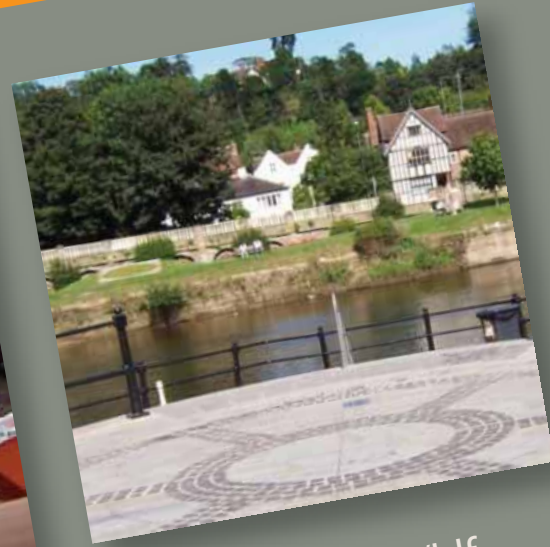




Wyre Forest
District Council

Local Development Framework

Planning the Wyre Forest District over the next 15 years...



www.wyreforestdc.gov.uk/ldf

   **Your District! Your Say! We want Your Views!**



Wyre Forest District Council is seeking your views on the next stages in planning the future of the District. We would like you to get involved in this process and help us to manage change in the area where you live, work or visit.

A New Plan – The Local Development Framework

Government legislation introduced in 2004 brought about a new planning system for England and Wales. In our area this means that the Adopted Local Plan will be replaced by a Local Development Framework.

The Local Development Framework will set out the blueprint for the future development of the District up until 2026 and must focus on how the Council is going to make this happen. Instead of being just one plan the new framework will be made up from several important documents. It will help to deliver the priorities contained in the Wyre Forest Matters Sustainable Community Strategy, which is an action plan for local organisations developed through consultation with local communities.

The Local Development Framework will need to reflect planning policy set at the West Midlands regional level. This is expected to require the Council to identify sufficient sites to provide at least 3,400 new dwellings from 2006 to 2026. Over the last two and a half years 558 houses have been built in the area, which means that nearly 2,900 houses now need to be constructed up until 2026. This is about 162 houses per year.

A number of sites already have planning permission for housing or have been identified within the current District Local Plan, for example the former Carpets of Worth site in Stourport-on-Severn. However, the Local Development Framework will need to identify additional sites to provide some 1,300 extra dwellings to meet the requirements set by the region.

What are the new documents that will make up the Framework?

Details of the documents that the Council will be producing under the Local Development Framework and the timescales involved are set out in the Local Development Scheme. This is the project plan for the blueprint and is available to view at:

www.wyreforestdc.gov.uk/ldf.

This leaflet provides further information on the following documents:

Core Strategy

this is the main document in the planning blueprint, which will set out the broad strategy and vision to guide planning in the District up until 2026.

Site Allocations and Policies

this document will allocate particular sites for different types of development to meet the needs of the District. It will be guided by the over arching Core Strategy.

Kidderminster Central Area Action Plan

The centre of Kidderminster will be a particular focus for physical regeneration. The District Council is preparing a detailed Action Plan for this area. The Action Plan will help to plan and manage regeneration to enhance the town's many assets and opportunities for improvement.

We have produced consultation papers on these documents for you to comment on as part of the next stages in the Framework's preparation.

Please read on for further information...



Core Strategy

What will be the overall development strategy for the District?

The Core Strategy is the main overarching document and this will set out a vision for the future of the District over the next 15 years. It will identify the main areas where new housing and employment development will be located and contain general policies that future development should accord with.

We asked for your views on a number of issues and challenges that face the District during summer 2007 and received a good response. The comments sent to the Council have helped us to shape the next stages of the Core Strategy's preparation.

A document has now been produced which sets out the Council's preferred approach towards locating development and the standards we expect from new developments in the future. The Core Strategy Preferred Options Paper includes the following preferred approaches:

- New housing development to be located mainly on brownfield sites within Kidderminster and Stourport-on-Severn.

- Kidderminster and the Stourport Road Employment Corridor to remain the focus for employment land provision within the District.

- The former British Sugar Site will be promoted as a key location for employment uses in the future.

