Stour joins the Severn at Stourport-on-Severn. North of Stourport-on-Severn its valley is broad with ecologically important marshlands. The town of Kidderminster grew around the Stour and today the town centre and commercial areas are situated within the Stour Valley, with more modern development spreading out from the immediate Valley floor. North of Kidderminster the Valley contains further important wetlands before cutting through the District's northern upland areas.

## Landscape Protection Policy Background

- 7.14 The first local definition of areas of high quality landscape was undertaken over 40 years ago by the former Worcestershire County Council in the 1957 County Development Plan. This concept has remained substantially unaltered until recently.
- 7.15 In May 1999, Worcestershire County Council published a Draft Landscape

Character Assessment, as Supplementary Planning Guidance to assist with the interpretation of the adopted Worcestershire County Structure Plan . It identifies four regional Character Areas within Wyre Forest District: Kinver Sandlands; Mid Worcestershire Forests; Teme Valley; and the Wyre Plateau. Within these areas, the Character Assessment defines the characteristics of the various types of landscape. Further work on the preparation of the Landscape Character Assessment is in progress.

- 7.16 The Worcestershire County Structure Plan 1996-2011 was adopted in June 2001. Policy CTC.1 sets the strategic framework for the protection of landscape character across the County. Other policies in the Conservation of Town and Country chapter of the Structure Plan provide a strategic framework for other landscape issues, including Areas of Great Landscape Value (AGLVs).
- 7.17 In the Wyre Forest Urban Areas Local Plan in 1986, the District Council included a Landscape Protection Area designation to reflect the original Structure Plan policy, thus including additional areas that were worthy of special protection and enhancement.
- 7.18 The County Council did not object to this Landscape Protection Area policy designation and it was embodied when the Urban Areas Local Plan was adopted in May 1989. The adoption of the Wyre Forest District Local Plan in 1996 retained and extended the Landscape Protection Area designation.
- 7.19 The Countryside Agency is keen to see the use of the concepts of landscape character and local distinctiveness as tools to guide development in rural areas. The Worcestershire County Structure Plan places landscape character to the forefront in the consideration of development proposals. AGLVs and Landscape Protection Area policies are retained, in addition to Landscape Character Assessment

#### Policy LA.1

#### Landscape Character

**Development proposals must safeguard, restore or enhance the character of the surrounding landscape. In considering planning applications, regard will be had to the extent to which the proposal:**

- i) is informed by, appropriate to, and integrates with the landscape character;**
- ii) safeguards and strengthens the components of landscape character and local distinctiveness, with particular attention to the scale, layout, design, detailing of the proposal and its relationship with existing buildings, features and vegetation;**
- iii) relates to the characteristics and sensitivity of the landscape, and its capacity to accommodate the impact of the development.**

**The introduction of detracting features, or the removal of important landscape features should be avoided. Development proposals which would have an adverse impact on landscape character will not be permitted.**



- 7.20 In view of Policy CTC.4 of the Adopted Structure Plan, the District Council considers that the Area of Great Landscape Value and Landscape Protection Area designations should be retained in the Wyre Forest District Local Plan. The strategy for these Areas is to formally recognise their generally high landscape quality, protect them from inappropriate development and to ensure their maintenance and enhancement where necessary.

### Policy LA.2

**In considering applications for development in the Landscape Protection Areas, as defined on the Proposals Map, attention will be paid particularly to the effect of the proposed development on the landscape. Development that would have a significant adverse effect on the quality or character of a Landscape Protection Area will not be permitted. Exceptionally, development that will have an adverse effect on landscape quality or character may be allowed where it is demonstrated to meet the following criteria:**

**Landscape  
Protection  
Area**

- i it is necessary to meet local community needs; and**
- ii there are no possible alternative locations which would have no or less significant adverse effects.**

- 7.21 Within the four main Character Areas identified in the County Council's Landscape Character Assessment, there are a number of important local landscape characteristics, which contribute to the varied and interesting landscape of Wyre Forest District. The valleys of the Rivers Severn and Stour, and their tributaries are of particular interest.

## The Severn Valley

- 7.22 The Severn Valley throughout the District is a most important area of landscape, but one which is potentially at risk from insensitive development, particularly for recreation and tourism-related activities. The attraction of the river has, for many years drawn visitors particularly to Stourport-on-Severn and Bewdley and there is every sign that recreational use of the river and its Valley will continue to increase.



*River Severn*

- 7.23 Proposals have been outlined by the Severn Navigation Restoration Trust to open the River to navigation upstream from its present limit at Stourport-on-Severn. Until such time as a detailed scheme is prepared, which enables an objective assessment to be made of the environmental and economic effects of the proposal, the District Council has declined to either support or oppose it. Whether or not the full detailed proposal is eventually prepared, the District Council seeks to ensure that the natural beauty of the Severn Valley is not despoiled.

## The Severn Valley

### Policy LA.3

**Particular attention will be paid to conservation of the natural beauty and environment of the Severn Valley. Proposals for development in the Valley will be subject to the most careful consideration. Development that would have a significant adverse effect on the landscape quality or character of the Severn Valley will not be permitted.**

## The Stour Valley

- 7.24 The Stour Valley has for a long time been recognised by the District Council as an important landscape feature within the District and of considerable value both for recreation and nature conservation. Indeed, the Council undertook a special study of the entire valley in 1975 to identify opportunities and highlight problems. Following this study the Staffordshire and Worcestershire Canal, which follows the Valley for its entire route through the District, was declared a linear Conservation Area. The Canal and its towpath are today used extensively for recreational activities due to the varied and generally attractive valley landscape. One of the features that makes the Valley such an important landscape and recreational asset is the way the open valley area penetrates right into the heart of the built up area of Kidderminster. Further upstream the Valley provides a fine setting to the historic village of Wolverley and a dramatic punctuation to the northern edge of the village of Cookley.
- 7.25 Unfortunately, in earlier less enlightened times the Stour Valley has been somewhat overlooked, and development has tended to turn its back on the once polluted river. With efforts continuing to improve water quality in the River, the District Council is keen to see the continued enhancement of the landscape along the Valley and will seek to ensure that proposals for development enhance the Valley landscape. A new country park is envisaged to the north of Kidderminster, to follow the completion of the flood alleviation scheme. This will enhance the existing Site of Special Scientific Interest (SSSI), and incorporate new wetlands, which will contribute to the aims of the Biodiversity Action Plan (BAP) and West Midlands Stour Local Environment Agency Plan (LEAP).

## The Stour Valley

### Policy LA.4

**Particular attention will be paid to conservation of the natural beauty and environment of the Stour Valley. Proposals for development in the Valley will be subject to the most careful consideration. Development that would have a significant adverse effect on the landscape quality or character of the Stour Valley will not be permitted.**

## Streams and Pools Systems East of Kidderminster

- 7.26 One of the important local landscape features is the extensive systems of streams and pools that flow through the eastern part of the District. These include the system that runs from Broome and Hagley through Churchill and Blakedown on to Hurcott and then into the River Stour at Springfield Park in Kidderminster. There is

also the Hoo/Barnett Brook system that flows from beyond Belbroughton through Drayton, Hill Pool and Dunclent before joining the River Stour on the southern side of Kidderminster. Other systems include the Hockley and Elmley Brooks, which flow from north of Chaddesley Woods through Chaddesley Corbett before leaving the District south of Rushock to eventually join the River Salwarpe.



*Springfield Park, Kidderminster*

- 7.27 A number of these systems have suffered as a result of the lowering of water tables in this area. In view of this, policies in the Natural Resources chapter aim to control development which would lead to long term depletion of groundwater resources through over-extraction.
- 7.28 Although these stream systems are all Special Wildlife Sites and are therefore subject to protection to safeguard their nature conservation value, they are nonetheless also worthy of protection as valuable local landscape features. The District Council has purchased Hurcott Pool SSSI, with assistance from English Nature, to form a new nature reserve which will safeguard and enhance its future.

#### **Policy LA.5**

**The stream and pools systems at Churchill, Blakedown and Hurcott, together with the Hoo Brook, Barnett Brook and the Hockley Brook / Elmley Brook system are identified on the Proposals Map as linear landscape features of local importance. Special attention will be paid to the protection of these landscape features. Development that would have a significant adverse effect on the landscape quality or character of these features will not be permitted.**

**Streams and  
Pools  
Systems East  
of  
Kidderminster**

- 7.29 To the west of the River Severn there are a number of stream systems such as the Dowles Brook, Gladder Brook and Dick Brook, which are also important features of the District's landscape. These streams are within the Landscape Protection Area, and have thus not been specifically identified on the Proposals Map, as their protection will be afforded by Policies LA.1 and LA.2.
- 7.30 The Environment Agency (EA) has published Local Environment Agency Plans (LEAP's) for the main river catchment areas in the District, namely the Middle Severn and West Midlands Stour. The EA's aim is to protect and enhance the environment, and appropriate policies can be found in the Natural Resources chapter of the plan.

### **Landscape Features**

- 7.31 To the east of Kidderminster the character of the landscape is influenced by the presence of a number of pronounced small hill or knoll features of local significance such as at Offmore, Bissell Wood and Mount Segg. The village of Blakedown is surrounded by a series of such features including Harborough Hill, Knoll Hill, Barnett Hill, Wild Acres Knoll, Wannerton Knoll and Churchill Hill. These are just some examples of important local hill features, which are present throughout most of the District.

- 7.32 Other important landscape features to be protected include Ancient Woodland (including Primary Ancient Woodland, Ancient Semi-Natural Woodland and Plantation Ancient Woodland ) or more recent deciduous plantations on such sites. These woodlands add attractive elements to the landscape and are generally important for nature conservation interests. Protection and proper management of these sites is vital to ensure their continued contribution to the character of the landscape.
- 7.33 Historic gardens and parklands generally add significantly to the quality and character of the landscape. Within the District there are several formal landscapes such as at Arley House, Sion Hill House, Lea Castle, Broome House, Harborough Hall and Sion House. Protection and maintenance of these local landscape features is important to perpetuate the landscape diversity of the District. The importance of the grounds of Arley House is formally recognised by their inclusion in the Register of Parks and Gardens of Special Historic Interest compiled by English Heritage.
- 7.34 Hedgerows and hedgerow trees are important elements in the landscape of the District. Although there has been some hedgerow loss arising out of field amalgamations, large areas of the District still retain their historic hedgerow patterns. Orchards are a notable landscape feature in parts of the Wyre Forest, particularly around Rock. As well as providing visual interest in the landscape, many hedgerows are of importance for nature conservation. The removal of hedgerows requires permission from the local planning authority, and the District Council wishes to ensure that the loss of hedgerows for whatever reason is kept to a minimum in view of their landscape and nature conservation importance. The removal of trees from hedgerows may require tree felling permission, under the Forestry Act (1967) from the Forestry Commission.
- 7.35 There is a need to safeguard these essential components and features of the landscape, particularly in those areas of the District outside the designated Areas of Great Landscape Value. The adopted Worcestershire County Structure Plan 1996-2011 identifies a number of these relatively small-scale features, which are considered to be important to the character of the County's landscape. Examples are skylines, hill features, mixed and broad-leaved woodlands, sites of geological importance, areas of dense hedgerow and tree patterns, linear features of visual importance such as watercourses, historic parks and gardens, commons and village greens.
- 7.36 When considering applications for development, the impact of any necessary highway works on the landscape, and the character of the rural road network will be a material consideration.

#### **Policy LA.6**

**Development proposals should not detract from, or have an adverse impact on features within the landscape, such as:**

- i) skylines and hill features including prominent views of such features;**
- ii) sites of geological importance;**
- iii) mixed or broad-leaved woodlands or prominent trees, with particular emphasis on ancient woodlands regardless of size;**

#### **Landscape Features**

- iv) areas of dense hedgerow and tree patterns, including long established orchards;
- v) linear features of visual importance including rural lanes; and
- vi) historic landscapes, including parks and gardens, commons and village greens.

**Adequate and suitable provision should be made for the protection and maintenance of landscape features during and following development. Development which would have a significant adverse effect on these landscape features will not be permitted.**

### **Landscape Impact of Highway Works**

- 7.37 Often in order to provide a safe and suitable means of access to a proposed development in the countryside considerable improvement works are required to the existing highway. Such works can include the formation of visibility splays, or the widening or realignment of existing carriageways, which may involve the removal of hedgerows and trees. Other works such as the erection of signposts and street lighting may also have an urbanising effect. When considering such proposals, the consequential effects on the landscape of necessary highway improvement works will be a material consideration.

#### **Policy LA.7**

**Highway works required as part of development proposals should be designed to minimise any adverse impact on the quality and character of the landscape.**

**Landscape  
Impact of  
Highway  
Works**

#### **Policy LA.8**

**The environmental impact of strategic road proposals must be assessed in detail as part of the accompanying Environmental Statement. Any adverse impact on the quality and character of the landscape should be minimised. The detailed design must include appropriate mitigation measures and proposals for new planting.**

**Landscape  
Impact of  
Strategic  
Road  
Proposals**

### **New Trees and Woodlands**

- 7.38 The District is fortunate to have a high level of tree cover, provided by the large woodland areas of the Wyre Forest, its associated woods, together with Chaddesley Wood and numerous other smaller woodlands. These woodlands are



an important feature of the landscape, with huge biodiversity potential. Of course, Wyre Forest District owes its name to one of the County's most important natural forests.

- 7.39 The District Council wishes to encourage tree planting where appropriate throughout the District. Trees bring benefits by improving the landscape, providing a habitat for wildlife, offering opportunities for recreation and, by providing a source of timber. They also have a role in reducing pollution and in absorbing carbon dioxide. Worcestershire County Council is currently preparing advice on new planting, with regard to Landscape Character and objectives in the Biodiversity Action Plan for Worcestershire, entitled *Worcestershire Woodland Guidelines*. An Environmental Impact Statement may be required for afforestation, deforestation and forest roads.



Wyre Forest

- 7.40 Agriculture continues to be a major user of land in the countryside, and the need for agriculture to diversify is recognised. The status of much of the District as Green Belt and/or Landscape Protection Areas places restrictions on the opportunities available for diversification, but does not necessarily prevent them. Activities such as leisure or commercial enterprises can result in conflict between development needs and established rural planning policies.
- 7.41 The Woodland Grant Scheme provides incentives for establishing new woodlands and managing existing ones, including supplements for planting on agricultural land and for community woodlands. The Forestry Commission has a key role in the process of woodland planting and it places great emphasis on good woodland management. The Commission also issues guidelines for the management of semi-natural woodland and for a range of woodland related issues. Advice on sources of grant aid for this purpose, such as The Forestry Authority Woodland Grant Scheme is available from the Council's Planning, Health and Environment Division. Advice and guidance for new planting schemes is contained in the Forestry Commission's publication, the *UK Forestry Standard*.
- 7.42 For visual and ecological reasons, new woodlands should include native broadleaf species, although it is recognised that some coniferous planting will be advantageous to timber production. Woodland planting will not be acceptable where it would have an adverse impact on sites of nature conservation importance, sites of archaeological importance or historic landscapes or buildings.

**Policy LA.9**

**New Trees and Woodlands**

**Development proposals involving the planting of new trees or woodlands should not have a detrimental impact on areas important to nature conservation, archaeology, historic landscapes, or built heritage.**

## GREEN BELT

### Introduction

7.43 PPG2 sets out the government's intentions in respect of Green Belts, and provides a national policy framework.

### Purposes of including land in Green Belts

7.44 The Purposes of including land in Green Belts are set out in Paragraph 1.5 of PPG2. They are:

- to check the unrestricted sprawl of large built-up areas;
- to prevent neighbouring towns from merging into one another;
- to assist in safeguarding the countryside from encroachment;
- to preserve the setting and special character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

7.45 The use of land within Green Belts has a positive role to play in fulfilling the following objectives:

- to provide opportunities for access to the open countryside for the urban population;
- to provide opportunities for outdoor sport and outdoor recreation near urban areas;
- to retain attractive landscapes, and enhance landscapes, near to where people live;
- to improve damaged and derelict land around towns;
- to secure nature conservation interest; and
- to retain land in agricultural, forestry and related uses.

7.46 The general extent of the West Midlands Green Belt within the County of Worcestershire has been determined through approval of the adopted Hereford and Worcester Structure Plan. The adopted Worcestershire County Structure Plan 1996-2011 does not propose any alteration to the general extent of the Green Belt in the County. Within Wyre Forest District, the extent of the Green Belt includes all the land as far west as the River Severn, but excluding the towns of Kidderminster, Stourport-on-Severn and Bewdley and the smaller settlements of Blakedown, Cookley and Fairfield.

7.47 The precise boundaries of the Green Belt around Kidderminster, Stourport-on-Severn and Bewdley, were determined in detail in 1989, upon the adoption of the Wyre Forest Urban Areas Local Plan.

7.48 In determining these boundaries, due regard was had to the longer-term requirements of development and they were drawn so as to allow for the (then) anticipated development needs up to at least 2001. Land at Hurcott, Wilden and Worcester Road, Stourport-on-Severn, was taken out of the Green Belt accordingly.

7.49 The previous Wyre Forest District Local Plan was adopted in May 1996. It made no changes to the established Green Belt boundary in the District, except in the rural areas where Green Belt boundaries were defined for the first time around the larger settlements of Blakedown, Cookley and Fairfield. These settlements are now excluded from the Green Belt. Provision for Areas of Development Restraint (ADR's) was made for the first time.



- 7.50 In order to satisfy the requirements of Structure Plan Policy D.41, the District Council have undertaken a sustainability appraisal of the ADR's. The Local Plan review sustainability appraisal methodology has been used, which incorporates the criteria set out in Structure Plan Policies SD.4 and SD.7. Details of the appraisals are included in the sustainability appraisal document, which is available as a background paper.
- 7.51 The conclusion of the appraisal is that the existing ADR's satisfy the sustainability criteria, and represent potentially sustainable locations for development, if needed in the longer term. The District Council have therefore concluded that no 'limited adjustments' to Green Belt boundaries are necessary as part of this Local Plan review. To do so would undermine the objectives and purposes of including land in the Green Belt within the District.
- 7.52 Existing Green Belt boundaries should not be changed unless exceptional circumstances exist, which necessitate such revision. Table 1 in the Housing chapter sets out the Residual Housing Requirement at 1st April 2002, and Appendices 4-5 detail completions and committed capacity. They indicate that the requirement for new dwellings in the plan period can be met without the need to develop ADR's, or to identify new greenfield sites. Similarly, Table E1 and paragraphs 4.13 - 4.22 of the Employment chapter demonstrate that the structure plan requirements for the provision of employment land can be met by existing commitments and identified redevelopment opportunities.
- 7.53 In the light of these considerations regarding the availability of sites, the District Council concluded that there are no exceptional circumstances which justify a revision of Green Belt boundaries as part of this Local Plan review.

### Green Belt Policies

- 7.54 The essential characteristic of Green Belts is their permanence and their protection must be maintained as far as can be seen ahead. The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open, and the most important attribute of Green Belts is their openness. Green Belts help to protect the countryside, and can assist in moving towards more sustainable patterns of urban development. The inclusion of land in Green Belts is of paramount importance to their continued protection, and should take precedence over the land use objectives.
- 7.55 It is important to ensure that the visual amenities of the Green Belt are not damaged by proposals for development within or conspicuous from the Green Belt. The following policies are intended to ensure the protection of the Green Belt in Wyre Forest District against inappropriate development.

#### Policy GB.1

**Within the Green Belt, as defined on the Proposals Map, development will not be permitted, except in very special circumstances, unless one of the following applies:**

- i) there is a clear need for new buildings for the purposes of agriculture or forestry,**
- ii) the development provides essential facilities for outdoor sport or outdoor recreation, for cemeteries, or for other**

**Control of  
Development  
in the Green  
Belt**

**uses of land which preserve the openness of the Green Belt, and which do not conflict with the purposes of including land within it;**

- iii) the development is for housing in one of the following circumstances:**
  - a) it is required for the purposes of agriculture or forestry, within the provisions of Policy AG.2.**
  - b) it is for small-scale, low-cost housing, reserved for local needs in settlements accepted by the District Council as having a special identified need, and the development accords with Policy H.11; or**
  - c) it is infilling only, in a small gap in an otherwise built-up frontage within an existing village ; or**
  - d) it is for the extension of an existing dwelling, provided that it does not result in disproportionate additions over and above the size of the original dwelling;**
- iv) it involves the replacement of a dwelling, provided that the new dwelling is not materially larger than the dwelling it replaces, and is on the same site (unless an immediately adjacent alternative position would reduce the impact on the Green Belt);**
- v) the development involves the re-use or conversion of buildings, in accordance with Policy GB.5, or the Policies for the Re-use and Adaptation of Rural Buildings;**
- vi) the proposals involve the redevelopment of an identified Major Developed Site in the Green Belt under the provisions of PPG2 Annex C, in accordance with Policy GB.4.**

Note 1: For the purposes of the operation of clause iii) of this policy, the term "village" is defined as any village within Wyre Forest District which is washed over by the Green Belt, has a population of more than 400; and has a range of services and facilities. Taking this into account, the District Council considers that Chaddeley Corbett is the only village where infilling may be acceptable.

Note 2: Replacement dwellings (clause iv)) are only considered to be appropriate in certain circumstances, for example where a statutory or non-statutory listed building is involved, particular regard will be had to policies LB.1-5.

Note 3: In the case of proposals for the extension of dwellings created through the re-use and adaptation of rural buildings, see Policy RB.5.

**Development in the Green Belt****Policy GB.2**

**In instances where development is proposed in the Green Belt in accordance with Policy GB.1, the proposals will be required to comply with all other relevant policies in the Local Plan and to be capable of implementation without detriment to the landscape character, and the purposes, visual amenity, and the openness of the Green Belt.**

**Outdoor Sport and Recreation in the Green Belt**

- 7.56 PPG 2 and 17 recognise that outdoor sport is one of the uses of land which will often be appropriate in the Green Belt. Indeed, because of their proximity to large urban areas, Green Belts have a positive role in providing access to open countryside for urban populations.
- 7.57 In seeking to facilitate access both for formal sports and informal recreation, the local planning authority has to seek to achieve a balance between recreational needs and conservation of the visual amenity of the Green Belt.
- 7.58 The Leisure and Recreation Section of this Plan includes specific land allocations for enabling public access for recreation in the Green Belt, together with policies for controlling development in the countryside generally. The adopted policies set out below provide a basis for the determination of any planning applications for recreational or sporting uses in the Green Belt, with the aims of facilitating appropriate uses whilst also conserving its essentially rural character.

**Outdoor Sport and Recreation****Policy GB.3**

**Within the Green Belt, the use of land and buildings for outdoor sport and recreation will normally be allowed unless there is an adverse impact on the use or amenity of neighbouring land and buildings, including residential properties.**

**Where in very special circumstances, ancillary buildings are necessary, they must be directly related to the needs of the use of the land, and be restricted to the minimum size necessary. New buildings will not be permitted where the re-use of existing buildings is feasible.**

**Major Developed Sites in the Green Belt**

- 7.59 Annex C of PPG2 provides a framework for dealing with major developed sites in the Green Belt, such as factories, collieries, power stations, water and sewage works, military establishments, airfields, hospitals and research and education establishments. These sites remain within the Green Belt, and may be redundant, or in continuing use. The Annex recognises that these sites present opportunities to help to secure jobs and prosperity without further prejudicing the Green Belt.
- 7.60 Local planning authorities are able to identify such sites in their areas, and include

suitable policies in their development plans to enable their redevelopment or infilling. Proposals must meet the following criteria:

- have no greater impact on the Green Belt than the existing development;
- contribute to the achievement of objectives for the use of land in Green Belts (see above);
- not exceed the height of existing buildings, and
- not occupy a larger area of the site than any existing buildings (unless this would achieve a reduction in height, which would benefit visual amenity).

7.61 Two sites in Wyre Forest District are suitable for identification as major developed sites in the Green Belt.

7.62 The Lea Castle Hospital site lies north-east of Kidderminster, between the A449 Wolverhampton Road and the A451 Stourbridge Road. It contains a variety of buildings set out in an attractive landscape, well screened from the surrounding agricultural land by extensive belts of trees. The site has been developed since the late 1950's and used for a number of years by a variety of National Health Service uses. In recent years consolidation of these activities to other locations has led to a large part of the site becoming surplus to requirements. Identifying the site under the provisions of PPG2 Annex C will allow the opportunity for well screened and sustainable redevelopment, which need not have an adverse impact on the openness of the Green Belt.



*Lea Castle Hospital*

7.63 Rushock Trading Estate occupies a former military site within the Green Belt. It is close to Hartlebury Trading Estate, and is accessed from the A442 Kidderminster - Droitwich road. The application of the provisions of PPG2 Annex C to the Estate would enable the currently permitted uses within the site to continue, whilst creating flexibility within the planning policy framework to enable the re-use and redevelopment of sites within the curtilage.



*Rushock Trading Estate*

7.64 When applying Policy GB.4 reference to the term 'footprint of existing buildings' shall relate to the aggregate ground floor area of the existing buildings, excluding temporary buildings, open spaces with direct external access between wings of a building and areas of hardstanding.

**Policy GB.4**

**Major Developed Sites in the Green Belt, as identified on the Proposals Map at the Lea Castle Hospital, north-east of Kidderminster, and Rushock Trading Estate, will be regarded as being suitable for redevelopment and environmental improvement under the provisions of PPG2 Annex C.**

**Proposals involving the redevelopment of these sites should:**

**Major Developed Sites in the Green Belt**

- i) have no greater impact than the existing development on the openness of the Green Belt and the purposes of including land within it, and where possible have less;**
- ii) contribute to the achievement of the objectives for the use of land in Green Belts, as set out in paragraphs 7.44 and 7.45;**
- iii) not exceed the height of existing buildings;**
- iv) not occupy an area larger than the footprint of existing buildings, unless this would achieve a reduction in height, which would benefit visual amenity.**

**The District Council will prepare a detailed Planning and Design brief for the redevelopment of the Lea Castle Hospital site.**

### **Re-Use of Existing Industrial Premises in the Green Belt**

- 7.64 There are a number of sites in the District which are in use for industrial or commercial activities. They are not suitable for identification under Policy GB.4 above, by virtue of the size and scale of their use. However, they are long established lawful uses, which provide valuable employment opportunities, and their continued existence has no adverse impact on the openness of the Green Belt. Paragraphs 3.7 - 3.10 of PPG2 state that the re-use of such buildings is not inappropriate development provided that certain criteria are met.

#### **Policy GB.5**

**Proposals for the redevelopment of existing lawful industrial premises within the Green Belt will be permitted, provided that they do not have a materially greater impact than the present use on the openness of the Green Belt, and the purposes of including land within it, and that the buildings are of permanent and substantial construction, and are capable of conversion without major or substantial reconstruction.**

**Appropriate conditions and/or planning obligations may be required to ensure that the use of buildings and their curtilage do not conflict with the openness of the Green Belt, or to secure an improvement in the appearance of the premises.**

#### **Re-Use of Existing Industrial Premises in the Green Belt**

### **Visual Amenity**

- 7.65 The most important attribute of Green Belts is their openness. Visual amenity is the most important factor in ensuring that the open aspect of the landscape remains so, and is not impaired by development proposals.

**Policy GB.6**

**Proposals within, or conspicuous from the Green Belt, must not be detrimental to the visual amenity of the Green Belt, by virtue of their siting, materials or design.**

**Protection of Visual Amenity**

**Areas of Development Restraint**

7.66 Provision for longer-term development was made in the 1996 adopted Local Plan, through the identification of Areas of Development Restraint (ADRs). These ADRs are shown on the Proposals Map and Inset Plans, and will be safeguarded from development during the Plan period, safeguarded by Policy DR.1.

**Policy DR.1**

**Land within those Areas of Development Restraint (ADRs) shown on the Proposals Map will not be released unless and until identified for development in a future review of the Local Plan.**

**Areas of Development Restraint**

**In the interim period, proposals for development will be assessed against the Green Belt policies of the Plan.**

# AGRICULTURE

## Introduction

- 7.67 Agriculture is an important sector in the local economy and is particularly so in relation to the rural areas. Agriculture is also the predominant user of land in the District's countryside.
- 7.68 In order to assess at a broad level, the value of land to agriculture, the Department of Environment, Food and Rural Affairs (DEFRA) uses a system of classification which divides the land into grades according to the degree to which its physical characteristics impose long term limitations on agricultural use. These range from Grade 1, which is the best and most versatile agricultural land, down to Grade 5. Grade 3 is subdivided into Grades 3A and 3B.
- 7.69 The need to retain agricultural land wherever possible has been afforded lower priority in recent years. There is, however, still considerable importance attached to retaining the best and most versatile land (Grades 1, 2 and 3A). This group represents the land best suited to adapting to the future requirements of agriculture in the UK and should be safeguarded as part of the national land resource from loss through development.
- 7.70 The former Ministry of Agriculture Fisheries and Food published in 1982 a 1:25,000 land classification map for part of the District. Elsewhere only the provisional 1 inch to 1 mile classification map is available, but this does not distinguish between Grades 3A and 3B.

## Agricultural Land Quality in Wyre Forest District

- 7.71 Within the District land quality is generally very high in the area running from east and south-east of Kidderminster eastwards to the District boundary. Other significant blocks of high quality land are found to the north of Kidderminster and around Rock.
- 7.72 A recent revision to PPG7 states that the development of greenfield land, (including the best and most versatile agricultural land) should not be permitted, unless opportunities have been assessed for accommodating development on previously developed land, and land in urban areas. Where development on agricultural land is unavoidable, the use of poorer quality land is preferred unless sustainability considerations suggest otherwise.

### Policy AG.1

**Development of the best and most versatile agricultural land (Grades 1, 2 and 3A) will not be permitted unless it is clearly demonstrated that opportunities do not exist for accommodating the development elsewhere, as follows:**

- i) on previously developed land;**
- ii) on land within the boundaries of existing settlements; or**
- iii) on poorer quality agricultural land.**

**Development on agricultural land should not prejudice the viability of farming operations on any remaining agricultural land.**

**Agricultural  
Land Quality**



## Agricultural and Forestry Workers' Dwellings

- 7.73 As part of the nature of the agricultural and forestry industry, there can be occasions where the need for residential accommodation to house a worker, on the unit or nearby, to deal with 'out of hours' emergencies, can arise. Due to the location of most agricultural units being situated in open countryside, planning policies have long recognised that in some cases the functional requirements of farming or forestry work may mean that one or more workers need to live at, or very close to their place of work. Whether or not this is considered to be essential will depend on the needs of the particular farm or forestry enterprise, and not on the personal circumstances of the individual concerned.
- 7.74 When considering applications for agricultural and forestry workers' dwellings, the District Council will have regard to the advice set out in Annex I of PPG7: The Countryside - Environmental Quality and Economic and Social Development.

### Policy AG.2

#### Agricultural and Forestry Workers' Dwellings

**Applications for the erection of dwellings in connection with agriculture or forestry will only be permitted where it can be clearly demonstrated that:**

- i) there is a clearly established existing functional need for a dwelling, which cannot be met through existing accommodation in the locality;**
- ii) the enterprise is proven to be economically viable;**
- iii) the need relates to a full-time worker, or one person solely or mainly employed locally in agriculture or forestry;**
- iv) the proposed dwelling is of a size commensurate with the functional requirement and financial capabilities of the enterprise.**

**Where permission is given for such development the District Council will impose and enforce a condition restricting occupation of the dwelling to a person solely or mainly employed, or last employed in the locality in agriculture or forestry, or a widow or widower of such a person, and any resident dependants.**

**The District Council will also consider the removal of permitted development rights, and may impose a condition or require an obligation under Section 106 of the Town and Country Planning Act, to ensure that the dwelling cannot be sold separately to the agricultural or forestry unit without the express consent of the authority.**

**Existing dwellings on the unit which are not subject to occupancy conditions, but which are under the control of the**

**applicant and are needed in connection with the operation of the unit may have similar conditions imposed, or require obligations to be entered into if additional dwellings are approved.**

**Wherever possible, such dwellings should be sited within, and designed in relation to the main farm building complex, or a nearby group of dwellings.**

- 7.75 In the case of temporary dwellings to support a new activity, the advice contained in PPG7 (Annex I, paras.114 & 115) will be a material consideration.
- 7.76 In considering applications, regard will be had to existing accommodation on the farm unit. Where approval is given for an additional dwelling and an existing dwelling is shown to be necessary for the proper operation of the unit, then the applicant will be expected to agree to the retention of this existing accommodation for use with the farm unit. If part of the justification for a new dwelling is the erection of new livestock or other buildings, the applicant will, in appropriate circumstances, be expected to agree to the tying of the two proposals by way of a planning obligation.
- 7.77 Changes in the scale and character of agriculture and forestry may affect the longer term requirement for dwellings subject to occupancy conditions. Applications for the removal of occupancy conditions will be considered on the basis of a realistic assessment of existing need.
- 7.78 Convincing evidence of the absence of such need will have to be provided with any application for the removal of an occupancy condition. This should include evidence to demonstrate that the dwelling has been actively marketed by an estate agent for a reasonable period, at a price which reflects the existence of the occupancy condition, and that no interest has been expressed from within a reasonable travelling distance.
- 7.79 The District Council considers that in this instance, twelve months would represent a reasonable period. The locality, as referred to in Policy AG.3, is taken to mean within the District, or its adjoining Parishes.

### **Policy AG.3**

**The removal of an occupancy condition will only be permitted where it has been proven through the marketing of the property, that there is no long term need for a dwelling on the unit or in the locality, for a person solely or mainly employed in agriculture or forestry, or a widow or widower of such a person, and any resident dependents.**

**Agricultural  
and Forestry  
Workers'  
Dwellings -  
Removal of  
Conditions**

## New Agricultural Buildings

- 7.80 As with any developing enterprise the requirements for building on a farm are likely to change over time with new working methods, modern machinery and technological innovations. Agriculture has enjoyed a privileged position in the planning system, which meant that most farm units have had considerable freedom from the need to obtain planning consent for substantial developments.
- 7.81 In January 1992 restrictions on permitted development rights were introduced, together with a determination system which requires prior notification of proposals to be submitted to the Local Planning Authority. The Local Planning Authority may, on receipt of such proposals, give notice that formal approval of the details is required.
- 7.82 The objective of introducing these tighter controls is to ensure that significant agricultural developments, which are often located in sensitive open countryside areas, do not damage the landscape, archaeological sites or areas of nature conservation interest.
- 7.83 The District Council supports these controls and believes that through the careful siting and design of buildings the legitimate needs of agricultural development can be accommodated within the District. In accordance with guidance in PPG7 (para.2.11), account will be taken of feasibility and cost constraints when appraising proposals for new agricultural buildings; together with the importance that such buildings should have regard to their context, including local building traditions and materials, visual impact, and the degree to which their design maintains or enhances local distinctiveness. Particular attention is drawn to the need for development to accord with Policies AG.4, D.3, D.5, D.11, LA.1 and TR.9 of the Local Plan.

### Policy AG.4

#### New Agricultural Buildings

**Proposals for the erection of new agricultural buildings will be permitted where the need for the building(s) is proven. The building(s) should:**

- i) be sited adjacent to existing farm buildings rather than in isolated positions;**
- ii) be designed and sited so as to minimise any detrimental effects on the amenities of nearby dwellings, particularly where the proposed use may give rise to noise, dust, fumes, vibration, smell or other pollution;**
- iii) complement the materials and style of adjacent buildings;**
- iv) in the case of cladding, exhibit attention to detailing and appropriate dark colours in order to help assimilate the building into the local environment;**
- v) avoid the use of reflective materials.**

## Intensive Livestock Units

- 7.84 Very careful consideration will be given to proposals for intensive livestock units, such as chicken rearing units. The scale of the units which are often more akin to industrial buildings makes their location and assimilation into the landscape of the open countryside a difficult task. Problems also can arise in the form of adverse impacts on neighbouring residential and other buildings occupied by people, by reason of odours and noise. Proposals must achieve adequate separation distances. An environmental assessment, including details of the proposed methods and effects of effluent disposal, may be required. Particular attention is drawn to the need for development to accord with Policies AG.4, D.3, D.5, D.11, LA1 and TR.9 of the Local Plan. Intensive livestock units may be subject to Integrated Pollution Prevention and Control Regulations.

### Policy AG.5

**Proposals for such new or extended intensive livestock units, which are subject to planning control must be located at a sufficient distance from buildings unrelated to the use to ensure that such buildings are not unduly affected by noxious or offensive smells. Proposals must also include satisfactory arrangements for the disposal of waste and effluent.**

**Intensive  
Livestock  
Units**

- 7.85 Livestock units can give rise to environmental nuisances. Proposals for developments, such as residential (other than agricultural workers' dwellings) which may be subject to such nuisance will be carefully examined where they are in close proximity to livestock units. Consideration should include the possibility of future pressure to curtail the farming activity.

### Policy AG.6

**Proposals for housing, offices and other sensitive developments occupied by people which are in close proximity of livestock units, will be subject to special consideration. Where those developments would be subject to significant adverse environmental impact from the livestock units they will not be permitted.**

**Development  
Adjacent to  
Livestock Units**

## Farm Shops

- 7.86 Traditionally many farms have sold produce grown on the farm to the general public, sometimes from part of the farm buildings and in more recent years from 'farm shops'. With the pressures for agricultural diversification increasing many more farmers are looking towards such developments as a means of generating income, particularly in an area with a large urban market in the form of the West Midlands Conurbation and the District's main towns close by.
- 7.87 As a general guiding principle the District Council would wish to see any farm shop developments located within the existing farm building complex in order to minimise impact on the open countryside and to utilise existing highway accesses where suitable.

- 7.88 The range of goods sold at farm shops should be limited to agricultural produce originating predominantly from the farming unit and its immediate environment, and to non-local agricultural produce needed to overcome the problems of seasonality; provided that non-local agricultural produce does not predominate. The sale of non-local agricultural produce (i.e. produce originating from beyond the farm unit and its immediate environment) should therefore be subsidiary to the sale of local agricultural produce. The sale of wider ranges of goods represents general retailing, which is regarded as inappropriate to farm shops.

## Farm Shops

### Policy AG.7

**Where planning permission is required, farm shops will be permitted provided they are primarily for the sale of produce which is grown in the locality. Appropriate conditions may be imposed on any permission to limit the range of goods to be sold.**

**Proposals must comply with all other relevant policies in the Plan, including Policy AG.8, and Policy GB.1 in the case of sites within the Green Belt.**

**Proposals should, wherever possible, utilise existing buildings within the farm complex.**

## Farm Diversification

- 7.89 Farm diversification is an increasingly important aspect of the rural economy. It is now acknowledged that diversification into non-agricultural activities is vital to the continuing viability of many farm businesses. The District Council recognises this, and is prepared to be supportive of well-conceived farm diversification projects, provided that they are of a scale well related to their location. Activities such as food processing or packing are related to agriculture, but may in effect be commercial operations. Engineering workshops or services may also be related to the needs of agriculture, but offer a range of industrial services. Sport and leisure activities, employment uses and tourist facilities are also common types of diversification.
- 7.90 Development associated with farm diversification should reuse existing buildings wherever possible. New buildings should be of a small individual and cumulative scale, of a design appropriate to their rural surroundings, and satisfy sustainable development objectives.

**Policy AG.8**

**Proposals for activities or facilities for farm diversification should:**

- i) not have a detrimental impact on the environment;**
- ii) reuse existing buildings wherever possible; or involve the construction of new buildings of a small individual and cumulative scale, of a design appropriate to their rural surroundings, and satisfy sustainable development objectives;**

**and**

- iii) not conflict with other policies in the Plan.**

**Farm  
Diversification**

## RE-USE AND ADAPTATION OF RURAL BUILDINGS

### Introduction

- 7.91 The re-use and adaptation of existing rural buildings is an important planning consideration. It can play an important role in meeting the needs for commercial and industrial development, as well as tourism, sport and recreation. It can also reduce the demand for new buildings in the countryside, provide jobs, and help to secure the future of buildings, which may otherwise become vacant or derelict.
- 7.92 PPG7, in paragraphs 3.14 - 3.17 and Annex G, sets out the government's policy framework for the re-use of rural buildings. Further strategic policies are included in the Conservation of Town and Country, and Development Chapters of the adopted Worcestershire County Structure Plan 1996-2011. In principle, there is no objection to the re-use of buildings in rural areas, subject to detailed policy considerations.
- 7.93 With the changing structure of the rural economy and changing patterns in agriculture, many agricultural and other rural buildings are becoming surplus to modern day requirements. In many cases the buildings are structurally sound substantial buildings built of traditional local materials which with the passage of time have mellowed into the rural scene. Some of the older historic farm buildings are Listed as being of architectural or historic interest. Most are not, yet may nevertheless be worthy of retention, and some may require a new use to ensure their long-term upkeep.
- 7.94 In utilising these rural buildings, it is important to ensure that their architectural characteristics are not destroyed through conversion and in many instances industrial or commercial uses provide a more sympathetic use for such buildings than the much sought after residential use. When considering proposals for industrial or commercial conversions, wider environmental and sustainability considerations such as the economic, social, ecological and visual impact, the need to maintain the openness of the Green Belt, the need to safeguard the amenity of residential property, and the need to ensure that access and traffic can be safely accommodated must be taken into account. Where the openness of the Green Belt or the landscape character of the surrounding countryside, or the setting, architectural qualities or conservation value of the buildings is considered vulnerable to future development that may have a material adverse impact, the Council will consider removing permitted development rights by imposing a condition on any planning permission.

### Traditional and Non-Traditional Buildings

- 7.95 Agricultural and other rural buildings take a variety of forms, e.g. barns, cart sheds, granaries, stables, dovecotes, mills, milking parlours, and livestock units. Broadly speaking, they can be divided into three types:

#### Traditional agricultural:

These are normally vernacular buildings, typically with stone or brick walls, timber roof supports and roofs clad with plain tiles or slates. Some older examples may be timber framed. They have high amenity, architectural, historic or cultural value, and outstanding examples may enjoy the protection of Listed Building status.

#### Non-traditional agricultural:

These are normally prefabricated permanent buildings erected for agricultural purposes. Typically they have concrete, metal, asbestos and wooden boarded



components. They have little or no amenity, architectural, historic or cultural value but are of value to the agricultural industry. Therefore, any proposals for re-use should reflect their intended function. None of these would normally be Listed Buildings.

#### **Other rural:**

These are other buildings of permanent construction, not erected for the purposes of agriculture. Examples include storage facilities or community buildings.

#### **Policy RB.1**

**Within rural areas, agricultural and other rural buildings will be acceptable for conversion to other uses, provided that:**

- i) the building(s) are of permanent and substantial construction, of a form, bulk and general design in keeping with their surroundings;**
- ii) they are of a size suitable for re-use without extensions or extensive alterations, or the addition of new buildings within the curtilage;**
- iii) they are structurally sound, and in a condition capable of re-use without significant building works or complete reconstruction and in the case of residential proposals, the buildings are of an appropriate form for the intended use;**
- iv) the conversion works would have no significant detrimental effect on the fabric, character or setting of the building;**
- v) satisfactory access arrangements can be made;**
- vi) the proposal does not lead to the dispersal of an activity, which would have an avoidable adverse impact on the local economy, or prejudice the vitality of nearby towns or villages;**
- vii) they do not involve the conversion of domestic outbuildings**

**The District Council will consider the removal of permitted development rights for such buildings by the imposition of a condition on any planning permission.**

#### **Re-use and Adaptation of Rural Buildings - Conversion Criteria**

7.96 The Design chapter of the plan contains further details regarding general design principles and considerations.

## Appropriate Uses

- 7.97 There is significant pressure for the conversion of rural buildings for residential use, However, such conversions create little or no benefit to the rural economy or community, and may be difficult to integrate into a building without changing its character. PPG7 states that the conversion of rural buildings for industrial or commercial uses often generate the widest benefit to the community, and that the conversion of buildings in those uses to residential use may have an adverse impact on the local economy. Consequently, local planning authorities should consider the needs of their areas for both business and residential conversions. In the light of this guidance, it is the District Council's view that wherever possible, priority consideration should be given to business and commercial uses in preference to residential use. There are, however, some buildings which may only be suitable for conversion to residential use. Sustainability considerations apply to the consideration of the suitability of any proposals. The considerations set out in paragraph 3.14 of PPG7 apply to any proposals for the re-use and adaptation of rural buildings. Proposals involving the conversion of non-traditional and other rural buildings, must include evidence that the property has been actively and reasonably marketed for business or other commercial uses for a period of no less than 6 months.

### Policy RB.2

**Proposals for the re-use and adaptation of rural buildings must be accompanied by justification that a reasonable effort has been made to secure a suitable business or commercial use, or that this is not practical, before residential use is considered. The marketing of non traditional buildings will be subject to particular scrutiny**

**Re-use and  
Adaptation of  
Rural  
Buildings -  
Appropriate  
Uses**

## Impact of Existing Uses

- 7.98 There is significant potential for existing land uses to cause environmental nuisances and disturbance, which may affect the occupants of converted agricultural buildings. Farming and other rural activities can create potential problems such as odours, noise, slurry run-off and flies. It is therefore important to consider the potential impact of nearby existing land uses to ensure that the occupants of converted buildings are not subjected to unacceptable hazards.

### Policy RB.3

**Proposals for the re-use and adaptation of rural buildings will only be permitted where it can be shown that future occupants will not be subject to unacceptable environmental nuisances and disturbance from nearby agricultural operations or other incompatible uses.**

**Re-use and  
Adaptation of  
Rural  
Buildings -  
Impact of  
Existing Uses**

## Operational and Amenity Space

- 7.99 All converted agricultural and other rural buildings require external operational space in order to gain access and provide private amenity space. If such space cannot be separated from other operations and activities in the vicinity, there may be conflicts between land uses. Minor alterations to allow access may be acceptable, but in general major operations should be avoided. Any alterations should not harm the environment, including the setting of the building to be converted.

### Policy RB.4

**The creation of a residential curtilage or other operational space around the building must not have a detrimental impact on the quality or character of the countryside, or the setting of the building(s). The external operational space of re-used rural buildings should be kept separate from that of nearby incompatible activities, but should not require construction of extensive new access roads or servicing areas.**

Re-use and  
Adaptation of  
Rural Buildings  
- Operational  
Space

- 7.100 The setting of agricultural and other rural buildings, particularly traditional buildings, forms an important part of their character. In certain instances, a clear division between a building and the landscape might be a desirable quality to maintain, particularly for the conversion of isolated buildings, e.g. field barns. Where outdoor space is to be provided in association with a conversion, its extent and positioning might have to be regulated so as not to impair the setting, for example, with agricultural buildings are centred around a courtyard, it may be possible to locate amenity space on the inner edge of the development leaving the character and appearance of the outer elevations relatively unchanged.

## Extensions

- 7.101 The re-use of rural buildings is subject to the criteria set out in Policy RB.1 above. The granting of any planning consent is regarded as exceptional circumstances, particularly in the Green Belt, by virtue of the fact that the building already exists. Any proposal for the extension of a dwelling created through conversion would result in conflict with criteria ii) of Policy RB.1, which states that the building must be suitable for re-use without extension. The subsequent extension of such buildings is therefore inappropriate.

### Policy RB.5

**Proposals for the erection of new curtilage buildings, or extensions to dwellings created through the re-use and adaptation of rural buildings will not be permitted. Such proposals are contrary to criteria ii) of Policy RB.1.**

Re-use and  
Adaptation of  
Rural  
Buildings -  
Extensions  
and Curtilage  
Buildings

## Nature Conservation

- 7.102 Many rural buildings, particularly traditional types, provide a habitat for wildlife. In some cases, the buildings may have been designed so as to actively encourage such habitation, e.g. by barn owls; but habitation by other species is also common, e.g. by bats. In many instances, such species enjoy statutory protection. It is therefore important to preserve, and where possible enhance traditional habitats.

### Policy RB.6

**Conversions of agricultural and other rural buildings should retain, and where appropriate, make new provision for habitation by nesting owls, or statutorily protected species. In the case of buildings where protected species are present, Policy NC.4 will apply.**

**Provision for  
Protected  
Species**

## Listed Buildings

- 7.103 Many agricultural or other rural buildings enjoy Listed Building status. At present such Listings only relate to traditional buildings. In the past, many of the District's Listed agricultural buildings that have been converted for alternative uses have subsequently been de-listed, and the District Council wishes to prevent this from recurring. It is important to ensure that the special architectural or historic interest of Listed agricultural buildings is not adversely affected by proposals for conversion for alternative uses.

### Policy RB.7

**Proposals for the re-use and adaptation of Listed rural buildings, which would result in the special architectural or historic interest of that building being adversely affected, will not be permitted.**

**Listed  
Buildings**

## Planning Applications and Accompanying Information

- 7.104 It is important that both the planning application and accompanying information are of sufficient detail and scope for the District Council to determine the application in accordance with the policies of the Local Plan, and to avoid delay in considering such an application whilst additional information is obtained. Planning applications for the re-use and adaptation of rural buildings must be accompanied by the following as a minimum:
- a) a structural report, prepared by a suitably qualified person, detailing the present structural condition of the building and any structural work necessary to carry out the proposed development;
  - b) plans of the existing and proposed elevations, floor layout and sections, at a scale of not less than 1:100 and clearly indicating any new or replacement components;

- c) details of any owls, bats or other statutorily protected species occupying the buildings, together with how they are to be safeguarded during and following development;
- d) a plan of sufficient detail indicating the proposed curtilage of the development and, how or if, it will be defined on the ground;
- e) where appropriate, a history of the building detailing when it was constructed and its original, and subsequent functions;
- f) details of any tenancy of the building; and
- g) if the building is a traditional type, details of what efforts have been made to secure an appropriate non-residential use.

