

SITE ALLOCATIONS AND POLICIES
PREFERRED OPTIONS PAPER

MAY 2011



Wyre Forest District Local Development Framework
Site Allocations and Policies Preferred Options Development Plan Document

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Wyre Forest District Council



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1 Introduction and Context

1.1 Following the introduction of a new planning system in September 2004, the District's Adopted Local Plan (January 2004) is being replaced with the Local Development Framework (LDF). The LDF provides the 'blueprint' for future development within the District and seeks to embrace 'spatial planning', which addresses social, environmental and economic issues through land use and positive planning policies. The LDF comprises a portfolio of documents which combine to provide the framework for the future development of the District.

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

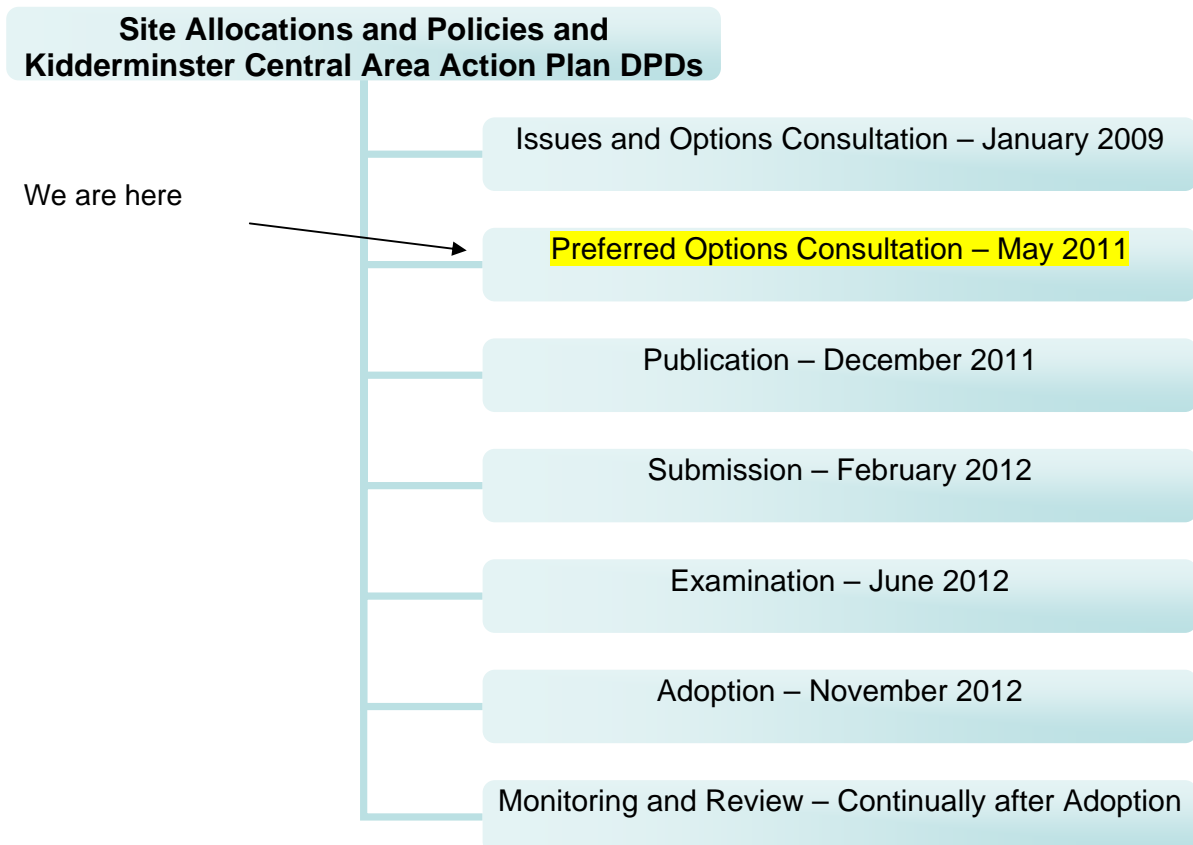
The Role of the Site Allocations and Policies DPD

1.3 The Site Allocations and Policies DPD will allocate and designate areas of land for particular uses, most notably land to deliver housing but also for other major development needs such as employment, recreation, open space and community uses, in order to meet the requirements set out in the Adopted Core Strategy. Additionally this DPD will set out important Development Management Policies which will apply across the whole of the District and will be used for determining planning applications.

1.4 The other Development Plan Document that will allocate sites for specific purposes is the Kidderminster Central Area Action Plan (KCAAP). This document will provide a targeted approach to development within the central area of Kidderminster. In a similar way to the Site Allocations and Policies, the KCAAP will allocate sites and provide policies but targeted to the sites within the specific boundaries of the Action Plan Area.

What Stage are we at Now?

1.5 The following diagram identifies the stages in the development of the Site Allocations and Policies DPD:



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

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

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

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

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

Evidence Base

1.9 A key requirement of ensuring that the plan is a robust and appropriate plan is that our decisions are based on credible and reliable evidence.