- New retail and commercial development will be accommodated within Kidderminster town centre.

- Stourport-on-Severn and Bewdley will be promoted as market towns.

- Recognising the need for the District's rural settlements to remain viable.

- Higher numbers of affordable housing will be sought on new residential developments.

- Protecting the existing Green Belt.

- New development will need to be carefully designed in keeping with the surrounding area.

- The identification of major transport infrastructure projects to help deliver regeneration within the District.

- Promoting transport choice and improving opportunities to use public transport, to cycle and walk.

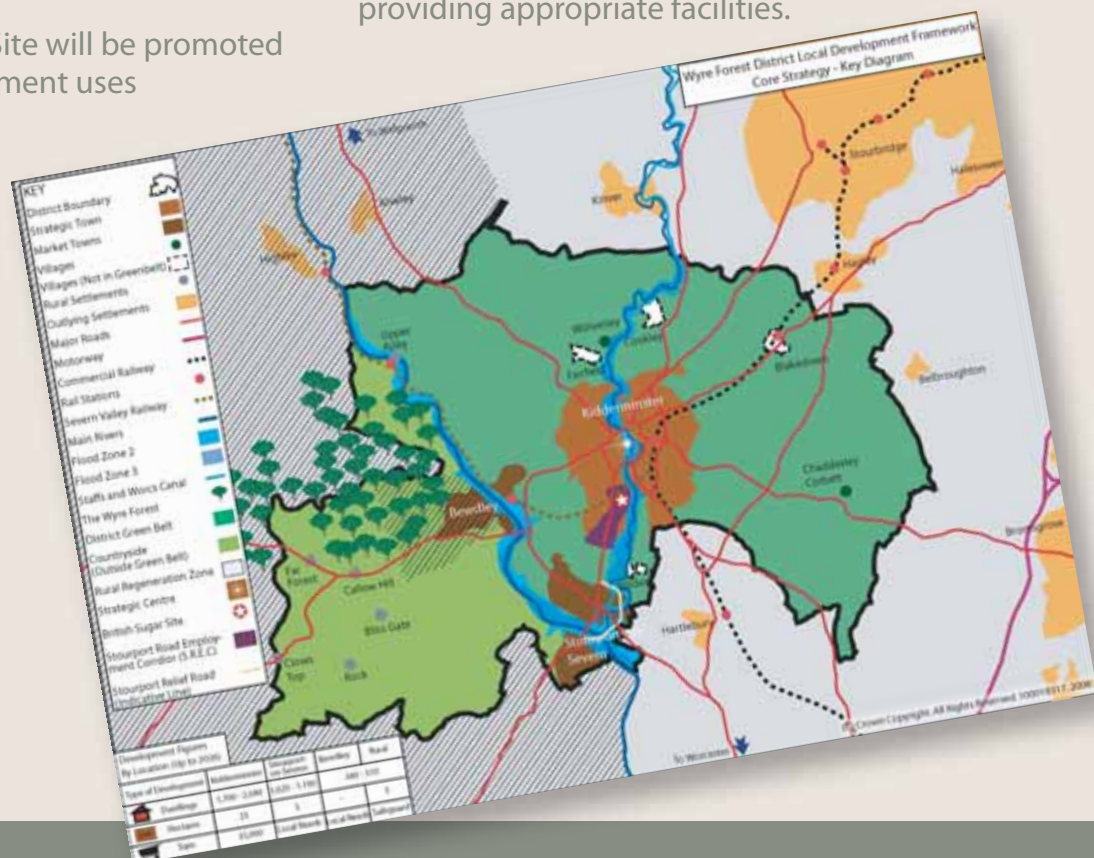
- Making sure that the District's unique landscape character is protected and improved.

- Higher sustainability standards for new development to promote renewable energy generation.

- Increasing access to greenspaces for people and wildlife.

- Promoting opportunities for sustainable tourism.

- Making sure that new development contributes to community development through providing appropriate facilities.



We are seeking your views on these approaches - Do you think they will work? Your comments will help us to produce the Core Strategy ready for submission to the Government in early 2010. It will then be subject to an Independent Examination by a Planning Inspector.

Site Allocations and Policies



Where will the specific sites for housing, employment, retail, leisure and community facilities be located in the future?