## CHALETS

### History

- 7.105 Within Wyre Forest District there are approximately 380 known properties described as 'shacks' or 'chalets'. These are buildings constructed of materials of less than average permanency and used for residential occupation. Most of them were built in the 1920s and 1930s in response to a post War housing shortage which was exacerbated by the Second World War, during which many owners took up permanent occupation. Further chalets were built after the war, but before the 1947 Town and Country Planning Act began to be used as a means of control. Hence the majority of chalets are "pre-Act". However, most are now used as holiday homes.
- 7.106 In planning terms, the presence of chalets is recognised due to their physical existence. Each one is individual, and most have no conditions restricting the time of year during which they may be occupied. Many are in locations inappropriate for permanent residential occupation due to their comparative remoteness and poor accessibility. Most are certainly not in what is now regarded as sustainable locations. Many chalets appear to be permanently occupied throughout the year, although it is doubtful that this was originally intended. They are therefore regarded as dwellings for development control purposes.
- 7.107 It is recognised that existing chalet sites make a contribution to the stock of holiday accommodation in the District, and to its recreational image, but there is a need to control their development in order to arrest:
- the visual impact of chalet sites on the Green Belt and Landscape Protection Areas;
  - the evolution of chalet sites into permanent residential areas for which planning permission would not have been given in such sensitive locations, or in flood plains.

### Distribution

- 7.108 Of the 380 chalets in the Wyre Forest District, approximately 78% are situated in the Severn Valley itself, the largest concentrations being at Hill Farm including Severn Meadow, Northwood Lane, Bewdley; Hawkbatch Farm in the Parish of Upper Arley on the west bank of the Severn opposite Hill Farm; and Hungry Hill Farm in the north west corner of Upper Arley. Smaller concentrations are to be found at Pound Green and Far Forest. All are in areas of planning constraint where development is controlled by landscape protection policies, and those to the east of the River Severn are under the additional control of Green Belt policies. The nature of their construction and materials means that the chalets are particularly intrusive features in the landscape. The Hill Farm and Hawkbatch Farm sites are very prominent within the Severn Valley itself, and the higher, more easterly parts of Hill Farm intrude into the panoramic vista from Long Bank west of Bewdley. Although most of the individual chalet plots are well vegetated, the sites contain few mature trees of any screening value, with the exception of the Hungry Hill Farm site.

### Occupation

- 7.109 Historically the chalets have been used at weekends and during the summer by holidaymakers, but there is increasing evidence of their use for permanent occupation. Many occupants are of retirement age and may have built or bought their chalets many years ago as holiday homes to which they have now retreated. Some chalets have been made permanent by erecting a brick skin on the outside, and many have been improved to standards required for permanent occupancy.

- 7.110 In seeking to retain some of the original characteristics of the holiday chalets, and to enhance the quality of the chalet sites' environment the Council will encourage and support a high standard of repair and maintenance. For the purposes of Policies CH.1 - CH.4, the term "older chalets" shall be taken to mean chalets listed in the Council's Shacks Site Survey, as updated in 1992.

### Extensions and Improvements

- 7.111 Many of the chalets, which have been extended at some time in their history, have already used up their Permitted Development Rights. Some have been brick skinned and taken on the character of permanent dwellings in the countryside. Planning permission would be required for any further extensions beyond Permitted Development.

#### Policy CH.1

**Extensions to older chalets lawfully occupied on a permanent basis will be limited to those permissible under permitted development rights. Proposals for larger extensions will only be permitted where they would:**

- i) enhance the appearance of the existing chalet in relation to the site as a whole and the surrounding landscape; and**
- ii) have no significant adverse impact on the amenity of adjacent chalets; and comply with all other relevant policies of the Local Plan.**

**Improvements will be considered on their merits according to their impact on the existing and adjacent structures, the site as a whole, and the landscape.**

#### Extensions and Improvements to Permanently Occupied Chalets

Note 1: In this context "original" does not mean previous or existing, but as is assigned in the Town and Country Planning (General Permitted Development) Order 1997.

Note 2: Many chalets will have already been extended up to and beyond the 70 cubic metres limit and will therefore have no further capacity for extension.



**Policy CH.2**

**Extensions to older chalets, which are holiday chalets subject to limited occupancy conditions, will not be permitted unless they would:**

**Extension to  
Holiday  
Chalets**

- i) enhance the appearance of the existing chalet in relation to the site as a whole and the surrounding landscape; and**
- ii) have no significant adverse impact on amenity of adjacent chalets; and comply with all other relevant policies of the Local Plan.**

### **Changes of Use from Limited to Permanent Occupation**

7.112 Pressures to further extend and modernise holiday chalets exists, and could lead to the chalet sites evolving into permanent residential estates. This would be highly undesirable because they are usually located in areas of Green Belt and/or Landscape Protection Areas where residential development would not normally be permitted. Furthermore, they are not in what is now regarded as sustainable locations, often with the following accessibility problems:

- poor access roads, often rough tracks, which become boggy and rutted in winter;
- standards of car parking and private amenity space are inconsistent with those required for permanent residential development;
- remote from fixed services (shops, schools etc.);
- difficult and costly for mobile services to reach (e.g. refuse collection, fire, medical etc.);
- liable to flooding.

**Policy CH.3**

**Change of use of an older holiday chalet to permanent residential occupation will not be permitted unless:**

**Change of  
Nature of  
Occupation**

- i) the access roads are suitable for use during all seasons, and are of an adequate standard to provide for vehicles used by the refuse collection and emergency services;**
- ii) the chalet is provided with car parking facilities to the standards required for permanent residential accommodation;**
- iii) the chalet is located conveniently for shops, schools and other community facilities, or for regular and frequent**

**public transport services giving access to those facilities;**

- iv) the chalet is constructed of permanent materials, and not liable to flooding;**
- v) the proposal complies with all other relevant policies of the Local Plan.**

## Replacement

7.113 New development within the Green Belt is not permitted except in very special circumstances (see Policies GB.1 and GB.2). Most chalet development took place prior to the establishment of planning legislation. If legislation had been in place at the time, the erection of holiday chalets, which were developed from a range of temporary structures and unaesthetic materials, in prominent locations in areas of high quality landscape, would not have been allowed. It is the Council's aim to reduce the adverse visual impact made by chalet development in Landscape Protection Areas.

### Policy CH.4

## Replacement

**The replacement of an older chalet by another chalet, caravan or mobile home, will not be permitted unless the replacement would result in a reduction in the visual impact on the landscape, and the proposal would comply with other relevant policies of the Plan. Any planning permission granted for a replacement chalet will be subject to conditions restricting its occupation to holiday use only.**

**Proposals for the replacement of chalets by permanent brick built structures will be refused.**

Note 1: Under the Caravan Sites and Control of Development Act 1960, as amended, a caravan is defined as "capable of being moved by towing either on wheels or a transporter."

Note 2: The development of new holiday chalet sites is controlled by (Policy TM.5.).

## DEVELOPMENT INVOLVING HORSES

### Introduction

7.114 High standards of design, construction and maintenance of buildings, and care of land are necessary to ensure that equestrian activities (sometimes referred to as "horsiculture") do not have an adverse impact on the countryside, and to ensure that the horses involved are well housed and cared for. The keeping of horses and the erection of stables can, in some cases, significantly change the character of rural areas, and detract from the landscape. The treatment of boundaries and screen planting are therefore important planning considerations. Intensive use of land and bridleways can also damage sensitive sites. Annex F of PPG7 sets out the national planning policy guidance context for equestrian development.

7.115 Planning permission is not needed for the use of land for agricultural purposes. However, the definition of agriculture in Section 336 of the Town and Country Planning Act 1990 included "the breeding and keeping of livestock" and "the use of land as grazing land". The term "livestock" relates only to animals bred or kept for agricultural purposes. Land can only be said to be used for grazing horses if they are turned onto it primarily for feeding them from it, but not for any other purpose such as exercise or recreation. Unless horses are kept as agricultural livestock, or are grazed on land, planning permission is required for the use of land for equestrian activities, or the keeping of horses.



7.116 Similarly, buildings used for the housing of horses used in farming are regarded as agricultural permitted development. Stables or loose boxes within the curtilage of a dwelling (i.e. in a large garden, but not a separate paddock) for horses kept as pet animals enjoy permitted development rights, as they are for the domestic needs or personal enjoyment of the dwelling house. Commercial equestrian uses generally have a greater and more extensive impact on the Green Belt than private equestrian activities.

#### Policy EQ.1

**The development of commercial equestrian uses in rural areas, such as riding schools and arenas, stud farms, racing or livery stables will be carefully controlled. Proposals for such uses will be rigorously examined to assess their impact, individually and cumulatively, on the purposes and visual amenity of the Green Belt, and on the local highway network, including bridleways.**

**Within the Green Belt, applications will be assessed against the criteria listed in Policy GB.2, and where there is conflict with any of these criteria, proposals will not be permitted.**

**Development  
for  
Commercial  
Equestrian  
Activities**

## Leisure Stables

- 7.117 Buildings for the housing of horses not within domestic curtilages require planning permission. The British Horse Society's standard size for a loose box is 3.5 metres x 3.5 metres, and it is considered reasonable to limit private individual keepers of horses to a maximum of two loose boxes, and a store room within one structure which would accommodate two horses and their provisions. Consequently, the District Council considers that the maximum size for stables for leisure uses should be 3.5 metres x 3.5 metres x 11 metres (equivalent to approximately 12ft x 12ft x 36ft).

### Stables and Field Shelters for Leisure Activities

#### Policy EQ.2

**Development involving horses kept for leisure purposes should have a minimal adverse impact on the countryside. Proposals for stables and field shelters will only be permitted where they are:**

- i) sited within or immediately adjoining an existing farm buildings complex, or failing that, alongside a hedgerow or other landscape feature which affords substantial screening; and**
- ii) provided with a safe highway access, the construction of which is environmentally acceptable; and**
- iii) constructed using good quality appropriate materials such as timber cladding, and designed clearly for their intended purpose.**

**Where proposals involve the erection of stables on a temporary basis, any planning permission granted will be temporary, with an appropriate condition requiring the removal of those buildings when the permission expires.**

- 7.118 In all cases, appropriate landscaping proposals must form an integral part of any planning application. The creation of new hedgerows should be an important consideration, to soften and in time replace the timber fencing often used to separate paddocks. Careful consideration will be given to the impact of proposals on the landscape character of the surrounding area, and in particular the cumulative impact of stables and field divisions. Relevant conditions may be imposed on planning permissions where necessary.

#### Policy EQ.3

**Proposals for development involving horses, which individually or cumulatively adversely affect the quality and character of the landscape, will not be permitted.**

### Landscape Impact of Development Involving Horses

# HERITAGE

## Heritage Aim

8.1 The key aim of the Local Plan in relation to Heritage is:

**“to safeguard and enhance the distinctive historic environment of the District.”**

## Heritage Objectives

8.2 To further this aim, the Heritage objectives of the Local Plan are:

### **Objective 32: Conservation Areas**

To preserve and enhance conservation areas, and the District's listed buildings.

### **Objective 33: Local Distinctiveness**

To safeguard the particular characteristics of the District's urban and rural environments that are unique, or commonly associated with the District.

### **Objective 34: Conservation**

To promote appropriate development which secures the beneficial re-use and enhancement of historic buildings and environments.

## Introduction

8.3 Wyre Forest District contains a variety of heritage interests, including buildings, areas, monuments, landscapes and archaeology.

8.4 Legal provisions and other guidance on heritage relevant to the planning process include the Planning (Listed Buildings and Conservation Areas) Act 1990; the Ancient Monuments and Archaeological Areas Act 1979; PPG15 (Planning and the Historic Environment); PPG16 (Archaeology and Planning); and the Worcestershire County Structure Plan 1996-2011.

8.5 These provisions and guidance refer to several heritage issues local planning authorities should have regard to when preparing local plans, including the following:

- Buildings and structures
- Areas of architectural or historic interest
- Archaeological sites
- Historic landscapes
- Conservation and management of the above
- The finite nature of heritage interests

8.6 The Local Plan seeks to address these issues and to ensure that, in accordance with principles of sustainability, the heritage interest of the District is conserved and perpetuated.

## STATUTORILY AND NON-STATUTORILY LISTED BUILDINGS AND STRUCTURES

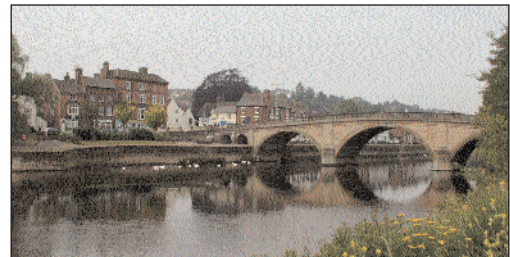
- 8.7 There are two types of listing protection that may be conferred on buildings and structures, as follows:

### Statutorily Listed Buildings and Structures:

- 8.8 Buildings and structures may be statutorily listed by the Secretary of State under the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990 (Section 1). Such buildings and structures may be publicly or privately owned, and are classified into three grades depending upon their architectural or historic interest, as follows:

Grade I:	exceptional interest.
Grade II*:	particularly important.
Grade II:	special interest, warranting every effort being made for their preservation.

- 8.9 The District presently contains six list entries of Grade I, twenty-five of Grade II\*, and six hundred and fifty five of Grade II; amounting to six hundred and eighty six list entries in total. Each list entry may relate to more than one individual building, and hence the District contains in excess of nine hundred individual listed buildings and structures. Such listed buildings vary greatly in nature and age, including for example, cottages, farm buildings, country houses, carpet manufacturing premises, bridges, canal structures and telephone boxes.



*Grade I Listed Bewdley Bridge*

- 8.10 Listed Building Consent is required for the demolition, alteration or extension of a statutorily listed building or structure, including those within its curtilage; together with works of repair which it is not proposed to undertake on a like-for-like basis. PPG15 advises there is a general presumption in favour of the preservation of statutorily listed buildings, except where a convincing case can be made out for demolition or alteration. PPG15 and the Worcestershire County Structure Plan 1996-2011 urge particular care in relation to considering all proposals that would affect statutorily Listed Buildings.

### Non-statutorily Listed Buildings and Structures:

- 8.11 PPG15 advises that it is open to local planning authorities to draw up lists of locally important buildings and formulate local plan policies for their protection. In this respect, the District Council is currently in the process of compiling a Local List of Buildings and Structures and would aim for early completion, in consultation with relevant bodies, and would review the List from time to time.
- 8.12 Locally listed buildings and structures do not enjoy the full protection of statutory listing, because inclusion on a local list does not carry with it a requirement for Listed Building Consent. However, where feasible and appropriate, proposals for development and other works will be regulated, requested or encouraged for their conservation; including their sympathetic repair, alteration, extension or conversion. In Conservation Areas, Conservation Area Consent is required for the demolition of buildings and structures not statutorily listed; and there are limitations to normal permitted development rights. In order to help preserve locally listed buildings and



structures, legal provisions exist for the District Council to make Article 4 Directions limiting permitted development rights, as appropriate.

- 8.13 It should be remembered old buildings and structures represent a precious and finite asset, and are powerful reminders of the work and life of earlier generations. The richness of this heritage plays an important part in our sense of national and local identity, and distinctiveness. Even where buildings and structures are classifiable by for example, style or type, they may have variations of design and detailing which make them unique. Some locally listed buildings will form part of the record of buildings associated with the carpet manufacturing industry, for which the District became internationally famous during the nineteenth and early twentieth centuries; and their conservation will be considered particularly important.



*Town Hall, Kidderminster*

- 8.14 The preservation of buildings and structures in situ is generally the preferred option but where exceptionally this is not possible, relocation may be acceptable. Consent for demolition will not be given simply because redevelopment is economically more attractive than repair and reuse, or because a developer's acquisition price reflected redevelopment. The willingness of a developer to relocate a listed building, and redevelop its site, will not automatically lead to the approval of a planning application to undertake development.

### **Policy LB.1**

**Development that would have an adverse effect on a statutorily or non-statutorily listed building or structure, its curtilage, setting, or a building or structure within its curtilage considered to have protection of listing, will not be permitted, unless it is clearly demonstrated the following criteria are met:**

- i) there are no reasonable alternative means of meeting the need for the development appropriate to the level of importance of the listed building or structure;**
- ii) the reasons for the development outweigh the individual importance of the listed building or structure, its importance as part of a group and to the local scene, and the need to safeguard the wider stock of such buildings or structures; and**
- iii) in the case of proposals for demolition:**
  - a) all reasonable efforts have been made to sustain existing uses, find viable new uses for the building or structure, market it, or otherwise preserve it in charitable or community ownership;**

**Development  
Affecting a  
Listed  
Building**



**b) it includes appropriate proposals for its relocation where physically feasible; and**

**c) it includes detailed and appropriate proposals for redevelopment that would produce substantial benefits to the community, together with clear evidence the redevelopment will proceed; or**

**d) it is wholly beyond repair and includes detailed and appropriate proposals for redevelopment, together with clear evidence the redevelopment will proceed.**

### Repairs, Alterations, Extensions and Conversions

8.15 Most buildings and structures will require repairs from time to time, and many will be subject to proposals for alterations, extensions or conversions. Buildings and structures vary greatly in the extent to which they are able to accommodate change without loss of interest. Repairs should attempt to retain original fabric and only introduce new fabric that matches the original. Many traditional materials and features common to the District are still readily available, such as grey slates, clay plain tiles, oak timbering, lime mortar; or can be readily made by specialists, such as sash windows, panelled doors, barge boards, and custom bricks and mouldings. Alterations and extensions should normally harmonise seamlessly with the existing building or structure, its curtilage and setting; rather than breaking with the existing design, style, materials or proportions. Conversions should fit into a building's existing character rather than adapt it; be easily and substantially reversible to its earlier state; and otherwise compatible with the fabric, interior and setting. The reuse of vacant rooms and floors over shops, and of valued redundant buildings, will be encouraged where it does not conflict with the preceding objectives or other policies in the Local Plan.

8.16 The District Council has commissioned three leaflets providing advice on the repair and maintenance of buildings and structures, as follows:

- Looking After Your Old Buildings.
- Conservation and Renewal of Timber Windows.
- Pointing With Lime Mortars.

8.17 It is anticipated that other leaflets will be commissioned or prepared in due course. Further relevant guidance is contained in the statement Conversion of Historic Farm Buildings (1993), and the leaflets Dormer Windows and Sash Windows, produced by English Heritage; BS7913 (Principles of Conservation of Historic Buildings); and guides to restoration and maintenance produced by the Georgian Group, Victorian Society, and the Society for the Protection of Ancient Buildings.



*Tontine Buildings, Stourport-on-Severn*

**Policy LB.2**

**Repairs, alterations, extensions and conversions of statutorily and non-statutorily listed buildings and structures must meet the following criteria:**

- i) minimise the loss of, impact upon and be compatible with, the historic fabric;**
- ii) utilise materials, bonding styles and finishes similar to the original (including the reuse of existing materials) or where this is not feasible, otherwise match them as closely as possible;**
- iii) use traditional techniques of repair or where they would prove inadequate, use compatible and proven modern techniques;**
- iv) avoid artificial materials, including uPVC and plastic tiles;**
- v) avoid introducing features alien to the building or its period;**
- vi) be of similar style;**
- vii) not involve gutting of interiors or redevelopment behind retained facades; and**
  - a) in the case of extensions, be complementary in proportion, plan and detailing; and**
  - b) in the case of conversions, only involve physical works that are substantially and easily reversible, and retain the original internal and external character and fabric;**
  - c) otherwise harmonise with the building or structure, its curtilage and setting.**

**Repairs,  
Alterations,  
Extensions and  
Conversions**

## Fixtures and Fittings

- 8.18 There are many modern fixtures and fittings that look out of place on historic buildings. They may also damage the fabric of a building or be difficult to remove. Examples include automated teller machines (cash-points), satellite antennae, CCTV cameras, burglar alarms, lighting, canopies, security shutters, advertisements, extractor fans, and flues. Particular care needs to be exercised over their design, siting and application.

### Fixtures and Fittings

#### Policy LB.3

**The application or installation of fixtures and fittings alien to the date, design or fabric of a statutorily or non-statutorily listed building or structure will not be permitted, unless they would:**

- i) be inconspicuously sited and proportioned;**
- ii) be sympathetically styled, coloured and finished;**
- iii) minimise the loss of and impact upon historic fabric;**
- iv) be easily reversible; and**
- v) otherwise harmonise with the building or structure, its curtilage and setting.**

## Parks and Gardens

- 8.19 PPG15 advises that parks and gardens associated with statutorily listed buildings form an important component of their character and interest. This will also be considered important in relation to non-statutorily listed buildings. It will include large and small gardens and plots; and front, side and rear gardens. Such parks and gardens should be retained substantially undeveloped. Features to be conserved will include the historic plan, topography, vegetation, structural and decorative features, boundary features, and water features.



*Harvington Hall*

- 8.20 Further matters relating to parks and gardens are dealt with in Policy HL.1.

### Parks and Gardens

#### Policy LB.4

**Parks and gardens associated with statutorily and non-statutorily listed buildings should be retained substantially undeveloped, and their special features conserved.**

## New Development Affecting the Setting of Listed Buildings

- 8.21 Where occasionally there is scope for new building next to statutorily and non-statutorily listed buildings, and in their setting, careful consideration needs to be given to ensuring it fits in harmoniously. Matters of style, materials, proportion, plan and siting are considered particularly important. Limited contemporary detailing may be acceptable but care should be taken to ensure it is harmonised with and is not incongruous to the historic building, its curtilage or setting.
- 8.22 Issues relating to development in Conservation Areas are dealt with in Policy CA.1.

### Policy LB.5

**New buildings and structures affecting the setting of a statutorily or non-statutorily listed building, must:**

- i) relate well to them in terms of design, style, materials, proportion and plan: and**
- ii) otherwise harmonise with the building or structure, its curtilage and setting.**

**The introduction of contemporary detailing may be acceptable but must not be incongruous to the statutorily or non-statutorily building or structure, its curtilage or setting.**

**New  
Development  
Affecting the  
Setting of  
Listed  
Buildings**

## CONSERVATION AREAS AND OTHER AREAS

### Development in Conservation Areas

- 8.23 Conservation Areas are designated by local authorities under the Planning (Listed Buildings and Conservation Areas) Act 1990 (Section 69). They comprise "areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance", and recognise the importance of conserving the wider townscape and its setting, rather than just individual listed buildings and structures, or groups of such buildings.
- 8.24 At present there are sixteen Conservation Areas in the District, (see Appendix 7 for detailed descriptions) :
- Areley Kings (semi-rural hamlet)
  - Bewdley (Town Centre)
  - Blakebrook (suburban Kidderminster)
  - Broome (rural hamlet)
  - Chaddesley Corbett (rural settlement)
  - Churchill (rural hamlet)
  - Church Street (Kidderminster Town Centre)
  - Harvington (rural hamlet)
  - Ribbesford (rural hamlet)
  - Staffordshire and Worcestershire Canal
  - Stourport-on-Severn No. 1 (Canal Basins and Town Centre)
  - Stourport-on-Severn No. 2 (Town Centre)

Gilgal (Stourport-on-Severn)  
 Upper Arley (rural hamlet)  
 Vicar Street and Exchange Street (Kidderminster Town Centre)  
 Wolverley (rural settlement)

8.25 Proposals for designating further Conservation Areas and reviewing existing boundaries, are currently being prepared and investigated.

8.26 Within Conservation Areas, development including new-build, redevelopment, extensions or alterations must preserve and enhance the special character and appearance of the area. This is also important outside Conservation Areas (PPG15, para.4.14) where proposals for development would affect the setting; views into or out of the area; and at gateway points, so as to ensure smooth transitions. Components of character which it will be considered particularly important to preserve or enhance, include the following:

- i. setting and topography;
- ii. historic evolution and land uses;
- iii. traditional colours;
- iv. reflection of climatic influences, as relevant;
- v. patterns of movement, including historic street and footpath patterns;
- vi. night time character and appearance;
- vii. important views into, out of and within the area;
- viii. patterns of building, including building plans; relationship to the street; plot shape and layout; back, front and side gardens; boundary treatment and density;
- ix. types and styles of buildings, including traditional ancillary buildings;
- x. size, proportions and morphology of buildings;
- xi. materials, finishes and construction and the avoidance of non-traditional materials such as uPVC, perspex and mirror glass;
- xii. architectural features and detailing;
- xiii. landmarks, focal points and special features;
- xiv. traditional ground surfaces and street furniture;
- xv. open spaces, landscaping and trees;
- xvi. tranquil areas; and
- xvii. neutral areas and other areas identified for enhancement.

8.27 In order to assist with these requirements, Conservation Area Character Appraisals for five Conservation Areas (Bewdley, Stourport-on-Severn 1 & 2, Gilgal and Vicar Street) have been completed to date and the District Council intends to commission or prepare similar appraisals for all Conservation Areas in due course. Brief descriptions of existing Conservation areas are also included as Appendix 7. Further relevant guidance is contained in the statement Conservation Area Practice produced by English Heritage. Importantly, the personal taste of an architect or client, however distinguished, for a development that would not meet these requirements will not be considered a sufficient reason to approve development, particularly where more compatible alternatives are feasible.

8.28 In view of the sensitivity of Conservation Areas and the difficulty of assessing the effect of a proposal in outline, applications for development within and adjoining them should normally be in detailed form. Within Conservation Areas, Conservation Area Consent is required for the



*Chaddesley Corbett High Street*

demolition of buildings and structures not statutorily listed; and there are limitations on normal permitted development rights, including those relating to extensions, and alterations to roofs. Local authorities are required from time-to-time to prepare and undertake schemes to preserve and enhance the character or appearance of Conservation Areas, and the District and County Councils will undertake such schemes as resources permit. Individual and joint schemes with landowners, developers and statutory undertakers, will be encouraged where feasible and appropriate.



*Mart Lane, Stourport-on-Severn*

#### Policy CA.1

**Development within an existing or proposed Conservation Area, or which affects its setting, or views into or out of the area, will not be permitted unless it includes detailed plans and preserves or enhances, and otherwise harmonises with the special character and appearance of the area. In considering how development meets the above, particular regard will be paid to existing and proposed Conservation Area Character Appraisals.**

**Development  
in  
Conservation  
Areas**

### Demolition in Conservation Areas

- 8.29 PPG15 (para.4.27) advises there is a general presumption in favour of retaining buildings that make a positive contribution to the character or appearance of a Conservation Area. Conservation Area Consent is required for the demolition of buildings and certain structures not statutorily listed. In considering proposals for demolition, careful consideration will be given to the condition of the building; any special interest it may have in itself or by association; its value to the character or appearance of the Conservation Area; and whether its demolition or replacement would benefit the character and appearance of the Conservation Area. In order for the latter to be properly assessed, such proposals must include detailed plans for redevelopment or other after-use of the site. It will generally be unacceptable to demolish old outbuildings and boundary features such as walls.
- 8.30 Further matters relating to demolition of statutorily and non-statutorily listed buildings are dealt with in Policy LB.1.



## Demolition in Conservation Areas

### Policy CA.2

**Proposals for the demolition of a building or structure in a Conservation Area will not be permitted unless it is clearly demonstrated that:**

- i) it has no recognised interest in itself or by association, and no value to the character or appearance of the Conservation Area;**
- ii) its demolition or replacement would benefit the character or appearance of the Conservation Area; and**
- iii) they include detailed and appropriate proposals for redevelopment, together with clear evidence such redevelopment will proceed; or**
- iv) it is wholly beyond repair and they include detailed and appropriate proposals for redevelopment, together with clear evidence the redevelopment will proceed.**

## Shop Fronts in Conservation Areas and in Relation to Listed Buildings

- 8.31 Many old buildings have been spoilt by the insertion of inappropriate modern shop fronts, or by the crude repair of their original fronts. The replacement of a shop front requires planning permission and if shop premises are statutorily listed, the replacement or alteration of the shop front will require Listed Building Consent. Where traditional shop fronts exist, repair will be considered preferable to replacement. If repair is not possible, new components and shop fronts should be designed in sympathy with the original shop front design; the period of the building; harmoniously proportioned; and incorporate appropriate traditional design elements. The latter will generally include stall rises, sills, transoms, mullions, a fascia board, console brackets, a cornice, canvas roller blind (free from advertising) and a recessed doorway. Wood will be the preferred traditional material, with painted surfacing, and painted lettering on the fascia. Varnished, stained or shiny finishes should be avoided, as should materials such as perspex and mirror glass. Large areas of plate glass, and internally illuminated fascias and signage will be inappropriate, as will externally mounted swan neck lighting and advertisements. Natural light or light from street lamps is generally to be preferred. Security shutters should not be located externally or be incongruously coloured. Shopfronts or fascias should not spread across individual adjoining buildings, but be designed to relate to the individual buildings. The insertion of new shop fronts into statutorily and non-statutorily listed buildings that do not presently have such features will be not be appropriate. Modern off the peg doors and fittings should be avoided. Shopfronts for new buildings in Conservation Areas should use traditional designs and materials appropriate to the vicinity. Traditional shop fronts should be reinstated to



*York Street, Stourport-on-Severn*



statutorily or non-statutorily listed buildings, and incongruous features removed, where traditional shop fronts have been replaced unsympathetically. In order to assist with the preceding requirements, the Council is preparing Shop Front Design Guidance. Further relevant guidance is contained in the leaflet Shopfronts produced by English Heritage.

- 8.32 Further issues relating to repairs and alterations, and alien fixtures and fittings, are dealt with in Policies LB.2. and LB.3.

### **Policy CA.3**

**Within Conservation Areas and in relation to statutorily and non-statutorily Listed Buildings, shop fronts and their repair must:**

- i) minimise the loss of, impact upon and be compatible with, historic fabric;**
- ii) be of traditional design, materials and surface finish;**
- iii) be of appropriate proportions;**
- iv) avoid internally illuminated fascias and other internally illuminated signage, and externally mounted lighting and advertisements;**
- v) avoid externally mounted, opaque or incompatibly coloured security shuttering;**
- vi) not spread across individual adjoining buildings; and**
- vii) otherwise harmonise with the building or structure, its curtilage and setting.**

**Shopfronts in Conservation Areas and in relation to Listed Buildings**

### **Trees and Hedgerows in Conservation Areas**

- 8.33 Trees and hedgerows can make a significant contribution to the special character and appearance of Conservation Areas. The Council will seek to preserve such trees and hedgerows, having regard to their health and condition, their effect on buildings or land, the importance of maintaining root systems, and perpetuation through replanting. Importantly (PPG15, para.4.39) where it is proposed to fell, top or lop a tree not protected by a Tree Preservation Order in a Conservation Area, six weeks advance notice must be given to the District Council. If such works appear to be unjustified or otherwise unreasonable, or the Council learns of other potential adverse effects, it will consider making a Tree Preservation Order.

- 8.34 Further matters relating to trees are contained in paragraph 8.26 (xv) and Policies D.3 (iii) and D.4 of the Local Plan.

### Trees and Hedgerows in Conservation Areas

#### Policy CA.4

**Trees and hedgerows that contribute to the special character, appearance or amenity of Conservation Areas must be retained and not directly or indirectly adversely affected. Appropriate topping, lopping or felling of trees will usually be acceptable if it is essential:**

- i) to their health or stability;**
- ii) to the safety or condition of buildings, structures or land; or**
- iii) would otherwise benefit the character or appearance of a Conservation Area.**

**Care should be taken to conserve root systems. Proposals for felling must be clearly justified and exceptional, and accompanied by appropriate proposals for replanting. Consideration will be given to making Tree Preservation Orders, as appropriate.**

### Highways Works in Conservation Areas

8.35 PPG15 (para.1.6) advises that highway works should reflect the need to protect the historic environment. This includes road building and maintenance, and the quality of street furniture and surfaces. It will also be considered to encompass parking areas and standards, footpaths and pavements, and hard landscaping. Particular regard will be paid to the following:

- i. retention of historic street patterns, surface materials and traditional street furniture;
- ii. sympathetic highway design and surface treatment, including the scale, bond and type of materials; carriageway markings; and hard landscaping;
- iii. sympathetic design, position and size of signage, lighting and other street furniture; and the avoidance of clutter;
- iv. appropriate reinstatement and repairs of traditional or other compatible materials and street furniture; and
- v. sympathetic parking standards, locations and design.

8.36 Further relevant guidance is provided in Street Improvements in Historic Areas (1993) produced by English Heritage, and Traffic Measures in Historic Towns (1993) produced by the Civic Trust.

#### Policy CA.5

### Highway Works in Conservation Areas

**Within and adjoining Conservation Areas, highway works must preserve or enhance the special character and appearance of the area.**

## Other Areas of Special Character and Appearance

- 8.37 There are many areas other than Conservation Areas that have a special character and appearance that is of value to built heritage and local distinctiveness. Many nineteenth and early twentieth century areas and streets have a particularly coherent and dignified character, and utilise materials and detailing that is rare today, for example, stained glass, specially moulded bricks and detailing, terracotta, Flemish bonding, gauged voussoirs, rusticated headers, elaborate woodwork and sash windows. They exist in many parts of Kidderminster, along the main roads of Wribbenhall, in Stourport-on-Severn, and in smaller settlements such as Blakedown and Cookley. These areas do not enjoy the full protection of Conservation Areas, however, proposals for development will be subject to careful scrutiny to ensure high quality and sensitive design is maintained.
- 8.38 Other relevant policies are contained in the Design Chapter.

### Policy CA.6

**Development should preserve or enhance the character or appearance of the older parts of towns and villages outside Conservation Areas, particularly those with buildings dating from the nineteenth and early twentieth centuries. Demolition of buildings and structures that contribute positively to the character or appearance of these areas will be resisted.**

**Other Areas of  
Special  
Character or  
Appearance**

## ARCHAEOLOGY

### Archaeological Sites of National Importance

- 8.39 Sites of national importance to archaeology relevant to the District, include the following:

#### **Scheduled Ancient Monuments (SAM's):**

- 8.40 SAM's are sites and structures legally protected under the Ancient Monuments and Archaeological Areas Act (1979). They are assessed against published criteria, may be publicly or privately owned, and English Heritage will encourage and advise upon their management. There are presently nine SAM's in the District, as follows:

Arley Wood camp (Upper Arley)  
 Baches Forge (Churchill)  
 Barrow Hill (Chaddesley Corbett)  
 Bowercourt Farm moated site and ponds (Rock)  
 Drakelow hill fort (Wolverley)  
 Harvington Hall moated site, ponds and quarries (Chaddesley Corbett)  
 Pickards Farm moated site (Upper Arley)  
 Rock Farm moated site (Rock)  
 Wassell Wood moated site (Kidderminster Foreign)

#### **Other areas of national importance to archaeology:**

- 8.41 PPG16 (paras.16-18) advises that many archaeological sites of national importance are not scheduled. In Wyre Forest District, such sites will normally be identified on the County Sites and Monuments Record maintained by the County Archaeological

Officer of Worcestershire County Council. In such cases, particular regard will be paid to the advice of English Heritage and the County Archaeological Officer, in considering proposals for development.

- 8.42 PPG16 (paras.8 & 27) advises that where nationally important archaeological remains and their settings, whether scheduled or unscheduled, are affected by proposals for development, there should be a presumption in favour of their physical preservation in situ. The Worcestershire County Structure Plan 1996-2011 adds that preservation should also include the amenity value of such sites.

### Archaeological Sites of National Importance

#### Policy AR.1

**Development that would have a direct or indirect adverse effect on the site, setting or amenity value of a Scheduled Ancient Monument, or other archaeological remains of national importance, will not be permitted. There will be a presumption in favour of the physical preservation of such remains and settings in situ.**

### Sites of Regional, County and Local Importance

- 8.43 PPG16 (paras.16 & 18) advises that many unscheduled archaeological remains of sub-national importance may be worthy of preservation. In Wyre Forest District, such sites will normally be identified on the County Sites and Monuments Record maintained by the County Archaeological Officer of Worcestershire County Council. In such cases (PPG16, paras.8, 17 & 28) particular regard will be paid to the need to weigh the relative importance of the archaeology against other factors, together with the advice of the County Archaeological Officer, in considering proposals for development.

### Archaeological Sites of Regional, County or Local Importance

#### Policy AR.2

**Development that would have a direct or indirect adverse effect on the site or setting of archaeological remains of regional, county, or local importance will not be permitted unless it is clearly demonstrated two criteria are met, as follows:**

- i) **there are no reasonable alternative means of meeting the need for the development appropriate to the level of importance of the archaeological site and its setting; and**
- ii) **the reasons for the development outweigh the archaeological importance of the site and its setting, and the need to safeguard the wider stock of such sites.**

## Archaeological Evaluations and Mitigation Measures

- 8.44 Sites and areas of archaeological interest are known or may potentially occur, in many locations throughout the District. In such cases, PPG16 (paras.19 & 20) advises it is in the interests of prospective developers to undertake an initial archaeological assessment before submitting a planning application. This will usually involve a desk-top examination of the County Sites and Monuments Record maintained by the County Archaeological Officer of Worcestershire County Council, which presently includes in excess of nine hundred entries for the District and is constantly updated. If important remains are known or thought to exist, English Heritage and the District Council will wish to discuss the proposal at an early stage.
- 8.45 In cases where research or advice indicates important archaeological remains may exist and a developer still wishes to proceed (PPG16, paras.21 & 22) the developer will be required to commission an archaeological field evaluation. This should be submitted with a planning application, or otherwise carried out and submitted before any decision on a planning application is taken. It must include details of the nature, extent and significance of the remains; and the extent to which the proposed development would affect the remains and setting.
- 8.46 Where important archaeological remains are known or thought to exist (PPG.16, para.12) developers should prepare designs that preserve the remains in situ. Such designs should use, for example, foundations that avoid disturbing the remains altogether, raised floor levels, careful siting of landscaped and open areas, and special methods of sealing and preserving remains under such schemes.
- 8.47 Where preservation in situ is not required and development would have an adverse effect on important remains (PPG16, paras.24-26) developers may be required to allow for the adequate excavation and recording of remains before development commences. In cases where a site is of minor importance or disturbance will be minor, developers may be required to allow for an adequate watching brief to be undertaken during the process of development. This should allow for observation and recording. Importantly (PPG16, para.13) preservation of important archaeological remains in situ will nearly always be preferred to preservation by record. In addition, the willingness of a developer to allow the excavation and recording of remains prior to development, or a watching brief during development, will not automatically lead to the approval of a planning application to undertake development.
- 8.48 All evaluations, excavations, records, briefs and works should be carried out by accredited individuals in accordance with appropriate standards and procedures; for example, Members of the Institute of Field Archaeologists, and the British Archaeologist's and Developer's Code of Practice.
- 8.49 Where appropriate (PPG16, paras.26 & 28) planning conditions, obligations or exceptionally voluntary agreements, will be used to secure implementation of the above provisions.

### Archaeological Evaluations and Mitigation Measures

#### Policy AR.3

Where development is proposed that would affect a site of national or sub-national archaeological importance, including its setting, planning applications must be accompanied by the following:-

- i) an archaeological field evaluation; and
- ii) mitigation measures, as appropriate, as follows:
  - a) to protect, preserve, enhance, manage, and interpret remains and the site in good condition in situ;
  - b) to utilise building designs, and positioning of open areas and landscaped areas so as to avoid disturbance or otherwise minimise any adverse effect;
  - c) where exceptionally preservation in situ is not feasible or appropriate and before development commences, to allow an appropriate archaeological excavation and record, the removal of remains and their suitable preservation elsewhere; or a watching brief during development.

Planning conditions and obligations will be used as appropriate.

### Discovery Of Archaeological Remains During Development

- 8.50 There may be instances where archaeological remains are only discovered once a development has begun. In such cases, the District Council may wish to take steps for the conservation of such remains and will depend upon advice from the County Archaeological Officer. To this end the Council endorses the Code of Practice produced by the British Archaeologist's and Developers' Liaison Group. It is hoped, however, that pre-planning in accordance with Policy AR.3 will usually render this unnecessary.

### Discovery of Archaeological Remains During Development

#### Policy AR.4

Where archaeological remains are discovered as a result of development commencing, the developer should notify the find to the District Council before proceeding further. A planning condition will be used as appropriate to implement this policy.

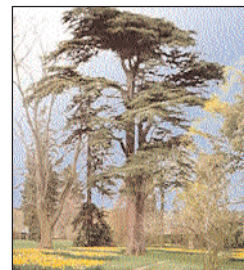
## HISTORIC LANDSCAPES

- 8.51 The whole of the landscape, to varying degrees and in different ways, is a historic and archaeological artefact, the product of complex historical processes and past land uses. The importance of protecting, retaining and managing historic landscapes is referred to in PPG's 15 (paras.2.26 & 6.40) and 16 (para.14), and the Worcestershire County Structure Plan 1996-2011. Much of the value of the historic landscape lies in its complexity, diversity and local distinctiveness.
- 8.52 The Countryside Agency and English Heritage are presently developing approaches to the identification of components and character of the landscape. At present, the Worcestershire County Structure Plan 1996-2011 identifies a number of features and types of area particularly significant to the historic landscape of Worcestershire, as follows:

### Parks and Gardens

#### Registered Parks and Gardens

- 8.53 A non-statutory Register of Parks and Gardens is maintained by English Heritage (PPG15, para.2.24). These parks and gardens are considered to be of national importance. There is currently one such park and garden in the District, at Arley House (Upper Arley).



*Arley Arboretum*

#### Other Parks and Gardens

- 8.54 The Hereford and Worcestershire Gardens Trust have commissioned and published A Survey of Historic Parks and Gardens in Worcestershire (1997) which identifies thirty-two parks and gardens throughout the District, in addition to the one above. These areas are considered to be of sub-national importance. They are listed in Appendix 8.
- 8.55 The above survey is not comprehensive. The District may therefore contain other parks and gardens of interest both in urban and rural areas, and of varying age and size. This will include small gardens associated with statutorily and non-statutorily listed buildings, both within and outside Conservation Areas.
- 8.56 Historic parks and gardens should be retained substantially undeveloped. The features to be conserved will include the plan and topography; vegetation; structural and decorative features; boundary features; and water features.
- 8.57 Further issues relating to parks, gardens, curtilages and settings associated with statutorily and non-statutorily listed buildings, are dealt with in Policies LB.4 and LB.5.

#### Common Land

- 8.58 There are seven areas of Common Land in the District, as follows:

Abberley Avenue (Areley Common)  
 Dry Mill Lane (Bewdley)  
 Hartlebury Common  
 Hillary Road (Summerfield)  
 Pound Green  
 Rock Common  
 Trimpley Common



**Village Greens****Relic agricultural landscapes**

Areas of **archaeological sites and monuments** throughout the District.

**Industrial landscapes**, e.g. the buildings, stream and pool systems in the east of the District and in the Wyre Forest associated with metal working; carpet manufacturing premises in Kidderminster and Stourport-on-Severn, and the landscape and buildings associated with the Staffordshire and Worcestershire Canal.

**Historic settlements** and their environments.

The settings of both **individual monuments** and historic settlements in the wider landscape.

**Orchards**, e.g. within and around the Wyre Forest.

**Ponds** throughout the district.

**Localised features**, such as walls, boundary treatments and street furniture.

- 8.59 Many of the above features and areas will be recorded on the County Sites and Monuments Record maintained by the County Archaeological Officer of Worcestershire County Council. Some of these features and areas will also be referred to elsewhere in Landscape, Nature Conservation and Archaeology Sections and Sub-Sections of the Local Plan. Further guidance is contained in the statement Golf Course Proposals in Historic Landscapes produced by English Heritage.

**Policy HL.1**

**Historic landscapes should be conserved and development that would have a direct or indirect adverse effect on a feature or area of particular significance to the historic landscape, its setting or view to it, will not be permitted.**

**Historic Landscapes****ENABLING DEVELOPMENT**

- 8.60 Enabling development refers to development that is contrary to established planning policy, which is occasionally permitted because it brings public benefits that are demonstrated clearly to outweigh the harm that would be caused, for example, by securing the restoration of a listed building, or the enhancement of a street scene. The English Heritage policy statement entitled Enabling Development and the Conservation of Historic assets (2001) includes strict guidelines which applications for enabling development must demonstrate they meet, and which the District Council will take into account, together with any other material considerations, when considering such proposals.

**Policy ED.1**

**Applications for enabling development must be in Full form and accompanied by information demonstrating the following:**

**Enabling  
Development**

- a) The enabling development will not materially detract from the archaeological, architectural, historic, landscape, nature conservation (including biodiversity) interest of the historic asset, or materially harm its setting; and**
- b) The proposal avoids detrimental fragmentation of the management of the heritage asset; and**
- c) The enabling development will secure the long term future of the heritage asset, and where applicable, its continued use for a sympathetic purpose; and**
- d) The justification arises from the inherent needs of the heritage asset, rather than the circumstances of the present owner or the purchase price paid; and**
- e) Sufficient financial assistance is not available from any other source; and**
- f) The amount of enabling development is the minimum necessary to secure the future of the heritage asset, and that it's form minimises disbenefits; and**
- g) The value of the survival or enhancement of the heritage asset outweighs the long-term cost to the community (i.e. disbenefits) of providing the enabling development; and**
- h) The proposal includes details of repairs to the heritage asset to an agreed standard, or the funds to do so are proposed to be made available as early as possible before commencement of, or during the course of, the enabling development; and**
- i) The need for enabling development has not arisen from deliberate neglect of the heritage asset.**

**Planning conditions and obligations will be used as appropriate to secure implementation of this policy.**

**HERITAGE ASSETS**

- 8.61 The conservation, enhancement and management of heritage assets is important to ensure they survive in good condition. Interpretation of these assets by means such as the provision of information boards may assist with educational, leisure and tourism activities. These measures will be encouraged or required where compatible, feasible and appropriate.

**Policy HA.1****Heritage Assets**

**The conservation, enhancement, management and interpretation of heritage assets, including buildings, structures, areas, archaeological sites and remains, and historic landscapes and features, will be encouraged or required where compatible, feasible and appropriate. Planning conditions, obligations, legal and voluntary agreements will be used as appropriate.**

# NATURE CONSERVATION

## Nature Conservation Aim

9.1 The key aim of the Local Plan in relation to nature conservation is:

**“to safeguard and enhance the distinctive natural environment of the District.”**

## Nature Conservation Objectives

9.2 To further this aim, the Nature Conservation objectives of the Local Plan are:

### Objective 35: Nature Conservation

To safeguard and enhance areas of nature conservation value.

### Objective 36: Biodiversity

To safeguard and enhance indigenous biodiversity, and promote the creation of appropriate new habitats.

### Objective 37: Wildlife Corridors

To safeguard, enhance and create wildlife corridors.

## Introduction

9.3 Wyre Forest District contains a rich and diverse variety of nature conservation interests, including areas of national, county and local importance; protected species; geological and landscape features; and species and areas of importance to biodiversity.

9.4 Legal provisions and other guidance on nature conservation relevant to the planning process, include the European Habitats Directive 92/43; the Wildlife and Countryside Act (1981) as amended by the Countryside and Rights of Way Act (2000); PPG9 (1994); and the Worcestershire County Structure Plan 1996-2011. These provisions and guidance refer to several matters local planning authorities should take into account when considering proposals for development that may affect nature conservation interests, including the following:

- The importance of both designated and undesignated areas for nature conservation, depending on whether they are of international, national, regional or local importance. In this respect, the more important the designation, the more weight should be given to it in considering proposals for development, and the more critical should be the scrutiny of those proposals.
- Features in the landscape, including wildlife corridors and stepping stones.
- Protection of species and habitats under international and national law.
- Conservation and enhancement of biodiversity and geodiversity.
- Use of planning conditions and obligations to help secure implementation of policies.

9.5 The Local Plan seeks to address these issues and to ensure, in accordance with principles of sustainability, the nature conservation interest of the District is perpetuated and wherever feasible, enhanced.

9.6 It should be noted, there are no areas in the District presently designated as being

of international importance.

## Areas of National Importance

- 9.7 Areas of national importance to nature conservation, relevant to the District, include the following:

### Sites of Special Scientific Interest (SSSIs):

SSSIs are notified by English Nature under Section 28 of the Wildlife and Countryside Act (1981) as amended by the Countryside and Rights of Way Act (2000) and have statutory protection. They are assessed against detailed scientific criteria, may be publicly or privately owned, and English Nature will seek and encourage appropriate management agreements.

### National Nature Reserves (NNRs):

NNR's are declared by English Nature under Section 35 of the Wildlife and Countryside Act (1981) as amended by the Countryside and Right of Way Act (2000) and have statutory protection. They are selected on the basis of their national and sometimes international importance, and are managed in agreement with, by or on behalf of English Nature.

### Other areas of national importance:

Other areas of national importance to nature conservation include areas that meet the criteria for designation as SSSI's, but which are not so designated. This is because SSSI's represent only a selection of designatable areas. They may also include wildlife corridors, links and stepping stones between nationally important areas; areas supporting statutorily protected species; especially important Special Wildlife Sites; areas of particular importance for biodiversity; and other areas as appropriate. Some of these areas may be a type of area identified under Policies NC.2, NC.3, NC.4 or NC.5 of the Local Plan. In all cases, however, particular regard will be paid to the advice of English Nature and other nature conservation organisations, as appropriate, as to the national importance of such areas, in considering proposals for development.

- 9.8 Designated areas of national importance to nature conservation that are located within the District, or which straddle the District boundary, include (although not exclusively) the following:

**Chaddesley Woods NNR and Feckenham Forest SSSI:** A large semi-natural ancient woodland and species-rich unimproved grassland.

**Wyre Forest SSSI & NNR:** One of the largest and most important ancient woodlands in England, including woodland, scrub, spring-line flushes, streams, grassland and orchards; and incorporating several outlying areas.

**Areley Wood SSSI:** A large ancient semi-natural woodland.

**Devil's Spittleful, Rifle Range, and Hartlebury Common SSSIs:** The County's most important lowland heaths, which are a nationally and internationally scarce habitat.

**Hurcott and Podmore Pools SSSI:** The County's largest alder woodland.

**Kinver Edge SSSI:** Woodland and heathland.

**Puxton Marshes, Stourvale Marshes, and Wilden Marsh and Meadows SSSIs:** The County's most important marshlands, adjoining the River Stour.