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

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

1.11 The following elements of the evidence base are still emerging with drafts of these studies helping to inform the development of this document. The Submission document will be informed by the completed studies:

- Employment Land Review Refresh
- Assessment of Potential Sites for Gypsies, Travellers and Travelling Showpeople
- Green Infrastructure Strategy
- Urban Design Advice
- ReWyre Prospectus 2
- Viability Advice
- Habitats Regulations Assessment (HRA)
- Infrastructure Delivery Plan
- Sequential Testing (Flooding)

Policy Context

1.12 The Site Allocations and Policies DPD must be in accordance with national planning policy as set out in Planning Policy Statements (PPS) and Planning Policy Guidance Notes (PPG). In addition to this, the document must be in accordance with the development strategy and core policies set out within the Adopted Core Strategy DPD.

1.13 As well as this document, the Wyre Forest District Local Development Framework will contain a number of other documents. These are:

- **Core Strategy DPD** – The Core Strategy sets the vision and development strategy for the District. It also sets out a number of strategic development objectives and a series of

policies for delivering the vision and the strategy. The Core Strategy was adopted on 9th December 2010. All other LDF documents must be in conformity with the Adopted Core Strategy.

- **Kidderminster Central Area Action Plan (KCAAP) DPD** – The KCAAP will allocate sites for development and for protection within its boundary and will also set out policies to deliver the regeneration of central Kidderminster.
- **Proposals Map** – This will be published alongside the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs and will show graphically the policies and allocations set out within these documents.
- **Supplementary Planning Documents** – The Council will produce SPDs where it considers them necessary to provide more details on the policies set out within other parts of the LDF. SPDs are not part of the statutory development plan and do not have the same weight however, they will be significant considerations in determining planning applications.

Approach to Site Selection

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

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

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

Proposals Map

1.17 Throughout the document reference is made to the Proposals Map. In many instances the designations from the current adopted proposals map will be retained, for instance, for areas such as Green Belt, Sites of Special Scientific Interest (SSSIs) and Nature Reserves. Therefore, no changes will be made to the boundaries of these areas, unless new designations have occurred since the adoption of the map in 2004. Other areas which will remain are the areas allocated primarily for residential use, which will be retained in a similar fashion but also be updated to reflect developments since 2004.

1.18 The main proposed changes or alterations are detailed in the site specific policies where new developments and designations for sites are proposed. The accompanying maps provide the detail of the site allocations and help to identify the major areas for change.

2 How to Get Involved

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

- **Visit our web-site at www.wyreforestdc.gov.uk and follow the links to our interactive consultation portal. Here you can view all of the consultation documents and respond on-line.**
- **Complete a response form and return it to us. Response forms are available at the Worcestershire Hubs and libraries in the District.**
- **E-mail us at Planning.Policy@wyreforestdc.gov.uk**

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

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

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

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

Key Questions...

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

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

3 A Sustainable Future - Development Strategy

Development Context

3.1 The overarching decisions regarding the amount of development and the types of location for development within the District have already been made through the Adopted Core Strategy.

3.2 This section outlines the level of development that needs to be allocated through the site specific Development Plan Documents with all of the figures included being taken from the Adopted Core Strategy. For a more detailed understanding of the strategic direction for future development, please consult the Adopted Core Strategy (December 2010).

Quantum of Development

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

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

3.4 It should be noted that although Kidderminster has a target for retail and office development as the District's strategic centre, this does not prevent retail and office development which is required to meet local needs from coming forward within Stourport-on-Severn and Bewdley.

3.5 These numbers provide the steer for the amount of land that will need to be allocated within the site specific DPDs. However, the Adopted Core Strategy does not just provide numerical targets; it also outlines the strategy for where this development should occur and the framework that needs to be followed in order to allocate suitable sites. This is discussed in further detail below.

Distribution of Development

3.6 The Adopted Core Strategy provides an indicative 'split' for residential development between the District's different areas. The following table identifies the indicative levels that each location may need to provide for:

Location	Percentage of Residential Development (Indicative)
Kidderminster	60%
Stourport-on-Severn	30%
Bewdley and the rural areas	10%

3.7 The Adopted Core Strategy also makes the decisions on potential employment allocations suggesting the following indicative split:

Location	Percentage of Employment Development (Indicative)
Kidderminster	70%

Location	Percentage of Employment Development (Indicative)
Stourport-on-Severn	10%
Bewdley and the rural areas	20%

3.8 As identified above, the requirements for retail and office development are directed solely to Kidderminster and therefore these development targets will need to be directed to this town accordingly.

Development Strategy

3.9 Aside from the numerical requirements as identified above, it is also important that the site selection is in conformity with the Adopted Core Strategy's Development Strategy.