Guided by the Core Strategy, work has now started on a Site Allocations & Policies document that will also form part of the Local Development Framework. This document will earmark particular sites for different types of development to meet the needs of the District. It will also contain policies to be applied when considering new development at particular sites or in a given area. For example the preferred mix of houses and density of development on each site.

A number of key regeneration sites around the District such as the former British Sugar site; former factory sites in Stourport-on-Severn and Load Street car park in Bewdley will be progressed through the Site Allocations and Policies document.

The Site Allocations and Policies document will also identify areas of the District for preservation and enhancement and it will set out the policies and controls to be applied to them.

Work on the Site Allocations process is just beginning and a consultation document has been produced which sets out some of the key issues

that we think are important in identifying future development sites for the District.

The document also includes details of sites for housing and employment uses which could be taken forward for development in the future. These include sites that have already been allocated for development under the current District Local Plan but have yet to be constructed. Some of the sites included have also been put forward for consideration by landowners and developers.

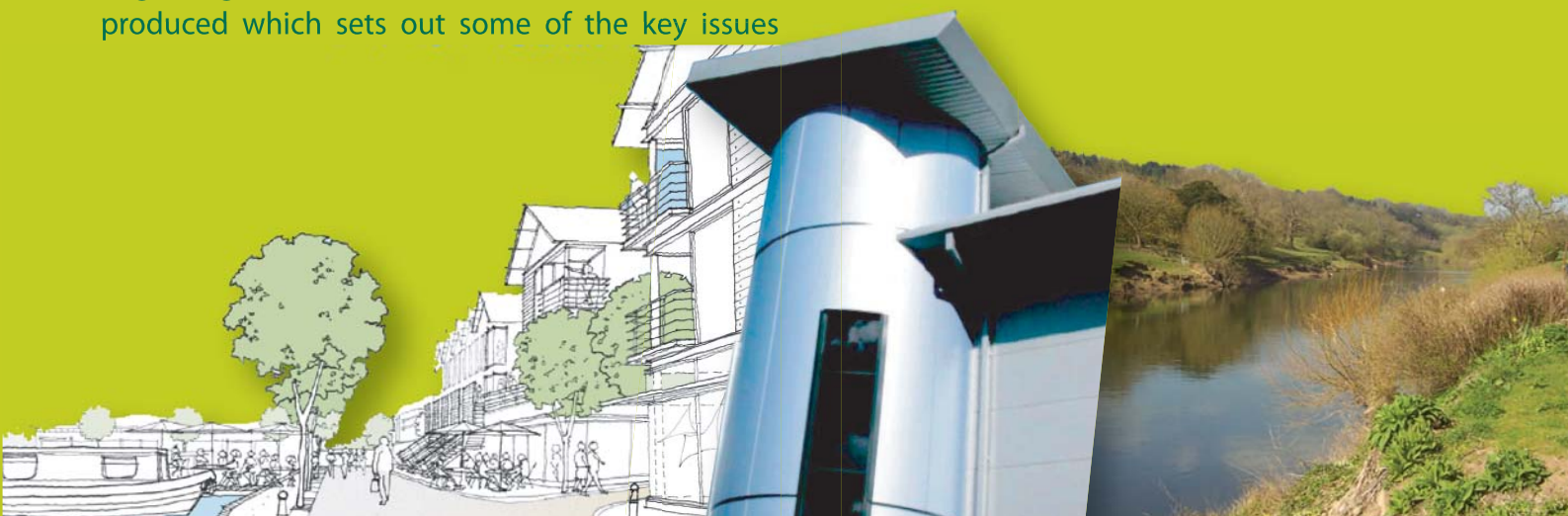
The list of possible sites provides a basis for discussion only at this early stage. It does not represent the Council's final choice of sites.

The Council will assess all of the sites against current planning policy and sustainability criteria. It is also important that development on identified sites can be delivered in the future.

The Council is interested to hear your views on the potential of the sites identified in the consultation paper.

You may have some alternative suggestions? Please let us know.

Your comments will help us to prepare the detailed Site Allocations and Policies Document.



Kidderminster Central Area Action Plan

Where will regeneration take place?