**Bliss Gate Pastures, Browns Close Meadow, Buckeridge Meadow and Showground Meadow SSSIs:** Meadows.

**Raners Bank Pastures SSSI:** Grassland and traditional orchard.

**Eymore Cutting and River Stour Flood Plain SSSIs:** Sites of geological interest.

9.9

In view of the national importance of the above areas, it is important they are afforded a corresponding level of protection. In order to minimise the potential for disturbance and other pressure, particularly in relation to sites having biological rather than geological interest, retention and creation of buffer zones will normally be required around such areas. It will be particularly important to minimise disturbance from noise, light and vibration, in relation to sites supporting animals; and from such disturbance plus changes to the hydrology, or pollution, in relation to sites supporting animals or plants.



*Grazing Animals Project, Puxton Marsh*

### **Policy NC.1**

**Proposals for development in or likely to affect an area of national importance to nature conservation will be subject to the most rigorous examination. Development, including temporary uses, that may have an adverse effect, either directly or indirectly, on an existing or proposed Site of Special Scientific Interest, a National Nature Reserve, or any other area of national importance to nature conservation, will not be permitted, unless it can clearly be demonstrated two criteria are met, as follows:**

- i) there are no reasonable alternative means of meeting the need for the development nationally; and**
- ii) the reasons for the development outweigh the nature conservation value of the site itself and the need to safeguard the nature conservation value of the national network of such sites.**

**This will include development outside the boundaries of such areas in instances where changes in the hydrology, or pollution, noise, light, vibration, or any other disturbance could have a material adverse effect. In consequence, it will usually be necessary to retain or create undeveloped, natural, or semi-natural buffer zones adjoining such areas.**

**Areas of  
National  
Importance**

**Note 1:** It is important to note that even where planning permission is given for a development that may have an effect on an SSSI, developers must also obtain a Licence from English Nature before works may lawfully commence.

**Note 2:** Requirements for the provision of an ecological survey and mitigation plan are set out in Policy NC.7 of the Local Plan.

## Areas of Regional, County or Local Importance

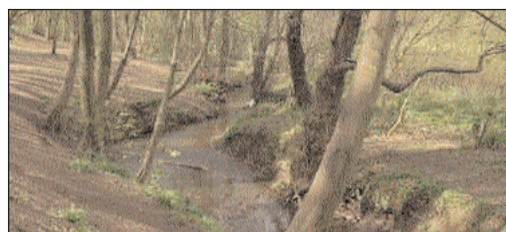
- 9.10 Areas of regional, county or local importance to nature conservation, relevant to the District, include the following:

### Local Nature Reserves (LNRs):

LNR's are declared by Local Authorities under the National Parks and Access to the Countryside Act (1949) as amended. They are managed for the study, research, and preservation of wildlife or geological features; and may be publicly or privately owned, although in the latter case, the Local Authority must have a legal interest in the land.

### Other nature reserves:

Other nature reserves include reserves owned or managed by registered charities, or other organisations, that includes nature conservation as an objective. Examples of such organisations include the Worcestershire Wildlife Trust, the Woodland Trust, the National Trust and Forest Enterprise.



*Spennells Valley, Kidderminster*

### Important arboreta:

Arboreta are landscaped areas that include trees as a particular feature. In some cases they may be of particular importance to nature conservation because of their indigenous species, as environmental educational resources, or to assist in the conservation of species endangered within their own natural range.

### Special Wildlife Sites (SWSs):

SWS's are non-statutory areas that have, in the past, been identified by the Worcestershire Wildlife Trust. They may be managed or unmanaged, publicly or privately owned, and are assessed against published criteria. SWSs are considered to be, at least, of County importance; although some may be of national importance. At present, the SWS system is being reviewed by a County Special Wildlife Partnership, comprising statutory and non-statutory organisations and including the Worcestershire Wildlife Trust.

### Regionally Important Geological or Geomorphological Sites (RIGs):

RIGs are non-statutory areas identified by a County RIGs Group based at University College, Worcester. They may be managed or unmanaged, publicly or privately owned and are assessed against published criteria. RIGs are considered to be of Regional importance. Survey data on RIGs is currently being compiled and the number of identified sites is expected to increase.

### Areas subject to an agreement for the purposes of nature conservation under Section 39 of the Wildlife and Countryside Act (1981) as amended:

Section 39 of the Wildlife and Countryside Act enables Local Authorities to enter into legal agreements with any person having an interest in land, for the purposes of conserving or enhancing the natural beauty or amenity of that land. Such agreements may impose restrictions and obligations as to the carrying out of works, operations and uses on the land; and are enforceable against successors in title to the original covenantor. The County Council has entered into several such agreements.



### **Other areas of regional, county or local importance to nature conservation:**

Other areas of regional, county or local importance to nature conservation may exist that are not included in the above categories. Some of these areas may be identified in the County Grassland Inventory (1995) as updated. They may also include areas subject to a planning obligation for the purposes of nature conservation under Section 106 of the Town and Country Planning Act 1990, as amended; and areas of Public and Private Open Space (including golf courses), Country Parks and allotments. Other relevant areas may include private domestic gardens, small natural or semi-natural areas, roadside verges, and groups of trees.

9.11 In all the above cases, particular regard will be paid to the advice of English Nature; other nature conservation organisations; the Council's own advisors; and other organisations, as appropriate, concerning the importance of these areas, in considering proposals for development.

9.12 Areas of regional, county or local importance to nature conservation located within the District, or that straddle the District boundary, include the following:

#### **Local Nature Reserves (LNRs):**

**Burlish Top** (between Kidderminster and Stourport-on-Severn) & **Habberley Valley** (to the north-west of Kidderminster) **LNRs**: Part of the County's most important complex of lowland heaths, which is a nationally and internationally scarce habitat. Habberley Valley also includes woodland and acid grassland.

**Blake Marsh, Spennells Valley & Redstone LNRs** (Kidderminster & Stourport-on-Severn): Marshlands.

**Hurcott Pool and Woods** (Kidderminster).

**Vicarage Farm Heath/Whittall Drive West** (Birchen Coppice Estate, Kidderminster).

#### **Intended LNRs:**

**Half Crown Wood** (Walshes Estate, Stourport-on-Severn).

**Mitton Marsh** (Timber Lane/River Stour, Stourport-on-Severn).

**Moorhall Lane** (Stourport-on-Severn riverside).

#### **Other potential LNRs:**

**Blakedown Valley** (Blakedown)

**Hoobrook Valley** (Kidderminster).

#### **Other nature reserves:**

##### **Worcestershire Wildlife Trust:**

Betts Reserve (Far Forest).

Bishops Meadow (Wolverley).

Devil's Spittleful (Kidderminster fringe).

Knowle's Coppice (the Wyre Forest).

Wilden Marsh (Stourport-on-Severn).

**Woodland Trust:**

Verflores Wood (Pound Green).  
Wassell Wood (Kidderminster Foreign).

**Forest Enterprise:**

Wyre Forest Nature Reserve (the Wyre Forest).



*Wyre Forest Visitor Centre*

**Important arboreta:**

Arley House (Upper Arley) which is a Registered Park and Garden.  
Bodenham (Wolverley).

**Special Wildlife Sites:**

A network of fifty-eight areas throughout the District, that includes (not exclusively) the following:

**River Severn:**

A major river and associated floodplain, that bisects the District. Importantly, the River Severn above Stourport-on-Severn and Bewdley, is characterised by shallows and deeps, and consequently supports a particularly rich flora and fauna, including otter (an endangered species) and dragonfly. The absence of man-made weirs and barrages, assists with the retention of this interest.

**River Stour:**

A tributary of the River Severn, with gradually improving water quality, important wetlands and populations of Water Vole (an endangered species). Significantly, the District Council, Worcestershire Wildlife Trust, Severn-Trent Water and British Waterways, are developing a program to re-establish otters in the Severn and Stour Valleys.

**Gladder Brook & Dick Brook**, west of Stourport-on-Severn (part also SSSI).

**Hoo Brook & Barnett Brook**, running from Drayton through Hillpool to Kidderminster.

**Hockley Brook & Elmley Brook**, running through Chaddesley Corbett.

**Churchill & Blakedown stream and pool systems**, running through to Kidderminster.

**Stanklyn Pool and Captains Pool**, to the east of Kidderminster.

**Ribbesford Woods**, to the south of Bewdley.

**Arley Wood and Eymore Wood** (part) in the north of the District (part also SSSI).

**Regionally Important Geological or Geomorphological Sites:**

**Bark Hill (Bewdley):** Etruria Marl Formation and Upper Coal Measures.

**Bewdley Road cutting (Wribbenhall):** Bridgnorth Sandstone Formation.

**Bewdley Road cutting (Kidderminster):** Kidderminster Formation.

**Blackstone Rock:** River cliffs, Bridgnorth Sandstone and Kidderminster Formations.

**Hartlebury Common:** Quaternary late glacial and post-glacial wind blown sand.

**Hextons Farm Quarry:** Keele Formation and Upper Coal Measures.

**Worcester Road (Hoobrook):** Wildmoor Sandstone Formation.

- 9.13 In addition to the above identified RIG's, the Council considers that areas of at least local geological or geomorphological importance exist at various locations,

including the following:

Arley Station railway cutting: Upper Coal Measures.  
 Habberley Valley : Permo-Triassic Sandstones.  
 Vales Rock (Kingsford): Permo-Triassic Sandstones.  
 Wilden Lane: river terraces and gravel deposits.

Additional sites will be surveyed and assessed during the next five years.

**Section 39 Areas:**

One area of grassland located in the west of the District.

- 9.14 In view of the regional, county or local importance of the above areas, and the potential for some to be of national importance, it is important they are afforded a corresponding level of protection. In order to minimise the potential for disturbance and other pressure, particularly in relation to sites having biological rather than geological interest, retention and creation of buffer zones will normally be required around such areas. It will be particularly important to minimise disturbance from noise, light and vibration, in relation to sites supporting animals; and from such disturbance plus changes to the hydrology, or pollution, in relation to sites supporting animals or plants.

**Policy NC.2**

**Development, including temporary uses, that may have an adverse effect, either directly or indirectly, on an existing or proposed Local Nature Reserve, other nature reserves, an important arboretum, a Special Wildlife Site, a Regionally Important Geological or Geomorphological Site, an area subject to an agreement for the purposes of nature conservation under Section 39 of the Wildlife and Countryside Act (1981) as amended, or any other area of regional, county or local importance to nature conservation, will not be permitted unless it can clearly be demonstrated two criteria are met, as follows:**

- i) there are no reasonable alternative means of meeting the need for the development within the region, County or District, as appropriate to the particular level of importance of the site; and**
- ii) the reasons for the development outweigh the nature conservation value of the site itself, and the need to safeguard the regional, County or District network of such sites.**

**This will include development outside the boundaries of such areas in instances where changes in the hydrology, or pollution, noise, light, vibration, or any other disturbance could have a material adverse effect. In consequence, it will usually be necessary to retain or create undeveloped, natural or semi-natural, buffer zones adjoining such areas.**

**Areas of  
Regional,  
County or  
Local  
Importance**

**Note:** Requirements for the provision of an ecological survey and mitigation plan are set out in Policy NC.7.

## Wildlife Corridors and Stepping Stones

- 9.15 The European Habitats Directive 92/43, the Conservation (Natural Habitats) Regulations 1994, and PPG9 (paras.15, 16 & 23) stress the importance of conserving and managing features in the landscape of importance to nature conservation. Such features are those, which because of a linear and continuous structure, or a function as a stepping stone, are necessary for migration, dispersal or genetic exchange, of flora and fauna. They include the following:

**Features of linear and continuous structure (Wildlife Corridors)**, for example watercourses and their banks, and traditional field boundary systems, including hedgerows.

**Stepping stones**, for example ponds and woodlands.

- 9.16 Many features in the District that meet the above descriptions are named in the supporting text to other policies in the Nature Conservation and Landscape Sections of the Local Plan. In addition, many areas of Public and Private Open Space (including golf courses), Country Parks, and allotments may constitute corridors and stepping stones of importance to nature conservation. Other relevant features may include the network of private domestic gardens in certain areas, small natural or semi-natural areas, roadside verges, and trees. All such features may occur in urban or rural areas.
- 9.17 In view of the importance of features in the landscape, it is necessary to afford them a corresponding level of protection and to make provision for their creation, enhancement and management. It will be particularly important to minimise disturbance from noise, light and vibration, in relation to features supporting or used by animals; and from such disturbance plus changes to the hydrology, or pollution, in relation to sites supporting animals or plants.
- 9.18 Requirements for the provision of an ecological survey and mitigation plan are set out in Policy NC.7 of the Local Plan.

### Policy NC.3

**Development, including temporary uses, that may have an adverse effect, either directly or indirectly, on a feature in the landscape of value to nature conservation by virtue of its linear or continuous structure, or as a stepping stone, will not be permitted unless the need for the development clearly outweighs the value of the feature to be conserved, including its value as part of a network.**

**In relation to such features, this will include development that would:**

- i) impair physical continuity of the feature;**
- ii) impair efficient functioning of the feature in the movement, colonisation, migration, dispersal or genetic exchange, of flora or fauna;**

**Wildlife  
Corridors and  
Stepping  
Stones**

- iii) **have an adverse effect on habitat of value within the feature; or**
- iv) **have an adverse effect on a protected species dependent on the use of the affected part of the feature.**

**This will include development outside the boundaries of such features in instances where changes in the hydrology, or pollution, noise, light, vibration, or any other disturbance could have a material adverse effect.**

**Where developments are approved, developers will be required to create, enhance and manage such features, wherever feasible and appropriate.**

**Planning conditions, obligations or management agreements will be used, as appropriate, to secure implementation of this Policy.**

## **Protected Species**

- 9.19 International and national law relevant to the protection of species in the District, includes the following:

European Council Habitats Directive 92/43  
Wildlife and Countryside Act (1981)  
Protection of Badgers Act (1992)

- 9.20 These statutes provide comprehensive protection to a variety of flora and fauna. Some species are given total protection, whilst others are protected from activities such as killing or sale. Many of the species referred to are commonly encountered during the development process and include (although not exclusively) the following:

-Species protected under the European Habitats Directive:

All species of bats  
Dormice  
Great Crested Newts  
Otter

-Species protected under British law:

Badgers  
Birds, including owls and swift  
Water Vole

- 9.21 In relation to species protected under the Habitats Directive, there are three criteria that must be met in order to waive protection. These criteria relate to a "satisfactory alternative" to the development, maintaining the "conservation status of a population", and "imperative reasons of public interest". Particularly careful consideration will be given to these matters in assessing proposals for development.

- 9.22 It is often assumed that if a development has an effect on a species protected under the Habitats Directive, it is sufficient not to kill that species; and suitable mitigation measures include translocation and provision of alternative homes. In 1999, however, the European Commission notified the U.K. Authorities, they consider the U.K. has failed in its obligations to protect species by the incorrect application of the Directive. The Commission stated that relocating and providing mitigation measures is not an appropriate method of conserving a species. In simple terms, protecting a species can only be achieved by protecting it and its habitat, in situ. If this view is upheld, the Council will need to be particularly vigilant in requiring surveys of land, buildings and structures, where certain protected species may occur; and in considering the appropriateness of mitigation measures. As such, the Council will take a precautionary approach to considering proposals for development that may have an adverse effect on a species protected under European law. In addition, where such an approach is feasible and appropriate in relation to species protected under British law, it will usually be considered preferable to protect such species and their habitat, in situ.
- 9.23 In view of the international and national importance of certain species of flora and fauna, it is important they are given a corresponding level of protection in the Local Plan. In order to minimise the potential for disturbance and other pressure, retention and creation of buffer zones will normally be required around such species. It will be particularly important to minimise disturbance from noise, light and vibration, in relation to sites supporting or used by animals; and from such disturbance plus changes to the hydrology, or pollution in relation to sites supporting animals or plants.

#### **Policy NC.4**

#### **Protected Species**

**Development, including temporary uses, that may have an adverse effect, either directly or indirectly, on a species protected by European or British law, will not be permitted unless it can be clearly demonstrated three criteria are met, as follows:**

- i) there are no reasonable alternative means of meeting the need for the development nationally;**
- ii) the reasons for the development outweigh the protected status of the species and the need to safeguard the national population of the species; and**
- iii) in the case of species protected under European law, there are no satisfactory alternative means of meeting the need for the development nationally or internationally and; the development is not detrimental to the maintenance of the species population at a favourable conservation status in its natural range; and the development is in the interests of public health or safety, or there are other imperative reasons of overriding public interest.**

**This policy will apply to areas, buildings and structures that are known, suspected or likely to be used for permanent or**



**intermittent habitation, hibernation, breeding, migration, passage, or foraging, during the day or night, by protected species; as well as to the species themselves. It will include development any distance from such species, areas, buildings and structures, in instances where changes in the hydrology, or pollution, noise, light, vibration, or any other disturbance could have a material adverse effect. In consequence, it will usually be necessary to retain or create undeveloped, natural or semi-natural, buffer zones in the vicinity of such species and their habitats.**

**Note 1:** It is important to note that even if planning permission is given for a development that may have an effect on a species protected under European or British law, developers must also obtain a Licence from the Department for Environment, Food and Rural Affairs, or English Nature, respectively, before development may lawfully commence.

**Note 2:** Requirements for the provision of an ecological survey and mitigation plan are set out in Policy NC.7 of the Local Plan.

## Biodiversity

9.24 Biodiversity is the term used to describe the diversity of living organisms and habitats that occur naturally in a particular place. In 1992, at the United Nations Conference on Environment and Development, the British Government signed the Convention on Biological Diversity, and thus agreed to develop strategies and plans for the conservation and sustainable use of biological resources within the United Kingdom. National priorities for action within the U.K. were subsequently identified in a report "Meeting the Rio Challenge" (1995); and within Worcestershire, local priorities for action were identified in the Endangered Wildlife of Worcestershire: County Red Data Book (1998), and the Biodiversity Action Plan for Worcestershire (1999). The latter is a partnership document, endorsed by the English Nature, Worcestershire Wildlife Trust, the CLA, NFU, RSPB, and local authorities. It identifies key habitats and indigenous species for conservation across the County. A detailed Biodiversity Action Programme for the District will be prepared in due course. In addition, the Wyre Forest and its outliers is recognised by English Nature as a potential Prime Biodiversity Area, a mechanism for promoting nature conservation activity in areas with a particularly high concentration of biological interest.

9.25 The key habitats and species identified for action in the Biodiversity Action Plan for Worcestershire (1999) with examples of relevance to the District, are as follows:

### Habitats:

**Arable lands**, e.g. field margins, hedge banks, natural corners and bird cover.

**Traditional orchards**, e.g. the plum and cherry orchards within and around the Wyre Forest.

**Ancient/Species-rich hedgerows**, occurring throughout the District.

**Scrub**, e.g. the scrub/heath mosaic of Hartlebury Common and Burlish Top.

**Woodland**, e.g. the Wyre Forest and its outliers; and Chaddesley Woods.

**Lowland wood pasture and veteran trees**, e.g. the Wyre Forest; and veteran willow pollards of Wilden Marsh and Meadows, and Puxton Marshes.

**Wet woodland**, e.g. the alder and crack willow woodlands along the River Stour and its tributaries, such as the Blakedown Brook; and the largest single



alder woodland in the county, at Hurcott Wood.

**Reedbeds**, e.g. Hurcott Pool, Puxton Marsh.

**Fen and marsh**, e.g. the county's largest and most important marshes, at Wilden Marsh; and the smaller Stourvale, Hoo Valley (Spennells), Puxton, Caunsall and Blake Marshes.

**Lowland wet grassland**, e.g. Wilden and Puxton Marshes in the Stour Valley.

**Lowland neutral unimproved hay meadows and neutral pastures**, e.g. the neutral grassland within and along the southern edge of the Wyre Forest, and within Chaddesley Woods.

**Lowland calcareous grassland.**

**Lowland dry-acidic grassland**, e.g. the sheep's fescue/common bent/heath bedstraw community of the wetter and higher ground around Wyre Forest; and the acid grassland within Devil's Spittleful/Rifle Range and Habberley Valley.

**Lowland heathland**, e.g. the heath/woodland at Hartlebury Common scrub/heath/woodland at Devil's Spittleful/Rifle Range and Burlish Top, the wood/heath/bracken at Habberley Valley, and the wood/heath at Kinver Edge and Barnett's Hill.

**Canals**, e.g. the Staffordshire and Worcester Canal, which runs for 13 km through the District.

**Open water** (ponds and lakes), e.g. the Hurcott-Podmore-Blakedown Pool complex, Stanklyn Pool and Trimpley Reservoir.

**Rivers and streams**, e.g. the River Severn, which has upland and lowland characteristics, including boulder rapids and gravel beds above Stourport-on-Severn and Bewdley; the River Stour, a tributary of the Severn, having poor but improving water quality; and streams such as Dowles Brook, and the Hurcott-Podmore-Blakedown stream complex.

**Important roadside verges**, including Roadside Verge Nature Reserves.

**Urban and semi-urban areas**, e.g. parks, derelict land, allotments, playing fields, churchyards and domestic gardens.

N.B.

Woodland, referred to above, may include Ancient woodland, Ancient Semi-Natural Woodland, Plantation Ancient Woodland, and other woodland of nature conservation value.



*Hurcott Pool, Kidderminster*

### Species:

**European Otter**, e.g. along the River Severn.

**Bats**, including those in rural buildings.

**Water Vole**, e.g. the River Stour and its tributaries.

**Marsh Warbler** (not found in the District).

**Nightingale**, e.g. Burlish Top, which maybe the north-east edge of its range.

**Twaite and Allis Shad**, in the River Severn.

**Adder**, three of the County's five locations being the Wyre Forest, Habberley Valley and Kingsford Country Park.

**Slow worm**, e.g. on allotments, and at Puxton Marsh and the Habberley Valley.

**Great Crested Newt**, e.g. in ponds.

**White-Clawed Crayfish**, e.g. in the Wyre Forest streams and Blakedown Brook.

**High Brown Fritillary**, possibly lost from the Wyre Forest during the 1990's.

**Brown Hairstreak Butterfly** (not found in the District).

**Pearl-bordered and Small Pearl bordered Fritillary Butterflies.**

**Club-tailed Dragonfly**, e.g. along the River Severn, particularly above Bewdley.

**Stag Beetle** (not found in the District).

**Violet click beetle** (not found in the District).

**Hornet Robberfly**, e.g. Hurcott pastures, being the only siting in the County.

**Black Poplar**, e.g. along the Severn and Stour Valleys.

- 9.26 Many of the above habitats and species will be protected under policies elsewhere in the Nature Conservation, Landscape, and Leisure, Recreation and Tourism Sections of the Local Plan. In view of the importance of biodiversity, however, and in accordance with advice in the County Structure Plan, it is important to make specific provision in the Local Plan for conserving and enhancing biodiversity, particularly in relation to priority habitats and species. In addition the Council will encourage such measures in relation to all areas, features and species referred to under Policies NC.1 to NC.4, NC.6 and NC.7 of the Local Plan, together with other areas as appropriate. This will apply in urban and rural areas.
- 9.27 Requirements for the provision of an ecological survey and mitigation plan are set out in Policy NC.7 of the Local Plan.

### **Policy NC.5**

**Development should whenever possible and feasible, retain, enhance, manage and if appropriate reintroduce the District's indigenous biodiversity; and in particular those species and habitats identified as priorities for action in the Biodiversity Action Plan for Worcestershire (1999) as appropriate to the District; or the District's Biodiversity Action Programme.**

**Developers may be required to demonstrate how their proposals meet this requirement or otherwise why it is not possible, feasible or appropriate, as relevant.**

**Planning conditions, obligations or management agreements will be used, as appropriate, to secure implementation of this Policy.**

### **Biodiversity**

### **Landscaping Schemes**

- 9.28 The inclusion and management of landscaping schemes as an integral part of new development can greatly assist nature conservation.
- 9.29 New landscaping may take a long time to replace features lost, or may never form an adequate substitute. Consequently, where appropriate and feasible, existing features and habitats of value to nature conservation, such as trees, hedgerows, ponds and streams, should be retained. The Council will encourage the use of

landscaping to enhance nature conservation value to all areas, features and species referred to under Policies NC.1 to NC.5 and NC.7 of the Local Plan, together with other areas as appropriate. This will apply in urban and rural areas.

- 9.30 It will generally be preferable that vegetation used in landscaping schemes is composed of native species, i.e. species natural to Great Britain; and preferably to the Midlands and local indigenous species' associations for similar sites. Such species are part of our natural heritage. They not only contribute to the special character of our towns and countryside but also help to provide a rich environment in which other native plants and animals may thrive. Vegetation should be used in compatible combinations, have appropriate structural diversity (for example, with a ground shrub and tree layer) and matched to the characteristics of a site.
- 9.31 In order to assist with the requirements of this policy, the District Council has produced a leaflet entitled "A Guide to Native Trees of Great Britain". This lists thirty-nine trees native to Great Britain, including thirty-one whose natural range includes the Midlands.
- 9.32 The Biodiversity Action Plan for Worcestershire (para.1.1) states that Biodiversity not only includes species and habitats, but also the genetic variation within species. Consequently, it may be important to utilise vegetation having a genetic profile similar to indigenous species occurring naturally in the vicinity, so the genetic purity of existing vegetation is not diluted or threatened, or can be strengthened. This will include landscaping within, adjoining or close to areas, features and species of nature conservation importance referred to under Policies NC.1 to NC.5 of the Local Plan. For some vegetation, it will be desirable to utilise stock of local genetic provenance, regardless of the location. In this respect, for example, the former Nature Conservancy Council issued advice in a leaflet entitled "Native Trees and Shrubs for Wildlife in the United Kingdom" indicating the desirability that seven species of trees native to the Midlands should be taken from indigenous stock, particularly where several trees are to be planted. These trees are Black Poplar, Midland Hawthorn, Small Leafed Lime and Large Leafed Lime, and to a lesser extent Crack, Goat and White Willow. Other species of tree where it may be desirable to use locally indigenous stock but for special rather than general plantings include Wild Service Tree and True Service Tree.
- 9.33 Careful consideration will be given to the advice of English Nature or other appropriate nature conservation organisations, concerning the appropriateness of genetically matching vegetation, and the source of such vegetation including opportunities to utilise seeds or other material from the wild.
- 9.34 Exotic species and in some circumstances certain native species (such as reedmace) should normally be avoided in landscaping schemes, as they may out-compete or inhibit native species, or otherwise reduce the nature conservation value of the areas they colonise.
- 9.35 Vegetation used in landscaping schemes invariably requires short and long-term management, and appropriate measures should be put into place to secure such provision.

**Policy NC.6****Landscaping Schemes**

Development should include landscaping schemes that retain existing natural and semi-natural features of value to nature conservation, such as ponds, hedgerows, trees, other vegetation, watercourses (including their soft edges) and soft surfaces; and wherever feasible, manage, enhance or recreate features of value to nature conservation, appropriate to the site and vicinity.

Vegetation used in landscaping schemes should be as follows:

- i) primarily composed of species native to the Midlands and in particular, the District;
- ii) reflect, restore or recreate, equivalent naturally occurring local indigenous species associations and habitats appropriate to the vicinity;
- iii) planted in compatible combinations and are appropriately structured;
- iv) of genetic stock similar to local indigenous species occurring in the wild, as far as is practical and appropriate; and
- v) appropriately managed.

The use of vegetation in landscaping schemes that may have an adverse effect on local indigenous flora or fauna will not be permitted. This will include vegetation that could be expected to spread beyond its initial place of planting and out-compete native species; and vegetation that, when planted close to native species, may reduce their likelihood of survival or vigour.

Developers may be required to demonstrate how their proposals meet the requirements of this Policy or otherwise why it is not feasible.

Planning conditions or obligations will be used, as appropriate, to secure implementation of this Policy.

**Note:** Issues relating to landscaping are dealt with in Policy D.11 of the Local Plan.

## Ecological Surveys and Mitigation Plans

- 9.36 It is important that planning applications are accompanied by information of sufficient scope and detail to enable proper consideration to be given to proposals for development that may have an effect on an area, feature or species of importance to nature conservation. The latter will include a site, building or structure that is known, suspected or likely to hold a protected species. Relevant information will usually include an ecological survey and mitigation plan.
- 9.37 Ecological surveys should be carried out by accredited professionals and to appropriately recognised standards. All surveys should:
- i) Be of sufficient detail, and undertaken during appropriate seasons and at appropriate times of the day or night, to ensure they record all relevant features of nature conservation interest, and other relevant features. This may necessitate undertaking a survey several months before a planning application is submitted.
  - ii) List all species, giving their names in Latin and English.
  - iii) State which species are protected under European or British law.
  - iv) State which species are identified for action in the Biodiversity Action Plan for Worcestershire and the District Biodiversity Action Programme.
  - v) List all habitats (including watercourses) and their species structures.
  - vi) State which habitats are identified for action in the Biodiversity Action Plan for Worcestershire and the District Biodiversity Action Programme.
  - vii) Describe other relevant characteristics, such as soil types, topography and exposure.
  - viii) Include a clear description of the effects a proposal would have on the nature conservation interest in the short, medium and long-term.
  - ix) Identify the above on detailed maps, as appropriate.
- 9.38 If the investigation of any issue might reveal something of such magnitude as to otherwise alter the balance of material considerations when determining an application, such issues will not normally be dealt with by condition. For example, the requirement to undertake an ecological survey that could lead to the discovery of a protected species on a site proposed for development will not be left to a condition.
- 9.39 Mitigation plans and habitat management plans should include proposals to minimise any adverse effects on nature conservation interests. They should provide for the protection, enhancement and management of the area affected and the remainder of the area; and the provision and management of compensatory land in the vicinity, if habitat is to be lost or adversely affected. They should include measures to protect and retain species' and their habitat, in situ; particularly in relation to those species protected under European law, and where feasible, species protected under British law. They should also make provision for relocation and habitation of species, as appropriate; and the relocation of other material, such as topsoil and vegetation. Other measures should include provision for the continued natural movement of biological material, for example, via installation of passage tunnels and the creation or enhancement of links to other areas; and other measures as appropriate to maintain population levels.

**Policy NC.7**

Where development is proposed that may or be suspected to affect an area, feature or species referred to under Policies NC1 to NC.5 of the Local Plan, planning applications must be accompanied by the following:-

- i) a detailed ecological survey undertaken at an appropriate time, and other surveys as appropriate; and
- ii) a mitigation plan, that includes measures where appropriate, as follows:
  - a) to minimise the adverse effect;
  - b) to make provision for the protection, and where desirable, the enhancement and management of the remainder of the site;
  - c) the provision, enhancement and management of compensatory land;
  - d) to facilitate the protection and survival of individual members of species protected under European law and their habitat, in situ; or in the case of species protected under British law, where this is not feasible, to provide adequate alternative habitat in the vicinity, and relocation;
  - e) to relocate other material of importance to nature conservation;
  - f) to assist with habitation, including the provision of nesting boxes, lofts, dens, holts and setts, and appropriate ground preparation;
  - g) to facilitate natural movement of species via installation of features such as passage tunnels, and creation of links to other areas;
  - h) in accordance with Policies NC.5 and NC.6 of the Local Plan; and
  - i) to maintain balanced and viable communities of flora and fauna.

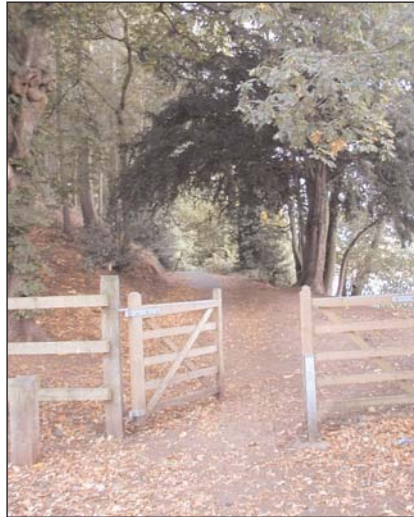
**Planning conditions or obligations will be used, as appropriate, to secure implementation of this Policy.**

**Ecological  
Surveys and  
Mitigation  
Plans**

**Public Access**

- 9.40 Areas of value to nature conservation can also be of value for public use, particularly for environmentally orientated educational purposes, for example, as part of the GCSE syllabus; and for certain types of recreation, for example, bird watching. Where such activities are compatible with the nature conservation interest and feasible, appropriate provision should be made for the public to have access to such areas, including the provision of site interpretation boards. Such access will usually be for the purposes of quiet enjoyment or study and may necessitate provision of guided trails, and sensitively located and designed interpretation boards, as appropriate.





*Hurcott Woods, Kidderminster*

**Policy NC.8**

**Public  
Access**

**Development incorporating, creating or enhancing, any area, species or feature, as identified in Policies NC.1 to NC.6 should, wherever feasible and appropriate, make adequate and suitable provision for public access to those features (including disabled access and limited disabled car parking space nearby), where this is achievable without detriment to the nature conservation interest.**

**Note:** Some areas, features species and habitats, referred to in the Nature Conservation Section, are relevant to more than one Policy in the Local Plan. In such cases, careful consideration will be given to the individual importance attached to such areas, features species or habitats, in considering proposals for development; together with the cumulative importance or value attached to such areas, features, species or habitat by virtue of falling under more than one Policy. For example, if an area is an SSSI, an LNR and a Country Park, it may have scientific, educational and recreational interest and value. All may be important issues in considering proposals for development, and may cumulatively add to the weight given to protecting such an area.



# TRANSPORT AND COMMUNICATIONS

## Transport Aim

10.1 The key aim in relation to Transport is:

**“to reduce the need to travel, particularly by car, and to promote other ways of travelling.”**

## Transport Objectives

10.2 To further this aim, the Transport objectives of the Local Plan are:

### **Objective 38: Location and Mix**

To locate as much development as practicable within the towns and to ensure an appropriate density and mix of uses.

### **Objective 39: Rail Freight**

To promote proposals that assist in the movement of freight by rail.

### **Objective 40: Integration**

To promote high quality interchange facilities between different types of transport.

### **Objective 41: Personal Mobility**

To improve access for everyone.

### **Objective 42: Infrastructure**

To promote improvements to public transport infrastructure.

### **Objective 43: Traffic Impact**

To reduce the harmful effects of traffic, especially in existing residential areas and town centres.

### **Objective 44: Cycling and Walking**

To promote measures to improve safety and enhance access and facilities for vulnerable road users such as cyclists, pedestrians and horse riders.

### **Objective 45: Car Parking**

To use car parking standards and policies, to promote more sustainable transport choices and reduce the reliance on the private car.

### **Objective 46: Travel Plans**

To promote the formulation of green transport plans in connection with existing or proposed developments that either generate significant volumes of traffic, or would create specific traffic problems that need to be addressed.

### **Objective 47 Rural Transport**

To promote the provision of a high quality transport network in rural areas.

## Introduction

- 10.3 The movement of people and goods is vital to the District's economic well being and quality of life for local residents. In its first report under the Road Traffic reduction Act 1997, Worcestershire County Council states that local traffic growth has historically mirrored national traffic growth, predicting a 32% growth in traffic volume for the period 1996-2010. Within the three towns Kidderminster, Stourport-on-Severn and Bewdley, 25% of households do not own a car and 45% own one car. The rural parishes of Wyre Forest have very high levels of car ownership.
- 10.4 The Local Plan transport policies aim to reflect the objectives of Planning Policy Guidance Note 13 - Transport (March 2001). Notably to integrate land-use planning and transport to reduce the need to travel and to promote sustainable transport choices. There is increasing need to establish a balance between maintaining the freedom to travel and a competitive economy against both global and local environmental sustainability concerns.
- 10.5 The Government's 1998 White Paper "A New Deal for Transport" marked a radical change in transport policy, setting out measures to move towards a better, more integrated transport system. It stresses the need for fully integrated transport policies and proposals with land use planning. Emphasis is placed on promoting sustainable travel choices through improved public transport, cyclist and pedestrian accessibility. "A New Deal for Transport" highlights Local Transport Plans as the key to delivery of locally integrated transport. These constitute five-year strategies for co-ordinating and improving all forms of transport locally, setting out future investment plans and proposals for the implementation of specific measures.
- 10.6 The Worcestershire Local Transport Plan covers the period 2001-2006 and was submitted by Worcestershire County Council in July 2000 following a comprehensive year-long public consultation exercise. Proposals for the District include improvements at Kidderminster Rail Station and radial routes traffic management schemes at Stourport Road A451, Comberton Hill A448 and Horsefair A451. The Local Plan transport policies aim to address land-use issues relating to these proposals contained in the Local Transport Plan
- 10.7 The Worcestershire Local Transport Plan identified the need to establish a Wyre Forest Bus Quality Partnership which is now progressing. Provisions are made for the formation of Quality Partnerships in the Transport Act 2000. The Bus Quality Partnership aims to develop a programme of improvements to provide a safe, efficient and convenient public transport system for the Wyre Forest area. The steering group has identified a number of improvement scheme proposals, which have land use planning implications in the District. As a contribution towards the Bus Quality Partnership, the District Council has replaced most of the urban bus shelters through a sponsored scheme for the provision and ongoing maintenance of bus shelters.
- 10.8 The District Council has formulated a Cycle Strategy for Wyre Forest which was adopted as Supplementary Planning Guidance in 2002 following consultation with local cyclists, Worcestershire County Council and other interested parties. The strategy identifies a network of safe and convenient routes used by cyclists for both utility and leisure purposes. The improved provision of facilities for cyclists within the District is supported by the Wyre Forest Cycle Forum, a group of local cyclists and



*Kidderminster Bus Station*

key policy makers.

- 10.9 Within the District, the County Council is implementing its Safer Routes to Schools programme which aims to improve the safety of the school journey through developing a package of measures which promote walking, cycling and public transport. Safer Routes to Schools Initiatives have already been undertaken at Baxter College in Kidderminster. The County Council is also promoting a walking strategy to introduce measures that promote walking as a viable mode of transport for journeys under one mile.

## Public Transport

### Buses

- 10.10 Bus services within Wyre Forest District and its outlying areas are generally provided by First Group and the locally based Go Whittle. The current bus network in Wyre Forest has a number of shortcomings such as poor reliability due to highway congestion particularly affecting radial routes into Kidderminster, irregularity of rural services and poor interchange with Kidderminster Rail Station.

- 10.11 The ability of Kidderminster to act as a hub for the Wyre Forest bus network has been enhanced through the redevelopment of the bus station, bus depot and adjacent industrial land as shown on the Proposals Map. This incorporates fully accessible waiting areas, toilet facilities and other travel information. Currently, the connectivity between the bus and rail stations in Kidderminster is poor and is not conducive to discouraging car use within the Wyre Forest. The Council wishes to promote the provision of good quality interchange facilities within the District.



*Kidderminster Bus Station*

- 10.12 The Wyre Forest Bus Quality Partnership provides the main impetus for improving bus services and infrastructure within the area. A number of bus priority measures are currently being researched and implementation is expected to begin in 2004/2005. Proposals include a package of measures for the A451 Stourport Road/Minster Road to address congestion at both Kidderminster and Stourport. Other measures include junction treatment and access to Kidderminster Rail Station from the A448 Comberton Hill. Identified measures have been collated to form a bus priority route network, which is shown on the Proposals Map.
- 10.13 The Council will support measures to improve public transport infrastructure and bus service provision both within and between the three main towns and linking the rural areas of the District. Although there is a high level of car ownership within the rural parishes, a number of people such as the elderly, young and disabled do not have access to a car. Improved public transport would help to increase their mobility and assist in reducing congestion within the three main towns. The Worcestershire Local Transport Plan highlights the development of the role of community transport in order to meet the needs of those people who are unable to utilise conventional public transport due to lack of service or mobility impairment.
- 10.14 The District Council will seek to improve public and community transport services in rural areas which are poorly served by public transport. In particular, improved links will be required for new development relating to employment, leisure and recreation in the rural areas of the District.

## Bus Infrastructure

### Policy TR.1

**Development which is likely to have an adverse impact on the proposed bus priority route network, will not be permitted. Where appropriate S.106 Obligations will be sought for contributions towards:**

- i) Off site provision of bus priority measures;**
- ii) Improved bus services where major new development would generate significant volumes of traffic;**
- iii) The provision of improved public transport services to link to new development in rural areas.**
- iv) The upgrading of bus infrastructure in Stourport-on-Severn, Bewdley and Kidderminster.**

## Railways

- 10.15 Rail plays an increasingly important role in providing links with the West Midlands Conurbation; this is reflected in the current levels of commuting. Improvements to the capacity of the rail network could potentially transfer a further proportion of commuter traffic from road to rail. The Centro 20-Year Public Transport Strategy sets out the long-term perspective on improving the public transport system throughout the West Midlands. Cross boundary issues may have positive effects on facilities at Kidderminster Rail Station.
- 10.16 Two railway lines serve the District; firstly the Network Rail Birmingham (New Street/Snow Hill) - Stourbridge - Kidderminster - Droitwich - Worcester line served by Central Trains. This line provides an important link with Birmingham for commuting, shopping, leisure and educational trips and gives access via Birmingham New Street to the intercity network. Intermediate stations en route to Birmingham provide access for journeys to work in parts of the Black Country. In a southerly direction, the line provides access to Droitwich and Worcester. The service is well used in both directions with heavy use during weekday peak periods.
- 10.17 Severn Valley Railway Holdings plc operates the Kidderminster to Bridgnorth line as a restored steam railway aimed at the steam railway enthusiast, leisure and tourist market. The railway is one of the major tourist attractions of the area with stations at Kidderminster, Bewdley and Upper Arley.

## Kidderminster Railway Station

- 10.18 There are two Network Rail stations within the District, at Kidderminster and at Blakedown. Kidderminster Station provides the main facilities to serve the District. Blakedown serves only a small local catchment due in part to



*Train at Kidderminster Station*

service and parking restrictions. The parking facilities at Kidderminster Station are well used.

10.19 The Council is keen to promote the expansion and improvement of parking, interchange and other facilities at the Kidderminster railway stations, in order to improve the attractiveness of rail transport. An area of land to be safeguarded for such purposes has been identified on the Proposals Map. During September 2002 Chiltern Railways commenced a service from London Marylebone via Birmingham Snow Hill to Kidderminster. This has intensified usage of Kidderminster Rail Station.

10.20 PPG13 advises that convenient and safe interchange is essential in promoting sustainable travel choices. The Worcestershire Local Transport Plan identifies the need to improve access for all modes of transport to the Kidderminster Rail Station, in particular pedestrians, cyclists, buses, taxis and private cars. Currently access for the mobility impaired to the station and its platforms is very poor. The Local Transport Plan proposes a package of measures to improve interchange facilities at Kidderminster Rail Station. The package aims to promote the integration of all modes of travel and to improve the flexibility of public transport in Wyre Forest. Measures include:

- Junction improvements for ease of access into and out of the station.
- The provision of cycle lockers.
- Better access to travel information.
- Improved waiting facilities
- Improved access for disabled people.



*Entrance to Kidderminster Station*

The Council supports the proposed improvements to the station.

**Policy TR.2**

**The area of land centred on Kidderminster Station and shown on the Proposals Map as land for railway purposes, will be safeguarded for future railway related developments. Development which would be detrimental to the proposed interchange improvements at Kidderminster Rail Station, will not be permitted.**

**Interchange Improvements at Kidderminster Railway Station**

**Former Railway Line - Stourport-on-Severn to Hartlebury.**

10.21 Stourport-on-Severn was connected to the national rail network via a single-track line to Hartlebury until the mid 1970s. Although passenger services ceased in the 1960s, the line was used to provide local deliveries to the Stourport power station until just before its closure. Subsequently although the rail station and associated land was redeveloped for housing, the former railway line from the Staffordshire and Worcestershire Canal to Hartlebury has not been severed by development. Part of the route is included in the Leagate Country Park and therefore has been safeguarded. In addition, the entire route is within the Green Belt where there is a general presumption against development.

10.22 The Worcestershire Local Transport Plan proposes interchange improvements at Hartlebury Rail Station in Wychavon District. This would increase the potential for rail services calling at Hartlebury. The existing former railway line provides an



opportunity to provide sustainable transport linkages between Stourport-on-Severn and Hartlebury. Although no specific proposals are included in the Structure Plan to reinstate the rail link to Stourport-on-Severn, the District Council wishes to ensure that such a possibility remains open as a longer-term option. The nature and form of any future transport link proposals would need to be the subject of separate and further detailed consideration and assessment at the appropriate time.

- 10.23 At Stourport-on-Severn the safeguarded route for the Stourport Relief Road crosses the former railway line adjacent to Timber Lane. In the longer term this would provide the potential for vehicular access to a new station/interchange facility.

**Policy TR.3**

**The line of the former Stourport-on-Severn to Hartlebury railway will be safeguarded. Development considered to be detrimental to its long-term use as a sustainable transport route will not be permitted.**

**Sustainable  
Transport  
Route**

**Freight Transfer**

- 10.24 The economic prosperity of the District is dependent upon the efficient distribution of goods and services. However, the rapid growth in the transit of goods by roads has brought with it substantial disbenefits to local communities, including pollution, congestion, disturbance and increased accidents.
- 10.25 PPG13 advises that land-use planning has a significant impact to make on distribution by using policies and decisions on patterns of development and infrastructure. In particular developments generating substantial freight movements should be located away from congested and residential areas. Encouraging development, which can realistically be served by rail or water and with good access to trunk roads and the promotion of sustainable distribution in developments are highlighted. The identification and protection of sites, which could be critical in developing infrastructure to widen freight transfer choice and the identification and protection of opportunities for rail or waterway connections to existing sites, are recommended.
- 10.26 Structure Plan Policy T15 relates to the promotion of the transfer of freight, waste, aggregates and minerals from roads to other forms of transport such as rail, water and pipeline. The policy seeks to reduce the impact on the highway network and environment through locating new industrial and warehouse development with access to railways, waterways or pipeline termini. It also stresses that where freight requires transfer by road, it will be concentrated on the lorry route.

**Rail Freight Connection**

- 10.27 The Worcestershire Local Transport Plan proposes the development of a freight strategy. In summary, this identifies the following measures:
- The establishment of a Freight Quality Partnership
  - The production of County HGV maps
  - The production of congestion "hotspot" maps
  - The establishment of clear zones/low emission zones
  - Identifying the potential for a strategic freight interchange
  - The development of opportunities for water borne freight.

- 10.28 The Council supports the principle of locating developments likely to generate significant freight movements at appropriate allocated sites with access or potential access to the rail network.
- 10.29 The Worcestershire Local Transport Plan identifies Hartlebury Industrial Estate in Wychavon District as an industrial site, which has the potential to be reinstated as a rail freight terminal. It also refers to the British Sugar Factory Site located on Stourport Road, Kidderminster, as a development site allocated for industry that has potential for rail freight connection. The British Sugar Factory site adjoins the Severn Valley Heritage Railway line, which was originally utilised for freight connections to Birmingham. A set of sidings adjacent to the site are still in existence, these were used for the transportation of sugar beet to and from the factory. Rail freight connection to the site ceased to be used in the early 1980s. This existing infrastructure has the potential to be upgraded to provide a rail freight line to serve industry within the area. The County Council's Freight Strategy proposes to explore the feasibility of these sites in order to develop further opportunities for rail freight.

#### **Policy TR.4**

**Proposals for the redevelopment of the British Sugar Factory Site should take into account the potential for connection to the rail network for freight transport. Proposals which would be prejudicial to the viability of developing a rail freight connection will not be permitted.**

**Access to Rail  
Freight**

### **Control of Heavy Goods Vehicles**

- 10.30 The County Council has defined a network of lorry routes for Worcestershire; those within the District are shown on the Proposals Map. The main purpose of the network is to show which roads should be used for long distance trips and to assist in the planning of new industrial and commercial developments. The network also provides a framework for the design of traffic management regulatory measures aimed at, where feasible minimising the adverse environmental impact of Heavy Goods Vehicles.

#### **Policy TR.5**

**Proposals for development likely to generate significant goods vehicle traffic will normally be allowed only where they are in close proximity to the lorry route network. Proposals which are likely to have an adverse impact on residential areas will not be permitted.**

**Lorry Route  
Network**



## Provision for Cyclists

10.31 Cycling represents a very environmentally acceptable and sustainable form of transport, suited in particular to most short utility and leisure trips. In 1996, the Government adopted the National Cycling Strategy, which included targets to double cycle use by the year 2002 and to double it again by 2012. In response to this, Local Authorities are required to develop viable cycle strategies for their areas.

10.32 The County Council has an adopted Cycle Strategy for Worcestershire, which is outlined in Chapter 4 of the Local Transport Plan. This considers in general terms measures that can be sensibly implemented to make cycling a more convenient means of transport and aims to reduce the dangers to cyclists.



*Cycle parking, Kidderminster College*

10.33 The Wyre Forest Cycle Forum was established in 1998. This group consisting of key policy makers and representatives of local cyclist's groups meets on a regular basis to discuss ways of improving facilities for cyclists within the District. Wyre Forest District Council's Town Centre Management Strategies for Kidderminster, Stourport-on-Severn and Bewdley, include proposals for improvements to cycle routes and the provision of safe and convenient cycle parking.

10.34 The District Council has prepared a Wyre Forest Cycle Strategy in consultation with local cyclists and the County Council which was adopted as Supplementary Planning Guidance in 2002. The Strategy identifies a strategic network of cycle routes, which aims to make existing roads more safe and convenient to use for cyclists. Measures such as traffic calming, junction treatment, reallocation of carriageway space and the provision of cycle lanes and tracks will be implemented in partnership with the County Council. The proposed cycle route network for Wyre Forest is shown on the Proposals Map. Any development, which is likely to be detrimental to the network, will not be permitted. The District Council will actively encourage developers to include cycle facilities in their proposals when submitting applications for planning permission, where appropriate. All new highway and land-use development schemes will be subject to a cycle audit procedure (undertaken by the County Council), to ensure that the needs of cyclists have been fully considered.



*Staffordshire & Worcestershire Canal Cycle Path*

10.35 The Staffordshire and Worcestershire canal provides a safe, direct utility and leisure cycle link to Kidderminster town centre and Stourport-on-Severn. Recently, the sustainable transport charity Sustrans, British Waterways and Worcestershire County Council funded surfacing works to the canal towpath running from Kidderminster to Stourport-on-Severn as part of the National Cycle Network, which will run through the Wyre Forest. Further provision for cyclists to the north of this route will be pursued through the Environment Agency's flood alleviation scheme in the Springfield Park and Puxton Marsh area.