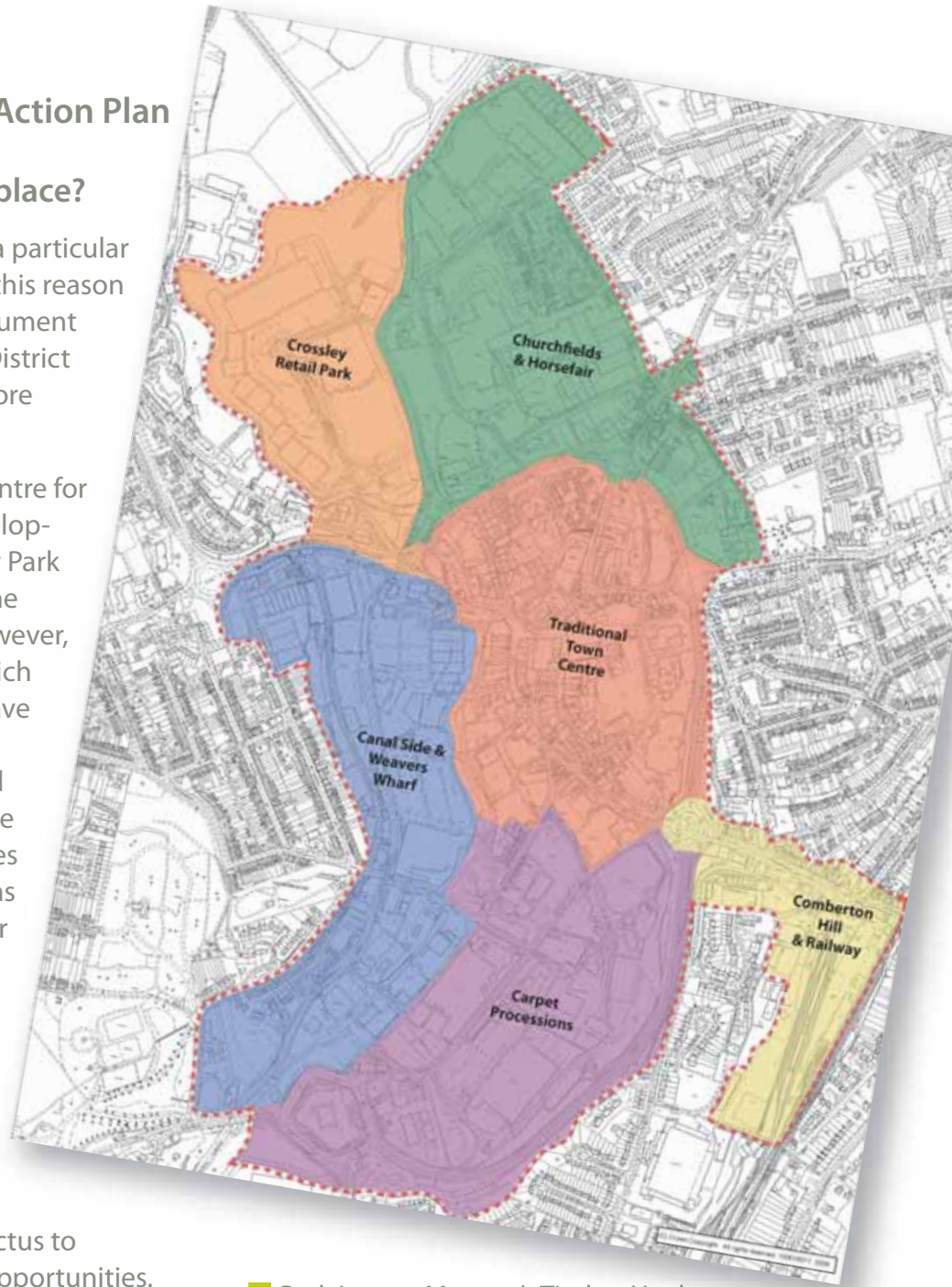
The centre of Kidderminster will be a particular focus for physical regeneration. For this reason the Site Allocations and Policies document will not apply here but instead the District Council is proposing to prepare a more detailed Action Plan for this area.

Kidderminster is the main service centre for the District and in recent years, development at Weavers Wharf and Crossley Park has added to the attractiveness of the town as a shopping destination. However, other parts of the Kidderminster which suffer from outdated architecture have been in decline.