10.36 The provision of secure cycle parking facilities is an important factor in encouraging people to cycle. The District Council will therefore require all major developments to

conform to the County Council's cycle parking standards outlined in Appendix 9. These are based on advice given in PPG13, and require the provision of parking for at least six cycles for major new development.

### **Policy TR.6**

**Development which is likely to be detrimental to the Wyre Forest cycle route network shown on the Proposals Map will not be permitted. The District Council will require all major new developments to conform to the cycle parking standards outlined in Appendix 9. Developers will be encouraged to include cycle facilities in their proposals when submitting applications for planning permission.**

**Where appropriate s.106 Obligations may be required for contributions towards off site provision of cycle infrastructure.**

### **Cycling Infrastructure**

## **Pedestrians**

- 10.37 Walking represents a popular mode of transport; it is particularly well suited to short trips of less than one mile and accounts for 80% of these journeys. Walking helps to reduce peak traffic congestion and improves both fitness and health. However, during the last ten years, walking has declined by more than 10% due to the growth of car ownership and use. Land use planning has previously been dominated by the needs of the motor car and there has been a tendency to overlook the needs of pedestrians in the design and layout of developments
- 10.38 PPG13, highlights the need to pay particular attention to the design, location and access arrangements for new development to ensure that walking is promoted as a means of access and to create direct, safe and secure walking routes. The County Council aims to deliver a walking strategy for Worcestershire (Chapter 5, Local Transport Plan), the purpose of which is to:
- "Promote walking as a viable means of transport, through prioritising the needs of pedestrians in transport and land use planning, and through improving facilities for pedestrians to make journeys safer and more convenient."
- 10.39 Wyre Forest District Council's Town Centre Management Strategies for Kidderminster, Stourport-on-Severn and Bewdley, include proposals for the improvement of pedestrian links and accessibility. The Strategy for Kidderminster is particularly concerned with the improvement of pedestrian links between Kidderminster town centre, rail and bus stations.
- 10.40 Land use planning plays a vital role in the promotion of walking as a mode of transport. The District Council will require all development to consider accessibility by foot, the design of safe and convenient walking routes in new development and in and around existing development. Resources from developers will also be sought in order to fund enhanced pedestrian access to development.
- 10.41 Easy access to all developments for everyone, in particular public facilities, must be available. The District Council will require all new facilities to be designed to be accessible to people with disabilities. Safe, attractive and efficient pedestrian routes for everyone must be incorporated into the layout of new development.

## Provision for Pedestrians

### Policy TR.7

The design and layout of all new development should ensure that proper provision is made for safe, convenient and easy pedestrian movement, including that for the mobility impaired, both within the development and in relation to adjacent areas. Applications which do not fulfil this objective will be refused.

**\*Where appropriate s106 Obligations will be sought from developers to enhance pedestrian access to development and its surrounding environment.**

- 10.42 The Leisure, Recreation and Tourism chapter of the District Local Plan provides more information on the Public Rights of Way network.

### The Highway Network

- 10.43 All the main highways in the District are classified by the Highway Authority into a hierarchy of categories ranging from the Regional Strategic Route Network (roads connecting major towns) to Local Distributors (roads carrying traffic having an origin or destination within a defined area).

Within the District the key strategic highways are as follows:

- The **A449** trunk road, which runs north/south through the District and the eastern side of Kidderminster, linking Worcester and Wolverhampton.
- The **A456** which is a trunk road (between the M5 Junction 3 and the A449) and runs east/west through the District providing the main route from the conurbation to Kidderminster, Bewdley and on to the Marches.
- The **A448** Kidderminster to Bromsgrove Road
- The **A442**, which connects Kidderminster with Bridgnorth and Droitwich
- The **A451** Stourport-on-Severn -Kidderminster - Stourbridge route.

- 10.44 Worcestershire County Council is currently undertaking a review of the network hierarchy with the aim of maximising the safety and efficiency of movement for public transport, cycles and pedestrians. The road hierarchy provides guidance on how roads should be used by applying appropriate safety and maintenance standards. Emphasis will focus on balancing the use of the network through increasing highway safety for vulnerable road users such as cyclists, pedestrians and horse riders. Priority will be given to these users in appropriate circumstances.
- 10.45 Recently, proposals have emerged to detrunk selected trunk roads in order that they are managed by the Local Highway Authority. This will facilitate local decisions and enable the greater integration of local transport and land use planning issues. It is proposed that the sections of the A449 and A456 trunk roads running through the District will be detrunked.
- 10.46 The current road hierarchy for the District is shown on the Proposals Map.

**Policy TR.8**

**In considering proposals for development and for the management of traffic, regard will be had to the road hierarchy for the District, as indicated on the Proposals Map. Differing standards regarding design, speeds, access points and traffic management measures will be applied by the Highway Authority to each category of road in accordance with its primary function.**

**Highway  
Network**

**Impacts of Development on the Highway Network**

- 10.47 It is the District Council's general aim to promote highway safety when considering proposals for development. In relation to highway considerations there are normally two aspects of concern. Firstly whether the local network is capable of accommodating the likely level of traffic arising out of the development together with predicted growth in base level traffic without causing unacceptable congestion, environmental effects, or safety problems. Secondly, whether the proposed site access itself would lead to highway safety or congestion problems.
- 10.48 Annex B: Access to Trunk Roads, set out in PPG13, advises that a graduated approach to new connections to trunk roads or the intensified use of existing ones should be adopted. Access will be most severely restricted in the case of motorways. The most strategic routes on the core network will be subject to access restrictions almost as stringent. The remainder of the network will be submitted to a less restrictive approach to connections, subject to consultation with the Local Highway Authority, Worcestershire County Council.

**Policy TR.9**

**In considering proposals for development, the District Council will have regard to the traffic impact of the proposal on the highway network. It must be demonstrated that the road network is capable of accommodating the type and scale of traffic likely to be generated, with regard to safety and capacity. Adequate visibility must be available for vehicles turning into and out of the site. Proposals which would lead to the deterioration of highway safety will not be allowed.**

**Impacts of  
Development  
on the Highway  
Network**

**Environmental Impact of Necessary Highway Works**

- 10.49 Although the Council is anxious to promote safe access arrangements for new development there are certain instances where the environmental consequences of providing an access to the requisite highway design standards are unacceptable; such as the provision of a visibility splay requiring the removal of important amenity trees and hedgerows or old attractive brick boundary walls. In these instances the District Council will have regard to the wider impact of the development in reaching a decision on such applications and may in exceptional circumstances allow the relaxation of highway standards.

### Environmental Impact of Highway Works

#### Policy TR.10

**In considering applications for development, the District Council will have regard to the visual and environmental impact of any highway works necessary for the development to proceed. Developments which have an unacceptable adverse impact upon the environment will not normally be permitted.**

### Developments Fronting Unmade Roads

- 10.50 The Highway Authority and the District Council have normally resisted developments that either front or gain access from unmade roads which generally give rise to access and servicing problems. Within the District, whilst there are a number of unmade roads or tracks giving access to developments within the rural areas, the number within the urban areas is fortunately very limited.
- 10.51 When considering proposals for new development, it is important to ensure that adequate facilities in the form of a suitably constructed access road, to enable safe and convenient access by residents' and visitors' cars and delivery, service and emergency vehicles, is available.

#### Policy TR.11

### Developments Fronting Unmade Roads

**New developments fronting unmade roads or tracks which are inadequate to service the needs of the development, will not normally be allowed. This objection may be overcome if the proposals include the upgrading of the access to an acceptable standard at the developer's expense. Proposals for single dwellings which would constitute infilling with an existing substantially built-up frontage to an unmade road within areas covered by Policy H.2 will be considered on their individual merits.**

### Road Improvements and Traffic Management Measures

#### Traffic Management and Calming

- 10.52 The Council recognises that some residential neighbourhoods within the District are suffering from unnecessary through traffic flows utilising inadequate local access roads. This is exacerbated by the effects of children being taken to school by car and the use of minor roads to bypass congestion, contributing to a reduction in the quality of life in residential areas.
- 10.53 The Worcestershire Local Transport Plan identifies the need to implement schemes through an area wide approach. In particular, it highlights the use of home zones to limit speeds to 20mph or less, traffic calming schemes and Safer Routes to School schemes. Land use planning has a particularly important contribution to make towards these initiatives through ensuring developments are designed with regard to the needs of school travel and that they promote safe direct walking and cycle routes where appropriate. The District Council will seek to contribute towards traffic



management and calming measures and associated provision for cyclists and pedestrians wherever possible. This will include the use of planning obligations in appropriate circumstances.

- 10.54 The District Council will urge the County Council as Highway Authority responsible for implementing traffic management schemes; to undertake schemes which demonstrate full consideration of cyclists' and pedestrians' needs on an area wide basis where appropriate.



*Traffic calming, Larches Road, Kidderminster*

### **Policy TR.12**

**The District Council will support the implementation of traffic management and calming schemes, including Safer Routes to Schools and Home Zones where appropriate. New development will not be permitted where it would be detrimental to such area-based schemes.**

**\*Where necessary s106 Obligations may be sought to contribute towards development related traffic management and calming measures.**

**Area-Wide  
Traffic  
Management  
Schemes**

### **The Horsefair - Kidderminster**

- 10.55 The Section of the A451 Blackwell Street between the Kidderminster Ring Road and Hurcott Road, which includes the Horsefair area, has a history of severe traffic problems. Difficulties are caused by the substandard width of Blackwell Street, together with the lack of off-street servicing facilities for shops and the complexity of the six junctions in close proximity. The District Council is particularly concerned over problems related to conflict between heavy goods vehicles and the safety of pedestrians in the Blackwell Street/Horsefair areas.
- 10.56 The Worcestershire Local Transport Plan recognises the widespread concern over the traffic impact on town centres in the District, particularly within the Horsefair A451. The District Council aims to progress the implementation of a neighbourhood plan for the Horsefair. This is intended to form a holistic approach towards improving the quality of life for local residents. In particular, the large volumes of traffic, associated congestion and pollution have an adverse effect on quality of life within the area. Solutions will focus on relieving congestion and improving pedestrian movement through the Horsefair.
- 10.57 As an interim measure it is proposed to continue safeguarding one of the service roads accessed from Radford Avenue, pending a review of the wider transport options to be undertaken in consultation with the County Council.

The  
Horsefair,  
Kidderminster

### Policy TR.13

**The line of the Blackwell Street rear service road accessed from Radford Avenue (as indicated on the Proposals Map) will be safeguarded and physical development, which prejudices this line, will not be permitted.**

### Kidderminster A449/A456 Corridors

- 10.58 Since the 1960s, problems have been identified regarding the demand for movement along the A449 corridor through Kidderminster and along the A456 route linking Kidderminster with the conurbation and the national motorway network. Various route options and bypass proposals have been evaluated over the last 30 years.
- 10.59 Proposals for a Kidderminster/Blakedown/Hagley Bypass were prepared by the Department of Transport in 1992 and following an Inquiry in 1993, line orders for the route were approved in July 1996. However, in November 1996, following the Department of Transport's review "Managing the Trunk Road Programme", the Bypass was withdrawn from the trunk roads programme.
- 10.60 The Worcestershire County Structure Plan Policy T.12 indicates that the lines of the Kidderminster/Blakedown/Hagley Bypass and the Kidderminster Southern Bypass will be protected and that their provision will be reviewed against the Government's new roads appraisal technique. The Structure Plan also refers to these road schemes being considered as part of the West Midlands Area Multi Modal Study (WMAMMS).
- 10.61 The WMAMMS commenced in Spring 1999 to address travel, congestion and environmental problems in and around Birmingham, the Black Country and transport linkages to surrounding towns, through considering a wide range of measures. It assessed the implications of the Department of Transport's Kidderminster/Blakedown/Hagley Bypass and the linked County Council scheme Kidderminster Southern Bypass. The final report of the Study was published in October 2001 and covers transport infrastructure proposals for the next 30 years. As a result of the appraisal process, a number of strategic highway schemes were proposed on the western side of the conurbation, including Western Bypasses for Wolverhampton and Stourbridge, to provide a new dual two-lane carriageway route to relieve congestion and improve access to the western conurbation. In addition, on line improvements (not requiring property demolition) to deliver increased highway capacity, remove bottle necks and improve safety on the A449 and A451 Kidderminster to Wall Heath and Stourbridge routes were also identified, and these schemes are now proposed to be subject to a safeguarding policy. These schemes are identified for implementation in advance of the Western Bypasses proposals, which are suggested for post 2011.
- 10.62 Following publication of the WMAMMS, proposals for the Western Bypasses for Wolverhampton and Stourbridge were included in the Draft West Midlands RPG proposals. However, the RPG Public Examination Panel Report (October 2002) concluded that the regeneration benefits of the proposed Western Bypasses could not be proven. Moreover the bypasses could result in attracting employment investment away from the urban conurbation into adjacent Green Belt areas. The panel considered that the environmental harm resulting from the construction of the proposed roads would be significant. Therefore the need for the Western Bypasses to support draft RPG's Spatial Strategy is not demonstrated. The Panel recommended that reference to these bypasses be deleted from the RPG policy.



This has subsequently been supported by the Secretary of State in his Proposed Changes to the RPG published in September 2003.

- 10.63 The WMAMMS did not reach conclusive results on a possible A449 Kidderminster Eastern Bypass. The strategic transport modelling process was not sufficiently robust to assess the need for, or to identify an optimal solution for a possible Kidderminster Eastern Bypass. The final report recommends that a further detailed study be undertaken to cover route options, operational characteristics, environmental considerations, and transport economic efficiency, relating to the A449 and A456 in conjunction with future detailed studies into the Stourbridge Bypass proposals to maximise its use for traffic relief in Kidderminster and Hagley.
- 10.64 In view of the outcome of the WMAMMS not to recommend implementation of the Kidderminster/Blakedown/Hagley Bypass, the continued safeguarding of this strategic route and the associated Kidderminster Southern Bypass cannot be justified, particularly having regard to advice in PPG12 (Paragraph 5.17). This advises that Authorities should only include major road proposals in the Development Plan where the proposals are firm and have a reasonable degree of certainty of proceeding within the Plan period.
- 10.65 As part of the WMAMMS the measures to create a new Regional Express Rail Network (RER) by 2031 are identified. The RER concept, characterised by high performance, high quality vehicles and infrastructure, would provide an integrated modern rail system that would connect towns within and around the edge of the conurbation with central Birmingham. The Kidderminster-Birmingham-Leamington Spa/Warwick line is identified as a proposed RER line, and the development of a series of major 'strategic' Park and Ride sites are suggested, mainly on the edge of the conurbation, to operate in conjunction with the RER.
- 10.66 The WMAMMS identifies Kidderminster as a possible location for a Parkway Station. Parkway stations will allow for interchange between the local, regional express rail services and the long distance national rail services. The station would allow passengers access to the national rail network without the need for travelling into Birmingham City centre. Draft Regional Planning Guidance for West Midlands refers to a regional park and ride study presently being undertaken, but makes no reference to a new Parkway, or park and ride facility for Kidderminster.
- 10.67 It is anticipated that future detailed studies into transport options for the Kidderminster A449/A456 corridor will achieve conclusive results on the need for a Kidderminster Eastern Bypass and a Parkway Station site to improve accessibility to the conurbation. Provisions for the protection of land for such purposes will be considered as part of the next review of the Local Plan in the light of the final study outcomes.
- 10.68 If the study identifies a need for a new park and ride site to serve Kidderminster and a detailed assessment of potential sites establishes that a Green Belt site is the most sustainable option, then under PPG13 Annex E, such a proposal, subject to certain safeguards, would not be inappropriate development with the Green Belt.

#### **Policy TR.14**

**Proposals for the on-line improvement of the A449 Kidderminster-Wall Heath and A451 Kidderminster-Stourbridge routes will be safeguarded and physical development, which prejudices these proposals will not be allowed.**

**A449 and A451  
Kidderminster -  
Wall Heath and  
Stourbridge**

## Stourport Relief Road

- 10.69 There has long been widespread concern over the impact of high levels of traffic on the historic centre of Stourport-on-Severn. The town has a single river crossing channelling all traffic on the A451 through the town centre. Traffic congestion is worsened during Bank Holidays and the summer months due to the popularity of Stourport as a tourist attraction. During the course of preparing the Urban Areas Local Plan an opportunity to utilise the route of the former railway line, which served Stourport Power Station until its closure in the early 1980s, was identified for the routing of a relief road combined with a second river bridge. A safeguarding policy for the route was included in the adopted Urban Areas Local Plan and the scheme was included in the Structure Plan list of major road schemes as part of the First Alterations approved in 1990.
- 10.70 Part of the route has already been safeguarded through the provision made as part of the redevelopment of the former Power Station Site for housing purposes. A further short section of the relief road has been provided as part of the development of the Timber Lane housing development. Whilst the proposed line of the Stourport Relief Road is still protected, major development which may prejudice its construction will not be permitted. However, minor incidental development which would not materially affect the line may be acceptable along the line of the proposed relief road.
- 10.71 The County Council carried out a transport study for Stourport-on-Severn, during 2002. The study addressed short, medium and long term measures to improve the social, economic and environmental well being of the town and addressed all modes of people movement. The Stourport Relief Road is a medium to longer term option that needs to be evaluated under the NATA (New Approach to Appraisal) techniques before a decision can be made on whether to continue to support the project or replace it with an alternative solution. Any major scheme (in excess of £5 million) will need to be prioritised and generally, one major scheme is pursued in any five-year Local Transport Plan period. If the construction of the Stourport Relief Road is recommended, replacement sports pitches for Stourport Cricket and Rugby Football Clubs will need to be provided in accordance with advice in PPG17 and Policy LR.9

### Policy TR.15

**The line of the Stourport Relief Road as shown on the Proposals Map, will be safeguarded and physical development which prejudices this line will not be allowed.**

**Proposed  
Stourport  
Relief Road**

## Environmental Impact of Major Road Schemes / Mitigation

- 10.72 With the possible construction in the longer-term of major road schemes within the District, the environment of the area could undergo significant change. Responsibility for the planning, design and implementation of major schemes rests with Worcestershire County Council as Highway Authority. The District Council is essentially a consultee in the decision making process and as such will endeavour to seek to influence the design of specific schemes at the detailed planning stages should the schemes proceed. This will ensure that the adverse environmental impact of such proposals are minimised where feasible.

**Policy TR.16**

**The adverse environmental impact of major road schemes including improvement schemes, will be minimised through detailed design, which will include mitigation measures and, where appropriate the creation of compensatory habitats and landscapes.**

**Environmental  
Impact of  
Major Road  
Schemes**

**Car Parking Provision**

- 10.73 PPG13 advises that a lower level of car parking associated with development should be provided through expressing car-parking standards in terms of maximum provision rather than minimum. A reduction in the amount of parking in new development and the expansion and change of use in existing development should be used as part of a package approach to planning and transport measures in order to increase sustainable travel choices. PPG13 specifies that whilst maximum standards should be adopted for car parking related to development, minimum standards should be applied for disabled parking and cycle parking provision. Adequate provision for motorcycle parking should also be made.
- 10.74 Regional Planning Guidance for the West Midlands outlines the importance of parking policy in relation to the effective traffic management of urban centres. In particular it proposes the reduction of parking development proposed for central urban locations, which are highly accessible by non-car modes.
- 10.75 Worcestershire County Structure Plan 1996-2011 Policy T.4 advocates parking policies based upon limiting long stay car parking in favour of short stay facilities and maintaining accessibility by car for the mobility impaired and delivery vehicles. It also highlights the use of car parking standards for new development to reflect the use, location and accessibility by non-car modes and expressing car-parking standards in terms of maximum provision.
- 10.76 Worcestershire County Council has recently published draft-revised car parking standards for consultation based on the levels set out in PPG13. These are intended to form a countywide framework to be used in conjunction with specific local requirements for car parking within each District Local Plan. The District Council considers that new developments should satisfy the County Council's parking standards set out in Appendix 9. In cases of discrepancy in the application of car parking standards, the Council will apply those standards set out in Annex D of PPG13.
- 10.77 In the town centres of Kidderminster, Stourport-on-Severn and Bewdley and locations within the District that are highly accessible by other modes of transport, opportunities exist to reduce levels of car parking below the specified maxima. However, the District Council recognises the importance in maintaining good quality, short stay parking in order to retain the viability of the town centres through their retailing and leisure roles. Within these areas, a reduction in the provision of car parking associated with development should be adopted as part of a package of measures to promote sustainable transport. In accordance with paragraph 56 of PPG13, proposals involving town centre or edge-of-centre retail or leisure



*Market Street Car Park, Kidderminster*

development with car parking provision above the maximum levels will be considered having regard to the advice set out in paragraph 56 of PPG13. Should planning applications for the future expansion of parking facilities at existing railway stations within Wyre Forest be received, they will be assessed against the provisions set out in paragraph 63 of PPG13 and where appropriate, Annex E of PPG13.

- 10.78 In the interests of highway safety the County Council's parking standards specify that all industrial, commercial and non-residential developments will be required to provide adequate parking and manoeuvring space for lorries. The District Council will adopt this requirement as set out in Appendix 9.

#### **Policy TR.17**

#### **Car Parking Standards and Provision**

**New development will be required to provide on-site parking in accordance with the County Council's parking standards set out in Appendix 9.**

- i) Standards relating to car parking provision are regarded as maximum and should not be exceeded.**
- ii) Standards specified for disabled parking bays and cycle parking provision are minimum and will be increased in appropriate circumstances.**

**In the town centres and locations highly accessible by other modes of transport, levels of car parking provision below these maxima may be necessary as part of a co-ordinated package of planning and transport measures.**

**\*s.106 obligations may be used to achieve improvements to public transport, cycling and walking, where such measures are likely to influence travel patterns to development or to enhance the use or attractiveness of existing car parks.**

#### **Transport Assessment**

- 10.79 PPG13 advises that where new developments are likely to have significant transport implications, developers will be required to prepare and submit Transport Assessments with their planning applications. The Transport Assessment should reflect the scale of development. For example, major development proposals will need to demonstrate accessibility to the site by all modes of transport in addition to the likely modal split. Details should also be provided of measures to improve access by public transport, walking and cycling, the mitigation of transport impacts and the reduction of the need for parking associated with the development.
- 10.80 The Council supports the view that new development within the District should offer convenient accessibility by public transport, walking and cycling. However, due to the mixed urban and rural nature of our District, it recognises that the potential for using such modes of transport in the more remote areas is at present limited. In addition, it acknowledges that proposals for small scale business development in remote rural locations within the District would result in only modest additional daily

travel movements by car. Therefore such development proposals may not necessarily be required to submit a Transport Assessment.

**Policy TR.18**

**All new developments likely to have significant transport implications will be subject to a Transport Assessment. Developers will be required to prepare and submit Transport Assessments with planning applications.**

**Transport Assessment of New Development**

**Travel Plans**

- 10.81 Improving transport choice and actually reducing the need to travel are essential factors in reducing car use. Originally, travel plans were referred to as "Green Travel Plans". They relate to a package of measures, which are tailored to the needs of individual sites, aimed at the promotion of greener, cleaner travel choices and reducing reliance on the car. Travel plans address different types of travel associated with organisation's activities such as commuter journeys, business travel, visitors, deliveries and fleet vehicles.
- 10.82 The need for travel plans was first emphasised in the Government's Transport White Paper "A New Deal for Transport." (1998). PPG13 recognises the role that travel plans can play in contributing towards the delivery of sustainable transport objectives. The Local Transport Plan specifies a number of targets relating to the take up of travel plans in Worcestershire. These include a 10% reduction in predicted car journeys for new developments and up to five major employers per year to implement a travel plan within the County.
- 10.83 In order to promote the delivery of sustainable transport objectives within the District, travel plans should be submitted with planning applications for all major developments relating to employment, retail, leisure, services and education above the following thresholds: Food Retail - 1000sqm, Non food retail - 1000sqm, Cinemas and conference facilities - 1000sqm, Other D2 Uses - 1000sqm, Higher and Further Education - 2500sqm and Stadia with over 1500 seats. The Plans will be required to set out measurable outputs and monitoring procedures for progressing the plan.

**Policy TR.19**

**All major new developments as defined above, that would create specific transport related problems, including the generation of significant volumes of traffic must be accompanied by travel plans as part of the proposals for consideration. The implementation of travel plans will be secured by way of conditions or where appropriate, by way of a Section 106 Obligation.**

**Implementation of Travel Plans**



## TELECOMMUNICATIONS

### Telecommunication Facilities

- 10.84 Information technology and the associated use of telecommunications infrastructure enables the movement of information and has resulted in the phenomenon that is the 'global village'. The movement of information and the ability of people to purchase services from their desks or armchair have the potential to have a dramatic impact on the need to travel thereby benefiting the environment through reduced emissions and are likely to have considerable, though at present unknown, implications for the use of land.
- 10.85 With the growing use of mobile phones, Wireless Application Protocol (WAP) technology, e-mail and the World-Wide-Web, the demands being placed on telecommunications infrastructure are ever increasing. This presents itself through the growing number of applications and notifications for such infrastructure received by the Council.
- 10.86 Through the provisions of the General Permitted Development Order 1995 (GPDO), only masts above 15 metres in height require specific planning permission. For proposals involving masts of 15 metres and below operators must submit a prior approval application (notification) to the Council. The District Council will judge all proposals including planning applications and notifications against Policy TR.20.
- 10.87 The importance of telecommunications and its association with the future results in a strong emphasis on devising a positive approach to the consideration of the necessary infrastructure at both a national and local level. This section of the Plan will enable the Local Planning Authority to respond positively to telecommunication proposals, whilst helping to achieve a balance between the need to facilitate the growth of new and existing systems and the environmental objectives of the Local Plan.
- 10.88 Policy D.44 of the Worcestershire County Structure Plan 1996-2011 establishes the basis of the sequential approach set out in Policy TR.20 below. In line with PPG8 Telecommunications (revised 2001), the Wyre Forest District Council advocates the use of a sequential approach for the siting of telecommunications equipment, on the grounds of safeguarding visual amenity.
- 10.89 There has been much talk of a link between health and telecommunications in recent years. As a consequence of growing concerns, the government commissioned the Stewart Report into the health effects of mobile phones. The findings of the research (published in 2000) suggested that there is no general risk to the health of people living near telecommunications base stations. It is considered by government that there are no grounds for Local Planning Authorities to consider the health aspects of such facilities other than to have regard to the international emissions guidelines (the International Commission on Non-Ionising Radiation Protection (ICNIRP) guidelines).
- 10.90 As a result of their height and form, telecommunication masts can be obtrusive. It is generally considered that shared facilities can reduce the visual impact by preventing the erection of many masts that may cumulatively harm the landscape or townscape. However, in a number of instances such sharing can have the reverse effect. Where there are many antennae connected to a single mast, the resultant mass and clutter associated with the mast can have a far greater impact than a single mast. For this reason, it is important to ensure that proposals involving the sharing of facilities should not have a serious adverse impact on visual amenity.



- 10.91 In assessing the impacts of the proposed facilities, the Council will have regard to all other relevant policies in the Plan.

### **Policy TR.20**

**Proposals involving the erection of telecommunications equipment will be allowed where it is satisfactorily demonstrated that:**

- i) There is clear evidence of need for the development;**
- ii) It is sited and designed so as not to result in significant adverse impact to interests of acknowledged importance; subject to operational and technical requirements;**
- iii) There are no satisfactory alternative available sites;**
- iv) There is no reasonable possibility of sharing facilities;**
- v) There is no possibility of erecting antenna on an existing building or structure.**

**Proposals that will individually or cumulatively have a serious adverse impact on sensitive landscape, townscape or nature conservation will not be approved.**

**All proposals for telecommunications infrastructure must demonstrate that they meet the ICNIRP Guidelines for public exposure.**

**NOTE: Conditions or s.106 Obligations will be sought to facilitate the future sharing of a facility, or for the removal of a facility on obsolescence.**

**The Location  
of  
Telecommuni-  
cations**

# LEISURE, RECREATION AND TOURISM

## Leisure, Recreation and Tourism Aim

11.1 The key aim in relation to Leisure, Recreation and Tourism is:

**“to enable the provision of high quality and accessible leisure and tourist facilities.”**

## Leisure, Recreation and Tourism Objectives

11.2 To further this aim, the Leisure, Recreation and Tourism objectives of the Local Plan are:

### **Objective 48: Land Allocation**

To Identify sufficient land for recreation and commercial leisure development to meet the needs of the District.

### **Objective 49: Commercial Leisure**

To promote town centre sites as the preferred locations for indoor commercial leisure developments and the arts.

### **Objective 50: Open Space, Outdoor Sports facilities and Play Areas**

To enable the provision of sufficient facilities to meet the NPFA minimum standards for open space and recreation, by safeguarding and improving existing facilities and ensuring adequate provision in new developments.

### **Objective 51: Rural Facilities and Open Space**

To enable the continued provision of opportunities for sustainable recreation in the countryside.

### **Objective 52: Corridors**

To safeguard and enhance the network of open spaces, greenways and quiet roads that link urban areas with the countryside.

### **Objective 53: Rural Diversification**

To facilitate the diversification of the rural economy by seeking the retention and enhancement of existing rural tourist facilities, and the development of new attractions and tourist accommodation facilities which are small-scale and in keeping with the character of the area.

### **Objective 54: Accommodation**

To identify and promote suitable sites for the development of major new tourist accommodation and facilities within town centres or edge-of-centre locations.

### **Objective 55: Public Rights of Way**

To safeguard, promote and enhance the public rights of way network.

## LEISURE AND RECREATION

### Introduction

- 11.3 National planning policy in respect of Open Space, Sport and Recreation is provided in PPG17 which was published in July 2002. It states that open spaces, sport and recreation all underpin people's quality of life and emphasises that well designed and implemented planning policies for open space, sport and recreation are fundamental to delivering broader Government objectives on issues such as health and well being and urban renaissance. It advises planning authorities to undertake local assessments of needs and opportunities and to set local standards for open space provision. It also advises that open spaces and recreational facilities that are of high quality, or of particular value to a local community, should be recognised and given protection through appropriate policies in plans.
- 11.4 The Local Plan therefore seeks to ensure that land and facilities are available, in appropriate locations, for both organised and informal sport and recreation activities. The needs of local residents and visitors should be met, and proposals involving the loss of existing facilities resisted.
- 11.5 The District Council takes a leading enabling role in the provision of leisure and recreation opportunities within the District. It recognises the continuing growing importance of sport and recreation, and has produced and reviewed a Leisure Strategy to focus its activities. The Leisure Strategy will shortly be replaced by a new Cultural Strategy, which will encompass wider quality of life issues.
- 11.6 Tourism is covered by PPG21, which advises that policies and proposals in Local Plans should be confined to aspects relating directly to the use and development of land. The Economic Development and Tourism section of the Council's Planning and Environment Division deal directly with tourism promotion and publicity.
- 11.7 In the light of the recent advice in PPG17 (paras 1-9) the District Council intends to draw up local standards for open space in time for the next review of the Local Plan based on an assessment of the needs of residents, workers and visitors to the District.

### Trends

- 11.8 There has been an increase in recent years in the demand for recreation and leisure activities. This has generally been brought about by improved accessibility, a wider range of facilities, a growing awareness of the fundamental role of leisure and recreation in promoting health and fitness, and the expectation of a better quality of life.
- 11.9 Tourism continues the upward trend of recent years, with particular growth in the short break and day visitor markets.

### Open Space and Recreation

#### Parks and Open Spaces

- 11.10 The three towns within the District are fortunate in having a number of formal parks. Within Kidderminster there are Brintons Park, St. George's Park and Baxter Gardens, which are traditional town parks, whilst in Stourport-on-Severn there is the Memorial Park and at Bewdley the Jubilee Gardens. Other important parks include Springfield Park at Broadwaters, Kidderminster, and at Stourport-on-Severn and Bewdley there are extensive attractive and highly popular riverside parks leading

out from the town centres to the open countryside of the Severn Valley.

- 11.11 The Council is committed to retaining and promoting the District's parks and Public Open Spaces, and aims to provide new areas of open space to meet any identified deficiencies. Accessible parks and open spaces close to housing are particularly important, especially for children, the elderly and the disabled who may not have easy access to the surrounding countryside.



*Brintons Park, Kidderminster*

- 11.12 There are a number of other important urban open spaces within the three towns which make a significant contribution to their character. PPG17(2002) states that "existing open space, sport and recreational buildings and land should not be built on unless an assessment has been undertaken which has clearly shown the open space or the buildings and land to be surplus to requirements". It goes on to say that "open space and sports and recreational facilities that are of high quality, or of particular value to a local community, should be recognised and given protection by local authorities through appropriate policies in plans."
- 11.13 The District Council welcomes this advice, and has identified Public Open Spaces and other important urban open spaces which will be provided with long-term protection from development. These sites are identified on the Proposals Map and Inset Plans. In addition, there are numerous areas of incidental open space less than 0.1 hectares in size, which are not shown on the Proposals Map and Inset Plans due to their size. Such spaces are regarded as being of equal environmental value. Consequently, protection of these spaces from development is essential.

#### **Policy LR.1**

**Proposals for development which would lead to the loss or reduction of parks, public open spaces or other open space areas will not be allowed, except in exceptional circumstances when equivalent or improved compensatory provision is made in a suitable alternative location.**

**Development which would have an adverse impact on these areas will not be permitted.**

**Parks, Public  
Open Spaces  
and Other  
Open Space  
Areas**

### **Amenity and Outdoor Play Space**

- 11.14 In addition to parks, open spaces and recreation areas, the provision of amenity space is an important aspect of the urban environment. The increasing emphasis on higher density residential development raises the importance of outdoor amenity space as an integral consideration in the design of new developments. It provides opportunities for play, outdoor relaxation, and social interaction, as well as providing essential open spaces. Policy D.13 of the Design chapter provides further advice on the details of private amenity space design.
- 11.15 The District Council uses the National Playing Fields Association (NPFA) standard of 2.4 hectares (6 acres) per 1,000 persons (The Six Acre Standard) as a general guide for the provision of outdoor playing space. This figure is subdivided into 1.6 - 1.8 hectares for youth and adult use and 0.6 - 0.8 hectares for children's play.

However, the NPFA accepts that many local authorities are currently unable to meet these recommended standards, and urges them to plan to provide sufficient playing space.

- 11.16 A total of 39 play areas exist within the District. 18 of these are owned and maintained by the District Council, 15 by Wyre Forest Community Housing, 3 by Parish or Town Councils and 3 are in private ownership.



*Riverside Play Area, Stourport-on-Severn*

- 11.17 The District Council's Draft Play Area Strategy reveals a shortfall in play space provision across the whole District compared to the NPFA standard. Approximately 13.4 hectares of play space is provided at present (0.14 hectares per 1000 population) as opposed to the NPFA standard of 0.6 hectares per 1000, a shortfall of 43.7 hectares. In view of this shortfall it is important to safeguard public open space and play areas from development, and to enable the provision of appropriate new facilities wherever possible. Proposals involving the loss of play space provision will not be permitted unless alternative equivalent or improved compensatory provision is made in a suitable, accessible location.

- 11.18 In view of the shortfall in provision, new housing developments will be expected to include the provision of new play spaces. In some instances, a financial contribution to the upgrading of existing local provision may be preferable. New play spaces should be designed in accordance with the NPFA standard, and early discussions with the local planning authority are advisable. A Section 106 Planning Obligation will be required to secure an adequate quantity and quality of play space, prior to any planning permission being issued.

- 11.19 The requirements for play area provision as part of proposals for new residential development will be considered in relation to the number of new child bed spaces created, calculated as follows:

- 1 bedroom dwellings, and dwellings designed for elderly people provide no child bed spaces;
- 2 bedroom dwellings provide 1 child bed space;
- 3 bedroom dwellings provide 2 child bed spaces;
- 4 bedrooms or more provide 3 child bed spaces.

- 11.20 New play area provision is subdivided into three categories. These are:

- Local Area for Play (LAP)
- Local Equipped Area for Play (LEAP)
- Neighbourhood Equipped Area for Play (NEAP)

The NPFA Six Acre Standard contains detailed information regarding these categories. The combination of child bed spaces and play area categories provides a sound basis for the appropriate levels of play space provision on new residential developments.

**Policy LR.2**

Development proposals must, where appropriate, include provision for amenity space (including LAPs) for the recreation and enjoyment of users. Section 106 Obligations may be sought for contributions toward the provision and enhancement of amenity areas.

Development proposals which would have an adverse impact on the provision of amenity space will not be permitted.

**Amenity  
Space**



*Play Area, Brintons Park*

**Policy LR.3**

Proposals for residential development should include the provision of adequate children's play space. This should be designed to meet the NPFA Six Acre Standard, including LEAPs and NEAPs as follows:

- i) on sites providing more than 75 and less than 200 new child bed spaces (including combinations of two or more adjacent sites), a Local Equipped Area for Play (LEAP);
- ii) on sites of 200 or more new child bed spaces (including combinations of two or more adjacent sites), a Neighbourhood Equipped Area for Play (NEAP).

Section 106 Obligations may be required to secure the provision of an adequate quantity and quality of play space. In instances where there are existing play spaces nearby it may be appropriate to provide a commuted sum for off-site improvements.

Development proposals which would have an adverse impact on the quantity or quality of play space will not be permitted.

**Children's  
Play Space**



## Allotments

- 11.21 The District Council owns and operates eight allotment sites within Kidderminster. The allotments are let to members of the local community, and together with others in Stourport-on-Severn (which are administered by the Town Council) are assets to the District. In addition, there are privately owned allotments at Chester Road North and Foley Park. Demand for Council owned allotments remains high, with occupancy rates consistently around 98%. The District Council wishes to maintain the existing provision of allotments, and increase this where possible

### Policy LR.4

## Allotments

**The District Council will safeguard the allotment sites shown on the Proposals Map and development which would cause the loss of these will not be allowed, except in exceptional circumstances when equivalent compensatory provision is made in a suitable alternative location.**

## Outdoor Leisure Facilities

### Informal Countryside Facilities

- 11.22 The natural environment of the District is highly valued as a recreational resource by local residents and is also a key element of Wyre Forest's tourism appeal. The local countryside provides facilities for a wide range of quiet sports and leisure activities. Major attractions include the Wyre Forest itself and the Severn Valley, both of which draw visitors from beyond the District.
- 11.23 Other important assets are the Country Parks at Kingsford (which links up with the Kinver Edge National Trust site in Staffordshire), Leapgate Country Park at Stourport-on-Severn, based on the former Hartlebury to Stourport-on-Severn railway line, Hartlebury Common Nature Reserve (important for Heathers and also a SSSI), and Blackstone Country Park, adjacent to the River Severn south of Bewdley. These Country Parks are managed by either the District or County Council, and are shown on the Proposals Map.
- 11.24 There are also significant countryside sites on the urban fringe around the three towns, which are owned and managed by the District Council. They afford excellent informal recreational opportunities for residents, and also attract visitors from further afield. They are:

**Rifle Range / Devil's Spittleful**, west of Kidderminster (partly a Site of Special Scientific Interest). It is managed to safeguard the nature conservation importance of the site, but still provides an open heathland area for walking and horse riding.

An extensive heathland area known as **Burlish Top** Nature Reserve, which occupies a prominent ridge top position overlooking the Stour Valley between Stourport-on-Severn and Kidderminster. Once used as a wartime hospital camp, it has now regenerated. It is recognised as a Special Wildlife Site, and was declared a Local Nature Reserve in 1994. There is public access throughout the area along an extensive network of informal paths.



*Rifle Range / Devil's Spittleful*

**Habberley Valley**, a 28 hectare site between Kidderminster and Bewdley, has a long history as a local beauty spot. The site was acquired by the District Council to ensure its future as a Special Wildlife Site, while at the same time allowing public access to this popular attractive area, including activities such as rambling, orienteering, and ornithology. The Valley has also been declared a Local Nature Reserve. It demonstrates the Worcestershire countryside at its very best, and contains important areas of lowland heathland, acid grassland, and high sandstone cliffs. The woodland is included as ancient semi-natural woodland in English Nature's 'Inventory of Ancient Woodland'.



*Peckett's Rock, Habberley Valley*

**Puxton Marsh**, on the Stour River corridor as it runs into the heart of Kidderminster. The marsh was declared a Site of Special Scientific interest for the high quality marshlands it possesses. It also attracts local people for recreational walking and bird watchers from further afield.

- 11.25 In addition to these sites, there is a range of local nature reserves within the urban areas. These sites serve a dual purpose, in that they are valuable wildlife and ecology resources, yet at the same time they provide local residents with facilities for compatible informal countryside recreation. The density of use varies, with sites such as Spennells Valley being much more intensively used due to the proximity of adjacent housing development.
- 11.26 The Council places a great deal of importance on the provision and maintenance of these informal countryside facilities, and wishes to enhance their quality and quantity where possible. Improvements to infrastructure, interpretation and maintenance all have a positive impact on their value to the community. Similarly, protection from environmental damage, litter and inappropriate activities such as off-road motorcycling are important to ensure that the quality of these facilities is maintained, and where possible enhanced.

#### **Policy LR.5**

**Proposals for the development of Informal Countryside Facilities will be permitted, provided that they:**

- i) enable easy and safe access;**
- ii) contain adequate provision for future maintenance;**
- iii) do not have an adverse impact on the quality of recreation opportunities;**
- iv) do not have an adverse impact on surrounding land uses;**
- v) do not have an adverse impact on wildlife and ecology.**

**Development proposals which would have an adverse impact on existing Informal Countryside Facilities will not be permitted.**

**Informal  
Countryside  
Facilities**

## Stour Valley Country Park

- 11.27 Completion of the Kidderminster Flood Alleviation Scheme will present an opportunity to create a new country park in the Stour Valley to the north of the town. Part of the valley is designated as an SSSI, and is owned by the Council. A further area of land is to be transferred to the Council's ownership following a Section 106 Planning Obligation associated with the redevelopment of the former Stourvale Works site. The Council wishes to establish a new country park in association with other landowners, to bring improved opportunities for countryside access, creating an important link between the town centre and the existing green corridor running through Springfield Park, Broadwaters, and eventually out to Hurcott Pool, via the important wetlands of the Stour and Blakedown Brook valleys.

### Stour Valley Country Park

#### Policy LR.6

**The Council will safeguard the areas shown on the Proposals Map in the Stour Valley north of Kidderminster for future development as a Country Park. Proposals for development which would prejudice the provision of a Country Park in these areas will not be permitted.**

## Hurcott Pool and Woods

- 11.28 The Council has been fortunate to purchase Hurcott Pool and woods, with financial assistance from English Nature. The site opened to the public in October 2001, enhancing the community benefits of the green corridor which reaches out from Kidderminster town centre.



*Information Board at Hurcott Pool*

### Hurcott Pool and Woods

#### Policy LR.7

**The Council will safeguard the area shown on the Proposals Map around Hurcott Pool and Woods for future development as a Local Nature Reserve. Proposals for development which would prejudice the provision of a Local Nature Reserve in this location will not be permitted.**

## Public Rights of Way

- 11.29 The District is fortunate in having an extensive public rights of way network, which includes both footpaths and bridleways. The use of these public rights of way as recreational footpaths has grown in recent years due to the increasing popularity of visits to the countryside by residents from towns and cities.
- 11.30 Although no National long-distance footpaths pass through the District, the area is well served by the following medium-distance Regional Routes:

- the **North Worcestershire Path**, which runs some 21 miles from Kingsford Country Park to link with the Clent, Waseley and Lickey Hills Country Parks in the north-east of the County;
- the **Severn Way**, which runs along the banks of the River Severn from Mid Wales to the Severn Estuary;
- the **Worcestershire Way**, which runs from Kingsford Country Park to West Malvern taking in parts of the Severn Valley and the Abberley Hills before ending at the Malvern Hills; and
- the **Staffordshire and Worcestershire Canal Walk**, which runs through the District from Staffordshire to Stourport-on-Severn.

- 11.31 The District Council has identified opportunities for improving the public rights of way network, which will enhance the choice of routes available. In particular, the development of a new footpath and cyclepath linking Puxton with the Staffordshire and Worcestershire Canal towpath, Springfield Park, and eventually Hurcott Pool may be possible as part of the proposed Stour Valley Country Park.
- 11.32 Development proposals affecting public rights of way should not obstruct the continuation of the route. Wherever possible, the route should be maintained on its existing alignment, and diversions should only be considered in exceptional circumstances. Opportunities to improve links to existing rights of way arising through new development proposals will be sought wherever possible.

#### **Policy LR.8**

**Development proposals which affect Public Rights of Way will be required to make adequate provision for the continuation or diversion of the route. Where a new route is provided this must be of equal or improved recreational quality to the original route. Developers may be required to provide new links to existing public rights of way, where appropriate. New public rights of way will be established where possible.**

**Proposals with an adverse impact on Public Rights of Way will not be permitted.**

**Public Rights  
of Way**

### **Outdoor Sports Pitches**

- 11.33 Outdoor sports pitches are provided within the District by the Council, Parish and Town Councils, and by private and commercial sports clubs. As with amenity and play space, the Council wishes to meet the NPFA standard as a minimum standard of provision. For outdoor sports pitches this is at least 1.2 hectares (3 acres) of playing pitches per 1,000 population. Again, provision in the District is deficient compared to the NPFA standard. Latest figures for 2002 show that a total of 78.6 hectares of playing fields are provided in the District (0.82 ha per 1000 population) as opposed to a target figure of 114.71 ha.
- 11.34 The Council is seeking to increase provision in partnership with the private sports club sector. A partnership arrangement exists at Stourport Sports Club involving Stourport Hockey Club, Athletics Club, Worcestershire County Council and Wyre Forest District Council. Bewdley Leisure Centre is subject to a joint user agreement

- with the Worcestershire County Council.
- 11.35 The Council supports the principle of dual use of school playing fields and other sports facilities, subject to satisfactory detailed arrangements. In view of the importance of playing fields within urban areas of the District, they will be safeguarded from development. Proposals involving the enhancement of playing field and sports pitch provision, and availability to the public will be welcomed.
- 11.36 Sports pitches in public ownership which are within or adjacent to the urban areas have been included within the Public Open Space designations on the Proposals Map, to recognise their wider amenity and informal recreation roles. Policies LR.1 and LR.9 aim to prevent a reduction or loss of playing field provision through development. When considering proposals which involve alternative playing field provision, regard will be had to advice in PPG17 (paras 13 & 15) and the Town and Country planning (Playing Fields) (England) Direction 1998.

#### **Policy LR.9**

#### **Outdoor Sports Pitches and Playing Fields**

**Private playing fields together with sports pitches situated within educational establishments, will be safeguarded to protect their contribution to sports pitch provision in the District and as valuable urban amenity open spaces. Section 106 Obligations may be required to secure the provision of playing fields as an integral part of larger new developments.**

**Proposals for development which would result in the reduction or loss of these playing field sites will not be allowed except where:**

- i) the proposal is for minor development, such as car parking or changing rooms, required in connection with the use as playing fields; or**
- ii) alternative or improved provision of at least equivalent community benefit is made available.**

#### **Minster Road Outdoor Sports Area**

- 11.37 Land between Stourport-on-Severn and Kidderminster identified on the Proposals Map is considered to be a sustainable location for outdoor sports. This open area of land is within a very sensitive and narrow part of the confirmed Green Belt, and careful attention will be paid to ensuring that the scale of any built development is kept to the minimum necessary for the functioning of outdoor sports facilities, in accordance with Green Belt Policy.



*Minster Road Outdoor Sports Area*

#### **Policy LR.10**

#### **Minster Road Outdoor Sports Area**

**The Council will safeguard an area shown on the Proposals Map north-west of Minster Road, Stourport-on-Severn for outdoor sports use. Proposals for the development of outdoor sports facilities will be encouraged within this area subject to compatibility with Green Belt and Landscape Protection Area Policies.**



## Noisy or Intrusive Sports

- 11.38 Sports (including noisy or intrusive activities) are a land use appropriate to a rural area, and are therefore not inappropriate in the Green Belt. It is, however, important to ensure an appropriate balance between the use of land for recreation activities, and retaining the tranquillity of the countryside.
- 11.39 PPG24: Planning and Noise advises that it may be appropriate to adopt policies to avoid potentially noisy developments in areas which have remained relatively undisturbed, and are prized for their recreational and amenity value for this reason.
- 11.40 The District Council recognises the increasing demand for noisy and intrusive recreational sports activities in the countryside. Applications for changes of use to intrusive recreational sports in the countryside will be judged on their merits within the framework of the relevant policies in this Local Plan concerning landscape, natural resources, nature conservation, sites of archaeological importance, development in the countryside, the Green Belt, or on agricultural land.
- 11.41 To enable accurate assessment of proposals, planning applications for the use of land or buildings for noisy or intrusive sports must include details of:
- i) any proposed buildings or conversions of existing buildings to be used in association with the sport;
  - ii) any proposed fuel storage containers including dimensions and capacities; and
  - iii) any trees or other vegetation which it is proposed to remove.
- 11.42 If, after due consideration, planning permission is granted, conditions may be required to limit the times and frequency of activities. A temporary permission may be granted, which will then will only be renewed if it is proven that there is no unreasonable conflict with adjacent land users, or other unacceptable environmental impact.

### Policy LR.11

**In considering proposals for land uses likely to result in noise or other nuisance, account will be taken of the effect of the proposals on nearby residents, the character and amenity of the countryside, ecological factors and highway considerations. Noisy or intrusive sports will therefore not be permitted:**

- i) where undue nuisance may be caused to residential property;**
- ii) within sensitive woodland areas or other wildlife habitats where there would be any adverse impact on the ecology of the area;**
- iii) where the lawful use of a public right of way would be impeded; or**
- iv) where they will adversely affect areas of significant recreational value.**

**Noisy or  
Intrusive  
Sports**



## Airborne Sports

- 11.43 Airborne sports include a variety of activities, for example, ballooning, gliding and microlighting. Policies in the Local Plan on matters such as landscape, agricultural land, nature conservation and archaeology, are relevant to the consideration of proposals for airborne sports. To enable accurate assessment of proposals, planning applications for airborne sports should include details required in paragraphs 11.39 and 11.40 above.
- 11.44 As a general guideline, for reasons of safety and noise disturbance, air-sports related development will only be considered appropriate in areas where the tranquillity of the countryside will not be compromised. All proposals should seek to have minimal environmental impact and be of a small scale appropriate to the rural environment. Matters including noise disturbance, other environmental effects, and safety, will be considered against other policies in the Local Plan, on the merits of each particular case.

### Policy LR.12

#### Airborne Sports

**Proposals for the development of facilities for airborne sports will only be permitted where no significant harm would be caused in terms of:**

- i) the effect on the amenities enjoyed by occupiers of nearby residential properties, including by noise and other disturbance;**
- ii) the impact on the quality and character of the landscape, particularly within the Green Belt, Landscape Protection Areas, and the Severn and Stour Valleys;**
- iii) the impact on nature conservation and ecology;**
- iv) the compatibility of the proposal with other recreational activities in the vicinity.**

## Water Sports

- 11.45 Water areas and watercourses are often valuable ecological resources which can be damaged by inappropriate sports and recreational use. However, there are many examples nationally where careful management enables mixed uses of water areas which benefits the users and avoids harm to the resource.
- 11.46 Arrangements for the protection of ecological interests, arising from proposals for development of water areas, may be covered by planning conditions. However, in circumstances where detailed requirements derived from relevant published advisory codes are to be imposed, conditions may not be an appropriate means of control. In those circumstances, the Planning Authority may seek to negotiate suitable protective measures



*Boat Club, Stourport-on-Severn*

by way of a planning obligation.

- 11.47 The provision of new facilities for water sports will require full discussions with owners or operators of water facilities such as Severn Trent Water Ltd., British Waterways or the Environment Agency.

### **Policy LR.13**

**Proposals for the use of water areas for sports and recreational purposes will be approved, provided that the uses proposed are compatible with their surroundings and not damaging to nature conservation or the ecology of the area. The District Council may require applicants to enter into an obligation under Section 106 of the Town and Country Planning Act 1990, as amended, to ensure that subsequent use and management of the resource is in accordance with acknowledged good practice.**

### **Water Sports**

### **Golf Courses**

- 11.48 Demand for golfing facilities remains strong, although the pressure to develop new golf facilities is now considerably lower than in the early 1990's.
- 11.49 The Royal and Ancient Golf Club recommends a minimum standard of one golf facility per 25,000 population. The existing facilities in the District represent an over provision compared to the District's population, but as the District serves a golf 'catchment' area extending beyond its boundary, there may be a slight shortfall of provision.
- 11.50 Golf courses and other related developments such as driving ranges and clubhouses can often have a significant impact on the character of the landscape. The features of course layouts are very different from typical field, tree and hedgerow patterns, and the level of traffic generated can be considerable. However, in some instances golf courses can make a positive contribution to the landscape, particularly where the restoration of former mineral workings and degraded landscapes can be achieved.
- 11.51 Golf courses are not inappropriate development in the Green Belt, as they preserve the openness of the landscape. Small scale essential facilities may also be acceptable, although the re-use of existing buildings is preferred where possible.

### **Details Required with Planning Applications**

- 11.52 In order that the District Council can properly assess the full impact of proposals for golf development, an Environmental Impact Assessment will be required for any proposal larger than 1 hectare. Details of the proposed layout and landscaping of the course must be submitted as part of any planning application. These must include details of earth moving operations, including any removal, transfer of and additional material, and finished levels. Details of the siting and size of all buildings and car parking necessary for the development should be submitted as part of the initial application. The design and external appearance of these aspects of the development may be conditioned and require subsequent full applications.

**Scale of Built Development**

11.53 The scale of built development proposed as part of any golf course development in the Green Belt should be limited to that which is essential for participation in the sport. Large-scale development such as function rooms and conference facilities will not normally be permitted on visual amenity grounds. The English Golf Union lists the following elements as being basic requirements necessary for a clubhouse:

Entrance hall; Men's locker room; Men's toilet and showers; Ladies' locker room; Ladies' toilet and showers; Office; Lounge; Bar and bar store; Dining room; Kitchen and stores; Steward's or caretaker's flat, and an area for refuse bins, bar empties etc.

11.54 In addition a small professional's shop might also be included within the clubhouse building. Other small essential buildings (excluding dwellings) for greenkeepers' needs will generally be acceptable in principle. The use of existing buildings wherever possible is preferred, to minimise the need for new built development.

**Policy LR.14****Golf Courses and Related Developments**

**Proposals for golf courses and related development will only be permitted where:**

- i) the primary function of the facility is for the playing of golf;**
- ii) there will be no adverse impact on the character and appearance of the landscape;**
- iii) there will be no adverse impact on areas of nature conservation or ecological importance;**
- iv) the development can be shown to be genuinely reversible where the best and most versatile agricultural land is involved;**
- v) access can be gained from suitable roads without an adverse impact on road safety;**
- vi) the site is of a size capable of comfortably accommodating the proposals; and sufficient safety margins can be achieved to minimise the risk of people and property being struck by golf balls without the erection of catch nets in rural areas.**

**In all cases, proposals should comply with other policies in the Plan.**

**Policy LR.15**

**Outside the Green Belt where an essential need can be demonstrated for on-site residential accommodation, this will be limited to a single small-scale unit designed as an integral part of the clubhouse building.**

**Within the Green Belt development of on-site residential accommodation will only be allowed where it involves the conversion of existing buildings in accordance with Policies RB.1 - RB.8 on the Re-use and Adaptation of Rural Buildings.**

**Where such accommodation is approved, a condition will be imposed to restrict the occupancy of the unit to person(s) employed to meet the essential needs of the golf facility.**

**Staff  
Accommodation  
for Golf  
Facilities**

## Indoor Leisure Facilities

### Arts, Entertainment and Museums

11.55 The Council recognises the importance of the encouragement of the arts in terms of cultural, social and economic activities. It provides important facilities for the performing arts at the Civic Halls in Kidderminster and Stourport-on-Severn, and the Wyre Forest Glades Arena. The District also enjoys the facilities offered by the Rose Theatre at Broadwaters, Kidderminster, which is a 180 seat theatre with a small studio room, operated by a resident amateur group.

11.56 The Council intends to develop facilities for expanding opportunities for the arts, to meet the needs of all sections of the local community. In 1997 the Wyre Forest Arts Partnership (WFAP) was formed, involving the District Council, the Nonentities Society, Kidderminster Educational Foundation, Kidderminster College and the Wyre Forest Arts Forum. A feasibility study was commissioned by WFAP, which concluded in 1999 that there is a need for an arts centre in the District. A supplementary study in September 2000 concluded that the redevelopment of Kidderminster town centre provides an opportunity to create a cultural quarter, including an arts centre, based around the Town Hall, Library and relocated College.

11.57 The Council is committed to the protection and interpretation of the heritage of the District through a museums service. At present the Council operates a museum at Load Street, Bewdley, which includes provision of displays of traditional crafts associated with the Wyre Forest.

11.58 There is a long standing desire to develop a Carpet Museum and Heritage Centre, to reflect the importance of this industry in the development of Kidderminster as a town. No specific preferred sites have yet been identified. The District Council supports the development of a Carpet Museum and Heritage Centre in Kidderminster, subject to the identification of a suitable site and the availability of appropriate financial resources.



*Bewdley Museum entrance*

## Arts, Entertainment and Museum Facilities

### Policy LR.16

**Proposals for the development of arts, entertainment and museum facilities will be permitted, subject to compliance with other policies in the Plan, provided that a need has been established and they are located in town centres, or if suitable town centre sites are not available, in edge of centre or district centre locations.**

## Commercial Leisure

- 11.58 The term "commercial leisure" refers to a wide range of land uses. Facilities providing activities such as ten pin bowling, cinemas, health and fitness clubs, nightclubs etc. may be regarded as major commercial leisure uses, while cafes, restaurants and public houses are much smaller, both in scale and impact on their surroundings.
- 11.59 Wyre Forest District has no cinema provision for residents or tourists in the area, although there are multi-screen cinemas within easy driving distance of the District. Similarly, there are no significant private fitness clubs, and only a small two lane ten pin bowling facility. The District Council has long recognised the need for a cinema, but efforts to attract an operator have so far been unsuccessful.

## Quantitative Needs

- 11.61 The Wyre Forest Retail and Commercial Leisure Study, commissioned by the Council and prepared by MVM Planning Ltd, was published in January 2001. It identifies a quantitative need for a cinema of up to 8 screens in Kidderminster, to meet the District's needs over the plan period to 2011. It also identifies a quantitative capacity for two additional ten pin bowling lanes within the district.

## Qualitative Needs

- 11.62 The only publicly available leisure facilities in the District are those provided by the Council. There is no large scale commercial leisure complex run by national private operators. The study concludes that there is a qualitative need for such a facility to provide an alternative to the Wyre Forest Glades leisure centre, but that there is no pressing commercial demand at present.
- 11.63 Similarly, a qualitative need for upmarket restaurants is identified. Both of these needs may be capable of being accommodated in phases 2-4 of the Kidderminster town centre redevelopment. No further need is identified for nightclubs or public houses in the District. No immediate or foreseeable need for other commercial leisure facilities is identified.

### Policy LR.17

**Proposals for major new commercial leisure developments will only be permitted in sustainable locations within Kidderminster and Stourport-on-Severn town centres.**

## Commercial Leisure Developments

## Indoor Sports Facilities

- 11.64 The District is served by modern sports halls in each of its three main towns. District Council managed facilities include a one-and-a-half court hall at Stourport Sports Centre (6 badminton courts) and a 3 badminton court hall at Bewdley Leisure Centre. The Wyre Forest Glades Arena at Kidderminster (opened in 1992) includes a two court sports hall (8 badminton courts). These Centres also include ancillary facilities.
- 11.65 The Glades Arena is also able to accommodate basketball, gymnastics and trampolining up to National level competition. At International level, the Arena can accommodate badminton, indoor hockey, judo, karate, netball, table tennis and volley ball.
- 11.66 Sport England aims to achieve a target ratio of one centre per 20,000 population in urban and heavily populated areas. In rural communities and sparsely populated areas, the ratio is one centre per 10,000 population. On this basis, the target provision for Wyre Forest District equates to one centre per 15,517 of population, or six halls. Provision within Wyre Forest is equivalent to five halls.
- 11.67 The District Council currently provides swimming facilities at Wyre Forest Glades Leisure Centre and Stourport Sports Centre. The pool at Stourport-on-Severn opened in 1973 and is a conventional pool (25 metres by 12.5 metres) whereas at Wyre Forest Glades there is a leisure pool with its associated leisure facilities (i.e. wave machine, slides etc.) which was opened in 1986. In addition a private hotel, which is situated on the outskirts of Bewdley, includes a 20 metre pool which is available to the public on a membership basis only, and Holy Trinity School has a pool which is used on a joint user basis.
- 11.68 The District Council aims to promote and develop dual use facilities within existing educational sites, where this is cost-effective. Where such schemes involve development the following policy will apply.

### Policy LR.18

**Proposals for dual use developments for sport and recreation on existing educational sites will be permitted, subject to compliance with other policies in the Plan.**

**Dual Use  
Developments**

## TOURISM

### Introduction

- 11.69 Tourism is a major economic force nationally and locally. The District Council's Tourism Strategy 1999-2004 revealed that in 1998 there were approximately 1.7 million visits to the District, made up of 0.22 million staying visitors, and 1.5 million leisure day trip visits. Overnight visitors spent £22 million, and day visitors spent £32 million, giving a total spend of £54 million for the year.
- 11.70 In recent years, tourism in the Wyre Forest area has been growing steadily, with a marked growth in the short stay holiday market. The value of the tourist industry to the District's economy is clear.
- 11.71 PPG21: Tourism, states that national government policy is directed at securing a proper balance between:



- maximising the economic and employment benefits that tourism can bring;
- promoting the geographical and seasonal spread of tourism;
- encouraging the development of non-traditional destinations as well as the more popular visitor locations;
- respecting the needs of the tourist industry and its customers;
- safeguarding the environment; and
- protecting the interests of the communities that cater for its needs, but feel its effects.

To achieve this balance, the District Council's Tourism Strategy contains five key principles:

- **Competitiveness** - increasing visitor spend per head, extending the tourism season, and improving employment and conditions;
- **Sustainability** - to take a sensitive and caring approach to future tourism activity so that it is not harmful to host communities and the environment;
- **Distinctiveness** - to promote and encourage the "special" nature of the District;
- **Inclusiveness** - encouraging facilities and businesses to be accessible to all visitors, whatever their needs;
- **Co-ordination** - encouraging partnership, to avoid duplication and increased effectiveness.

- 11.72 Protection of the environment and some measure of protection for the amenities of local residents, will be achieved in part through the planning process by ensuring careful control over the type and location of tourism-related developments that are permitted.

### Development of the Tourism Industry

- 11.73 The District Council strategy recognises, as does the Worcestershire County Structure Plan 1996-2011, that the most important tourism resource of the area is the high quality of its landscape and its attractive and historic towns and villages. The policies in this section of the plan, read together with those in other sections as appropriate, seek to ensure that tourism-related development will enhance, rather than detract from, environmental quality and thus contribute to the long term viability of the industry.



*West Midlands Safari Park*

- 11.74 The District Council will support the development of a sustainable tourism industry in the District by allowing only the provision or expansion of tourist attractions, accommodation and facilities which are environmentally acceptable and which respect the scale, nature and character of the local community in which they are proposed.

**Policy TM.1**

**Proposals for tourism related development (including the extension of existing attractions and facilities) will be permitted subject to the details of the proposal complying with other relevant policies of the Local Plan and provided that:**

**Tourism  
Development**

- i) the design, form and scale of the development is in keeping with the nature and character of the local community in which they are proposed;**
- ii) they are environmentally acceptable;**
- iii) they do not involve inappropriate development in the Green Belt;**
- iv) they do not adversely affect areas of landscape, historic or nature conservation importance;**
- v) any travel needs generated can be safely accommodated on the transport network.**

**Hotels and Guest Houses**

- 11.75 The District Council would welcome major new hotel accommodation to serve the needs of business and leisure tourism in the District. Any such development should be located in Kidderminster town centre, where maximum access by public transport is available.
- 11.76 Outside Kidderminster town centre, but within the built-up areas, opportunities may arise for the construction or conversion of buildings to provide hotels, motor lodges or guest houses. Whether or not these are acceptable will depend on detailed consideration of their effects on the local environment.
- 11.77 The construction of new buildings as hotels or guest houses within the Green Belt is considered to be inappropriate development, unless the proposal is for the conversion or re-use of rural buildings in accordance with Policies RB.1 - RB.7. Existing small, country house type hotels and guest houses in the Green Belt are acceptable provided that the scale and intensity of use remains compatible with the rural environment.
- 11.78 Problems can arise, however, when this type of establishment seeks to expand. Larger hotels often desire the provision of sports and leisure facilities, conference/banqueting facilities and large-scale floodlit parking areas. This type of development is regarded as inappropriate, and the District Council therefore wishes to prevent the expansion of existing hotels and guest houses in the Green Belt.
- 11.79 There may, however, be some exceptional occasions when very special circumstances justify a departure from this policy. These include very small-scale extensions which are necessary to improve the operational organisation of the establishment. The determining issue will be whether the extension is intended to materially expand the capacity, in which case it is unlikely to be an acceptable departure from the policy, or whether it is intended to improve the existing facilities without expansion of capacity.

**Development  
of Hotels and  
Guest Houses**

**Policy TM.2**

The development of major new hotel accommodation within or adjoining Kidderminster Town Centre will be permitted, subject to the details of the proposal complying with other relevant policies of the Local Plan.

Elsewhere, proposals for the small scale development of new or extended hotels and guest houses will only be permitted where:-

- i) within residential areas, the facilities to be provided are for the use of resident guests only, and where the use of the building and the associated parking and traffic movements will not harm the amenities of nearby residential properties;
- ii) the development can be adequately accessed and provided with adequate off-street parking spaces;
- iii) if extensions are to be erected, they will not have any significant adverse effects on the quality or character of the landscape, and will be in scale and harmony with the existing buildings and their surroundings,
- iv) there is no conflict with other policies in the Local Plan.

Approval will not be given for the construction of new hotels, motor lodges or guest houses within the Green Belt, except in very special circumstances.

**Extensions to  
Hotels and  
Guest Houses  
in the Green  
Belt**

**Policy TM.3**

Approval will not be given for the extension of existing hotels and guest houses within the Green Belt, except in very special circumstances, and where the proposal will not result in an increase in capacity.

- 11.80 PPG2 makes provision for the re-use and adaptation of rural buildings in the Green Belt. The conversion of existing buildings for tourism uses is acceptable in principle, subject to the detailed considerations set out in policies RB.1 - RB.7 in the Countryside chapter of the Plan, which relate to the re-use and adaptation of rural buildings.

**Policy TM.4**

**The change of use of existing buildings in the Green Belt to small-scale country house hotels, guest houses, self-catering cottages, public houses and restaurants, will be permitted, provided that the following criteria are met:**

**Conversions  
to Tourism  
Uses in the  
Green Belt**

- i) the proposal complies with policies for the Re-use and Adaptation of Rural buildings in the Countryside;**
- ii) ancillary development, including car parking, access requirements and advertising signs, can be provided without harming the visual amenities of the Green Belt; and**
- iii) where the use proposed will not harm materially the amenity of nearby residential properties, and is environmentally acceptable.**

**Holiday Caravan and Chalet Sites**

- 11.81 The District of Wyre Forest and particularly the Severn Valley has long been a popular destination for day and weekend visitors, mainly from the West Midlands conurbation. The popularity of the area has resulted in the development of a large number of holiday caravan and chalet sites, the latter being mainly constructed prior to the introduction of planning controls in 1947.
- 11.82 There are some 30 static holiday caravan sites containing in excess of 2,800 pitches, and approximately 380 chalets throughout the District. There are also 2 touring sites used by the Caravan and Camping Club and at least 7 Certificated Locations. Existing chalet sites are subject to Policies CH.1 - CH.4 in the Countryside chapter of the Plan.
- 11.83 The cumulative effect of these static and touring sites, both in terms of their visual impact on the Green Belt and the Landscape Protection Area and of the impact of traffic attracted to them along, in some instances, minor rural roads, is significant. These environmental impacts have to be balanced against the benefits which the occupants of the sites bring to the local economy.
- 11.84 The District Council takes the view that the existing level of static holiday caravan sites is sufficient to achieve a reasonable balance between meeting the demand for tourist accommodation of this type and conservation of interests of acknowledged importance. It is therefore the policy of the District Council not to allow any new static holiday caravan sites within the Green Belt except in very special circumstances, or beyond the Green Belt where there would be a material adverse impact on the landscape.
- 11.85 The District Council also takes the view that given the existing numbers of holiday chalets and caravans in the District catering for this sector of the tourism market, no further development is desirable.

### New Holiday Caravan and Chalet Sites

#### Policy TM.5

**The development of new static holiday caravan and chalet sites will not be allowed in the Green Belt except in very special circumstances, and proposals which would adversely affect flood plains, or the landscape quality or character of the countryside will not be permitted.**

**Any planning permission granted for new static holiday caravan and chalet sites will be subject to conditions restricting the period of occupation to short stay holiday use only.**

- 11.86 In some instances there may be scope for improvement of existing holiday caravan sites by providing better units, enhanced landscaping, better on-site services and facilities and relocation of pitches to reduce impact on the landscape. Within river flood plains improvements also have the potential to ameliorate the impact on flood flow or storage, and to minimise danger to life.
- 11.87 There may also be scope for the improvement of existing holiday caravan sites by substituting caravans with chalet units. A well designed chalet development using appropriate materials, for example, timber cladding, in a well landscaped development may be less intrusive in the landscape than conventional caravans. The Council will consider schemes of this type on their merits.

### Improvement of Existing Holiday Caravan and Chalet Sites

#### Policy TM.6

**Proposals for the improvement of existing static holiday caravan and chalet sites will be permitted, provided that they include enhanced landscaping and better on-site services and facilities, and reduce the impact of the site on the landscape. The improvement of existing static holiday caravan sites involving the substitution of caravan units by purpose built holiday chalets will be permitted, subject to:**

- i) the design, materials, layout and construction of the chalets being appropriate to holiday use;**
- ii) there being no adverse impact on flood plains, or the character or quality of the landscape.**

### Farm Tourism

- 11.88 The District Council supports the principle of farm diversification. Tourism presents a number of opportunities for diversification, such as the provision of accommodation and the sale of produce. The Countryside chapter of the Plan contains policies relevant to farm shops, diversification and the re-use and adaptation of rural buildings.

**Policy TM.7**

**Proposals for small-scale tourism development which is subsidiary to the principal agricultural activities of existing farm units will be encouraged. Permission for such proposals will only be given where they accord with Policy TM.1 and where they do not conflict with other policies in the Local Plan.**

**Farm Tourism****The Staffordshire and Worcestershire Canal**

11.89 The entire length of the Canal within the District was designated as a Conservation Area in 1978 in recognition of its special architectural and historic character. The towpath provides part of a Regional Route from Staffordshire right through the District to Stourport-on-Severn where it joins the Severn Way. In addition, the Route connects with the North Worcestershire Path at Caunsall, but of potentially greater significance it provides an access route into attractive open countryside for the residents of parts of Stourport-on-Severn and Kidderminster.

11.90 The District Council acknowledges that the Staffordshire and Worcestershire canal has considerable potential as a resource for tourism, but this must be balanced with the need to ensure that its scenic, architectural and historic character, and wildlife value is conserved and enhanced. Canalside facilities such as moorings, service facilities, marinas, hire facilities, information points, restaurants and other heritage attractions all offer potential to increase the tourism potential of this valuable resource.



*Canal locks at Stourport-on-Severn*

11.91 The Council will work with British Waterways and owners of land adjacent to the canal to identify and promote new visitor facilities along the canal that will positively contribute to the use, interpretation and enjoyment of the canal corridor by all users.

11.92 The appropriateness of development proposals on the sections of canal within the Green Belt will be assessed against the criteria in Policy GB.1.



**The  
Staffordshire  
and  
Worcestershire  
Canal**

**Policy TM.8**

**Development which would enhance the tourism, leisure and recreational role of the Staffordshire and Worcestershire Canal will be permitted, provided that:**

- i) the character or appearance of the Canal Conservation Area would be preserved or enhanced;**
- ii) there is no adverse impact on the scenic, architectural and historic character, or wildlife value of the canal;**
- iii) the proposals are sensitively designed, and the form and scale of the development are appropriate;**
- iv) use is made of appropriate materials; and**
- v) the proposals comply with other relevant policies in the Plan.**

**Development proposals which would adversely affect the Canal will not be permitted.**

**Stourport-on-Severn Tourist Information and Heritage Centre.**

- 11.93 The District Council currently operates two Tourist Information Centres, at Load Street, Bewdley, and Kidderminster Library.
- 11.94 The Tourism Strategy proposes a third Tourist Information Centre (subject to the availability of financial resources) in Stourport-on-Severn. It is intended to link to a heritage centre interpreting the town's history. Given the particular significance of the canal network to the development of the town, the preferred location of the proposed development is within the canal basin area.

**Policy TM.9**

**Stourport on  
Severn Tourist  
Information and  
Heritage Centre**

**Proposals to develop a Tourist Information and Heritage Centre in the Canal Basins area in Stourport-on-Severn will be permitted, subject to compliance with other policies in the Plan.**

# COMMUNITY

## Community Aim

12.1 The key aim in relation to the Community is:

**“to safeguard and enhance community facilities within the district, and to strengthen the sense of community.”**

## Community Objectives

12.2 To further this aim, the Community objectives of the Local Plan are:

### Objective 56: Local Communities

To guide the further development of existing communities within the District, ensuring the presence of a satisfactory mix of uses and facilities within them.

### Objective 57: Identity

To safeguard the separate identities of Kidderminster, Stourport-on-Severn, Bewdley, and the rural settlements of the District.

### Objective 58: Safety and Security

To promote developments and initiatives that will improve community safety and help ensure a sense of security.

### Objective 59: Partnerships

To encourage the involvement of both the residential and business communities in all aspects of the planning process.

## Context - Strengthening the Sense of Community

12.3 The implementation of the Local Plan can play a valuable role in achieving the Council's wider objective for "Community Life" as set out in 'Words into Action: Our Best Value Performance Plan', which states:

**"We want to ensure Wyre Forest has a strong and individual identity as a dynamic, articulate community which values its distinct sense of place"**

12.4 PPG12, includes a section entitled: 'Social progress which recognises the needs of everyone', which sets out the national framework for the consideration of social (or community) issues in development plans. Clearly, land use planning and development can have a significant impact on accentuating a sense of community and a local identity. This can be achieved in a number of ways, but principally it is achieved through:

- creating a place where people want to live and work, and where people respect the local environment;
- encouraging the design of buildings and spaces to which people can relate to;
- ensuring the provision of sufficient community facilities in locations where people

will interact;

- harnessing and enhancing local distinctiveness, heritage, monuments and the buildings of shared institutions and;
- encouraging the development of shared proposals and initiatives partnerships.

12.5 Many of these fundamental issues are considered within this chapter, or elsewhere in the Plan. For example, Section 17 of the Crime and Disorder Act and the associated issues of crime prevention and community safety are considered in detail as part of the design section.

### **Mixed Uses and Local Communities**

12.6 Ensuring the appropriate mix of land uses to meet the needs of local communities, which can offer the opportunity to reduce the need to travel, is a fundamental way in which the Plan can maintain and create more sustainable communities. There are a number of tiers at which achieving this balance may be considered and it is desirable to ensure the appropriate provision of various facilities, services and accommodation to meet the needs of:

- the district as a whole;
- settlements (towns and villages);
- neighbourhoods (e.g. Broadwaters, Mitton etc.) and;
- occasionally individual sites (mixed-use development opportunities).

12.7 Clearly, whilst each identifiable community will generally have a range of very local facilities such as churches and community centres, many facilities will serve groups of communities or even the whole District, e.g. supermarkets and hospitals. The type, size and location of each facility obviously depend upon the number, density and characteristics of the population it serves. The suitable provision of town centre uses (retail, office and commercial leisure) should be considered in the context of the hierarchy in paragraphs 13.11 to 13.13 of the retail chapter.

12.8 The policies outlined in this section are not about the provision of community facilities, but rather seek to ensure a general balance of uses at the appropriate levels (district, settlement, neighbourhood or site). It is considered that striking the right balance will give rise to more opportunities for social interaction, whilst ensuring greater levels of natural surveillance and more sustainable communities.

12.9 The emphasis being placed on the continued presence of balanced and mixed communities is supported through PPG1 (General Policy and Principles), PPG3 (Housing) and PPG13 (Transport). It is considered that the key relationships in achieving an appropriate balance are:

- Proximity of housing to employment, shops, services and community facilities.
- People, space and time.
- Mixing housing types and sizes.

The following section also contains policies, which seek to identify appropriate locations for community facilities.

## Partnerships

- 12.10 Throughout the Plan, reference is made to partnerships, including, amongst others, the Wyre Forest Community Safety Partnership and the Town Centre Management Forums. Through the implementation of this Plan, the Council seeks to work together with other agencies and the wider public to encourage the development of proposals in which the community have played a valuable role and with which they can associate. Community participation will be a key element in preparing supplementary planning guidance and Neighbourhood and Parish Plans. The Council will seek to progress these area based strategies corporately through the provisions of the emerging Community Plan and the District Local Plan.

### Community Statement

**“Through the implementation of policies in this Plan, the Council will seek to work in partnership with the many local organisations, other agencies and the wider local community to ensure that the interests and concerns of the key stakeholders are fully considered.”**

## Mixed Uses

- 12.11 All settlements within the district contain a mix of uses. The mix is perhaps more noticeable and diverse in the District's towns. A growing number of rural settlements and urban neighbourhoods are taking on an increasingly dormitory role, whereby, their diversity of uses is diminishing. This is of concern to the Council as it potentially increases the need to travel for jobs, services and other facilities, whilst diminishing the levels of vitality within such areas.
- 12.12 Wherever practicable and appropriate, Policy CY.1 seeks to maintain and enhance the diversity of uses in settlements and neighbourhoods without prejudice to Policy H.8 (Non-residential Uses) and with any other interests protected by other policies in the Local Plan. The greatest scope for the optimum diversity of uses exists within town centres where housing, retail, business and other facilities coexist in quantities appropriate to the role of the centre. This policy seeks to accentuate the current position, whilst seeking to redress a relative imbalance in Kidderminster town centre, where there is relatively little residential development. Therefore, additional residential development will be encouraged in Kidderminster town centre where appropriate and without prejudice to meeting the retail, commercial leisure and employment demands of the town and the district. Proposals for new development, extensions, and alterations should be considered against all other relevant policies in the plan.
- 12.13 At the strategic level, PPG13 (Paragraph 30) considers that it is important for local plans to produce a 'broad balance' between employment and housing within urban areas to minimise the needs for more distant commuting. Therefore, it is considered to be particularly important that the existing balance in the districts two main mixed-use urban areas (Kidderminster and Stourport-on-Severn) is maintained.
- 12.14 Care should be taken to ensure that neighbouring uses are compatible and that proposals do not result in a serious adverse impact on the amenity of neighbouring properties. In considering proposals that will enhance the mix of uses, particular regard should be had to the provisions of Policy D.1 (Design Quality) relating to compatibility.

**Mixed Uses**

**Policy CY.1**

**Development proposals for sites within the towns, villages and urban neighbourhoods of the District should maintain and enhance the existing mix of uses.**

**Community Facilities**

12.15 The term 'community facilities' refers to land-uses which mainly fall within Class D.1 (Non-residential Institutions) of the Use Classes Order together with other local needs services including local shops (Class A1) and other services (Class A2 and A3) appropriate to a given location.

**Key Community Facilities**

<b>Education</b>	<b>Health</b>	<b>Social / Administrative</b>	<b>Other</b>
Schools	Hospitals	Meeting Rooms	Recycling centres
Play Groups	Health Centres	Places of Worship	Public Toilets
Child Care	Surgeries	Amenity Space	Cemeteries
Libraries	Clinics	Sport, Leisure & Recreation	
Museums		Day Centres	
Further Education		Community Centres	
		Village Halls	
		Youth Centres	
		Public Houses	
		Community shops & cafes	

12.16 A decline in the number and range of facilities has been particularly noticeable in the rural areas where public transport is poor. However, many community facilities do benefit from a strong community commitment and the existence of established groups to help run them. This is an enormous asset as it is often voluntary; indeed, involvement in running a facility



*Village Pub, Bliss Gate*

itself fulfils a social function and widening this involvement can foster greater community cohesion.

- 12.17 The appropriate siting of facilities is fundamental to ensuring they are conveniently located for users and that they do not conflict with neighbouring uses. Facilities should be adequate to provide for their intended use and whenever possible flexible so as to maximise their adaptability (see Policy D.19).
- 12.18 Policy CY.2 provides a framework for considering applications involving community facilities, including community centres and health facilities such as new general practice surgeries, dental surgeries, ophthalmic opticians and chiropody clinics. Specific policies are proposed for Kidderminster Hospital, educational establishments and cemeteries, whilst recycling centres are considered as part of the Natural Resources section. Further guidance in relation to retail facilities and leisure is provided in the relevant sections of this Plan. Whilst HM Prison Service has identified Wyre Forest District as being within one of the broad priority areas of search for new prison facilities, the District Council and HM Prison Service have been unable to identify any suitable or available sites.
- 12.19 It is particularly important to ensure that this policy does not prejudice the emphasis placed on town centres for retail and commercial leisure facilities. Facilities which are appropriately located are generally welcomed where they satisfy a local need and do not conflict with other interests protected by other policies in the Local Plan. It is for the applicant to demonstrate the existence of a local need. As a guide the tests of Policy RT.10 provide an indication of the issues to be considered.

### **Policy CY.2**

**New facilities (including replacements) and extensions and alterations to existing facilities which provide for a genuine local community need must:**

- i) reflect the role and function of the settlement or neighbourhood to which they relate;**
- ii) be consistent with the town centre hierarchy;**
- iii) be compatible with surrounding uses;**
- iv) be accessible and useable to all potential users and;**
- v) be located as close as feasible to other mixed/ community uses.**

**Proposals involving the loss of a community facility will not be allowed where there is a clear need for that facility.**

**Community  
Facilities**



## Healthy Living

- 12.20 The policies in the Local Plan generally aim to sustainably enhance the quality of life of residents and visitors. Creating opportunities for improved health is a fundamental aspect of this. The Local Plan is not about the provision of healthcare facilities as this is a matter for Worcestershire Health Authority. However, as a land-use plan, the Local Plan can influence health in a number of ways. Firstly, the plan can ensure that sufficient land is allocated for healthcare facilities or that policies are in place to ensure that facilities can be developed where they are needed. Secondly, the location of land uses can impact on people's lifestyles and choices. For example, encouraging mixed uses and encouraging residential, employment, shopping and leisure uses that are more proximate to each other can encourage people to walk or cycle. Similarly, policies that encourage the increased provision of leisure and recreation facilities will encourage people to take up leisure pursuits.
- 12.21 Policy CY.2, above provides the policy framework for the provision of healthcare facilities such as surgeries and healthy living centres. The centre of healthcare provision in the District is Kidderminster General Hospital, which has, against the wishes of the Council, been subject to considerable down sizing. Nonetheless, the site does retain its role as the principal centre of fundamental importance to the health of residents and visitors, and this is reflected in the following policy.

### Kidderminster General Hospital

- 12.22 Following the removal of accident and emergency and acute inpatient services at Kidderminster hospital in September 2000, there has been widespread concern at the consequent requirement for patients and their relatives to travel to other hospitals within the county or outside the county.
- 12.23 It is considered that the Kidderminster hospital site at Bewdley Road should remain allocated for healthcare uses to prevent a further reduction in the accessibility of key health services and to safeguard its use as a hospital.
- 12.24 The opportunity should remain to upgrade the services provided at Kidderminster hospital to their former level and this should not be prejudiced by inappropriate development. In the meantime, the Council will consider, on their merits, proposals for healthcare developments to meet the needs of residents from within the district and beyond.



*Construction of Diagnostic Treatment Centre, Kidderminster Hospital*

### Policy CY.3

**The Kidderminster Hospital site will be safeguarded for future healthcare needs. Proposals, for other uses, will not be permitted unless it can be demonstrated that the future use of the site for healthcare needs will not be prejudiced.**

**Kidderminster  
Hospital**

## Education Facilities

- 12.25 As with the issue of health, the Local Plan is not about the provision of education facilities, which is a matter for Worcestershire County Council, as the Local Education Authority. However, the need for further classrooms arising from new development - linked to the allocation of proposed new housing areas - is an important consideration for the Local Plan.
- 12.26 As part of this Local Plan the Council is not allocating any new education sites (other than Kidderminster College, Market Street, Kidderminster). However, where proposals for major residential development will place a demonstrable pressure for additional classroom facilities at existing schools, the Council will seek to secure an appropriate contribution from developers. This will require close consultation with Worcestershire County Council.
- 12.27 For large or aggregates of smaller developments it may be necessary to undertake a feasibility study to determine if a school site is capable of taking extra classrooms and/or facilities necessary. However, where proposals for residential development are shown to place a demonstrable pressure for classrooms or educational sports facilities at existing schools, the Council will seek to secure an appropriate contribution from developers. This will require close consultation with Worcestershire County Council who have prepared supplementary planning guidance to cover this matter.
- 12.28 Development proposals that will give rise to a need for the provision of additional educational facilities will be expected to make an appropriate contribution towards meeting that need. Further details regarding local schools can be obtained from the County Council and the Worcestershire School Organisation Plan.



*Kidderminster Library and College*

### Policy CY.4

**Where it can be demonstrated by the Local Education Authority (LEA), that proposals for new housing will create the need for additional educational facilities, the Council through consultation with the LEA and developer, will seek to obtain a planning obligation under Section 106 of the Town and Country Planning Act 1990 for an appropriate contribution towards any works necessary.**

**Education  
Facilities -  
Developer  
Contributions**

## Existing Education Sites

- 12.29 For proposals involving new buildings and facilities at existing County Council schools, the District Council is a consultee in the planning process. Where consultations are received, the District Council will consider the proposals in the light of relevant policies within the Local Plan and will comment accordingly.
- 12.30 The use of temporary buildings to provide classroom space is normal practice to accommodate periodic increases in school rolls. However, the District Council considers that they are inappropriate for longer-term use, having both functional

and aesthetic shortcomings. Any such proposal for temporary classroom provision should normally be limited to five years by condition.

- 12.31 Reflecting PPG17, one particular concern of the District Council, is the sale of school playing fields. Such facilities are a community asset which, once lost to development are impossible to replace within older, intensively developed urban areas. The issue of playing fields is considered separately in Policy LR.9 (Outdoor Sports Pitches and Playing Fields).

## Existing Education Sites

### Policy CY.5

**Within the areas allocated for education development, proposals will be supported, where they conform to other relevant policies in the Local Plan. Providing they:**

- i) do not form part of a playing field or sports pitch, or**
- ii) complement the education function of the site, or**
- iii) demonstrate that there is no longer any need for the land or buildings to meet education requirements or wider community needs, and**
- iv) do not significantly diminish the amount of recreational open space in the locality, and**
- v) are compatible with neighbouring or adjoining uses.**

## Cemetery Site

- 12.32 The present principal Cemetery for the District, which is adjacent to Brinton Park in Kidderminster, is expected to reach capacity towards the end of the plan period. The Council has, therefore, been investigating potential locations for a new site in the District. These investigations have included an assessment of the planning issues, land availability and the investigation of site constraints. As a result of this process, land has been identified at Minster Road, Stourport-on-Severn. In accordance with PPG2 (Green Belts), the use of the site as a Cemetery is an appropriate use for this sensitive Green Belt location and will help to strengthen and protect the open nature of this area, which provides valuable physical separation between the towns of Kidderminster and Stourport-on-Severn. The site is also central to the District, has a picturesque setting with views across the Stour Valley, and is in a transport corridor of high public transport accessibility.

### Policy CY.6

## Cemeteries

**Land at Minster Road, Stourport-on-Severn, as shown on the Proposals Map, is allocated for use as a Cemetery. Proposals for development, other than use as a Cemetery will not be permitted.**

# RETAILING

## Retailing Aim

13.1 The key aim of the Local Plan in relation to Retailing is:

**“to enable the provision of an adequate range of shops to meet the needs of shoppers from within the district and beyond.”**

## Retail Strategy

13.2 Retailing is an essential part of life in the district and is a function that has traditionally formed the staple activity of the district's town centres. A revised PPG6 (Town Centres and Retail Developments) was published in 1996 and this incorporates a number of significant new principles and revisions including the sequential approach to site selection and needs testing.

13.3 Retailing is a particularly dynamic sector of the U.K. economy and this is clearly reflected in Wyre Forest District. Major schemes of the last two decades include the construction and subsequent refurbishment of the Rowland Hill Centre, the recent refurbishment of the Swan Centre and the construction of Crossley Retail Park. Kidderminster is increasingly attracting the interests of retailers and the development of Crossley Park and the town centre redevelopment of the KTC.1 site (Weaver's Wharf) will further strengthen the towns offer. Similarly, developments in Stourport-on-Severn at the Co-op and Lidl have further strengthened the retail offer of Stourport-on-Severn.

13.4 It is notable that vacancy rates for Kidderminster town centre rose sharply during the mid-1990s following the construction of Merry Hill Shopping Centre, near Dudley and Wyre Forest retail study (Wyre Forest Retail and Commercial Leisure Study - MVM Planning 2001) identifies considerable leakage (31% of non-food shopping from zone 1) to Merry Hill. As a direct consequence of such out-of- centre schemes, national planning policy guidance was tightened in the mid-1990s, placing the focus back on town centres with the publication of revised PPG6.

13.5 The nature of retailing is changing and perhaps the most notable change has been the move towards consolidation, globalisation and the rise of the multiples. This move has seen the average size of stores increase dramatically and retailers are increasingly looking for adaptable and functional premises. Shopping outlets for comparison (or non-food) goods are, by tradition, concentrated in major town centres, however, growing demand for larger units has created a pressure for retail parks. It is also argued that the consolidation experienced in the convenience retail sector in recent years has created 'food deserts' and there is evidence of a general decline in community shopping. Nonetheless, local shops provide an important facility for residents and encourage the use of more sustainable modes of transport, whilst reducing the need to travel. They are particularly important facilities for top-up and non-bulk shopping trips.

13.6 It seems that the next major innovation in retailing is the internet, which would appear to have the potential to significantly impact on the demand for retail space. The effects of e-commerce are currently difficult to quantify, however, they may well be significant in the medium to long term.

13.7 The retail strategy and the associated policies of the local plan will aim to take account of the above factors in seeking to ensure the optimum retail strength of the district. The strategy will also seek to ensure that residents have ready and sustainable access to the goods and services they require and it will work towards

the following retailing objectives:

### **Retailing Objectives**

#### **Objective 60: Kidderminster Town Centre**

To safeguard and enhance the role of Kidderminster within the sub-regional retail hierarchy and as a focus for large scale retail development.

#### **Objective 61: Stourport-on-Severn Town Centre**

To safeguard and enhance the position of Stourport-on-Severn as a convenience centre and in meeting the day-to-day shopping needs of the towns residents and tourists.

#### **Objective 62: Bewdley and Local Centres**

To encourage developments which help to maintain the presence of a suitable retailing mix in Bewdley and the numerous Local Centres of the District.

#### **Objective 63: Out-of-Centre Shopping Centres**

To prevent retail development at out-of-centre locations, unless it can be clearly demonstrated that no suitable sites exist in town centre or edge of centre locations.

13.8 The strategy aims to:

- sustain and enhance the vitality and viability of existing designated centres within the district by focusing new retail development within those centres wherever possible;
- provide opportunities to improve the range and variety of shopping facilities;
- conserve and enhance the special character of the shopping environments of Stourport-on-Severn and Bewdley centres and;
- reduce the need to travel.

13.9 With more than 96,000 residents within the District and with a catchment stretching from South Shropshire to Wychavon, there is a considerable demand generated for retail and other commercial services within the District. The Local Plan seeks to ensure that opportunities are provided to meet the needs arising from that catchment population. This will be achieved by:

- taking a "monitor and provide" approach to retail planning;
- ensuring an adequate supply of land for the development of retail and other commercial services and;
- where necessary, safeguarding properties and land for retail and service use - preventing a change of use.

13.10 There is a growing presumption in favour of mixed uses within and on the edge of town centre that can reduce the need to travel. This can present a critical mass of uses, which in conjunction with higher densities can support improved public transport facilities and increased vibrancy and consumer presence. However, it is important that in promoting mixed uses, the primary shop frontage is not adversely fragmented, so as to undermine the shopping experience of the town centre. This is particularly relevant for Kidderminster, Stourport-on-Severn and Bewdley, where there is perhaps greater scope for achieving a mix of uses.



## Wyre Forest Retail Hierarchy

13.11 The various elements of the shopping hierarchy identified in PPG6 are:- regional centre; sub-regional centre; town centre; district centre and local shopping centres. In applying these definitions to the sub-region (South West quadrant of the West Midlands), Birmingham is clearly the regional shopping centre followed by Worcester City Centre and Merry Hill Out-of-Centre Shopping Centre as sub-regional centres.

13.12 Wyre Forest Retail Study identifies two retail town centres within Wyre Forest District. However, the importance and role of these two centres differs significantly. It is clear from the results of the household shopping survey conducted as part of the retail study, that Kidderminster town centre is a major centre for both convenience and comparison goods retailing, with the Primary Catchment Area (PCA) for comparison goods including Kidderminster, Stourport-on-Severn and Bewdley, and the PCA for convenience retailing (including zones Kidderminster and Bewdley).



*Worcester Street, Kidderminster*

The survey also found that whilst Stourport-on-Severn has a very limited influence on shopping patterns for non-food goods, it manages to retain a significant levels of expenditure for convenience shopping. On that basis, the comparison shopping catchment area for Stourport-on-Severn is subsumed within the catchment area of Kidderminster. However, in respect of convenience goods, Stourport-on-Severn has its own catchment area (zone 2). The retail hierarchy set out below, is based on a combination of the hierarchy established through the retail study and the subsequent hierarchy of the Worcestershire County Structure Plan 1996-2011.

13.13 Applying the elements of the shopping hierarchy to the local context of Wyre Forest District, results in the following:

### **TOWN CENTRES:**

Traditional centres with their own catchment areas, which provide a broad range of services and facilities and represents a focus for both the community and public transport networks.

#### **Major County Centre -**

##### 1. Kidderminster Town Centre

Retail facilities meeting the needs of Kidderminster and its catchment areas for comparison and convenience Retailing.

#### **Town Centre -**

##### 2. Stourport-on-Severn Town Centre

Retail facilities meeting the convenience retailing needs of Stourport-on-Severn and its catchment area.

### **DISTRICT CENTRES:**

Centres containing at least one food supermarket and services such as financial and restaurants - represent major top-up shopping destinations.

#### **District Centres -**

##### 3. Bewdley town centre

Retail facilities meeting the needs of Bewdley for non-bulk convenience retailing.



**LOCAL CENTRES:**

Small groups of shops in towns and villages, usually comprising a newsagent, a sub-post office and other shops and services to meet the needs of local communities.

**Local Centres -**

- Kidderminster:
  - 4. Horsefair
  - 5. Comberton Hill
  - 6. Comberton Estate (Coronation Way)
  - 7. Blakebrook (Bewdley Road)
  - 8. Broadwaters (Stourbridge Road)
  - 9. Stourport Road
  - 10. Habberley (Canterbury Road)
  - 11. Marlpool (Middleton Road)
  - 12. Spennells (Warbler Place)
  - 13. Sutton Farm (Lister Road)
  
- Stourport-on-Severn:
  - 14. Areley Common (Queens Road)
  - 15. Burlish (Calder Road)
  - 16. Lickhill (Lime Tree Walk)
  
- Bewdley:
  - 17. The Lakes (Bewdley)
  
- Villages:
  - 18. Blakedown
  - 19. Chaddesley Corbett
  - 20. Cookley

13.14 There are also a number of other locations within the district at which a number of goods and services can be obtained. Whilst, these are too small, to be defined as centres, and as such fall outside the definitions expressed in the PPG6 glossary of terms, they nonetheless perform a valuable function in meeting local community needs and reducing the needs to travel. The Council seeks to acknowledge the importance of that role and so a number of small groups of shops are identified in Appendix 8.

13.15 In concentrating large scale retail activity at town centres, and particularly Kidderminster for comparison retailing, the Council seeks to ensure greater accessibility to a high quality retail offer together with greater opportunities for trip linkage. The strategy seeks to safeguard the existing hierarchy of shopping centres, not as an inflexible framework, but as a means of ensuring that all residents of all parts of the District have reasonable and convenient access to all types of retail outlet.



*Swan Centre, Kidderminster*

**Sequential Approach**

13.16 It is important that major retail development proposals have regard to the sequential approach to site selection. In essence, the sequential approach is a sequence of preferred locations.

13.17 In order to ensure movement towards sustainable travel patterns, it is important that

major retail growth is focussed on the District's Town Centres where public transport accessibility is good and where there are greater opportunities for linked trips.

- 13.18 The strategy seeks to ensure that edge-of-centre and out-of-centre proposals are assessed against the sequential test. Such proposals will also be required to demonstrate a need for the development in accordance with PPG6 and numerous Ministerial Statements.
- 13.19 In accordance with Paragraph 4.2 of PPG6, proposals that would undermine the above Retail Strategy will be refused.

### Retail Planning - Plan, Monitor and Provide

- 13.20 As part of the review of the Local Plan, a Retail and Commercial Leisure study was undertaken by MVM Planning. This study assessed the health of the retail sector and the capacity for further provision in the following sectors:

Convenience retailing (food)  
 Comparison retailing (non-food)  
 Commercial Leisure (see the Leisure and Town Centre Sections)

- 13.21 The research undertaken by MVM Planning also analysed the retail health of the district's main centres (Kidderminster, Stourport-on-Severn and Bewdley) and identified the level of quantitative and qualitative need for new retail development during the Plan period (2001 to 2011). Only a very limited capacity for retail growth in the District was identified over and above the commitments at KTC.1 and the DIY store at Green Street, both in Kidderminster. The study sets out the retail needs of the district between now and 2011 and it is considered that sufficient land is available to meet these needs.
- 13.22 The findings of the MVM Study are intended to provide a guideline for future provision. Any proposals exceeding the figures suggested in the study will need to be fully justified in accordance with the retail policies contained in the Local Plan.
- 13.23 In the year 2000, the MVM Study identified a capacity for further Retail Development in the main centres:

Town	Retail Requirements		
	2000	2006	2011
<b>Kidderminster</b>	-	-	2 discount type stores (max 2,104 sq.m net) or small supermarket (max 1,067 sq.m net)
<b>Stourport-on-Severn</b>	1 discount store (max 974 sq.m.net) <b>OR</b>	1-2 discount stores (max 1,597 sq.m net) <b>OR</b>	Small supermarket (max 1,067 sq.m net)
<b>Bewdley</b>	-	-	-

- 3.24 The Wyre Forest retail study indicates that, in Kidderminster, by 2011 there will be sufficient need for either two discount stores (max 2,104 sq m NET) or one small supermarket (max 1,044 sq m NET).
- 13.25 Similarly, in Stourport-on-Severn, the Wyre Forest retail study indicates that there is only limited need for new retail development for the sale of convenience goods in the Plan period. Taking into account over-trading in existing stores the study indicates that there is currently capacity to support one discount store (max 974 sq m NET) and by 2006 there will be sufficient capacity to support one to two discount stores (max combined 1,597 sq m NET) by 2006. Only if none of the identified capacity is absorbed by discount retailers between 2001 and 2011 will there be sufficient capacity to support one supermarket (max 1067 sq m NET) operated by one of the big five grocery retailers (Tesco, Sainsbury's, Asda, Safeway and Morrisons). Sufficient land is considered to be available to meet the needs of Stourport-on-Severn.
- 13.26 In line with PPG6 and the dynamic nature of the retail sector the quality, quantity and convenience of retailing in the district will be the subject of regular monitoring. This will help to inform the decision making process and subsequent reviews of the Local Plan.