The Action Plan will help to plan and manage regeneration to enhance the town's many assets and opportunities for improvement. It will allocate areas of land within the town for particular uses - for example housing, retail, employment, leisure and office development. The Plan will also help to co-ordinate the actions of a range of partners with an interest in Kidderminster.

The Council is currently producing a Kidderminster Regeneration Prospectus to showcase the town's regeneration opportunities. The Prospectus will be launched in the spring 2009. It is closely linked to the Action Plan because it will help to demonstrate that the ideas and projects identified in the plan can actually be delivered by partner agencies in the future. The emerging Prospectus initiative demonstrates that there is real potential for the regeneration process to continue to work with the town's many opportunities.

We are at the first stages in producing this plan and we are looking for your views on a number of issues and options that we have raised about Kidderminster. You can also find out more about possible future proposals for the following sites in the consultation paper:



- Park Lane – Morgan's Timber Yard and Rock Works
- Park Lane – Land adjoining the Water Mill Public House
- Dixon Street - Long Meadow Mills Industrial Estate and Frank Stone Site.
- Green Street – Council Depot.
- Tram Street/New Road – Carters, Wilsons, Netto and New Road premises.
- Town Centre including Bull Ring, Exchange Street, Blackwell Street, Swan Centre & Worcester Street.
- Churchfields Business Park.
- Comberton Hill Area – Kidderminster Auction and Comberton Place.
- Waterloo Street Area – Cheshire's building and former telephone exchange.
- Worcester Street Area – Bateman's Yard, and Worcester Street.

Tell us what you think or if you feel that there are any other issues we haven't included that could be progressed. This will help us to develop a detailed Action Plan.

Your District! Your Say! We want Your Views! ■ ■ ■

What information is helping us to produce the Local Development Framework?



Contributing to Sustainable Development

The three documents will help the Council deliver Sustainable Development within the District. This means that all new development should help to meet the area's social needs, protect its natural environment and help deliver economic growth.

The Council is undertaking a Sustainability Appraisal to help develop the policies contained within the Local Development Framework. This appraisal process has helped us to select options for the Core Strategy. If you would like to find out more about the Sustainability Appraisal process please visit the Forward Planning web pages at

www.wyreforestdc.gov.uk/ldf

Evidence base studies

A number of important background documents are informing the production of the Local Development Framework. For example, a comprehensive review of the District's Employment Land Provision, an audit of the District's leisure and open space provision, and a Strategic Flood Risk Assessment of the District.

These more technical studies can also be viewed on the Council's website.





How can you get involved ...?

Your views matter to us and we are seeking your comments to help us prepare detail on all three of these documents. It is also important that we know your opinions on the possible sites for future development.

The consultation stage runs from 15th January – 26th February 2009 and you can have your say in a number of ways:

View the Consultation Documents ...

Take a look at the work we've done on the Local Development Framework so far. You can read or download all three consultation documents at www.wyreforestdc.gov.uk/ldf or at the Worcestershire Hub Customer Service Centres in Vicar Street, Kidderminster and the Civic Centre in Stourport-on-Severn.

Copies are also available to view at Kidderminster, Stourport-on-Severn and Bewdley libraries.

If you would like to borrow a copy on free loan please contact the Council's Forward Planning Section on 01562 732928.

Visit <http://wyreforestdc.limehouse.co.uk/portal> to submit your comments interactively. Here you can add your comments about any part of any of the consultation documents. Once you have registered on the website you will be able to return and add comments throughout the 6 week consultation period.

Please let us know your views (remembering to include your name and address) by Thursday 26th February 2009.

All responses received by the Council will be made available to the public.

Contact details are provided on the back page.



Drop in at one of our Consultation Events

We will be holding drop in consultation events which you are invited to attend. Exhibition material will be on display and Council Officers will be on hand to answer your queries. See below for further information on events in your area:

Consultation Event Diary:

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

Contact us

If you would like any further information please contact the Forward Planning Team:

Email: forward.planning@wyreforestdc.gov.uk

Call: 01562 732928

Write to:

Local Development Framework Consultation
Forward Planning Section
Planning Health & Environment Division
Duke House
Clensmore Street
Kidderminster
DY10 2JX.



www.wyreforestdc.gov.uk/ldf