### Primary Shopping Areas - Kidderminster and Stourport-on-Severn

- 13.27 For retail planning purposes and, in particular, with regards the sequential approach to site selection, the term 'Town Centre' relates to the Primary Shopping Area of both Kidderminster and Stourport-on-Severn town centres, as identified on the Town Centres Inset Proposals Map.
- 13.28 The Primary shopping areas are the preferred locations for major retail development in the District, where the retail offer can be strengthened. This prevents the District's retail offer from being fragmented and, therefore, ensures the continued presence and interest of the national multiple retailers.

- 13.29 Kidderminster's Primary Shopping Area is relatively compact and focussed on three streets (Vicar Street, High Street and Worcester Street). Much of the town is of post-war origin with two large shopping centres, the Swan Centre (late 1960s) and the Rowland Hill Centre (1980). The Wyre Forest Retail study indicates that Kidderminster is performing well in terms of floorspace provision and the PPG6 indicators of vitality and viability. There is evidence of healthy evolution with changing occupiers and increasing representation of national multiples.



*Rowland Hill Centre, Kidderminster*

- 13.30 Stourport's Primary Shopping Area follows a linear north/ south orientation with retail and service units on either side of High Street.. The town does not contain a self contained shopping centre but relies on the traditional street pattern, there are a number of large individual stores selling mainly convenience goods, including Lidl, Co-op, Tesco, Kwik-Save and Woolworth's. The Wyre Forest



*High Street, Stourport-on-Severn*

Retail Study indicates that Stourport-on-Severn is exhibiting reasonably high levels of vitality and viability, bolstered by tourism.

### Large Scale Retail Development, 'need' and the sequential approach

- 13.31 Throughout the retail section of the Plan, a number of policies have regard to a threshold of 250 sq m. This permissive approach towards small-scale development is a local initiative to provide flexibility to existing retailers and to promote appropriate community shopping facilities.
- 13.32 For retail development, the demonstration of need should generally involve addressing a combination of some or all of the following factors:
1. Expenditure capacity;
  2. Physical capacity;
  3. Market demand; and
  4. 'Wider community needs', which may include qualitative deficiencies in the existing retail provision that require long shopping journeys to be made.
- 13.33 In line with Para.13.21, proposals for new retail development will be considered on the basis of the 'need' requirement at the time of application. Therefore, whilst there may be a need for a small supermarket in Stourport-on-Severn by 2011, this will be dependent on the level of activity between 2001 and 2011.
- 13.34 The retail strategy stresses the importance of the sequential approach to site selection. Within the District, the preferred location for major comparison retail (A1) uses is Kidderminster Town Centre, and for convenience A1 retailing, the preferred locations are Kidderminster and Stourport-on-Severn town centres. For proposals involving modest retail proposals and local needs convenience stores the preferred locations are Bewdley District Centre (RT.3) and the established network of Local Centres identified on the Proposals Map (RT.6). Outside these areas proposals will be considered against Policies RT.7-RT.10.
- 13.35 In accordance with Policy D.33 (iv) of the Worcestershire County Structure Plan 1996-2011, retail development will not normally be allowed on land allocated for other uses, and especially where retail development will adversely effect the range and quality of employment and housing sites."

#### Policy RT.1

**Retail (A1) development proposals of more than 250 sq. metres will only be permitted where it can be clearly demonstrated that the development:**

- i) Is within the Primary Shopping Area;**
- ii) In the case of edge-of-centre proposals, there is a need for the development and it is not capable of being accommodated within the Primary Shopping Area;**
- iii) In the case of out-of-centre proposals, there is a need for the development and it is not capable of being accommodated within either the Primary Shopping Area or an edge-of-centre location;**

**Sequential Approach**

**Proposals must:**

- iv) Accord with the retail strategy and the retail hierarchy;**
- v) Be readily accessible by a choice of means of transport;**
- vi) Not normally be on land allocated for other uses;**
- vii) Not have a serious adverse impact on the vitality and viability of the town centre, and**
- viii) Not add significantly to the overall number and length of car trips.**

- 13.36 Proposals involving a change of use of ground floor premises must complement the retail offer (i.e. Retail A2 and A3) and must not lead to an over dominance or non-retail uses or 'dead' frontage, which would detract from the overall retail experience.
- 13.37 In assessing whether a proposal will result in an adverse cluster of non-retail (A1) uses, regard will be had to the use of three units either side of the proposed development. Where a proposal would result in more than two units of the seven being for non-retail (A1) uses it will be refused. Whilst the number of non-retail units can have a serious adverse impact on the retail frontage, the size of individual units is also a major consideration. In order to prevent the fragmentation of the shopping frontage, proposals for a change of use involving larger units of more than 10 metres plot width will be subject to particular scrutiny. For the same reason, no more than two non-retail (A1) uses shall be adjacent to each other.

**Policy RT.2****Primary Shopping Areas: Ground Floor Uses**

**On the ground floor within the Primary Shopping Areas, Financial and Professional (A2) and Food and Drink (A3) uses will only be acceptable where they will:**

- i) not result in a cluster of non-retail (A1) uses;**
- ii) not unduly fragment the retail (A1) shop frontage;**
- iii) not have an adverse impact on local amenity;**
- iv) be open for business during the day and;**
- v) where applicable include an appropriate shop window.**

**Proposals involving non-retail [A1, A2 or A3] uses at ground floor, or that will undermine the retail functioning of the Primary Shopping Area will not be allowed.**

## Bewdley District Shopping Centre

13.38 In retail terms, Bewdley shopping area cannot be defined as a town centre, but rather performs the role of a District Centre. The retail core is compact and focussed on Load Street. The town does not contain a shopping centre, but has two small food supermarkets. The historic open air market continues to operate in the defined shopping area of the town.

13.39 Wyre Forest Retail study identifies Bewdley as an important top-up shopping destination with a good range of convenience shops and services. The town does rely heavily of Kidderminster for the bulk shopping. The study identified very modest residual growth for new retail floorspace sufficient to support a number of small independent convenience outlets. It is envisaged that this need will be met within the identified shopping area of the District Centre.



*Load Street, Bewdley*

13.40 In order not to undermine the retail strategy and in order to safeguard the role of the district's town centres, large scale retail development in Bewdley will not be allowed. Policy RT.3 seeks to safeguard and enhance Bewdley's existing levels of shopping provision. Proposals involving a change of use from retail (A1) must complement the retail offer (i.e. Retail A2 and A3), and must not lead to an over dominance of non-retail uses. In assessing whether a proposal will result in the adverse cluster of non-retail (A1) uses, regard will be had to the use of three units either side of the proposed development. Where a proposal would result in more than three units of the seven being for non-retail (A1) uses it will be refused. To prevent adverse fragmentation of the shop frontage, no more than two non-retail (A1) uses shall be adjacent to each other.

### Policy RT.3

**Large scale retail proposals will not be allowed in Bewdley.**

**Proposals involving retail (A1) development within the identified District Centre boundary of Bewdley will be allowed where they:**

- i) involve a new small-scale store of less than 250 sq. metres NET floorspace;
- ii) involve a modest extension (less than 250 sq. metres NET) or improvement to an existing unit;
- iii) involve a change of use to retail (A1); and
- iv) meet a clearly identified need.

**Proposals involving a loss or reduction in retail floorspace will not be allowed where this may individually, or cumulatively lead to an adverse cluster of non-retail (A1) uses and a significant erosion of the town's retail offer.**

**Bewdley  
District Centre**



## Edge-of-Centre

- 13.41 For shopping purposes, edge-of-centre locations are defined as being within easy walking distance of the Primary Shopping Area (not more than 300 metres). Other factors which determine the definition of an edge-of-centre location include local topography, barriers to pedestrians, the strength of attraction of the town centre and the attractiveness of the route. Within the District, edge-of-centre facilities are either purpose built stand-alone stores including the new Tesco in Kidderminster, or smaller units within the Secondary Shopping Frontage of Kidderminster and Stourport-on-Severn. Existing retail facilities in such areas usually complement the retail provision of the Primary Shopping Area and many Secondary Shopping Areas provide a valuable niche function containing specialist shops and services. With the exception of modest improvements to existing units in the Secondary Shopping Areas, the Council, in accordance with the Retail Strategy, will not encourage further retail expansion in edge-of-centre locations unless there is a clear and identifiable need which cannot be accommodated in the town centre.



*Tesco at Weavers Wharf, Kidderminster*

### Policy RT.4

#### Edge-of-Centre Retail Proposals

**Outside, but within 300 metres of the primary shopping areas of Kidderminster and Stourport-on-Severn, proposals for new retail (A1) development or alterations or change of use to an existing retail premises shall normally be limited to:**

- i) **The modest extension (less than 250 sq. metres NET) of an existing premises within the Secondary Shopping Area;**
- ii) **the visual and functional enhancement of existing stores and infrastructure.**

**Proposals which individually lead to a significant increase in NET retail floorspace (more than 250 sq metres) must demonstrate that there is a need for the development and that there are no suitable and / or available sites within the Primary Shopping Area.**

**Subject to other material considerations, Financial and Professional (A2) and Food and Drink (A3) uses will be allowed within Secondary Shopping Areas**

## Out-of-Centre

13.42 Out-of-centre locations are clearly separate from the town centres. The definition of out-of-centre includes out-of-town locations and sites outside the urban areas and rural settlements. Within such locations can be found small groups of shops within the urban areas and rural villages, petrol filling stations, small local shops, factory outlets and farm shops. The district also contains an out-of-centre retail park (Crossley Park) which lies adjacent to Kidderminster town centre. There are also a number of substantial out-of-centre retail units, including B&Q in Green Street, the Co-op in Franche a Focus Do-it-all in Hoobrook, Kidderminster, and Wigley's DIY at Sandy Lane, Stourport -on-Severn.



*Crossley Retail Park,  
Kidderminster*

13.43 The retail floorspace of Kidderminster's out-of-centre retail premises is considerable. Many of these retail facilities have been granted planning permission on the basis that the range of goods to be sold is limited (usually to the sale of bulky goods). Many are also subject to a further restriction preventing the units from being split into several smaller units. The Council consider that it is of the utmost importance to ensure that these units remain restricted in this way in order to prevent the migration of town centre retailers and ultimately to protect the viability and liveliness of the town centre

### Policy RT.5

**Out-of-centre proposals involving the removal of conditions, the development of a new store, or extension to an existing large out-of-centre retail premises (A1), must first demonstrate that there is a need for the development or alteration. It must also be demonstrated that such proposals cannot be accommodated within the Primary Shopping Area or Edge-of-Centre locations. Proposals involving a change of use to a use falling outside Class A1 will be considered on their individual merits.**

**Retail Parks  
and Major  
Stores**

## Local Centres and Other Groups

13.44 The Local Centres of the District are identified in the hierarchy of shopping centres (Paragraph 13.13) and on the Proposals Map. They perform a vital role for local communities and can reduce the need to travel. Policy RT.6 seeks to safeguard the vitality and viability of these centres. Without prejudice to the retail strategy and the issue of scale and the sequential approach, and in order to prevent the creation of what the government has termed 'food deserts', the Council is keen to ensure that, where practicable, the loss of existing local convenience stores is resisted, particularly where there is no similar provision within a 500 metre radius.

13.45 There are also a number of other small groups of shops and services, which meet the convenience needs of local residents. These are identified in Appendix 11.

13.46 Further guidance on demonstrating an identifiable local need is provided by Policy RT.10.

- 13.47 Small shops within predominantly residential areas can offer a number of benefits in terms of reducing the need to travel and providing a focus for the community. However, they can also create difficulties in relation to traffic and local amenity. Any proposals must, therefore, offer a clear community benefit by serving identifiable local needs. Further guidance on demonstrating an identifiable local need is provided by Policy R.10. Where there is no alternative convenience provision within a 500 metre radius, proposals involving the change of use of a small shop in a rural area will be required to demonstrate that community involvement, including the use of community facilities, such as a village hall, and other community shopping arrangements have been considered in order to maintain the facility.



*Shops in Blakedown village*

### Local Centres and Other Groups of Shops

#### Policy RT.6

**Subject to other material considerations and policies, proposals involving the enhancement and modest extension (less than 250 sq. metres) of existing retail premises for convenience retail (A1) shopping in Local Centres and Other Groups of Shops will be permissible.**

**Proposals involving a change of use at ground floor to other retail (A2 and A3) will be considered on their merits, but will be resisted where this would result in no convenience (food) outlet within 500 metres. Such applications would need to be accompanied by a supporting statement on retail need.**

**Proposals involving other land uses at ground floor will not normally be allowed.**

**Subject to the provision of suitable access arrangements residential uses will be permissible above the shops.**

### Small Shop Change of Use

#### Policy RT.7

**The Council will view with particular rigour any proposal involving the loss of a convenience store, where there is no alternative provision within 500m. Applicants may be expected to demonstrate that all options, including community participation, have been explored in order to retain the retail use. Such applications would need to be accompanied by a supporting statement on levels of retail 'need' in the area.**

**Policy RT.8**

**Subject to other material considerations and policies, proposals involving the development of a new small-scale retail (A1) of less than 250 sq. metres NET, or the modest extension of an existing shop may be permissible where there is an identifiable local need within residential areas or rural villages and where such development would not undermine the retail strategy or have a detrimental impact on a nearby centre or other grouping.**

**Other than for those retail uses subject to specific policies in the Plan, proposals for retail development outside the towns and villages will not be allowed.**

**Outside the  
Identified  
Centres**

**Petrol Filling Stations**

- 13.48 With the loss of many traditional independent retail outlets, the operators of roadside petrol filling stations may often provide for the convenience needs of localities. They often sell a wide range of goods and services, well beyond the traditional range of car accessories and travel related goods. These include newspapers, magazines, tobacco, soft drinks, and fast foods. However, increasingly, petrol filling stations are also stocking general household goods, photographic goods, pre-recorded music, garden products and videos. The Council does not consider the sale of such comparison goods from petrol filling stations to be desirable, unless to cater for a clear local need. Such roadside petrol filling stations are, of necessity, located along busy roads, rather than deeper within residential areas where the traditional corner shop is usually to be found. For this reason, the impacts of proposals involving petrol filling stations on nearby local stores will be a significant consideration.

**Policy RT.9**

**Proposals involving convenience retailing from Petrol Filling Stations will only be permitted:**

- i) where it is clearly ancillary to the main use as a Petrol Filling Station; or**
- ii) where it provides for an identifiable local need;**
- iii) where it will not individually lead to a significant increase in NET retail floorspace (less than 250 sq metres);**
- iv) for the sale of convenience goods; and**
- v) where it would not undermine the retail strategy or have a serious adverse impact on local amenity or the vitality and viability of a nearby centre or other grouping.**

**Such applications should be accompanied by a supporting statement on retail 'need' and impact as appropriate.**

**Petrol Filling  
Stations**

## Demonstrating Local Need at the Community Level

- 13.49 Whilst at the District-wide and town levels, the Wyre Forest Retail and Commercial Leisure study establishes current levels of need, it does not seek to assess need at the more localised level of neighbourhood or rural area. A number of policies may require applicants to demonstrate whether there is, or is not, an identifiable local need for a given service. This policy sets out what will be required from applicants. When considering a change of use of premises from retail (A1) to financial and professional services (A2), it will be for applicants to demonstrate that their staff are local and that the premises will not be attracting substantial numbers of visitors from beyond the locality.

### Policy RT.10

**Where applicants are required to demonstrate a local need, the application should include an appropriate statement, which would normally include:-**

- i) an assessment of existing provision in the area, including the proximity of similar facilities;**
- ii) where appropriate, details of any possible impact on existing facilities in the area;**
- iii) a review of current market conditions and where appropriate a capacity statement and;**
- iv) proximity of workforce and customers.**

**Demonstrating  
'need' at the  
Community  
Level**

## Factory Outlets

- 13.50 The district has numerous large factory premises and tourism facilities which often contain ancillary retail facilities for selling their wares to the public. Many of these facilities are in out-of-centre locations including employment estates and the countryside (certain tourism facilities). These retail units can perform a valuable function in terms of strengthening both the urban and rural economy, whilst enabling residents and visitors to gain a wider appreciation of what the district has to offer. In order not to undermine the retail strategy and in order to safeguard the role of the district's town centres, it is important to ensure that such uses are, and continue to be, ancillary to the main function of the business (either manufacturing or tourism). In considering applications involving such retail facilities regard will be had to the relative scale of the proposal and restrictions will be placed on the facility to ensure that it does not adversely affect existing facilities and the established centres of the District.

**Policy RT.11**

**Proposals involving retailing that is ancillary to the main use of a factory or tourism facility will be allowed where they will:**

- i) not have a serious adverse impact on the viability and liveliness of existing centres;**
- ii) be accessible by a choice of means of transport; and**
- iii) not significantly add to the overall number and length of car trips.**

**For factory outlets the Council will restrict the range of goods to be sold and prevent the importation of goods for sale. Whilst for tourism related retailing the Council will restrict the range of goods to be sold.**

**Proposals involving a material change of use to retail (A1) of all or part of the premises, will be judged against the other relevant policies of the retail chapter.**

**Factory  
Outlets and  
Tourism  
Shops**

**Farm Shops and Garden Centres**

- 13.51 The issue of farm shops is considered as part of the Agriculture section (see Policy AG.7).
- 13.52 Traditionally, like farm shops, garden centres were established as an ancillary function to agricultural (horticultural) production. However, such has been the growth in the leisure sector, that as with other retail sectors, there are now national chains of garden centres, many of which are dedicated to the retail sale of plants and sundries and have little if any horticultural production capabilities. There is no reason why such facilities cannot be reasonably located within urban areas. Two of the major DIY groups now have sizeable garden centres attached to their stores in the district.
- 13.53 Where rural garden centres do exist, they often have a valuable role to play in the local economy. For example, they often attract the attentions of passing day visitors and can add value to the overall tourism experience, whilst assisting in rural diversification. Nevertheless, in order to accord with the retail strategy and to preserve the openness and character of the rural landscape, the Council is keen to ensure that such facilities remain predominantly ancillary to horticultural production.

**Policy RT.12**

**Proposals involving the development of new horticultural sales and display areas which require planning permission will only be permitted, where the retail use will be ancillary to horticultural production, in accordance with Policy AG.7. The range of goods**

**Horticultural  
Retailing**



**to be sold from the site will also be limited by condition.**

**Proposals involving existing garden centres should not lead to an increase in the amount of retail floorspace dedicated to the sale of comparison goods. Where necessary, the range of goods to be sold from the site may also be limited by condition.**

### **Retail - Food and Drink (Use Class A3)**

- 13.54 Shops for the sale of food and drink for consumption on and off the premises have a number of varying roles and importance to play in modern day society. With increasing levels of disposable income and leisure time, the demand for eating, or drinking, away from the home is likely to rise. There is growing interest in town centre restaurants, coffee houses and other eateries.
- 13.55 Also associated with this use, are public houses with identifiable clusters in the district's three town centres and particularly Kidderminster, where there are, at times, problems associated with anti-social behaviour. In rural villages and residential areas, pubs often perform a more tranquil community function and incorporate restaurants and the like. The most significant problems in all areas, occur at closing time, when consumers leave the premises en masse with the resultant noise and potential conflict spilling onto the street.
- 13.56 Proposals involving consumption on the premises can increase the levels of liveliness and vibrancy throughout the day and night. Whilst, there may be problems associated with anti-social behaviour, such uses can also, conversely, add to the sense of security through ensuring maximum people presence and natural surveillance. Nevertheless, in the interests of crime and disorder, 'clustering' of licensed premises (other than restaurants) should be avoided. The over concentration of licensed pubs, bars and cafes usually attracts only the 18-25 year age group and also has the degenerative effect of limiting family patronage.
- 13.57 Proposals for the sale of food and drink for consumption off the premises, including off-licenses and hot food take-aways often have a number of serious consequences for local amenity including smell, litter and anti-social behaviour and their location is particularly sensitive.
- 13.58 In having regard to the above, the following Policy seeks to ensure that shops for the sale of food and drink are appropriately located having due regard to town centres, accessibility, community and local amenity and safety.



*Wine Lodge, Kidderminster*

**Policy RT.13**

The following approach will be taken when assessing proposals involving shops for the sale of Food and Drink:

**Food and  
Drink**

- i) Subject to other material considerations and policies, proposals involving new or extended premises for the sale of food and drink (Use Class A3) will be permissible at:
  - sites within the Town and District Centre Insets;
  - Local Centres and other locations where the proposal will meet an identifiable local need.
  
- ii) proposals involving shops for the sale of food and drink (Use Class A3) will only be allowed where they:
  - (a) would not have a serious adverse impact on residential amenity by reason of litter, light, fumes, vibration or smell, noise and late night disturbance;
  - (b) would not have a serious impact on highway safety; and
  - (c) include details of extraction and flue systems that are environmentally acceptable.
  
- iii) In addition to the above clause (ii), proposals involving drive-through restaurants (Use Class A3) will only be allowed where they are:
  - (a) accessible by a choice of means of transport including public transport;
  - (b) adjacent to major roads and within 500 metres of the Primary Shopping Areas;
  - (c) designed having due regard to local character; and;
  - (d) not in residential areas.
  
- iv) proposals involving the loss, or conversion of a public house in a rural area will be allowed only where it is demonstrated that a public house is no longer viable.

**In all cases, proposals that will have a serious adverse impact on local amenity and crime and disorder will not be allowed. Proposals which lead to an over concentration of licensed premises will not be allowed.**

**Note:** Section 106 obligations may be sought to secure appropriate provision of litter bins and litter management.

## TOWN CENTRES

### Town Centres Aim

14.1 The key aim in relation to Town Centres is:

**“to enhance the attractiveness of Wyre Forest's town centres for shopping, commerce and culture.”**

The Town Centre section will also seek to ensure that residents, businesses and visitors have ready and sustainable access to the jobs, goods and services they require.

### Town Centres Objectives

14.2 To further this aim, the Leisure, Recreation and Tourism objectives of the Local Plan are:

#### **Objective 64: Hierarchy of Centres**

To safeguard and strengthen the position of Kidderminster within the sub-regional retail hierarchy and to maintain the current hierarchy of retail centres within Wyre Forest District.

#### **Objective 65: Land Allocation**

To identify sufficient land to meet the retailing, commercial and commercial-leisure needs of the District's catchment areas.

#### **Objective 66: Preferred Locations**

To identify and promote town centre sites as the preferred locations for retail, commercial, commercial-leisure and mixed use development.

#### **Objective 67: Environment**

Through the use of positive planning provide for the creation of safe and attractive town centre environments.

#### **Objective 68: Design**

To ensure development is of a high quality design that enhances the environment and further develops a sense of civic identity.

#### **Objective 69: Mixed Uses**

To promote a mix of uses within town centres and to encourage mixed use development schemes that complement their primary retail function.

#### **Objective 70: Partnerships**

To work in conjunction with the District's Town Centre Forums, to encourage initiatives designed to involve residents, the business community and relevant interest groups.

#### **Objective 71: Integrated Traffic Management**

To promote improved access to the District's town centres for users of all modes of transport, with an emphasis on modes other than the private car.

**Objective 72: Pedestrianisation and Mobility**

To promote measures to afford greater priority to pedestrians in the three town centres and to increase accessibility for those residents and visitors with impaired mobility.

**Objective 73: Housing**

To promote the reuse and conversion of vacant premises above shops into residential use, and to seek residential development in mixed use schemes.

**Objective 74: Evening Economy**

To promote within the town centres, the development of an appropriate level of evening economy based around commerce, leisure and the arts to complement the primary retail function at the town centre core.

- 14.3 Wyre Forest District contains three town centres and each has its own unique role in serving the needs of residents, businesses and visitors. This variety is reflected in the retail hierarchy established as part of the retail section of this plan. It is important that applicants have regard to the role of centres and the hierarchy when considering the location of proposals involving town centre uses including retail, certain community facilities, and office (B1) accommodation. The town centre Inset Proposals Maps reflect what are considered to be clearly defined mixed use areas at the centre of the district's towns and areas of relatively high accessibility.
- 14.4 The terms 'town centre', 'edge-of-centre' and 'out-of-centre' have already been defined for retail purposes and the sequential approach set out in this Plan, the policies of this section seek to ensure appropriate development within these areas. This will safeguard and enhance the role of the district's town centres as attractive, welcoming and vibrant places to live, work, shop and enjoy leisure time for all residents and visitors.

**Town Centre Strategies**

- 14.5 In partnership through the District's three Town Centre Management Forums, a separate 'Town Centre Strategy and Action Plan' is in place for each of Kidderminster, Stourport-on-Severn and Bewdley town centres. These documents set out the Objectives and Actions that the Town Centre Management Forums wish to see achieved in the town centres. Inevitably, many of these objectives and associated actions have land use planning implications and in accordance with Paragraph 2.10 of PPG6, they have been translated into this Local Plan in order to provide the appropriate planning framework for the implementation of the strategy.
- 14.6 The Town Centre Strategies were adopted by the Town Centre Management Forums in 2001 and set out a number of objectives to enhance the viability and liveliness of the town centre. Whilst the planning system and development control will not be able to deliver all of the objectives, many such as new or improved street furniture, infrastructure or links may be achieved through enabling development and s.106 obligations.

**Policy TC.1**

**Development proposals within the Town Centre Inset areas shall, where applicable, make an appropriate contribution towards the objectives of the relevant Town Centre Strategy.**

**Town Centre  
Strategies**

## Land Uses

- 14.7 Historically town centres have been established as the focus for trade and communities with markets being a traditional feature in the three town centres, where they contribute towards vitality and viability. Typical activities have included retailing, services and housing for traders and employees. In the 21st Century, town centres remain as mixed use communities containing shopping, business, leisure and residential property. However, in the previous Century there was a gradual process of decentralisation, particularly in industrial towns like Kidderminster, whereby business and residential property migrated to new suburbs. Thus, whilst Bewdley, and to a lesser extent Stourport-on-Severn continue to have a mix of residential and business (retail) properties within their town centres, Kidderminster has relatively little housing. All three town centres contain a good mix of business, retail and leisure.
- 14.8 Within the Primary and Secondary Shopping Areas, the ground floor frontage is safeguarded for A1, A2 and A3 uses in accordance with Policy RT.1 (Sequential Approach), Policy RT.2 (Primary Shopping Areas) and RT.4 (Edge-of-Centre Proposals). Other uses such as B1 offices will normally only be acceptable above or to the rear of the shop frontage. Within the ground floor frontage of Secondary Shopping Areas, non-retail uses will only be acceptable where the current use of a site does not include retail [A1, A2 and A3] and then only where the proposal will not adversely fragment the retail frontage.
- 14.9 This section seeks to strengthen the diversity of the town centres and so maximise people presence throughout the day and night and ensuring the continued viability of the District's town centres as vibrant centres of activity. Within the town centres, specific areas are allocated on the Proposals Map for specified land uses to reflect their predominant land use. However, a number of areas are identified for a mix of town centre uses either through a site specific policy, or through their designation as a TC.2 'General Town Centre Uses' area.
- 14.10 The Council is particularly keen to re-establish residential communities in the retail core of the district's town centres and to secure the re-use of vacant upper floors within the main shopping areas. Proposals to make better use of upper floors should include appropriate access without unduly fragmenting the shopping frontage and should provide a safe, secure and amenable residential environment. Making use of rear access points is one way in which blocks can be comprehensively redeveloped for new uses. It is considered that many of these sites, being readily accessible to facilities will be particularly suited to making a contribution towards the district's affordable housing stock.

## Town Centre Uses

### Policy TC.2

**Within the Primary and Secondary Shopping Areas, other than doorways to gain access to above the shop premises, non-retail [A1, A2 and A3] uses will not normally be allowed at the ground floor street frontage.**

**Subject to other material considerations and policies, in those areas identified on the Proposals Map for 'General Town Centre Uses' proposals involving the following land uses will be allowed:**

- **Business B1(a) and;**
- **Community (D1).**
- **Food and Drink (A3) [only at the Kidderminster, Exchange Street Site]**

**Within the Town Centre Inset areas, residential (C3) development will be allowed:**

- i) **above retail and business premises;**
- ii) **at the identified housing sites or within areas where Policy H2 (i) applies or;**
- iii) **within those areas subject to a site specific policy permitting housing as part of an overall mix of uses.**

Note: In accordance with PPG6 retail proposals are subject to the more detailed policies of the retail chapter.

## Commercial Leisure Facilities

- 14.11 It is important that intensive commercial leisure uses are located in Kidderminster, as the district's largest and most accessible centre. Wyre Forest Retail and commercial leisure study established that there is a clear quantitative and qualitative need for cinema with up to eight screens and a small ten-pin bowling facility in Kidderminster. In accordance with Policy LR.17, the Council will encourage proposals for a cinema and other intensive commercial leisure facilities in Kidderminster town centre and a number of potential sites are identified.

### Policy TC.3

## Commercial Leisure Facilities

**Subject to other material considerations and policies, major new commercial leisure development such as a cinema and ten-pin bowling facilities will be allowed where the development is within Kidderminster town centre on a suitable identified site (KTC.1, KTC.3 or KTC.4 (North)).**

**Where it can be demonstrated that there is no suitable site in the town centre, the following sequential approach will be adopted**



**to establish whether a suitable alternative site exists: an edge-of-centre site, defined as within 500 metres of the Primary Shopping Area; and only then an out-of-centre location and even then only where it involves a change of use at an existing out-of-centre retail complex.**

**Proposals involving amusements associated with tourism at Stourport-on-Severn will be considered on their merits having regard to the Policies of this Plan.**

## **Movement and Access**

- 14.12 Maximising sustainable access to the district's town centres is of fundamental importance to the future well being of the towns. This section seeks to ensure that the towns contain a suitable network of movement corridors in order to make visiting the centres an enjoyable and pleasant experience. The Council would like to see the main arterial corridors enhanced in order to optimise the use of these corridors by sustainable transport modes. Many of the objectives and associated actions contained in the three Town Centre Strategies seek to improve the quality of the pedestrian environment and infrastructure.

### **Policy TC.4**

**Proposals along, adjacent to, or placing additional demand on, one of the key movement corridors adjacent to the main arterial routes will be expected to make an appropriate contribution towards improving the environment and/ or infrastructure of the corridor, having regard to relevant Town Centre Strategy objectives and actions.**

**This may include contributions towards the:**

- i) Creation of new pedestrian links;**
- ii) Improvement of the pedestrian and cycling environment;**
- iii) Traffic calming and;**
- iv) Reduction of pedestrian/ vehicular conflict, including new crossing points.**

**Contributions may be sought through s.106 Obligations or as a direct result of the development, through the design process. Any proposals that will have a serious adverse impact on the flow of pedestrians will not be allowed.**

**Key  
Movement  
Corridors**

## Car Parking

- 14.13 The District Council believes that the provision of adequate car parking spaces is essential for the future development and prosperity of its town centres. Future development within town centres may generate additional parking requirements. The nature of many town centre sites means that any necessary associated car parking will need to provide off-site. As part of a co-ordinated package of planning and transport measures new on-site or off-site car parking should be provided in accordance with Policy TR.17.
- 14.14 Car Parking areas are identified on the Proposals Map and these will be safeguarded in order to meet the car parking needs of the town centre. Proposals and contributions, which enhance the quality of car parking in accordance with Policy D.15, will be supported. The upper floors of the Swan Centre Multi-storey car park are protected in this way. This Policy does not apply to the ground-floor of the Swan Centre car park, which is within the Primary Shopping Area and subject to the provisions of Policies TC.2 and RT.2 providing for the possible extension of the shopping centre.
- 14.15 The Council is keen to ensure that new car parking facilities are properly controlled and managed, placing the emphasis on short-term shopper car parking within the town centre. Major redevelopment schemes in Kidderminster Town Centre have dramatically altered the nature, number and location of car parking spaces. However, after redevelopment, the loss of spaces (965) will be more than offset by new provision (1,039 spaces), including almost 1,000 spaces at Tesco and Weavers Wharf. The District Council will continue to review car parking provision and will seek to address any deficiencies or serious problems which come to light when major redevelopment is completed in accordance with Policies TC.5, D.15 and TR.17. A table identifying the public car parking spaces serving Kidderminster Town Centre is included at Appendix 10.

### Policy TC.5

**Areas are identified on the Proposals Map to be safeguarded for car parking purposes. The development of these sites will not be allowed unless there is an appropriate increase in on-site car parking spaces.**

**Where a town centre development proposal involves off-site car parking, s.106 obligations may be used to expand the capacity and enhance the off-site car parking areas, as appropriate. Proposals involving new car parking will require a Car Park Management Agreement.**

### Town Centre Car Parking Areas

## Site Specific Policies and Proposals (Kidderminster Town Centre)

- 14.16 Within the Town Centre Inset Area a number of opportunity sites are identified. The Council will encourage proposals that ensure an appropriate balance of uses throughout the town centre area.

### Town Centre Core - KTC.1

- 14.17 Whilst the full impact of the Crossley Park retail park which opened for trading at the end of 2000 is not clearly apparent yet, there is a good indicator that the fortunes of Kidderminster have changed in recent times. The ongoing relocation of manufacturing from the Town's historic core continues to give rise to a new opportunity for the town to broaden its aspirations for the future.
- 14.18 Through the implementation of Policy KTC.1 it is envisaged that the Primary Shopping Area will be extended Westwards. The comprehensive redevelopment of the 10 ha. site which lies to the west of the existing town centre (and shown on the proposals as Site KTC.1) remains a continuing priority of the Council. In order to optimise the regeneration effect this potentially has, will require development proposals, which support and promote new investment and interest.

- 14.19 Outline planning permission was granted in 1996 for a wide range of uses including A1, A2, A3, B1, D2 and C3 and a detailed Reserved Matters permission for a large Tesco food store approved in 2001. The development, known as Weavers Wharf, has the



*Weavers Wharf under construction*

potential to significantly reinforce the economic and social functioning of the Town Centre to drive a renaissance not only in the town's important role as a retail centre, but also to enhance and develop its cultural role. The Council is keen to develop the evening economy of the town centre and to bring people back into the Town to live. To achieve these aspirations it has been necessary to promote a comprehensive mixed use scheme with the aim of creating a safe and attractive environment which draws upon the character of the town's architecture and maximises and embraces the assets of the site's attractive buildings, River Stour and the canal hidden to the town for so long. Given the importance of the river and canal any detailed proposals will be subject to consultation with the Environment Agency and British Waterways.

- 14.20 In view of the importance attached to the redevelopment of KTC.1 site, the District Council produced a Planning Brief in 1996 which remains an important piece of supplementary planning guidance setting out some of the Local Planning Authority's aspirations for the site and its immediate surroundings. Reference to this brief and the following policy will be the starting point for the consideration of any development proposals.



*Slingfield Mill, Weavers Wharf, Kidderminster*

**Kidderminster  
Town Centre  
Redevelop-  
ment Area****Policy KTC.1**

**Redevelopment proposals for the remaining part of the KTC.1 site shall:**

- i) provide for a broad mix of town centre land uses, including A1 (retailing), A2 (financial and professional), A3 (food and drink), B1 business, (offices), D2 (leisure and recreation) and C3 residential. Other uses such as a hotel may be acceptable and will be treated on their merits in terms of their contribution to a balanced development offer;**
- ii) retain the listed Slingfield Mill and its boiler house and chimney stack and encourage their beneficial use, where feasible;**
- iii) retain other important buildings identified in the Planning Brief and encourage their beneficial use, where feasible;**
- iv) preserve or enhance the character of the Staffs and Worcester Canal Conservation Area and the setting of the retained buildings;**
- v) maximise the natural assets of the site provided by the River Stour and the canal in the design and layout of the scheme;**
- vi) maintain high levels of architectural quality which recognises and develops local architectural style and reflects the Kidderminster character;**
- vii) provides a safe and convenient environment accessible to the existing town centre and to visitors choosing to travel by modes of transport other than the car; and**
- viii) takes full account of the care needed to develop a site, which is contaminated and has a history of flooding.**

## Service Yards - Bromsgrove Street

- 14.21 There is a recognised need for the development of rear service roads to facilitate the free flow of pedestrian and vehicular traffic within the town centre streets. Most property and landowners affected are aware of the issue. An area is identified adjacent to Bromsgrove Street for service yard provision to serve Coventry Street.

### Policy KTC.2

**An area is safeguarded for car parking or open space and service roads. Physical development, other than car parking, that will prejudice the implementation of any service roads in this area will not be allowed.**

**Bromsgrove  
Street**

## Worcester Street Enhancement Area

- 14.22 With the Magistrates Court due to be relocated on the former Cattle Market site off Comberton Hill, the existing Magistrates Court Building presents a unique opportunity at this important gateway to the town centre. With an impressive façade the building is a local landmark, although the surroundings and east facing gable end detract from the buildings overall quality. As part of any redevelopment or re-use of the buildings, the Council will seek to ensure a comprehensive scheme to create a high quality landmark building and landscape. Designers should seek to incorporate the best parts of the building, including the façade if possible. Proposals involving comprehensive redevelopment of the site and building must demonstrate a particularly high standard of design in accordance with the policies of Chapter 5. Proposals should include improvements to the Coronation Gardens. The opportunity may also be taken to incorporate more active uses at the ground floor, such as small-scale shops or restaurants. As part of any proposal, improvements will also be sought to the subways and connectivity with the Comberton Hill area, in accordance with the Town Centre Strategy.



*Former Magistrate's Court, Worcester Street*

### Policy KTC.3

**Proposals for the re-use of the KTC.3 site shall:**

- i) **provide for a suitable mix of town centre land uses to include small-scale A1 (retailing); A2 (financial and professional); A3 (food and drink); B1 business, (offices); D2 (leisure and recreation); or C3 residential. Redevelopment for predominantly B1 (business) or D2 (assembly and leisure), or other uses such as a hotel may be acceptable and will be treated on their merits;**

**Worcester  
Street  
Enhancement  
Area**

- ii) **Incorporate a high quality landmark building that will retain visual quality at the Worcester Street frontage and enhance the Ring road frontage;**
- iii) **Where practicable, seek to retain the façade and the best parts of the Magistrates Court Building;**
- iv) **Suitably incorporate and redevelop the temporary shop buildings between Worcester Street and Oxford Street;**
- v) **Include measures to improve connectivity with Comberton Hill;**
- vi) **Suitably incorporate public open space and;**
- vii) **Improve connectivity with Bromsgrove Street Car Park.**

### **Green Street / New Road Mixed Use Area - North**

- 14.23 A number of carpet factories continue to operate in the northern part of the KTC.4 area, between Green Street and the Ring Road, north of Dixon Street. Should these premises become surplus to the requirements of the manufacturers, then the Council will seek to negotiate with the landowners and developers to ensure the appropriate conversion and re-use for a mix of uses. Many of these factory buildings on the northern part of the area are within 300 metres of the Primary Shopping Area and benefit from their proximity to high quality public transport infrastructure. The sites contain Local and Statutorily Listed Buildings with considerable potential for refurbishment for residential, business or leisure accommodation. This area is identified within the Wyre Forest Retail and Commercial Leisure study as a suitable location to meet the identified requirements for major commercial leisure facilities. Therefore, it is considered that the land behind the Woodward Grosvenor Green Street frontage could present a possible location for new commercial leisure facilities such as a cinema or ten-pin bowling. It is envisaged that sufficient car parking could be provided through improvements to the existing New Road Car Park. As part of any proposal, improvements will also be sought to the subways and connectivity with the Comberton Hill area and also to the Primary Shopping Area in accordance with the Town Centre Strategy.

### **Green Street / New Road Mixed Use Area - South**

- 14.24 The southern part of the KTC.4 area, to the South of Dixon Street, mainly consists of converted carpet factories. These are now used for a mix of uses from retail to storage, vehicle repairs and licensed bars and various types of leisure clubs. It is likely that further opportunities and pressure for change is likely to occur in this area. Further retail growth in this area will be resisted in line with Policies RT.1 to RT.2 and in accordance with the retail strategy. As part of any proposal



*Morton's Works, Dixon Street*



involving this area, improvements will also be sought to the connectivity with the Primary Shopping Area, in accordance with the Town Centre Strategy.

- 14.25 There are pockets of land within both the North and South sections of the Green Street / New Road Mixed Use Area that lie within the floodplain of the River Stour and this gives rise to potential flood risk. Therefore, applicants are required to submit a flood risk assessment as part of any proposals. Applicants are advised to seek advice from the Environment Agency regarding such assessments. In considering proposals within the KTC.4 area, particular regard will be had to the provisions of Policy NR.5.

#### **Policy KTC.4**

##### **Proposals within the KTC.4 area shall:**

- i) Retain and use beneficially the Listed Mortons Works and Stourvale Mills buildings;**
- ii) Suitably incorporate and enhance the environment of the River Stour;**
- iii) Safeguard the nature conservation and visual value of the River Stour and Ring Road escarpment;**
- iv) improve connectivity with the Primary Shopping Area and Comberton Hill;**
- v) subject to other material considerations, provide for a suitable mix of town centre land uses, including A3 (food and drink); B1 business, (offices); C3 residential or; D1 community uses;**
- vi) Other uses such as a hotel may be acceptable and will be treated on their merits and;**
- vii) Within site KTC.4 (North), proposals involving predominantly D2 (leisure and recreation) uses would be allowed.**
- viii) Take full account of any flood risk.**

**Green Street  
Mixed Use  
Area**

## Site Specific Policies and Proposals (Stourport-on-Severn Town Centre)

### Severn Road Redevelopment Area

- 14.26 The Severn Road area is identified as a key redevelopment opportunity within the town of Stourport-on-Severn. The resultant initiative includes Supplementary Planning Guidance (Severn Road Development Brief), adopted by the Council in July 2001. There are three sites covered by the development brief, which make up an area of just over 10 hectares. The Development Brief and following policies have been prepared in recognition of the importance of the sites and the unique opportunity they offer for the future of Stourport-on-Severn. The aim is to achieve a high density, high quality and mixed-use area within the heart of Stourport-on-Severn. The historic importance of the sites and their surroundings means that particular scrutiny will be paid to the design of proposals. It is important that this large redevelopment area is well integrated and reflects the process of organic growth. In preparing schemes particular regard shall be had to the Conservation Area Character Appraisals for Stourport-on-Severn, which were published by the Council in 2001.

### Severn Road - Lichfield Basin

- 14.27 At the heart of the redevelopment area is a site, formerly known as Larch Lap, which was previously subject to Policy STC.3 of the 1996 Local Plan. The importance of this site, which is just over 1.6 hectares and situated over the former Lichfield Basin, is well recognised. During the previous Local Plan period to 2001, the site remained vacant despite a significant scheme of decontamination. It is a reflection of the importance of this site, that it is also subject of further Supplementary Planning Guidance (SPG) in the form of the Lichfield Basin Design Guidance which has been prepared in partnership with British Waterways. Policy STC.1 and the adopted SPGs seek to promote the suitable development of the Lichfield Basin site as a catalyst for wider regeneration. As a consequence, the Lichfield Basin site is identified within the first phase (2001-2006) of the housing land release programme set out in Policy H.3.

- 14.28 In order to maximise the regenerative opportunities this site offers, the Council will require, at least the partial re-opening of the former Lichfield Basin as set out in the Design Guidance. This should form the centre piece open space of the development. The site is allocated for primarily residential use with a possible A3 landmark restaurant. Proposals involving other non-residential land uses will be subject to other relevant policies in the Local Plan.



*Lichfield Basin*

- 14.29 The Severn Road Development Brief and Lichfield Basin Design Guidance have been subject to detailed public consultation. As supplementary planning guidance, setting out some of the Council's aspirations for the site, considerable importance will be attached to the documents as part of the decision making process. These two documents and the following Policy must form the basis of any redevelopment proposal for the Lichfield Basin site.

- 14.30 Applicants are required to submit a flood risk assessment as part of any proposals and are advised to seek advice from the Environment Agency regarding such assessments. In considering proposals within the STC.1 area, particular regard will be had to the provisions of Policy NR.5.

### **Policy STC.1**

#### **Redevelopment Proposals involving the Lichfield Basin Site shall:**

- i) consist of an appropriate mix of uses to include high density residential (C3) and A3 (food and drink) uses;**
- ii) retain and use beneficially, the Listed Basin walls fronting Lichfield Street and Severn Road, the small former Waterways Office, 1-6 Mart Lane, 1-9 Lichfield Street and other valued buildings and structures identified in the Severn Road Development Brief;**
- iii) involve the at least the partial re-opening of the Lichfield Basin to form a significant and important water space;**
- iv) take full account of the further requirements set out in the 'Severn Road Development Brief' and 'Lichfield Basin Design Guidance' and;**
- v) take full account of the care needed to develop a site, which has a history of contamination.**
- vi take full account of any flood risk**

**Lichfield  
Basin (Severn  
Road Phase  
One)**

### **Severn Road - Carpets of Worth Site**

- 14.31 At just under 6 hectares, the Carpets of Worth site is the largest of the three sites covered by the Severn Road Development Brief. This area is suitable for a mix of uses, including business (B1), residential (C3) and should there be a demonstrable need during the Plan period to 2011, a possible new food supermarket (A1).
- 14.32 This site will represent the gateway to the redevelopment area, with direct access over the River Stour to Discovery Road and the proposed route of the Stourport Relief Road. This link should form part of any redevelopment scheme for the site and will form an important further phase in the construction of the relief road.
- 14.33 The largest single land use on the site will be residential, which will run through the core of the brief area, followed by business uses and possibly A1 retail to the north of the site. Any proposal will have to blend well with the existing townscape and environment and should have due regard to the tight knit urban form of the surrounding residential areas and the nature conservation value of the Stour corridor. Applicants shall demonstrate regard to the 'Character Appraisal for Conservation Area No.1, Stourport-on-Severn' and also Stourport-on-Severn No.2

and 'Gilgal', which cover areas adjoining the Carpets of Worth site. For residential purposes, the Carpets of Worth site is identified in Phase 2 of the land release programme of Policy H.3. A significant amount of land within the Carpets of Worth site lies within the floodplain of the River Stour and this gives rise to potential flood risk. Therefore, applicants are required to submit a flood risk assessment as part of any proposals. Applicants are advised to seek advice from the Environment Agency regarding such assessments. In considering proposals within the STC.2 area, particular regard will be had to the provisions of Policy NR.5



*Carpets of Worth*

**Carpets of  
Worth (Severn  
Road Phase  
Two)**

**Policy STC.2**

**Redevelopment proposals for the STC.2 site shall:**

- i) provide for a mix of land uses to include B1 business and C3 residential. Other uses including retail (A1 and A3) may be acceptable, subject to the provisions of the Retail Strategy and the policies of the retail section of this Plan;**
- ii) subject to other material considerations retain and use beneficially the important buildings and structures identified in the Development Brief;**
- iii) preserve or enhance the character of Conservation Areas and the setting of the retained buildings;**
- iv) safeguard and enhance the natural assets of the site provided by the River Stour in the design and layout of the scheme and;**
- v) take full account of the care needed to develop a site, which is contaminated and is liable to flooding.**
- vi) take full account of any flood risk**
- vii) be accessible via a new road to be provided as part of the redevelopment , linking the site with Discovery Road**

## Severn Road - Vinegar Works and Cheapside

- 14.34 The closure of the vinegar factory presents a number of further opportunities adjacent to both the Rivers Severn and Stour. This area is subsumed within the Severn Road Redevelopment Area, however, businesses continue to operate at this site. Ultimately, it is envisaged that this site will be redeveloped for a mix of uses to include business and residential uses. Subject to other material considerations including the Severn Road Development Brief, the development of B1 (business) uses on the site will be allowed. The site is not allocated for residential development in Policy H.2. Therefore, development for residential uses will only be permitted during the Plan period where required to meet any deficiencies in housing land supply identified as a result of housing land monitoring or unless its contribution to urban regeneration outweighs any disbenefits likely to arise from the potential excess provision of housing in the period up to 2011. The majority of Cheapside lies within the floodplain of the Rivers Stour and Severn and this gives rise to potential flood risk. Therefore, applicants are required to submit a flood risk assessment as part of any proposals. Applicants are advised to seek advice from the Environment Agency regarding such assessments. In considering proposals within the STC.3 area, particular regard will be had to the provisions of Policy NR.5



*Cheapside*

- 14.35 The mixed nature of the site, which includes a Listed Building, residential property and factory units, means that particular attention will need to be paid to local amenity. Development proposals must have regard to neighbouring land uses and the Character Appraisal for Conservation Area No.1 Stourport-on-Severn. The Council will seek to ensure improved access arrangements to business premises that connect with the proposed new link road envisaged as part of proposals for the Carpets of Worth site.

### Policy STC.3

#### Redevelopment proposals for the STC.3 site shall: -

- i) **subject to other material considerations and policies, provide for a mix of land uses to include B1 business and C3 residential;**
- ii) **retain and to use beneficially the Listed and valued buildings identified in the Severn Road Development Brief;**
- iii) **preserve or enhance the character of Conservation Areas and the setting of the retained buildings;**
- iv) **incorporate the natural assets of the site, including the environment provided by the Rivers Stour and Severn in**

**Cheapside  
(Severn Road  
Phase Three)**

**the design and layout of the scheme and;**

**v) take full account of the care needed to develop a site, which is contaminated and is liable to flooding.**

**vi) take full account of any flood risk**

Note: Residential uses will only be permitted during the Plan period to meet any deficiencies in housing land supply unless it can be demonstrated that the site's contribution to urban regeneration outweighs any disbenefits associated with potential excess housing provision up to 2011.

### **Bridge Street Enhancement Area**

14.36 An enhancement area is identified on the Proposals Map adjacent to Bridge Street. Historically, this frontage has been less intensively developed than the Western Frontage, allowing glimpses of the Basins and boats beyond. Whilst this tradition is maintained today, many of the buildings are of an architectural style and contain land uses that fail to complement the character of their surroundings. Subject to the suitable relocation of existing businesses, this site is considered to offer the potential to link the town centre with the Basins via Engine Lane and so improve the prominence and accessibility of the historic basins.



*Bridge Street*

### **Policy STC.4**

**Proposals involving the STC.4 area shall:**

- i) Provide for a suitable mix of uses to include:**
  - a) at the ground floor street frontage:  
small-scale retail (A1) or food and drink (A3) uses  
and;**
  - b) above or to the rear:  
office (B1) or residential (C3) uses;**
- ii) Preserve or enhance the character of Bridge Street, the Basins and the River Severn and;**
- iii) Improve connectivity between the town centre and the basins.**

### **Bridge Street Basins Link**



## Canal Basins Area

- 14.37 Great potential exists within the Canal Basins Area of Stourport-on-Severn, where British Waterways continue to review facilities and develop enhancement strategies, to become a more significant and attractive destination to visitors.



*Canal Basins*

### Policy STC.5

**Proposals for the enhancement of the Canal Basins Area, which invest in its role as a tourist and visitor attraction and recognise its Conservation Area status, will be permitted, subject to compliance with all other relevant policies in the Local Plan.**

**Canal Basins  
Area**

## Vale Road (West)

- 14.38 With land to the north of this site containing a major edge-of-centre store, car parking and a pedestrian link over the canal into the Lombard Street shopping area, this edge-of-centre site has the potential for the expansion of shopping provision. Redevelopment may involve the existing petrol filling station and regard must be had to the provisions of the retail section. The proximity of the Staffordshire and Worcestershire Canal make this a particularly important design consideration.

### Policy STC.6

**A site to the West of Vale Road is identified on the Proposals Map for retail (A1) uses. Proposals involving this site shall preserve and enhance the character of the Staffordshire and Worcestershire Canal and the Conservation Area.**

**Vale Road  
(West)**

# IMPLEMENTATION

## Introduction

- 15.1 The Local Plan sets out a clear and realistic vision and a balanced set of aims and objectives to take Wyre Forest forward to 2011. These are consistent with national and Regional Planning Guidance, the Worcestershire County Structure Plan and the notion of sustainable development. Appendix 12 sets out which objectives the individual policies seek to achieve.
- 15.2 It is envisaged that each policy will be implemented in a number of ways, including:
- Through the Development Control Process
  - Including use of Planning Conditions
  - Requirements of the application form
  - Entering into s.106 Obligations
  - Preparation of Supplementary Planning Guidance
  - Improvements associated with development
  - Promotion of development sites
  - Pre-application discussions/ negotiations
  - Providing advice and information
  - Consultation with other relevant agencies/ authorities
  - Targeting funding mechanisms
  - The Council's other strategies (housing, public art, town centres... etc.
  - Partnership.

Appendix 13 sets out the implementation methods appropriate to each individual policy.

- 15.3 The Development Control function is normally performed by the District Council and it is through this process that the ideas set out in the Plan are realised. It is important that prospective applicants contact the District Council and seek pre-application discussions and advice. The Council has a Development Control Charter and a series of Development Control Practice Notes and leaflets, which provide further guidance on the Development Control Process.

## Planning (Section 106) Obligations

- 15.4 Section 106 of the Town and Country Planning Act 1990 (as amended) makes provision that "any person interested in land in the area of a local planning authority may, by agreement or otherwise, enter into an obligation:-
- (a) Restricting the development or use of the land in any specified way;
  - (b) Requiring specified operations or activities to be carried out in, on, under or over the land;
  - (c) Requiring the land to be used in a specified way; or
  - (d) Requiring a sum or sums to be paid to the authority on a specified date or dates periodically."
- 15.5 It is a fundamental legal principle that planning permissions should be neither bought or sold. If a developer passes money or some other benefit to the Local Planning Authority or local community when planning permission is granted, then that money or benefit must be related to the planning permission. In line with government policy, planning obligations will only be sought where they will meet the following tests:

- (i) Necessary
- (ii) Relevant to planning
- (iii) Directly related to the proposed development
- (iv) Fairly and reasonably related in scale and kind to the proposed development
- (v) Reasonable in all other respects.

- 15.6 The policies of the Development Plan underpin the requirements for planning benefit and throughout the Plan a number of policies refer to s.106 Obligations as part of their implementation. This is particularly true where an individual proposal will have a significant impact on issues which lie outside the traditional scope of land-use planning such as public transport infrastructure or improvements to the pedestrian environment. Further information on 'Dealing with Planning Obligations' is provided through Development Control Practice Note No. 9.

#### **Policy IMP.1**

**In appropriate circumstances in connection with, or as a consequence of development taking place, the Council will seek to secure s.106 obligations to:**

- i) Restrict the development or use of land;**
- ii) Require specific operations or activities to be carried out;**
- iii) Require land to be used in specified way; or**
- iv) Secure a sum or sums of money to be paid.**

#### **Planning (Section 106) Obligations**

#### **Sustainability Appraisal**

- 15.7 Working towards sustainable development is at the heart of the Wyre Forest District Local Plan and the review process. As part of the Local Plan monitoring and review process policies and proposals have been appraised against a set of sustainability criteria. This process, which is known as a "sustainability appraisal", is a new and evolving issue for consideration as part of the Local Plan Review. The methodology chosen for this process has been developed through consultation and seeks to reflect that of the Structure Plan.
- 15.8 The appraisal involves assessing the Local Plan policies against a set of 10 sustainability criteria containing 49 more detailed 'assessment criteria'. A detailed appraisal of the Local Plan policies is contained within the 'Sustainability Appraisal' document which is published separately.
- 15.9 The regular monitoring of Policy implementation, including an assessment of some of the key indicators, will enable the Sustainability Appraisal process to inform the Local Plan review process.

## Monitoring, Review and Phasing

- 15.10 The Council continually monitors both residential and employment land availability through the production of regular monitoring reports. It is considered that this is fundamental to ensuring that the district meets the requirements of the Structure Plan, whilst informing regional monitoring and targets. For housing development, the monitoring will now reflect the revised PPG.3 and include an ongoing assessment of phasing and affordable housing targets.
- 15.11 Phasing the release of housing sites is considered in detail as part of the Housing Chapter and in particular Policy H.3 and Paragraphs 3.28 to 3.34. Paragraph 3.34 states that "monitoring will be used to keep under review the proposed phased release of housing sites".
- 15.12 It is also important to monitor other aspects during the implementation of the Local Plan, including the use of individual policies, retail monitoring and whether environmental benefits, aims and objectives set out in the Plan are being achieved. Regular monitoring reports will be compiled in order to inform further Local Plan reviews.

### Implementation Statement

**“The Council will produce regular monitoring reports in order to establish whether the Local Plan is achieving the aims and objectives set out in the Plan and to inform the phasing of land and the Local Plan review process.”**

## WYRE FOREST DISTRICT LOCAL PLAN REVIEW TIMETABLE

5th July 2000	Council agree and publish timetable for Local Plan Review, with adoption scheduled for December 2003
31st July - 6th October 2000	Pre-Deposit Consultation
30th August - 11th October 2001	6 week Public Deposit period for Deposit Local Plan
October - January 2002	Consideration of representations on the Deposit Plan
February 2002	Council approved Revised Deposit Plan, 27th February 2002
March 2002	County Council issued Statement of General Conformity with the Structure Plan, 21st March 2002
4th April - 16th May 2002	6 week Public Deposit period for Revised Deposit Plan
May - October 2002	Consideration of representations on the Revised Deposit Plan, and preparation for the Public Local Inquiry
29th October - 12th December 2002	Public Local Inquiry into objections
May 2003	Inspector's Report received and published, 16th May 2003
May - June 2003	Consideration of the Inspector's Report and recommendations, and preparation of Proposed Modifications
July 2003	Council approve Proposed Modifications to the Revised Deposit Plan, 16th July 2003
7th August - 19th September 2003	6 week Public Deposit period for Proposed Modifications
October - November 2003	Consideration of representations on the Proposed Modifications, and preparation of Statement of the Council's response to representations received
3rd December 2003	Council resolve to proceed to Adopt the Local Plan Review Proposals
9th January 2004	Review Proposals Adopted and come into operation

## POLICY REFERENCE CHANGES SINCE THE DEPOSIT PLAN

The following list shows the changes in the policy references between the Deposit, Revised Deposit and the Adopted Version of the Local Plan. Where no entry has been made for the Deposit Plan Policy Reference this indicates that a new policy has been added later on in the process, and where no entry has been made for the Revised Deposit Plan Policy Reference this indicates that a policy has been deleted (denoted by -). An asterisk indicates that the content of the policy has changed from the Deposit version (denoted by \*) or the Revised Deposit version. Very minor changes such as punctuation or grammar have not been treated as changes. Addition or deletion of policies has led to consequential renumbering of policies within the relevant chapter of the Adopted Plan.

<u>Deposit Plan</u>	<u>Revised Deposit Plan</u>	<u>Adopted Plan</u>
<b>HOUSING</b>	<b>HOUSING</b>	<b>HOUSING</b>
H.1	H.1	H.1
H.2	H.2*	H.2*
H.3	H.3*	H.3
H.4	H.4*	H.4*
H.5	H.5	H.5*
H.6	H.6	H.6
H.7	H.7	H.7
H.8	H.8	H.8
H.9	H.9*	H.9
H.10	H.10*	H.10*
H.11	H.11	H.11
H.12	H.12	H.12
H.13	H.13*	H.13
H.14	H.14	H.14
H.15	H.15*	H.15
H.16	H.16	H.16
H.17	H.17*	H.17
H.18	H.18	H.18
<b>EMPLOYMENT</b>	<b>EMPLOYMENT</b>	<b>EMPLOYMENT</b>
E.1	E.1	E.1
E.2	E.2*	E.2*
-	-	E.3
E.3	E.3	E.4
E.4	E.4	E.5
E.5	E.5	E.6
E.6	E.6	E.7
E.7	E.7*	E.8
E.8	E.8*	E.9
E.9	E.9*	E.10*
<b>DESIGN</b>	<b>DESIGN</b>	<b>DESIGN</b>
D.1	D.1*	D.1
D.2	D.2	D.2
D.3	D.3	D.3
D.4	D.4	D.4
D.5	D.5	D.5
D.6	D.6	D.6
D.7	D.7	D.7
D.8	D.8	D.8
D.9	D.9*	D.9*
D.10	D.10*	D.10
D.11	D.11*	D.11
D.12	D.12	D.12
D.13	D.13	D.13
D.14	D.14*	D.14
D.15	D.15*	D.15
D.16	D.16	D.16
D.17	D.17*	D.17
D.18	D.18	D.18



**Deposit Plan**

D.19  
AD.1  
AD.2  
AD.3  
AD.4  
AD.5  
AD.6

**NATURAL RESOURCES**

NR.1  
NR.2  
NR.3  
NR.4  
NR.5  
NR.6  
NR.7  
NR.8  
NR.9  
NR.10  
NR.11  
NR.12  
NR.13  
NR.14  
NR.15

**COUNTRYSIDE**

LA.1  
LA.2  
LA.3  
LA.4  
LA.5  
LA.6  
LA.7  
LA.8  
LA.9  
GB.1  
GB.2  
GB.3  
GB.4  
GB.5  
GB.6  
DR.1  
AG.1  
AG.2  
AG.3  
AG.4  
AG.5  
AG.6  
AG.7  
AG.8  
RB.1  
RB.2  
RB.3  
RB.4  
RB.5  
RB.6  
RB.7  
RB.8  
CH.1  
CH.2  
CH.3  
CH.4  
EQ.1  
EQ.2

**Revised Deposit Plan**

D.19  
AD.1  
AD.2  
AD.3  
AD.4  
AD.5\*  
AD.6

**NATURAL RESOURCES**

NR.1  
NR.2  
NR.3  
NR.4  
NR.5\*  
NR.6\*  
NR.7  
NR.8  
NR.9  
NR.10\*  
NR.11  
NR.12  
NR.13\*  
NR.14  
NR.15\*

**COUNTRYSIDE**

LA.1  
LA.2\*  
LA.3\*  
LA.4\*  
LA.5\*  
LA.6\*  
LA.7  
LA.8  
LA.9  
GB.1\*  
GB.2  
GB.3  
GB.4  
GB.5  
GB.6  
DR.1  
AG.1\*  
AG.2  
AG.3  
AG.4\*  
AG.5\*  
AG.6  
AG.7\*  
AG.8\*  
RB.1\*  
RB.2\*  
-  
RB.4  
RB.5  
RB.6  
RB.7  
RB.8  
CH.1  
CH.2  
CH.3  
CH.4  
EQ.1  
EQ.2

**Adopted Plan**

D.19  
AD.1  
AD.2  
AD.3  
AD.4  
AD.5  
AD.6

**NATURAL RESOURCES**

NR.1  
NR.2  
NR.3  
NR.4  
NR.5  
NR.6  
NR.7  
NR.8  
NR.9  
NR.10  
NR.11  
NR.12  
NR.13  
NR.14  
NR.15

**COUNTRYSIDE**

LA.1  
LA.2  
LA.3  
LA.4  
LA.5  
LA.6  
LA.7  
LA.8  
LA.9  
GB.1\*  
GB.2  
GB.3  
GB.4\*  
GB.5  
GB.6  
DR.1  
AG.1  
AG.2  
AG.3  
AG.4  
AG.5  
AG.6  
AG.7  
AG.8  
RB.1  
RB.2  
-  
RB.3  
RB.4  
RB.5  
RB.6  
RB.7  
CH.1  
CH.2  
CH.3  
CH.4  
EQ.1  
EQ.2

**Deposit Plan**

EQ.3

**HERITAGE**

LB.1  
LB.2  
LB.3  
LB.4  
LB.5  
CA.1  
CA.2  
CA.3  
CA.4  
CA.5  
CA.6  
AR.1  
AR.2  
AR.3  
AR.4  
HL..1  
ED.1  
HA.1

**NATURE CONSERVATION**

NC.1  
NC.2  
NC.3  
NC.4  
NC.5  
NC.6  
NC.7  
NC.8

**TRANSPORT &  
COMMUNICATIONS**

TR.1  
TR.2  
TR.3  
TR.4  
TR.5  
TR.6  
TR.7  
TR.8  
TR.9  
TR.10  
TR.11  
TR.12  
TR.13  
TR.14  
TR.15  
TR.16  
TR.17  
TR.18  
TR.19  
TR.20  
TR.21

**LEISURE, RECREATION  
& TOURISM**

LR.1  
LR.2  
LR.3  
LR.4  
LR.5  
LR.6

**Revised Deposit Plan**

EQ.3

**HERITAGE**

LB.1  
LB.2  
LB.3  
LB.4  
LB.5  
CA.1\*  
CA.2  
CA.3  
CA.4  
CA.5  
CA.6  
AR.1  
AR.2  
AR.3  
AR.4  
HL..1\*  
ED.1\*  
HA.1

**NATURE CONSERVATION**

NC.1\*  
NC.2\*  
NC.3\*  
NC.4\*  
NC.5\*  
NC.6\*  
NC.7\*  
NC.8\*

**TRANSPORT &  
COMMUNICATIONS**

TR.1\*  
TR.2  
TR.3  
TR.4  
TR.5  
TR.6  
TR.7  
TR.8  
TR.9\*  
TR.10  
TR.11  
TR.12  
TR.13  
TR.14\*  
-  
TR.16  
TR.17  
TR.18\*  
TR.19  
TR.20  
TR.21\*

**LEISURE, RECREATION  
& TOURISM**

LR.1  
LR.2  
LR.3  
LR.4  
LR.5  
LR.6

**Adopted Plan**

EQ.3

**HERITAGE**

LB.1  
LB.2  
LB.3  
LB.4  
LB.5  
CA.1  
CA.2  
CA.3  
CA.4  
CA.5  
CA.6  
AR.1  
AR.2  
AR.3  
AR.4  
HL..1  
ED.1  
HA.1

**NATURE CONSERVATION**

NC.1  
NC.2  
NC.3  
NC.4  
NC.5\*  
NC.6  
NC.7  
NC.8

**TRANSPORT &  
COMMUNICATIONS**

TR.1  
TR.2  
TR.3  
TR.4  
TR.5  
TR.6  
TR.7  
TR.8  
TR.9  
TR.10  
TR.11  
TR.12  
TR.13  
TR.14  
-  
TR.15  
TR.16  
TR.17  
TR.18  
TR.19  
TR.20\*

**LEISURE, RECREATION  
& TOURISM**

LR.1  
LR.2  
LR.3  
LR.4  
LR.5  
LR.6

**Deposit Plan**

LR.7  
LR.8  
LR.9  
LR.10  
LR.11  
LR.12  
LR.13  
LR.14  
LR.15  
LR.16  
LR.17  
LR.18  
TM.1  
TM.2  
TM.3  
TM.4  
TM.5  
TM.6  
TM.7  
TM.8  
TM.9

**COMMUNITY**

CY.1  
CY.2  
CY.3  
CY.4  
CY.5  
CY.6

**RETAILING**

RT.1  
RT.2  
RT.3  
RT.4  
RT.5  
RT.6  
RT.7  
RT.8  
RT.9  
RT.10  
RT.11  
RT.12  
RT.13

**TOWN CENTRES**

TC.1  
TC.2  
TC.3  
TC.4  
TC.5  
KTC.1  
KTC.2  
KTC.3  
KTC.4  
STC.1  
STC.2  
STC.3  
STC.4  
STC.5  
STC.6

**IMPLEMENTATION**

IMP.1

**Revised Deposit Plan**

LR.7  
LR.8\*  
LR.9\*  
LR.10  
LR.11  
LR.12  
LR.13  
LR.14  
LR.15  
LR.16\*  
LR.17  
LR.18  
TM.1\*  
TM.2  
TM.3  
TM.4  
TM.5  
TM.6  
TM.7\*  
TM.8  
TM.9

**COMMUNITY**

CY.1\*  
CY.2  
CY.3  
CY.4\*  
CY.5\*  
CY.6

**RETAILING**

RT.1\*  
RT.2\*  
RT.3  
RT.4\*  
RT.5\*  
RT.6  
RT.7  
RT.8  
RT.9  
RT.10  
RT.11  
RT.12  
RT.13

**TOWN CENTRES**

TC.1  
TC.2\*  
TC.3\*  
TC.4  
TC.5  
KTC.\*1  
KTC.2  
KTC.3\*  
KTC.4\*  
STC.1\*  
STC.2\*  
STC.3\*  
STC.4  
STC.5  
STC.6

**IMPLEMENTATION**

IMP.1

**Adopted Plan**

LR.7  
LR.8  
LR.9  
LR.10  
LR.11  
LR.12  
LR.13  
LR.14  
LR.15  
LR.16  
LR.17  
LR.18  
TM.1\*  
TM.2  
TM.3  
TM.4  
TM.5  
TM.6  
TM.7  
TM.8  
TM.9

**COMMUNITY**

CY.1  
CY.2  
CY.3  
CY.4  
CY.5  
CY.6

**RETAILING**

RT.1  
RT.2  
RT.3  
RT.4  
RT.5\*  
RT.6  
RT.7  
RT.8  
RT.9  
RT.10  
RT.11  
RT.12  
RT.13

**TOWN CENTRES**

TC.1  
TC.2  
TC.3\*  
TC.4  
TC.5  
KTC.1  
KTC.2  
KTC.3  
KTC.4  
STC.1  
STC.2\*  
STC.3\*  
STC.4  
STC.5  
STC.6

**IMPLEMENTATION**

IMP.1

## POPULATION PROJECTIONS 1996 - 2011

### Wyre Forest 1996 - Based Population Projections - Persons

Age	Year:	mid - 1996	mid - 2001	mid - 2006	mid - 2011
0-15		19100	19100	18200	17200
16-24		10000	9000	9600	9700
25-44		27300	27600	26600	24500
45-64		25300	26300	26800	27600
65-74		8200	8200	8900	10800
75+		6800	7300	7500	7800
<b>TOTAL</b>		<b>96700</b>	<b>97500</b>	<b>97600</b>	<b>97600</b>

### Wyre Forest 1996 - Based Population Projections - %

Age	Year:	mid - 1996	mid - 2001	mid - 2006	mid - 2011
0-15		19.8	19.6	18.6	17.6
16-24		10.3	9.2	9.8	9.9
25-44		28.2	28.3	27.2	25.1
45-64		26.1	27.0	27.4	28.3
65-74		8.4	8.4	9.1	11.1
75+		7.0	7.5	7.7	8.0

### Worcestershire 1996 - Based Population Projections - %

Age	Year:	mid - 1996	mid - 2001	mid - 2006	mid - 2011
0-15		19.9	19.7	18.9	17.9
16-24		10.0	8.9	9.2	9.3
25-44		28.8	28.4	26.9	24.8
45-64		25.3	26.6	27.8	29.0
65-74		8.9	8.7	9.2	10.6
75+		7.2	7.8	8.1	8.4

### England 1996 - Based Population Projections - %

Age	Year:	mid - 1996	mid - 2001	mid - 2006	mid - 2011
0-15		20.5	20.2	19.3	18.4
16-24		11.1	10.9	11.5	11.7
25-44		30.0	29.7	28.3	26.4
45-64		22.7	23.6	25.2	27.0
65-74		8.6	8.2	8.2	8.9
75+		7.2	7.4	7.5	7.6

Source : Office for National Statistics

## WYRE FOREST DISTRICT RESIDENTIAL COMPLETIONS BY FINANCIAL YEAR, LOCATION AND SECTOR - 1996/97 TO 2001/02

Financial Year (Apr. 1996 to March 2002:	Bewdley		Stourport-on-Severn		Kidderminster		Rural Areas		District Total		
	HA & LC	Pri	HA & LC	Pri	HA & LC	Pri	HA & LC	Pri	HA & LC	Pri	
1996/97	0	12	0	20	14	84	8	26	22	142	
1997/98	0	53	0	68	0	93	0	38	0	252	
1998/99	0	47	0	50	59	62	0	30	59	189	
1999/00	0	18	0	48	29	76	0	13	29	155	
2000/01	0	17	6	46	15	87	0	3	21	153	
2001/02	1	44	0	70	26	115	10	73	37	302	
<b>Total</b>	<b>1</b>	<b>191</b>	<b>6</b>	<b>302</b>	<b>143</b>	<b>517</b>	<b>18</b>	<b>183</b>	<b>168</b>	<b>1,193</b>	
										<b>Total</b>	
											<b>164</b>
											<b>252</b>
											<b>248</b>
											<b>184</b>
											<b>174</b>
											<b>339</b>
											<b>1,361</b>

N.B.

HA & LC: Housing Association and Low Cost  
Pri: Private Sector

There have been no Public Sector i.e. Council House completions in the period 1996-2001.

## HOUSING COMMITMENTS AT 1ST APRIL 2002

### Committed Housing Sites

Wyre Forest District Residential Land Availability ( WFRLA ) 1st April 2002 (A) Identified Sites available within 5 years		1,433
Existing 1996 Adopted District Local Plan Housing sites not committed by virtue of an existing planning permission or resolution to grant permission subject to Section 106 Agreement:		
Badland Avenue, Kidderminster (B) (WFRLA Site Ref. 1113)	10	
Woodbury Road, Kidderminster (B) (WFRLA Site Ref. 1115)	15	
Baldwin Road, Stourport on Severn (D) (WFRLA Site Ref. 1328)	<u>10</u>	
	<b>Sub-Total</b>	<b>35</b>
		1,433
		- 35
		<hr/>
	<b>Sub-Total</b>	<b>1,398</b>
Lapse Rate for non-implementation (based on 10% of committed sites not under construction)		- <u>95</u>
	<b>Total committed capacity</b>	<b>1,303</b>

### Windfall Sites

Small sites Windfall Allowance based on permissions for 50 dwellings per annum (F)  
less a 5% lapse rate (G), projected forward for 8 years April 2002 - March 2010 (H)

i.e.  $50 \times 0.95 \times 8 = 380$  dwellings

### Notes

- (A) Published as a separate document (see Table 4a)
- (B) Greenfield sites deallocated
- (D) Previously developed site included as Res 1 under Policy H.2(ii) in Adopted Local Plan, with increased capacity to reflect new density policy (H.4)



- (F) Worcestershire County Structure Plan assumed rate as set out in Housing Information Paper January 2000
- (G) Rate used in Worcestershire Housing Land Panel Report 1998 and recommended by Worcestershire Structure Plan E.I.P. Panel Report [Recommendation 3.3]
- (H) Windfalls calculated for the remaining 9 year plan period less 1 year in accordance with Worcestershire Structure Plan E.I.P. Panel Report [Recommendation 3.4]

## HOUSING PROVISION ON PREVIOUSLY DEVELOPED LAND 1996 - 2011

Position as at 1<sup>st</sup> April 2002

COMPONENT OF PROVISION	NUMBER OF DWELLINGS		
	GREENFIELD	BROWNFIELD*	TOTAL
Dwellings completed April 1996 - March 2002	336 (25%)	1,025 (75%)	1,361
Committed Sites April 2002 **	260 (20%)	1,043 (80%)	1,303
Small Windfall Sites April 2002- March 2011	0	380 (100%)	380
Proposed New Sites April 2002 - March 2011	0	275 (100%)	275
	—	—	—
	596 (18%)	2,723 (82%)	3,319

\* Brownfield - Previously Developed land as defined in PPG3 Annex C

\*\* See Appendix 5 - Total committed capacity 1,303

## CONSERVATION AREA DESCRIPTIONS

As mentioned earlier in this Local Plan there are at present 15 Conservation Areas in Wyre Forest District. One is predominantly within Bewdley town centre, four are within Stourport-on-Severn, two are located in Kidderminster, seven are based on settlements within the rural areas and the other is the Staffordshire and Worcestershire Canal which runs through the urban and rural areas, including parts of Kidderminster and Stourport-on-Severn town centres.

This appendix contains a profile of the rural Conservation Areas, Areley Kings Conservation Area, and the Staffordshire and Worcestershire Canal Conservation Area. A brief description is given for each, detailing the important characteristics and historical context which were the key reasons for their designation.

Conservation Area Character Appraisals have been prepared for Bewdley, Stourport-on-Severn No.1, No. 2 and Gilgal Conservation Areas, and these will be published as separate documents. Similar appraisals for all Conservation Areas will be prepared in due course.

### Areley Kings Conservation Area

Areley Kings Conservation Area was designated in 1993 and is based upon two groups of buildings and several open spaces, in a semi-rural location on the south-west edge of Stourport-on-Severn.

The western part of the Conservation Area is set on high ground overlooking the valley of the River Severn and dominated by the sandstone and limestone Church of St. Bartholomew. This building dates mainly from 1885 but also includes medieval stages. To the front of the Church is Church House, an early seventeenth century vernacular timber-framed building; whilst to the north-east is the Rectory, an early eighteenth century red brick property, having an attractive garden. Features of the setting, include open fields, hedgerows, woodland and trees, which add significantly to the character of the area.

The eastern lower lying part of the Conservation Area includes a group of large attractive houses, dating from the sixteenth to nineteenth centuries. The vernacular timber-framed and brick Areley Hall (including Muxlowe House) dates from the late sixteenth century, and sits picturesquely beside the River Severn. It is approached along a tree lined avenue, with open land to either side. Areley House, nearby, dates from around 1820 and displays a more formal style. It is dressed with sandstone ashlar and has a slate roof. Its grounds include several attractive mature trees and converted outbuildings. The western extent of its former grounds are marked with a substantial brick wall. Between Areley Hall and Areley House, is Lower House. This property dates from the early eighteenth century and has a plain-tiled roof and red brick walls. It is set in a large garden. A red brick barn range at Lower House dates from around 1759, and has been converted into a dwelling.

The southern edge of the eastern end of Areley Kings Conservation Area includes a steep grassy bank dotted with several deciduous trees. This bank forms an important visual backdrop to the Conservation Area when viewed from the east, and acts as a buffer from the modern housing estate to the south.

Areley Lane and Rectory Lane, which run through the Conservation Area, retain their narrow width, soft edges (i.e. they generally lack kerbstones) and hedgerows with overhanging trees, which adds to the character of the area. There is a small informal car parking area to the fore of the church, its lack of hard surfacing and lighting helping to minimise its impact. There is an absence of street lighting in the Area, which helps it retain a rural and uncluttered feel.

At present, thirteen of the buildings and structures in the Conservation Area are Listed Grade II, confirming their special interest. Notably, Layamon, author of the Anglo-Saxon epic "Brut", was rector of a Church which may have stood on the site of the current Church of St. Bartholomew. This adds historical interest to the area.

### **Blakebrook Conservation Area**

Blakebrook Conservation Area was designated in 1993, and is based upon two groups of nineteenth century houses, and an area of open space, located within suburban Kidderminster.

The northern part of the Conservation Area includes a group of early to mid-nineteenth century villas, which lie facing either side of the road from which the Conservation Area takes its name. These properties were built individually or in pairs, for well off inhabitants and are characterised by a polite formal style mixed with hints of the picturesque. Many properties have an Italianate feel. Specific design features include hipped roofs with low pitches and wide eaves; grey slates; rectangular chimney stacks surmounted by cylindrical chimney pots; walls of white washed stucco or red brick; vertically sliding sash windows with white frames and multiple glazing bars; and panelled front doors having fanlights and in some cases, classical surrounds. In terms of scale and proportion, the houses are quite large, have two storeys, and are generally lower than they are wide. This contrasts with the proportions of the window openings, which are taller than they are wide. Some of the houses have adjoining coach houses which retain their original doors and which may today be used as garages. Most of the houses have large front and rear gardens. The front gardens are generally separated from the pavement by low walls and some retain a curved lawn with a curved vehicular turning area. The front and rear gardens are generally well stocked with trees and hedges, which adds to their character. The garden trees are complemented by mature lime trees spaced along the roadside, in something of an avenue effect. Eight of the properties in Blakebrook are currently Listed as Grade II. A number of the other properties in Blakebrook were included in the pre-1980's listing classification as Grade III (Local Interest), underlying their interest.

The southern end of Blakebrook is marked by an area of open space known as The Green. This is triangular in shape, and comprises a grass lawn lined with mature lime trees. The Green forms a particularly attractive gateway feature at the southern end of the Conservation Area.

To the north of The Green, Blakebrook turns eastwards for a short distance and is lined with four detached houses, which date from the nineteenth and early twentieth century. These houses are constructed in a mixture of vernacular styles but sit relatively well together. All have front and rear gardens which are well stocked with trees and shrubs, adding to their character.

To the west of the Green is a straight terrace of thirteen houses known as Summer Place. This terrace was built around 1822 by the "Summer Place Society"; an early local land society established specifically for that purpose. The houses in Summer Place are modest compared with those in the main part of Blakebrook to the north but never-the-less, have a polite formal style which in part complements their grander neighbours. Their specific design features include pitched roofs with narrow eaves; grey slates; rectangular chimney stacks which extend from each party wall through the roof apex; stepped apexes following ground height; walls of red brick; vertically sliding sash windows with multiple glazing bars, projecting sills, and rusticated headers; and panelled front doors having semi-circular fanlights. In terms of scale and proportion, the houses have three storeys and are higher than they are wide. The window openings are also higher than they are wide. All of the houses in Summer Place have small front gardens and larger rear gardens, the latter bisected by a common access path. The front gardens are all separated from the pavement by low walls, some of which retain semi-circular coping and small gates. Some of the front gardens also retain hedges, adding to their character. The houses comprising Summer Place were formerly included in the pre-1980's listing classification as Grade III (Local Interest), underlying their interest.

### **Broome Conservation Area**

Broome Conservation Area was designated in March 1991 and is centred on the rural hamlet of Broome.

An agricultural settlement has existed in Broome for many centuries and probably began to take its present form following the Broome Enclosure Act of 1779.

The present Church was built circa 1780 but a church existed on its site before that. Broome probably had a school as early as 1847 but the existing school building (now the Parish Room) was built in 1889, and the School House in 1890. The oldest surviving buildings are the Old Well House, the Dower House and the Tythe Barn (next to the Old Rectory), all 17th Century timber framed buildings. Several fine 18th Century and early 19th Century buildings of red brick and sandstone exist, intermingled with characterful houses and cottages.

The buildings are in a good state of repair and most retain much of their original character. Protecting the character of many of these buildings is desirable, although it is equally desirable to preserve the harmonious interaction of these buildings with one another and with the many open spaces.

An important feature of the Conservation Area is the historic pattern of development. The settlement centres on a large triangular green, now the grounds of Church House. On each corner of the Conservation Area is a significant attractive historic building set in extensive and attractive grounds.

At the north east entrance to Broome stands Broome Farm; an attractive Georgian style farmhouse with well wooded and landscaped grounds. The Old Rectory, with its landscaped garden and adjoining tythe barn, occupy an important position on the western approach to the hamlet, with a substantial and attractive sandstone wall forming the boundary to the garden along the northern side of Broome Lane. At the southern edge of the hamlet lies Broome House and its adjoining former Coach-house, both fine 18th Century buildings. These are set in a landscaped park, which includes a lake.

The many trees and hedges contribute to the character of Broome. Walls, verges and kerbstones have been maintained as traditional features. There is an absence of street lighting in the Area, which helps it retain a rural and uncluttered feel.

### **Chaddesley Corbett Conservation Area**

Chaddesley Corbett Conservation Area was designated in 1969. It is based upon a rural hamlet or small village that lies either side of a gently curving street, which forms a spur to the main Kidderminster to Bromsgrove Road.

In many ways, Chaddesley Corbett typifies the image of a quaint and idyllic English village. It contains a few shops, two pubs, a primary school and a 12th Century Parish Church. It has existed as an important agricultural settlement since Saxon times (then as just Chaddesley) and was laid out in more or less its present form by a Norman family, the Corbetts.

The majority of buildings in the Conservation Area are Listed, the oldest being the Church; whilst many date from the 17th and 18th Century. A few sensitively designed 20th Century buildings add to the mixture.

The building styles in the village include timber-framed black and white, polite red brick Georgian and a hint of picturesque Gothic. The pattern of development is largely back of pavement and facing the street, with few gaps in the frontage. Many traditional plot boundaries and outbuildings survive intact. The majority of buildings are of two stories and roofing materials are predominantly clay tiles.

There are important spaces at either end of the village. At the southern end, on the west side, an old orchard provides an open setting for the church and views up the main street. Opposite this, on the east side, the grounds to Hunter's Ride balance the undeveloped entrance to the village. At the northern end of the village is an undeveloped gap between the old settlement and a more recent housing estate adjoining Briar Hill. From the north the village begins at Brook Cottage and the modern development on Hemming Way. Brook Cottage has pleasant surroundings balanced by open grazing land opposite. It is important to maintain the character of Chaddesley Corbett as that of a tightly packed settlement with a definite beginning and end, set in open countryside.

There is an absence of street lighting in the Area, which helps it retain a rural and uncluttered feel.

### **Church Street Conservation Area**

Church Street Conservation Area was designated in 1993, and is based upon a group of largely eighteenth and nineteenth century buildings located within Kidderminster Town Centre.

The main part of the Conservation Area includes a group of late 18th. and 19th. Century buildings which lie on either side of the street from which the Conservation Area takes its name. These buildings may have been constructed as a mixture of houses and businesses, but are now all in business or commercial use. They are generally characterised by a Georgian and polite neo-Georgian style. Their specific design features include pitched roofs; grey slates; red brick walls; vertically sliding sash windows with white frames, multiple glazing bars, gauged voussoirs or rusticated headers; and panelled doors, with moulded door cases, fanlights and pediments. Most of the properties in Church Street are positioned at the back of the pavement and form three storey terraces of varying length. Some individual properties retain long narrow plot shapes, including rear gardens and yards, adding to their character. Church Street also includes one of the Towns' two surviving Tudor vernacular buildings (No. 12, Church Street), an attractive Victorian Italianate style building (Midland Bank), and a religious meeting house of 1883 having a neo-gothic style façade of red sandstone with white stone dressing.

The southern part of the Conservation Area faces onto the Bull Ring, and comprises properties which are generally sympathetic in character to those lining Church Street, although there has been some insensitively styled late twentieth century infilling. At the south-west end of the Bull Ring, the neo-gothic or early English revival style Baxter Church of 1884-5 forms a particularly imposing feature, its spire being an important visual landmark. The materials and style of this building echo those of the façade for the Meeting House in Church Street.

The Baxter Church in the Bull Ring is a non-conformist church and takes its name from Richard Baxter, the prominent local non-conformist preacher of the seventeenth century. Significantly, the non-conformist Meeting House in Church Street contains Baxter's original pulpit. These properties are occasionally visited by non-conformist brethren from around the world, which adds to their importance and to the profile of the Conservation Area.

Church Street originally continued up to St. Mary's Church, but this linkage was severed in the nineteen sixties by construction of the Towns' inner ring road. However, there is still a view line retaining some attractiveness along the northern end of Church Street towards the Church. At present, twenty-five of the buildings in the Conservation Area are Listed, confirming their special interest.



## Churchill Conservation Area

Churchill Conservation Area was designated in 1991. It is based upon a rural hamlet containing buildings that date from the 18th. and 19th. Centuries, which are strung out with varying cohesion along a narrow winding lane; together with adjoining landscape features.

The Manor of Churchill is mentioned in the Domesday Book of 1086. A church was constructed towards the southern end of the area during the 13th. Century, being replaced with the current church (of sandstone) in 1868. An Act for enclosing Churchill Common was passed in 1773 and that began the current pattern of the settlement. Field boundaries have changed very little in Churchill since their creation.

A school was established in Churchill in 1798. The current school building, located at the southern end, was built in 1895 and has been converted into a house. The adjoining old School House is of a similar date and is now the Village Hall.

There are three large houses within the Conservation Area standing in their own grounds and occupying important positions; Churchill House, Glebe House and Churchill Court. Church Farm is a working farm with several surviving traditional farm buildings. Churchill Old Farm Barns and one of Church Farm Barns have been converted into dwellings but survive as an indication of 19th Century agricultural architecture.

The predominant building material is red brick, with some of the older agricultural buildings including timber framing. Styles include polite Georgian, hints of gothic revival and rural vernacular. Traditional plot boundaries and outbuildings generally survive intact.

A stream runs parallel to the southern edge of the settlement and has been dammed to form a substantial pool in the eastern part of the Conservation Area. Associated with this is Baches Forge, an important group of industrial red brick buildings dating from the late 18th. and early 19th. Centuries that were once used in the manufacturing of spades and shovels. These buildings and the pool are a Scheduled Ancient Monument, and form part of a network of water powered forges associated with the streams and pools in the vicinity.

Numerous deciduous trees throughout the Conservation Area add significantly to its character, opening and closing seasonal views and providing seasonal variations in colour. Trees line both banks of the stream that runs through the Area, together with the banks of the forge pool. The western boundary to the Conservation Area includes a small hill covered with a patchwork of fields, hedges and trees, and accessible via public footpaths, which forms an important backdrop to the hamlet, particularly when viewed from the east.

There is an absence of street lighting in the Area, which helps it retain a rural and uncluttered feel.

The character of Churchill can be summed up as a rural hamlet containing clusters of 18th and 19th Century cottages, some more stylish houses, important industrial buildings and a church, bordered by and interspersed with attractive landscape features.

## Harvington Conservation Area

Harvington Conservation Area was designated in 1991 and consists of an agricultural hamlet focused upon the medieval Harvington Hall, together with its setting.

Harvington Hall is a Manor house, possibly dating from the fourteenth century but with seventeenth century alterations. It stands on an island with an attendant malt house and chapel, and is surrounded by a moat traversed by two stone bridges. To the east is Harvington Hall Farm dating from the seventeenth century, and St. Mary's Roman Catholic Church of 1825, with an adjoining Priest's House and stable.

Thirteen of the buildings in the Conservation Area are 'Listed', including the Hall's two bridges, the sandstone walls surrounding the churchyard, a garden wall to the Priest's House and two barns. Harvington Hall itself is Listed Grade I, and both the Hall and setting are a Scheduled Ancient Monument.

The building materials are mainly red brick and red sandstone, and red plain clay tiles. Brick is often used on a sandstone plinth. Two of the barns, and the malt house to the Hall, are timber framed. Two small quarries, which still survive in the north-west part of the Conservation Area, provided a source of sandstone for construction.

The Hall and moat are special features within the Conservation Area. There are several attractive deciduous trees in the area and a sizeable area of open space to the fore of the Hall beyond the moat, both of which are important components of its setting and the Area's character. There are important views to the Hall, when approaching via the lane from the north-west, and across the fields from the south-west. The Hall is open to the public, adding to the profile of the Area and a small car parking area is provided in the middle of the hamlet for visitors. This facility is informal in materials, layout and appearance, which minimises its impact. Two lanes lead into the hamlet both of which are typically rural, being narrow and winding, with soft edges. There is an absence of street lighting in the Area, which helps it retain a rural and uncluttered feel.

Set amidst agricultural land on the narrow winding lane, this small hamlet has changed very little over the years and still enjoys relative tranquillity despite being a popular attraction for visitors.

## Ribbesford Conservation Area

Ribbesford Conservation Area was designated in 1991. It comprises a small rural hamlet with buildings dating primarily from the sixteenth to nineteenth centuries, set in the valley of the River Severn against a steep wooded hill-side.

The Church of St. Leonard (Grade I) forms the focal point of the hamlet. It is constructed of sandstone, with parts dating from the twelfth, fifteenth and nineteenth centuries. The Church is set in a Churchyard containing trees, including old yew, and edged with a sandstone wall and hedge.

Close to the Church is Home Farm. This includes a red brick farmhouse and group of large sandstone barns, including a tythe barn, which have been converted to dwellings.

To the south of the above group is Ribbesford House (Grade II\*); a large country house of red brick (rendered) erected during the 16th. Century, with alterations during the 17th. and 19th. Centuries. A particularly striking feature of the house is two octagonal towers to the south front capped with domes, adding to its landmark character. The house is set in a large landscaped garden and originally had a narrow circular moat, and fish pond, the remains of which can still be seen. Ribbesford House was used during the World War II as a base for the Free French Army and a plaque adjoining its front porch lays testament to this fact, adding to its historical significance.

The principal building materials in the Conservation Area are red brick and sandstone, and red-brown clay plain roof tiles.

There are open fields between Ribbesford House and the Ribbesford Road to the east. This affords glimpses of the House from the Ribbesford Road, and is an important component of its setting and that of the Conservation Area. The principal means of access to the hamlet is via an unmetalled track, which leads off the Ribbesford Road. This track is lined on both sides with an attractive avenue of mature horse chestnut trees, and also affords glimpses across the open fields towards the House. To the north of the unmetalled track, the Ribbesford Road curves sharply west and affords views across open fields towards the group of barns adjoining Home Farm, forming an important component of the setting. A second unmetalled track provides access into the northern side of the hamlet. To the west of the Conservation Area, the ground rises up moderately steeply, and is mainly wooded but with a few small fields immediately behind the Church. This hillside forms an important green backdrop to the western side of the Conservation Area.

The Worcestershire Way regional recreational footpath runs through the Conservation Area, adding to its public profile. This route passes along the unmetalled track to the north, past the Church and up the hillside to the rear of the Church. At the latter point, on the edge of the Churchyard, a bench affords a view-point for looking eastwards over the Church and Conservation Area, to the Severn Valley beyond. An alternative spur to the above route takes the walker from the Riverside and along the chestnut-lined track before linking to the Churchyard.

Numerous deciduous trees throughout the Conservation Area add significantly to its character, opening and closing seasonal views and providing seasonal variations in colour.

A small car parking area is provided in the middle of the hamlet for visitors to the church. This facility is informal in materials, layout and appearance, which minimises its impact. There is an absence of street lighting in the Area, which helps it retain a rural and uncluttered feel.

### **The Staffordshire and Worcestershire Canal Conservation Area**

The Staffordshire and Worcestershire Canal and its immediate environment, were designated a Conservation Area in 1978. The Canal was planned by the famous engineer James Brindley and completed in 1772. It links the Rivers Trent and Severn via the industrial Midlands, and forms an important historic feature running north-south for over fourteen kilometres through the District.

Associated with the Canal are several bridges, locks, basins, cottages, warehouses and walls, together with the towpath; which form part of its special interest. The principal building materials are red brick, particularly associated with the earlier canal buildings and structures; and all buildings have pitched roofs, generally with grey slates. The corners to buildings are often curved, in order to facilitate turning by wagons. Walls are always capped with semi-circular coping to help reduce wear on ropes and to shed rainwater. Iron metal work (painted black) is a feature of the locks and some narrow bridges. The wider bridges are constructed of red brick and utilise a semi-elliptical arch structure. There are many trees and shrubs along the canal side that add to the character of the Conservation Area.

The Canal is an important leisure resource, adding to its profile. In this respect, the water way is a popular route for leisure boats, with a major complex of basins located at its southern end in Stourport-on-Severn. The towpath is a popular route for walking and cycling.

The Canal Conservation Area consists of four fairly distinct sections:

- Attractive, well wooded, northern section where it has been cut into sandstone cliffs to maintain its course along the contour, and passes through two locks and a tunnel. Bridge No. 25 is a Listed Building;
- Urban section past the carpet mills through the old industrial heart of Kidderminster;
- Section parallel to the lower reaches of the River Stour in more open landscape; and
- Section within the Stourport-on-Severn Town Centre where the Canal joins the River Severn via a series of basins. This part of the Canal is covered by separate Conservation Area designations.

### **Upper Arley Conservation Area**

Upper Arley Conservation Area was designated in 1991 and is based upon a rural hamlet set on the sides of the valley of the River Severn, together with outlying buildings and landscape features.

Upper Arley has probably been a settlement for over a thousand years, its first mention being made in 996 AD when it was given to a College of Cannons. Roman traces however have also been found in the area. Upper Arley was mentioned in the Domesday Book of 1086 and King James granted a charter in 1606 to the inhabitants. The present Parish Church is of the early fourteenth century and incorporates twelfth century fragments. Most of the other historically important buildings date from the eighteenth and nineteenth centuries. Much of the Conservation Area falls within the present Upper Arley Estate.

In the past Upper Arley has had a reputation for cider making and has been noted for lampreys, fish, oats, wine and agriculture. The latter is still important to the life of the hamlet.

The Victorian era was very important to Upper Arley. 1861 saw the opening of the existing school and in 1862 Arley Station was opened on the western bank of the River bringing new life to the settlement.

Buildings in Upper Arley are of a variety of polite, picturesque and vernacular styles but the materials are overwhelmingly red brick or red or buff coloured sandstone with clay tiled roofs. The form of development varies from that of Arley House standing in extensive grounds, to the tightly packed arrangement of the dwellings along the narrow Arley Lane. A footbridge links the north and south banks of the River. There is a substantial buff sandstone revetment to the north-east bank of the River adjoining the footbridge. A small slip-way is set into the east bank of the River.

The sweep of Arley Lane down to the river and up towards the Church is an important characteristic of the settlement. The walls, hedges and railings along it enhance provide a sense of enclosure. Important spaces include the open fields between the River and railway station, between the River and Arley House, on either sides of the lanes leading into the settlement from the north and north-east, and between the River and Severnfield Cottages; together with the park and garden associated with Arley House.

Natural features of particular importance to the Conservation Area are the River Severn and its banks, and Arley Brook and its valley running through the centre of the hamlet. The hamlet is surrounded by attractive landscape of woodland and pasture and is set off by the landscaped gardens and arboretum of Arley House on the hill above. The Arboretum, planted around 1820, is included on the Register of Parks and Gardens of Special Historic Interest. Numerous deciduous trees throughout the Conservation Area add significantly to its character, opening and closing seasonal views and providing seasonal variations in colour.

The railway station is currently operated by the Severn Valley Railway and forms a popular stopping-off point for day-trippers, increasing the profile of the Conservation Area. This profile is further increased by virtue of two important public footpaths running through the area along both the north and south banks of the River; the footpath on the south bank forming part of the Severn Valley Way regional recreation route. The north bank is particularly popular for recreational coarse fishing.

Congestion can be a problem during the summer months but having no through traffic for much of the year, Upper Arley remains in relative tranquillity. Seasonal overflow car parking is provided in one riverside meadow on the south bank, to the south of the footbridge. The informal nature of this car parking, without fixed signage, hard surfacing or lighting, helps to reduce its impact on the Conservation Area.

### **Vicar Street and Exchange Street Conservation Area**

Vicar Street and Exchange Street Conservation Area was designated in July 2003. It is 1.46 hectares (3.61 acres) in extent and is located within Kidderminster Town Centre.

The Conservation Area encompasses civic, business and other buildings that date from the nineteenth and twentieth centuries; parts of an older street pattern; and a short length of the embankment to the River Stour. Most of the buildings in the Area exhibit an Italianate influence in their style.

The Conservation Area is almost entirely surrounded by built development dating from the nineteenth and twentieth centuries. Important aspects of the current setting, include the Area's proximity to and links with elements of the surviving medieval street pattern and Church Street Conservation Area. The River Stour, which both adjoins and flows close to its western edge, is visible from a road bridge at the south-west end of Exchange Street and a footbridge at the western end of Weavers Wharf. The Staffordshire and Worcestershire Canal Conservation Area is located approximately 230 metres to the west.

The Conservation Area's principal thoroughfare, Vicar Street, is shown on one of the oldest surviving maps of Kidderminster dated 1753, but is thought to be medieval in origin; whilst Exchange Street, also within the Area, probably dates from the early nineteenth century.

The Area includes seven Listed Buildings that exhibit considerable unity of character. These buildings date from the nineteenth century; are constructed of good quality materials, including Italianate detailing (generally classical); are mostly two or three generously proportioned storeys in height, and were originally (and remain in) civic or business use. All exhibit a sense of civic or business dignity and pride appropriate to their location adjoining one of the principal streets of the Town Centre. The Area includes several other buildings that are not statutorily listed but which sit well with the Listed Buildings and the street scene.

Most of Vicar Street and parts of the other streets are pedestrianised, which increases their importance as public spaces and provides a dignified setting to the adjoining buildings. The southern end of Vicar Street, to the fore of the Town hall, has the feel of a modest civic square.

The medieval layout of much of the Area, and its redevelopment and expansion during the nineteenth century (as exemplified by the Italianate inspired designs of the Listed Buildings) has given it a distinctive character and appearance; which provides a clear guide for the design and layout of any further development.

## Wolverley Conservation Area

Wolverley Conservation Area was designated in 1972 and is located west of the River Stour running northwards from its confluence with the Horse Brook.

Wolverley village has grown up on land given by a Mercian King in 866 AD to Wulfear, a Saxon leader, from whence it gets its name. The Knight family undertook much development in Wolverley in the mid 18th Century, but the most dominant building, The Old Sebright School, is built on a site at the centre of the village which was provided in the will of William Sebright in 1620. This eldest son of a prominent farming family made his fortune as a merchant in London and left a foundation for the establishment of a school for the children of Wolverley.

The Old School House, along with Wolverley House and St. John the Baptist Church are the three Grade II\* Listed Buildings which form the major vertebrae of the Holloway which is the backbone of the Conservation Area. This narrow routeway has been cut into the sandstone cliff at the southern end of the Conservation Area, and through the rocky hill in the northern part where it forms a deep cutting too narrow to accommodate two way traffic which is controlled by lights.

There are thirteen listed structures in all. These are augmented by the many smaller eighteenth and nineteenth century characterful buildings scattered throughout the length of the village. Some, such as the Malt House, The Old Police Cell and the Victorian Almshouses, have interesting social histories. Many, having been converted from their previous uses, are now residences for people who work in the surrounding towns.

The centre of Wolverley nestles in the Horse Brook valley at the foot of a sandstone cliff surmounted by the church. The base of the church tower is probably the only surviving part of the original church built in 1174. The new church was erected in 1772. Adjacent to the church stands the old manor house known as Bury Hall.

The open character of the village "square" is reinforced by the largest building, the Old School House, being set back and "winged" by the Music Room and the Knight House. Although the Old School House is dated 1620, that was the time of its foundation. The present building was not erected until 1849.

The northern part of the Conservation Area is dominated by Wolverley House which was built in the mid 18th Century by Edward Knight. The coach-house (now called Lucas Buildings) and The Dovecote, together with the imposing gate posts, and The Birches, a 19th Century gentleman's residence opposite, form an impressive group of Listed Buildings. This group is surrounded by clusters of varied mature trees. Indeed, the Conservation Area is endowed with a wide range of trees which enhance its character.

## PARKS AND GARDENS IN WYRE FOREST DISTRICT IDENTIFIED BY THE HEREFORD AND WORCESTER GARDENS TRUST (1997)

### Bewdley

Beaucastle  
Tickenhill Palace Park

Bewdley Park  
Winterdyne

Spring Grove

### Broome

Broome House

### Churchill & Blakedown

Hurcott House/Hall

Ismere House

Park Hall

### Chaddesley Corbett

Brockencote Hall  
Monks

Chaddesley Corbett Park  
Sion House (Hillpool)

Harvington Hall  
Winterfold

### Kidderminster

Brinton Park

Caldwell Park

Summer Hill

### Kidderminster Foreign

Eymore Park

Eymore Farm

Wassell Wood House

### Ribbesford

Ribbesford House

### Stourport-on-Severn

Areley Court  
Moor Hall (Stourport Memorial Park)

Areley Hall

Areley Rectory

### Stone

Dunclent Park

Stone House (Added post 1997 following reappraisal)

### Upper Arley

Arley House (Registered Park and Garden)

### Wolverley

Blakeshall Hall  
Wolverley Court

Lea Castle

Sion Hill House

### N.B.

The above list is weighted in favour of large landscaped parks and gardens. It does not represent a comprehensive list of all parks and gardens of interest, including many small parks and gardens attached to listed buildings, and other areas within Conservation Areas.



# WORCESTERSHIRE COUNTY COUNCIL

## DRAFT CAR PARKING STANDARDS

Town and Country Planning Use class Order 1987.	Car Park Provision	Service Provision
A1 Shops under 1000 sq.m	1 car space per 25 sq.m gross floor area	1 lorry space
Food retail over 1000 sq.m free standing	1 car space per 18 sq.m gross floor area.	1 lorry space/1000 sq.m up to 3000 sq.m. Additional lorry spaces as required.
Food retail over 1000 sq.m in established shopping centre or retail park.	1 car space per 25 sq.m gross floor area.	1 lorry space/1000 sq.m up to 3000 sq.m additional lorry spaces as required.
Non food retail over 1000 sq.m	1 car space per 20 sq.m gross floor area	1 lorry space/1000 sq.m up to 3000 sq.m additional lorry spaces as required
Garages and motor car showrooms.	Add together the number of spaces required for each category.	
Repair garages	Spare part store: 1 car space/25 sq.m of gross floor area if a main distributor.	1 lorry space unless provided under another category.
	Workshop: 4 car spaces/bay or 2 lorry spaces plus 1 car space if a lorry repair shop.	Ancillary vehicles: minimum 3 lorry spaces
	MOT bays: 4 car spaces / bay	
Car sales areas	Offices: 1 car space/25 sq.m of gross floor area	
	Sales- main distributor: 1 car space/50 sq.m of sales area.	The need for space for car transporter should be considered.
	Other: 1 car space/100 sq.m of sales area. At least 2 spaces.	
Petrol filling station	In addition to space for vehicles refuelling there should be one space for each queue.	Space for petrol tanker
Sales kiosk over 100 sq.m	1 space per 25 sq.m gross floor area.	1 lorry space
Car wash	3 car spaces for waiting	1 lorry space unless provided under another category

Tyre and exhaust centre	4 car spaces/repair bay 2 lorry spaces/lorry repair bay	
<b>A2</b> Financial and professional services.	1 car space per 25 sq.m gross floor area	
<b>A3</b> Food and drink retail	1 car space per 10 sq.m gross floor area	1 lorry space Additional lorry spaces as required
<b>B1</b> Business up to 2500 sq.m	1 car space per 25 sq.m gross floor area	1 lorry space
Thereafter	1 car space per 35 sq.m gross floor area.	Additional lorry spaces as required
<b>B2</b> General industry up to 250 sq.m	1 car space per 35 sq.m gross floor area.	1 lorry space
Thereafter	1 car space per 50 sq.m gross floor area	Additional lorry spaces as required.
<b>B8</b> Storage and distribution	1 car space per 250 sq.m gross floor area	1 lorry space additional lorry spaces as required#
<b>C1</b> Hotels/Motels	1 car space per bedroom. Bars/Restaurant/Function rooms to be considered separately.	Minimum 1 lorry space and manoeuvring space for a coach
C2 Hospitals	1 space per 4 staff plus 2 spaces per 3 daily visitors~	Minimum 1 lorry space/ambulance area plus appropriate set down area for taxi/car/bus
Nursing homes	1 space per 4 beds plus residential staff as C3	
Residential school	1 space per 2 staff plus 1 space/4 beds	
<b>C3</b> Dwellings:		1 car spaces per 4 dwellings. Where carriageway width exceeds 5.5m this can be on the highway. Where carriageway width is less an adopted lay-by should be provided.
1 or 2 bedrooms	1 car space with direct unobstructed access to highway	
3 or 4 bedrooms	2 car spaces with direct unobstructed access to highway*	
Residential homes for active elderly	As dwelling standards above	1 lorry space
Sheltered accommodation controlled by a warden	1 car space per 3 units plus Warden/staff provision	1 lorry/ambulance space

Residential caravans	Standard as for dwellings	
Transit or static holiday homes	1 car space per unit	
<b>D1</b> Doctors surgeries etc	4 car spaces per consulting or treatment room Unless visits/appointments are longer than 1 hour when 2 spaces applies	1 ambulance space
Crèche	1 space per member of staff	2 visitor spaces/set down pick up spaces
Schools	1 space per member of staff	3 visitor spaces primary schools 5 visitor spaces secondary schools
Further/Higher Education	1 space per 2 staff	1 lorry space
Art Galleries/Museums/Libraries	1 car space/30 sq.m of gross floor area	1 lorry space
Public Halls, Exhibition Centres, places of Worship	1 car space per 22 m gross floor area	1 lorry space
<b>D2</b> Assembly and leisure, Concert Hall/Bingo, Dance Hall, Night Club, Cinema	1 car space per 22 m gross floor area	1 lorry space + coach area where dev. area exceeds 750 sq.m
Public Parks	4 spaces/Hectare	Coach space where appropriate
Sports facilities*		
Swimming pool	1 car space/5 sq.m pool area	1 coach space
Team game areas	1 car space/2 team members	1 coach space/team
Golf Course	60 car spaces/18 holes 2 spaces/bay for driving range	1 coach space
Leisure centre/sports centre, gymnasium	1 car space/22 m gross floor area	1 coach space
Stadia	1 car space/15 seats	1 lorry space plus 1 coach space /100 seats
Marina	1 car space/berth	1 lorry space
Fishing lake	1 car space/peg	
Other		
Allotments	10 car spaces/hectare	
Kennels & Catteries	1 car space /4 pens	

## Garden Centres

Sales area under cover	1 car space/25 sq.m gross floor area	1 lorry space
Public outside area	1 car space/250 sq.m gross floor area	Additional provision as required.

# Where an applicant operates their own vehicles from the site adequate parking provision should be agreed.

~ Visitors to include all persons going to hospital who are not staff i.e. patients, those accompanying patients and those visiting in-patients.

\* Note: each car should be capable of being driven onto the highway without need to move another vehicle.

\* Note: Appropriate parking to be provided in accordance with A3 standard for restaurant/bar etc where these are available to the general public at the same time as the activity is taking place.

### Additional Parking Standard Requirements

1. Cycle facilities are required with all major development proposals; these should be close to the entrance and under cover. Capacity for 6 bicycles is a minimum requirement except residential where space to store bicycles is required. For larger developments, the provision of 1 cycle space per 10 parking spaces is required together with showers and lockers for employees.
2. Disabled spaces should be provided in all cases (except residential) as part of the total parking space provision. The minimum requirement is for one space, however for larger car parks 1 in 20 should be designated disabled, be constructed of appropriate size and located close to the building entrance without steps or upstand kerbs on the route to the entrance.
3. The provision of designated parking spaces for parent and child should be counted as part of the total parking provision and whilst located near to the entrance should not compete with disabled provision.
4. Travel Plans will be required by way of a Section 106 obligation for all major developments relating to employment, retail, leisure, services and education. These will provide a means of achieving a reduction in car use and the encouragement of more sustainable modes of transport. As part of Travel Plans, car sharing may be appropriate. Measures can include designated parking spaces close to building entrances however; these should take third place to disabled and parent/child spaces. Travel Plans may require the provision of bus routes/bus stops and taxi areas to be incorporated within the site; these should be located where possible to be more convenient than the parking spaces.
5. A minimum of five safe parking spaces for motorcycles will be required in any car park of more than 200 spaces.

### Notes on applying the standards

1. The standards apply to new developments or extensions and to changes of use.
2. The standards apply to the external dimensioned floor area.
3. An average car space is 25 sq.m, including manoeuvring space based on a minimum bay size of 4.8 m long x 2.4 m broad plus a 6 m aisle where parking is at right angles. A lorry space/loading bay is 100 sq.m including manoeuvring space. Minimum bay size 15m long x 3m broad plus aisle.
4. For any use not included in the above standards the required number of parking spaces will be subject to negotiation bearing in mind the principles of sustainable travel choice.
5. Advice in the DETR's Traffic Advisory Leaflet 5/95 (Parking for Disabled People) regarding maximum travel distances between designated car parking and destinations should be adhered to as follows: visually impaired - 150 metres, wheelchair users - 150 metres, ambulatory without walking aid - 100 metres, stick users - 50 metres.

## CAR PARKING PROVISION IN KIDDERMINSTER

The following table sets out the car parking position within and around Kidderminster Town Centre (including commitments) at 9<sup>th</sup> December 2002. For the purposes of this analysis, car parking is open to members of the public. Private car parks including small customer car parks are not included.

No.	Car Park	Map Ref	Spaces	Limits <sup>1</sup>	Type <sup>2</sup>
<b><i>Within 300 metres of the Primary Shopping Area (PSA)</i></b>					
1	Bromsgrove Street	C3	330	S: 35 M: 114 L: 181	Public
2	Youth Centre	D3	65	M/L	Public
3	Swan Centre	C2	380	M/L	Public
4	Safeway	C4	280	S/M: 200 L: 80	Private
5	Batemans Yard	C4	50	S: 50	Public
6	Pike Mills	C4	210	M: 78 L: 132	Public
7	Aldi	C4	60	M/L	Public
8	Tesco	B4	552	S/M/L	Private
9	Castle Road	C5	42	M/L	Public
		<b>Sub Total</b>	<b>1,969</b>		
<b><i>300 metres+ from the PSA</i></b>					
10	B&Q	C5	573	S/M	Private
11	Comberton Place	D4	72	S/M/L	Public
12	St. Mary's	B2	40	M/L	Public
13	Sainsbury's	B2	430	S/M	Private
14	Crossley Retail Park	A2	719	S/M	Private
15	Matalan	B3	105	S/M	Private
		<b>Sub Total</b>	<b>1,939</b>		
<b><i>Park and Ride</i></b>					
16	Stadium Close	D5	153	M/L	Public
17	Crossley (former B&Q)	A1	200 <sup>3</sup>	M/L	Public
		<b>Sub Total</b>	<b>153</b>		
<b><i>Proposals under construction within 300 metres of the PSA</i></b>					
18	Weaver's Wharf (North)	B3	402	S/M	Public
19	Market Street	C4	85	S	Public
		<b>Sub Total</b>	<b>487</b>		
		<b>TOTAL</b>	<b>4,548</b>		

In addition to the spaces provided within dedicated car parks, there is also a significant amount of short-stay parking on street. This is estimated to provide space for 150 cars within the area bound by the Ring Road and the Staffordshire and Worcestershire Canal.

<sup>1</sup> S – short stay (1-2 hour) M – medium stay (2-3 hours) L – long stay (All-day)

<sup>2</sup> Public – Pay and Display car parks operated by the District Council

Private – customer car parks operated and managed by retailers

<sup>3</sup> Included within Crossley Retail Park (14) above

## Dedicated Disabled Parking provision

No.	Car Park	Map Ref	Spaces	Type <sup>4</sup>
<b><i>Within 300 metres of the Primary Shopping Area (PSA)</i></b>				
3	Swan Centre	C2	10	Public
4	Safeway	C4	8	Private
6	Pike Mills	C4	2	Public
7	Aldi	C4	3	Public
8	Tesco	B4	22	Private
		<b>Sub Total</b>	<b>45</b>	
<b><i>300 metres+ from the PSA</i></b>				
10	B&Q	C4	12	Private
11	Comberton Place	D4	5	Public
13	Sainsbury's	A1	8	Private
14	Crossley Retail Park	A1	25	Private
15	Matalan	A2	3	Private
		<b>Sub Total</b>	<b>53</b>	
<b><i>Proposals under construction within 300 metres of the PSA</i></b>				
18	Weaver's Wharf (North)	B2	21	Public
19	Market Street	B3	13	Public
		<b>Sub Total</b>	<b>34</b>	
		<b>TOTAL</b>	<b>132</b>	

There are plans for a further 3 spaces to be provided at Pike Mills Car Park (in addition to the 2 existing) and there are also a number of on-street spaces for disabled visitors including the Bull Ring (adjacent to Crown House).

<sup>4</sup> Public – Pay and Display car parks operated by the District Council  
Private – customer car parks operated and managed by retailers



## SMALL GROUPS OF SHOPS

Locations within towns and villages containing at least one shop and a number of other business or community functions which serve local communities.

### **Kidderminster**

1. Broadwaters (Baskerville Road)
2. Offmore (Tennyson Way)
3. Audley Drive
4. Hoobrook (Chester Road North)
5. Rifle Range (Severn Grove)

### **Stourport-on-Severn**

6. The Walshes (Queens Road)
7. Brindley Street

### **Bewdley**

8. Wribbenhall (Queens Way)

### **Rural Villages**

9. Fairfield
10. Wolverley

## OBJECTIVE / POLICIES LINKAGES

<b>3. HOUSING (Objectives 1-6, Page 15)</b>		
POLICY No.	POLICY	OBJECTIVES
H.1	Housing Provision	1
H.2 i	Residential Locations	1, 4, 5, 27
H.2 ii	Residential Locations	1, 3, 4, 30, 73
H.2 iii	Residential Locations	1, 3, 4, 73
H.2 iv	Residential Locations	1, 3, 30, 69, 73
H.2 v	Residential Locations	1, 3, 30, 73
H.2 vi	Residential Locations	1, 29
H.3	Phased Release Of Proposed Housing Sites	1
H.4	Housing Developments : Dwelling Mix	2
H.5	Housing Density	27, 30, 38
H.6	Backland Development	6
H.7	Sub-division of Existing Dwellings	6, 27
H.8	Non-residential Development in Residential Areas	6, 38
H.9	Other Provision for Housing	3, 4, 6, 21, 31
H.10	Affordable Housing	2
H.11	Affordable Housing Exception Schemes in Rural Areas	2
H.12	Houses in Multiple Occupation	6
H.13	Residential Homes	6
H.14	Gypsy Sites: Existing Provision	2
H.15	Gypsy Sites: Future Provision	2
H.16	Residential Caravans and Mobile Homes	6
H.17	Residential Moorings: Staffordshire and Worcestershire Canal	6, 32
H.18	Accommodation for Dependants	6

<b>4. EMPLOYMENT (Objectives 7-12, Page 41)</b>		
POLICY No.	POLICY	OBJECTIVES
E.1	Employment Land Provision	7, 8
E.2	Employment Development Proposals	8, 10
E.3	British Sugar Factory	7,8,10,11,50
E.4	Lea Castle Hospital	7, 8, 10
E.5	Rushock Trading Estate	7, 8, 10
E.6	Areas Allocated for Mixed Uses	3, 7, 8, 10, 27, 30, 38
E.7	Development Involving Hazardous or Dangerous Substances	10, 17, 23, 58
E.8	Employment Development in the Rural Area Outside the Green Belt	9, 12, 27, 29, 30, 36, 66
E.9	Employment Development in the Green Belt	9, 28, 33, 36
E.10	Business Development Outside Allocated Areas	8, 9, 27, 36

<b>5. DESIGN (Objectives 13-20, Page 55)</b>		
POLICY No.	POLICY	OBJECTIVES
<b>Design</b>		
D.1	Design Quality	6,10, 13, 14 , 15, 17, 19, 27, 29, 30, 33, 41, 57, 58, 67, 68
D.2	Tall Residential and Commercial buildings	4, 12, 17, 19, 27, 30, 33, 38, 57, 68
D.3	Local Distinctiveness	6, 13, 14, 19, 30, 32, 33, 34, 57, 68
D.4	Design (existing trees)	30, 33, 35, 36



## APPENDIX 12

D.5	Design of Development in the Countryside	14, 19, 27, 29, 31, 33, 34, 57
D.6	Safeguarding of Resources by Design	6, 10, 15, 19, 21, 22, 23, 25, 26, 27, 68
D.7	Sustainable Drainage	6, 10, 16, 19, 21, 23, 25, 26, 27, 30, 68
D.8	Designing for Materials Recycling	15, 19, 21, 22, 34
D.9	Design for Movement	6, 10, 11, 13, 14, 16, 17, 30, 33, 40, 41, 42, 43, 44, 58, 68
D.10	Boundary Treatment	6, 10, 13, 14, 16, 17, 33, 58, 68
D.11	Design of Landscaping Schemes	6, 10, 13, 16, 17, 27, 30, 36, 58, 68
D.12	Public Art	13, 57, 68
D.13	Design of Private and Communal Amenity Spaces	6, 13, 17, 30, 58
D.14	Street Furniture	13, 14, 16, 17, 30, 33, 58, 32
D.15	Car Park Design	10, 13, 14, 16, 17, 30, 33, 58, 68
D.16	Designing for Community Safety	6, 10, 17, 58, 68
D.17	Design of Residential Extensions	5, 6, 13, 14, 19, 30, 33, 29
D.18	Design of Non-Residential Extensions	10, 13, 17, 19, 29, 30, 33, 68
D.19	Designing for Adaptability	6, 10, 13, 19, 41, 58
<b>Advertisements</b>		
AD.1	Local Character, Amenity & Safety	10, 14, 20, 33, 44, 58
AD.2	Built Heritage	14, 20, 32, 33
AD.3	Advertisement Hoardings	10, 20
AD.4	Shared Signs	10, 14, 17, 20, 27, 44
AD.5	Advance Warning Signs	14, 17, 20, 29
AD.6	Free Standing Signs	14, 20, 33

### 6. NATURAL RESOURCES (Objectives 21-27, Page 83)

POLICY No.	POLICY	OBJECTIVES
NR.1	Development of Greenfield Land	4, 27
NR.2	Contaminated Land	6, 23, 25, 26
NR.3	Development Adjacent to Landfill Sites	6, 17, 23
NR.4	Land Stability	17, 27
NR.5	Floodplains	6, 17, 26
NR.6	Development adjacent to Watercourses	26
NR.7	Groundwater Resources	23, 25
NR.8	Water Supply	25
NR.9	Sewage Disposal	23, 25
NR.10	Air Quality	24
NR.11	Noise Pollution	6, 17, 23
NR.12	Light Pollution	6, 17, 23
NR.13	Development adjacent to High Voltage Overhead Power Lines	6, 17
NR.14	Development adjacent to Hazardous Establishments	17, 23
NR.15	Recycling Facilities	21

### 7. COUNTRYSIDE (Objectives 28-31, Page 97)

POLICY No.	POLICY	OBJECTIVES
<b>Landscape</b>		
LA.1	Landscape Character	14, 27, 29, 33
LA.2	Landscape Protection Area	14, 27, 28, 29, 33, 35, 36, 37
LA.3	The Severn Way	14, 23, 24, 25, 26, 27, 29, 35, 36, 37, 50, 51
LA.4	The Stour Valley	14, 23, 24, 25, 26, 27, 29, 35, 36, 37, 50, 51
LA.5	Streams and Pools Systems East of Kidderminster	14, 23, 24, 25, 26, 27, 29, 35, 36, 37, 50, 51



LA.6	Landscape Features	14, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 36, 37, 51
LA.7	Landscape Impact of Highway Works	16, 27, 28, 29, 35, 36, 37
LA.8	Landscape Impact of Strategic Road Proposals	16, 27, 28, 29, 35, 36, 37
LA.9	New Trees and Woodlands	29, 31, 35, 36, 37
<b>Greenbelt</b>		
GB.1	Control of Development in the Green Belt	9, 28, 29, 30, 31, 35, 36, 37, 51, 53
GB.2	Development in the Green Belt	9, 28, 29, 30, 31, 35, 36, 37, 51, 53
GB.3	Outdoor Sport and Recreation	28, 50, 51, 52, 53
GB.4	Major Developed Sites in the Green Belt	7, 10, 13, 18, 19, 29, 35, 36
GB.5	Re-Use of Existing Industrial Premises in the Green Belt	9, 10, 19, 27, 28, 29, 35, 36
GB.6	Protection of Visual Amenity	14, 28, 29
<b>Areas of Development Restraint</b>		
DR.1	Areas of Development Restraint	27, 28, 29, 30, 35, 36, 37, 38, 57, 66
<b>Agriculture</b>		
AG.1	Agricultural Land Quality	26, 27, 28, 29, 31, 35, 36, 37
AG.2	Agricultural and Forestry Workers' Dwellings	2, 6, 9, 31
AG.3	Agricultural and Forestry Workers' Dwellings – Removal of Conditions	2, 6, 9, 31
AG.4	New Agricultural Buildings	9, 14, 23, 27, 28, 29, 31
AG.5	Intensive Livestock Units	9, 23, 24, 28, 29, 36, 38,
AG.6	Development Adjacent to Livestock Units	6, 17, 24, 58
AG.7	Farm Shops	9, 31, 53
AG.8	Farm Diversification	9, 27, 29, 31, 36, 53
<b>Re-Use and Adaptation of Rural Buildings</b>		
RB.1	Re-use and Adaptation of Rural Buildings – Conversion Criteria	13, 14, 18, 19, 27, 28, 29, 33, 53, 57
RB.2	Re-use and Adaptation of Rural Buildings – Appropriate Uses	9, 27, 31, 53
RB.3	Re-use and Adaptation of Rural Buildings – Impact of Existing Uses	6, 10, 17, 58
RB.4	Re-use and Adaptation of Rural Buildings – Operational Space	27, 28, 29
RB.5	Re-use and Adaptation of Rural Buildings – Extensions and Curtilage Buildings	28, 29
RB.6	Provision for Protected Species	35, 36, 37
RB.7	Listed Buildings	14, 32, 33, 34
<b>Chalets</b>		
CH.1	Extensions and Improvements to Permanently Occupied Chalets	14,, 28, 29, 38
CH.2	Extensions to Holiday Chalets	14, 28, 29, 38
CH.3	Change of Nature of Occupation	3, 6, 16, 26, 27, 29, 38, 41
CH.4	Replacement	14, 27, 28, 29, 38, 57
<b>Development involving Horses</b>		
EQ.1	Development for Commercial Equestrian Activities	9, 10, 27, 28, 29, 38, 51, 53
EQ.2	Stables and Field Shelters for Leisure Activities	27, 28, 29, 33
EQ.3	Landscape Impact of Development Involving Horses	14, 27, 28, 29, 33, 35, 36

## 8. HERITAGE (Objectives 32-34, Page 135)

POLICY No.	POLICY	OBJECTIVES
<b>Listed Buildings</b>		
LB.1	Development Affecting a Listed Building	13, 14, 19, 32, 34, 57, 68
LB.2	Repairs, Alterations, Extensions and Conversions	13, 14, 19, 32, 34, 68
LB.3	Fixtures and Fittings	14, 19, 32, 33, 34, 68
LB.4	Parks and Gardens	13, 14, 29, 32, 33, 34, 68



LB.5	New Development Affecting the Setting of Listed Buildings	13, 14, 19, 29, 32, 33, 34, 68
<b>Conservation Areas and Other Areas</b>		
CA.1	Development in Conservation Areas	13, 14, 19, 32, 33, 34, 57, 68
CA.2	Demolition in Conservation Areas	13, 14, 19, 32, 33, 34, 68
CA.3	Shopfronts in Conservation Areas and in relation to Listed Buildings	13, 14, 19, 20, 32, 33, 34, 68
CA.4	Trees and Hedgerows in Conservation Areas	13, 14, 29, 32, 33, 34, 68
CA.5	Highways Works in Conservation Areas	13, 14, 32, 33, 34, 68
CA.6	Other Areas of Special Character or Appearance	13, 14, 19, 33, 34, 57, 68
<b>Archaeology</b>		
AR.1	Archaeological Sites of National Importance	14, 29, 33, 34,
AR.2	Archaeological Sites of Regional, County or Local Importance	14, 29, 33, 34, 68(?)
AR.3	Archaeological Evaluations and Mitigation Measures	14, 29, 33, 34, 68
AR.4	Discovery of Archaeological Remains during Development	14, 33, 34
<b>Historic Landscapes</b>		
HL.1	Historic Landscapes	14, 29, 33, 34
<b>Enabling Development</b>		
ED.1	Enabling Development	14, 29, 32, 33, 34, 68
<b>Conservation, Enhancement, Management And Interpretation Of Heritage Assets</b>		
HA.1	Conservation, Enhancement, Management And Interpretation Of Heritage Assets	14, 29, 32, 33, 34, 68

### 9. NATURE CONSERVATION (Objections 35-37, Page 153)

POLICY No.	POLICY	OBJECTIVES
NC.1	Areas of National Importance	14, 24, 25, 26, 29, 35
NC.2	Areas of Regional, County or Local Importance	14, 24, 25, 26, 29, 35
NC.3	Wildlife Corridors and Stepping Stones	10, 14, 24, 25, 26, 29, 37, 52
NC.4	Protected Species	14, 24, 25, 26, 36
NC.5	Biodiversity	6, 10, 14, 24, 25, 26, 27, 29, 36, 67, 68
NC.6	Landscaping Schemes	6, 10, 14, 29, 36, 37, 67, 68
NC.7	Ecological Surveys and Mitigation Plans	14, 35, 36, 37
NC.8	Public Access	41, 55

### 10. TRANSPORT (Objectives 38-47, Page 171)

POLICY No.	POLICY	OBJECTIVES
TR.1	Bus Infrastructure	11, 16, 24, 27, 40, 41, 42, 43, 44, 46, 47, 53, 60, 63, 64, 66, 67, 71, 74
TR.2	Interchange Improvements at Kidderminster Railway Station	11, 16, 17, 22, 27, 40, 41, 42, 43, 46, 58, 64, 71, 72
TR.3	Sustainable Transport Route	11, 14, 22, 24, 27, 39, 40, 41, 42, 43, 46, 47, 54, 71
TR.4	Access to Rail Freight	11, 16, 22, 24, 39, 43, 44, 58
TR.5	Lorry Route Network	10, 11, 24, 38, 43, 44, 58, 66, 67, 71
TR.6	Cycling Infrastructure	11, 16, 24, 40, 41, 42, 43, 44, 46, 47, 51, 52, 67, 71
TR.7	Provision for Pedestrians	11, 16, 24, 27, 41, 43, 44, 46, 47, 51, 52, 55, 56, 58, 67, 69, 71, 72, 74
TR.8	Highway Network	3, 11, 38, 41, 42, 43, 44, 47, 58, 64, 66, 71
TR.9	Impacts of Development on the Highway Network	3, 11, 16, 17, 27, 38, 44, 58, 63, 66, 67, 71
TR.10	Environmental Impact of Highway Works	10, 14, 16, 24, 27, 29, 32, 35, 37, 43, 52, 55, 67
TR.11	Developments Fronting Unmade Roads	11, 16, 17, 44, 47
TR.12	Area Wide Traffic Management Schemes	16, 17, 41, 43, 44, 46, 58, 71, 72
TR.13	The Horsefair, Kidderminster	11, 16, 17, 24, 27, 43, 44, 58, 71, 72
TR.14	A449 and A451 Kidderminster – Wall Heath and Stourbridge	8, 9, 11, 43, 64



TR.15	Proposed Stourport Relief Road	8, 11, 32, 41, 43, 67, 71, 72
TR.16	Environmental Impact of Major Road Schemes	16, 29, 33, 35, 36, 37, 43
TR.17	Car Parking Standards and Provision	6, 11, 13, 16, 27, 42, 45, 46, 63, 66, 68, 71, 72
TR.18	Transport Assessment of New Development	11, 22, 24, 41, 43, 44, 45, 46, 71, 72
TR.19	Implementation of Travel Plans	11, 22, 24, 40, 41, 42, 43, 44, 45, 46, 58, 71, 72
TR.20	The Location of Telecommunications Equipment	14, 17, 29, 33, 58

### 11. LEISURE, RECREATION AND TOURISM (Objectives 48-55, Page 193)

POLICY No.	POLICY	OBJECTIVES
<b>Leisure and Recreation</b>		
LR.1	Parks, Public Open Spaces and Other Open Space Areas	29, 35, 36, 48, 50, 51, 56
LR.2	Amenity Space	6, 10, 13, 30, 36, 50, 56, 67
LR.3	Children's Play Space	17, 48, 56, 58, 67
LR.4	Allotments	14, 27, 30, 36, 50, 56, 57
LR.5	Informal Countryside Facilities	17, 28, 29, 35, 36, 37, 48, 50, 51, 52, 53, 55
LR.6	Stour Valley Country Park	27, 28, 29, 35, 36, 37, 48, 50, 51, 53
LR.7	Hurcott Pool and Woods	25, 27, 28, 29, 35, 36, 37, 48, 50, 51, 53,
LR.8	Public Rights of Way	41, 44, 47, 50, 51, 52, 53, 55
LR.9	Outdoor Sports Pitches and Playing Fields	48, 50, 56, 58
LR.10	Minster Road Outdoor Sports Area	48, 50, 56, 58
LR.11	Noisy or Intrusive Sports	23, 28, 29, 35, 36, 37, 51, 53, 55, 56, 58
LR.12	Airborne Sports	24, 35, 36, 37, 50, 51
LR.13	Water Sports	25, 35, 36, 50, 51
LR.14	Golf Courses and Related Developments	14, 27, 28, 29, 31, 35, 36, 37, 43, 48, 50, 51, 53
LR.15	Staff Accommodation for Golf Facilities	19, 27, 28, 29, 30, 35, 36, 53
LR.16	Arts, Entertainment and Museum Facilities	27, 38, 49, 56, 57, 66
LR.17	Commercial Leisure Developments	27, 28, 29, 30, 38, 48, 49, 66
LR.18	Dual Use Developments	27, 30, 38, 48, 50, 66
<b>Tourism</b>		
TM.1	Tourism Development	28, 29, 35, 36, 37, 38, 48, 50, 51, 53, 54
TM.2	Development of Hotels and Guest Houses	28, 29, 30, 45, 54, 65, 66
TM.3	Extensions to Hotels and Guest Houses in the Green Belt	28, 29
TM.4	Conversions to Tourism Uses in the Green Belt	9, 14, 27, 28, 29, 35, 36, 45, 53
TM.5	New Holiday Caravan and Chalet Sites	26, 28, 29, 35, 36
TM.6	Improvement of Existing Holiday Caravan and Chalet Sites	14, 26, 27, 28, 29, 53
TM.7	Farm Tourism	9, 27, 28, 29, 53
TM.8	The Staffordshire and Worcestershire Canal	10, 13, 14, 32, 33, 34, 52, 56, 57, 68, 69
TM.9	Stourport-on-Severn Tourist Information and Heritage Centre	13, 14, 32, 33, 34, 49, 57, 66, 68, 69

### 12. COMMUNITY (Objectives 56-59, Page 217)

POLICY No.	POLICY	OBJECTIVES
CY.1	Mixed Uses	9, 38, 56
CY.2	Community Facilities	38, 41, 48, 49, 50, 51, 56, 57, 64, 66, 69
CY.3	Kidderminster Hospital	17, 38, 41, 56, 58
CY.4	Education Facilities – Developer Contributions	56
CY.5	Existing Education Sites	30, 48, 50, 56
CY.6	Cemeteries	27, 28, 56, 57



<b>13. RETAILING (Objectives 60-63, Page 228)</b>		
<b>POLICY No.</b>	<b>POLICY</b>	<b>OBJECTIVES</b>
RT.1	Sequential Approach	1, 7, 22, 38, 60, 63, 64, 66
RT.2	Primary Shopping Areas: Groundfloor Uses	38, 60, 63, 64, 65, 66, 69
RT.3	Bewdley District Centre	38, 61, 64, 65
RT.4	Edge-of-Centre Retail Proposals	60, 64, 69
RT.5	Retail Parks and Major Stores	60, 63, 64, 66
RT.6	Local Centres and Other Groups of Shops	38, 56, 62, 64
RT.7	Small Shop Change of Use	38, 56
RT.8	Outside the Identified Centres	38, 56, 64
RT.9	Petrol Filling Stations	38, 56, 64
RT.10	Demonstrating 'need' at the community level	38, 56, 64
RT.11	Factory Outlets and Tourism Shops	38, 53, 64
RT.12	Horticultural Retailing	38, 53, 64
RT.13	Food and Drink	38, 56, 65, 66, 69, 74

<b>14. TOWN CENTRES (Objectives 64-74, Page 245)</b>		
<b>POLICY No.</b>	<b>POLICY</b>	<b>OBJECTIVES</b>
TC.1	Town Centre Strategies	59, 79
TC.2	Town Centre Uses	3, 12, 38, 56, 69, 73
TC.3	Commercial Leisure Facilities	38, 49, 56, 65, 66, 69, 74
TC.4	Key Movement Corridors	13, 16, 17, 40, 41, 43, 44, 55, 58, 72
TC.5	Town Centre Car Parking Areas	41, 60, 61, 64, 71
KTC.1	Town Centre Redevelopment Area	32, 38, 48, 49, 56, 60, 64, 65, 66, 69
KTC.2	Bromsgrove Street	44, 48, 71
KTC.3	Worcester Street Enhancement Area	12, 38, 64, 65, 66, 69
KTC.4	Green Street Mixed Use Area	12, 32, 38, 48, 49, 56, 64, 65, 66, 69, 73, 74
STC.1	Lichfield Basin (Severn Road Phase One)	32, 38, 48, 56, 69
STC.2	Carpets of Worth (Severn Road Phase Two)	38, 56, 60, 64, 69
STC.3	Cheapside (Severn Road Phase Three)	32, 38, 69, 56
STC.4	Bridge Street / Basins Link	14, 33, 38, 56, 69
STC.5	Canal Basins Area	8, 13, 14, 32, 33, 72
STC.6	Vale Road (West)	60, 64

<b>15. IMPLEMENTATION</b>		
<b>POLICY No.</b>	<b>POLICY</b>	<b>OBJECTIVES</b>
IMP.1	Planning (Section 106) Obligations	-



# IMPLEMENTATION OF POLICIES

Policy	Development Control Process	Planning Conditions	s.106 Obligations	Supplementary Planning/ Design Guidance	Improvements associated with Development	Promotion of development sites	Pre-application discussions/ negotiations	Advice and Information	Consultation with other agencies and authorities	Targeting funding	Council and Partnership Strategies	Partnership
<b>HOUSING</b>												
H.1	✓					✓						
H.2 i	✓						✓		✓			
H.2 ii	✓	✓	✓	✓		✓	✓		✓			
H.2 iii	✓	✓	✓	✓	✓	✓	✓		✓			
H.2 iv	✓	✓					✓		✓			
H.2 v	✓	✓	✓				✓		✓			
H.2 vi	✓	✓					✓		?			
H.3	✓	✓	✓				✓					
H.4	✓			✓			✓					
H.5	✓			✓			✓					
H.6	✓	✓					✓					
H.7	✓	✓					✓		✓?			
H.8	✓	✓	✓				✓					
H.9	✓						✓					
H.10	✓		✓	✓			✓	✓	✓	?	✓	
H.11	✓		✓	✓			✓				✓	
H.12	✓	✓					✓		✓			
H.13	✓	✓					✓		✓			
H.14	✓											
H.15	✓	✓					✓		✓			
H.16	✓	✓					✓					
H.17	✓	✓					✓		✓			
H.18	✓	✓					✓					
<b>EMPLOYMENT</b>												
E.1	✓					✓			✓			
E.2	✓					✓						
E.3	✓	✓				✓	✓		✓	?		✓
E.4	✓					✓	✓					
E.5	✓				✓	✓	✓					
E.6	✓	✓				✓	✓					
E.7	✓	✓					✓		✓			
E.8	✓	✓					✓		✓			
E.9	✓	✓					✓		✓			
E.10	✓	✓					✓		✓			
<b>DESIGN</b>												
D.1	✓	✓			✓		✓	✓				✓
D.2	✓					✓	✓					
D.3	✓			✓		✓	✓	✓	✓		✓	
D.4	✓	✓					✓					
D.5	✓	✓					✓	✓				
D.6	✓	✓	✓		✓		✓	✓	✓		✓	
D.7	✓	✓	✓		✓		✓	✓	✓		✓	
D.8	✓	✓					✓				✓	
D.9	✓	✓	✓	✓	✓		✓		✓		✓	

Policy	Development Control Process	Planning Conditions	s.106 Obligations	Supplementary Planning/ Design Guidance	Improvements associated with Development	Promotion of development sites	Pre-application discussions/ negotiations	Advice and information	Consultation with other agencies and authorities	Targeting funding	Council and Partnership Strategies	Partnership
D.10	✓	✓					✓	✓				
D.11	✓	✓	✓		✓		✓	✓				
D.12	✓	✓			✓		✓	✓		✓	✓	
D.13	✓	✓					✓					
D.14	✓	✓			✓		✓	✓		✓	✓	
D.15	✓	✓	✓		✓		✓	✓			✓	
D.16	✓	✓			✓		✓	✓	✓		✓	
D.17	✓	✓					✓	✓				
D.18	✓	✓					✓	✓				
D.19	✓						✓	✓				
D.20	✓						✓	✓				
D.21	✓	✓					✓	✓				
D.22	✓	✓					✓	✓				
D.23	✓	✓			✓		✓	✓				
D.24	✓						✓	✓				
D.25	✓	✓					✓	✓				
<b>NATURAL RESOURCES</b>												
NR.1	✓					✓	✓					
NR.2	✓	✓	✓		✓		✓		✓			
NR.3	✓								✓			
NR.4	✓	✓	✓						✓			
NR.5	✓	✓	✓		✓		✓		✓			
NR.6	✓				✓				✓			
NR.7	✓	✓	✓						✓			
NR.8	✓								✓			
NR.9	✓	✓	✓				✓		✓			
NR.10	✓	✓	✓				✓		✓			
NR.11	✓	✓	✓				✓		✓			
NR.12	✓	✓	✓				✓		✓			
NR.13	✓						✓		✓			
NR.14	✓	✓	✓				✓		✓			
NR.15	✓	✓										
<b>COUNTRYSIDE</b>												
AG.1	✓						✓		✓			
AG.2	✓	✓	✓				✓					
AG.3	✓						✓					
AG.4	✓			✓	✓		✓	✓				
AG.5	✓	✓					✓					
AG.6	✓							✓				
AG.7	✓	✓					✓					
AG.8	✓	✓		✓			✓		✓			
CH.1	✓						✓					
CH.2	✓						✓					
CH.3	✓	✓					✓					
CH.4	✓	✓					✓					
EQ.1	✓						✓	✓				
EQ.2	✓	✓					✓					



Policy	Development Control Process	Planning Conditions	s.106 Obligations	Supplementary Planning/ Design Guidance	Improvements associated with Development	Promotion of development sites	Pre-application discussions/ negotiations	Advice and Information	Consultation with other agencies and authorities	Targeting funding	Council and Partnership Strategies	Partnership
EQ.3	✓								✓			
GB.1	✓	✓			✓		✓		✓			
GB.2	✓	✓							✓			
GB.3	✓	✓					✓					
GB.4	✓	✓		✓		✓	✓		✓			
GB.5	✓	✓	✓		✓		✓					
GB.6	✓						✓		✓			
DR.1	✓											
LA.1	✓	✓					✓		✓			
LA.2	✓						✓		✓			
LA.3	✓						✓		✓			
LA.4	✓						✓		✓			
LA.5	✓						✓		✓			
LA.6	✓	✓					✓		✓			
LA.7	✓	✓					✓		✓			
LA.8	✓	✓					✓		✓			
LA.9	✓	✓					✓		✓			
RB.1	✓	✓					✓		✓			
RB.2	✓	✓					✓		✓			
RB.3	✓						✓		✓			
RB.4	✓						✓		✓			
RB.5	✓						✓					
RB.6	✓	✓							✓			
RB.7	✓								✓			
<b>BUILT HERITAGE</b>												
LB.1	✓	✓	✓		✓		✓	✓	✓			
LB.2	✓	✓	✓				✓	✓	✓			
LB.3	✓	✓	✓				✓	✓	✓			
LB.4	✓	✓	✓				✓	✓	✓			
LB.5	✓	✓	✓				✓	✓	✓			
CA.1	✓	✓	✓	✓	✓		✓	✓	✓			
CA.2	✓	✓	✓		✓		✓	✓	✓			
CA.3	✓	✓	✓				✓	✓	✓			
CA.4	✓						✓	✓				
CA.5	✓	✓	✓		✓		✓	✓	✓			
CA.6	✓	✓	✓		✓		✓	✓				
AR.1	✓	✓	✓				✓	✓	✓			
AR.2	✓	✓	✓				✓	✓	✓			
AR.3	✓	✓	✓		✓		✓	✓	✓			
AR.4	✓	✓					✓	✓	✓			
HL.1	✓	✓	✓				✓	✓	✓			
ED.1	✓	✓	✓		✓		✓	✓	✓			
HE.1	✓	✓	✓		✓		✓	✓	✓			
<b>NATURE CONSERVATION</b>												
NC.1	✓	✓	✓				✓	?	✓			
NC.2	✓	✓	✓				✓	?	✓			
NC.3	✓	✓	✓		✓		✓	?	✓			

Policy	Development Control Process	Planning Conditions	s.106 Obligations	Supplementary Planning/ Design Guidance	Improvements associated with Development	Promotion of development sites	Pre-application discussions/ negotiations	Advice and Information	Consultation with other agencies and authorities	Targeting funding	Council and Partnership Strategies	Partnership
NC.4	✓	✓	✓				✓	?	✓			
NC.5	✓	✓	✓		✓		✓	✓	✓			
NC.6	✓	✓	✓		✓		✓	✓	✓			
NC.7	✓	✓	✓		✓		✓	✓	✓			
NC.8	✓	✓	✓		✓		✓	✓	✓			
<b>TRANSPORT &amp; COMMUNICATIONS</b>												
TR.1	✓		✓				✓					✓
TR.2	✓						✓					
TR.3	✓						✓					
TR.4	✓					✓	✓		✓			
TR.5	✓						✓					
TR.6	✓	✓	✓				✓					
TR.7	✓	✓	✓				✓					
TR.8	✓						✓					
TR.9	✓						✓					
TR.10	✓						✓					
TR.11	✓						✓					
TR.12	✓	✓	✓				✓		✓			
TR.13	✓											
TR.14	✓								✓			
TR.15	✓								✓			
TR.16	✓											
TR.17	✓		✓				✓		✓			
TR.18	✓						✓					
TR.19	✓		✓				✓		✓			
TR.20	✓	✓	✓				✓	✓				
<b>LEISURE, RECREATION &amp; TOURISM</b>												
LR.1	✓						✓		✓			
LR.2	✓		✓				✓					
LR.3	✓		✓				✓					
LR.4	✓	✓					✓					
LR.5	✓	✓					✓		✓			
LR.6	✓						✓		✓			
LR.7	✓						✓		✓			
LR.8	✓	✓			✓		✓		✓			
LR.9	✓	✓					✓		✓			
LR.10	✓					✓	✓					
LR.11	✓						✓		✓			
LR.12	✓						✓		✓			
LR.13	✓		✓				✓		✓			
LR.14	✓						✓		✓			
LR.15	✓	✓					✓					
LR.16	✓					✓	✓		✓			
LR.17	✓					✓	✓		✓			
LR.18	✓						✓		✓			
TM.1	✓				✓		✓		✓			
TM.2	✓						✓		✓			



Policy	Development Control Process	Planning Conditions	s.106 Obligations	Supplementary Planning/ Design Guidance	Improvements associated with Development	Promotion of development sites	Pre-application discussions/ negotiations	Advice and Information	Consultation with other agencies and authorities	Targeting funding	Council and Partnership Strategies	Partnership
TM.3	✓						✓					
TM.4	✓				✓		✓					
TM.5	✓	✓					✓					
TM.6	✓				✓		✓					
TM.7	✓	✓			✓		✓		✓			
TM.8	✓			✓	✓		✓		✓		✓	
TM.9	✓			✓	✓		✓		✓		✓	
<b>COMMUNITY</b>												
CY.1	✓						✓					
CY.2	✓	✓					✓	✓	✓		✓	
CY.3	✓	✓					✓		✓		✓	
CY.4	✓		✓		✓		✓	✓	✓			
CY.5	✓	✓					✓					
CY.6	✓				✓			✓			✓	
<b>RETAILING</b>												
R.1	✓					✓	✓				✓	
R.2	✓	✓					✓				✓	
R.3	✓	✓					✓				✓	
R.4	✓	✓					✓				✓	
R.5	✓	✓					✓				✓	
R.6	✓	✓					✓				✓	
R.7	✓	✓					✓	✓	✓		✓	
R.8	✓	✓					✓				✓	
R.9	✓	✓					✓	✓			✓	
R.10	✓						✓	✓				
R.11	✓	✓					✓				✓	
R.12	✓	✓					✓				✓	
R.13	✓	✓					✓				✓	
<b>TOWN CENTRES</b>												
TC.1	✓	✓	✓				✓	✓			✓	
TC.2	✓	✓					✓				✓	
TC.3	✓			✓		✓	✓	✓				?
TC.4	✓	✓	✓	?	✓	✓	✓	✓	✓	?	✓	
TC.5	✓	✓	✓		✓		✓	✓	✓		✓	
KTC.1	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
KTC.2	✓	✓			✓	✓	✓		✓			
KTC.3	✓	✓	?		✓	✓	✓	✓	✓			
KTC.4	✓	✓	?	✓	✓	✓	✓	✓	✓			?
STC.1	✓	✓	?	✓	✓	✓	✓	✓	✓		✓	✓
STC.2	✓	✓	?	✓	✓	✓	✓	✓	✓		✓	?
STC.3	✓	✓	?	✓	✓	✓	✓	✓	✓		✓	?
STC.4	✓	✓	?	✓	✓	✓	✓	✓	✓		✓	?
STC.5	✓	✓	?		✓		✓		✓	✓	✓	✓
STC.6	✓	✓	?			✓	✓		✓		✓	

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<b>IMPLEMENTATION</b>												
IMP.1	✓		✓		✓		✓	✓			✓	



WYRE FOREST DISTRICT LOCAL PLAN JANUARY 2004

TYPOGRAPHICAL ERRORS IN THE WRITTEN STATEMENT

PAGE	POLICY / PARAGRAPH	CORRECTION
213	LR.15	RB.1 – RB.8 should read as RB.1 – RB.7
242	13.47	Policy R.10 should read as Policy RT.10
83	AD.1	Criteria v) should refer to paragraph <b>5.91</b> and not 5.86

ERRORS ON THE PROPOSALS MAP

INSET	LOCATION	CORRECTION
1	Round Hill Wharf, SW of Inset 3	Residential allocation should be extended SW to include new development
1	Horsefair	Notation should be dark grey – mixed use area (Policies E.6, CY.1)
1, Town Centre Insets	Key Box	Under Leisure, Recreation & Tourism – Urban Open Space: Playing Fields and Sports Pitches – Policy LR.14 should read as LR.9
Village Insets	Key Box	Settlement Boundaries – H.2viii should read as H.2vi