3.10 The objectives of the Adopted Core Strategy, which will drive the decisions for site allocations, include issues such as:

- Developing Kidderminster as a strategic centre whilst maintaining the important roles of Stourport-on-Severn and Bewdley and supporting the viability of the villages.
- Enhancing the landscape character and delivering green infrastructure.
- Conserving and enhancing heritage assets.
- Re-using land and buildings.
- Safeguarding biodiversity.
- Addressing climate change.
- Addressing flood risk.
- Improving air quality.
- Increasing the provision and use of sustainable modes of transport.

3.11 The Development Strategy identified in the Adopted Core Strategy seeks to concentrate new development on brownfield sites within the urban areas of Kidderminster and Stourport-on-Severn. Limited opportunities for development to meet local needs will be identified on brownfield sites in Bewdley and the rural settlements. Development in the open countryside will be closely controlled to safeguard the integrity of the District's Green Belt and landscape character. To aid this the Adopted Core Strategy identifies that a sequential approach will be taken when considering future development. The approach to site selection is as follows:

1. Key regeneration sites within the Kidderminster Central Area Action Plan (KCAAP) boundary as highlighted in the Kidderminster Regeneration Prospectus.
2. Other major (>1ha) brownfield sites within Kidderminster and Stourport-on-Severn urban areas.
3. Smaller infill brownfield sites within Kidderminster, Stourport-on-Severn and Bewdley.
4. Brownfield sites within the rural settlements.

3.12 It is within this context, therefore, that the Site Allocations and Policies DPD has been drafted.

3.13 However, it is also important to note that the time period that the plan covers is from 2006 – 2026. Therefore it is important that any development that has occurred since 2006 is taken into account. This is discussed in more detail in the following section.

Development Since April 2006

3.14 Prior to allocating sites for future development it is important to understand that the plan period runs from 2006 and therefore any development or changes that have occurred since this time need to be factored in to the decision making process. This is discussed in more detail under each of the below headings.

Residential

3.15 The residential requirement of 4,000 dwellings from 2006–2026 equates to an annual build rate of 200 per annum. However, completions since 2006 and current commitments need to be factored in so the ‘real’ amount of land required for development can be identified and allocated through the LDF process.

3.16 The following extract from the District Council’s Residential Land Availability (April 2011) provides the most up-to-date picture of the residential availability within the District. Crucially, it identifies completions since 2006 and current commitments (i.e. dwellings under construction or with planning permission). These numbers can therefore be taken off the requirement of 4,000 to identify the residual requirement, which will need to be planned for.

Residential Land Availability (April 2011)

a	b	c	d	e	f	g
Proposed net housing provision 2006 - 2026 ⁽¹⁾	Number of dwellings completed (net) Apr 2006 – Mar.2011 ⁽²⁾	Net number of dwellings to be completed Apr.2011 – Mar. 2026	Net number of dwellings available on identified sites at Apr.2011 ⁽³⁾	Annual build rate required to meet Adopted Core Strategy requirements	Net number of dwellings on deliverable sites to meet the 5-year land supply ⁽⁴⁾	Number of years supply at 1 st Apr. 2011
4,000	1,069	2,931	1,255	195	1,155	5.9

1. a. Adopted Core Strategy requirements
2. b. Completions are net of demolitions
3. d. This figure is net of the 18 demolitions still required on redevelopment sites
4. f. Two of the Adopted Local Plan sites at Rock Works (Site 1865) and Timber Yard (Site 1866) on Park Lane in Kidderminster are not immediately available for development. Therefore, 100 dwellings have been deducted from the 1,255 shown at column d.

3.17 Taking into account the figures in the above table it can be seen that a total of 1,069 dwellings have been completed since April 2006. Additionally, there are 1,155 dwellings considered currently available to meet the 5-year supply. This gives a cumulative total of 2,224. Therefore, the total number of new dwellings that will need to be provided for through the allocations within the District up to 2026 currently stands at 1,776.

Employment Land

3.18 The employment land requirement for the District, as identified through the Adopted Core Strategy is 44 hectares. Developments and commitments from 2006⁽¹⁾ are as follows:

- Completions since 2006: 10.62ha.
- Sites under construction: 4.95ha.

1 figures taken from Employment Land Availability 2010

- Sites with outstanding planning permission: 8.04ha.
- Sites with lapsed planning consent: 3.74ha.

3.19 These sites combine to a total of approximately 27 hectares of land already developed, committed or having been granted permission for employment use. This therefore leaves a residual requirement of approximately 17 hectares of employment land that will need to be identified through the site allocations process.

Retail Floorspace

3.20 The Adopted Core Strategy sets out a comparison retail requirement of 25,000 sqm (gross) for Kidderminster, the District's Strategic Centre. The evidence base ⁽²⁾ identifies that it is likely that the majority of this requirement will be towards the end of the plan period. Completions and commitments since 2006, are as follows:

- Completions: 4,044 sqm
- Commitments: 3,529 sqm

The total of completions and commitments is 7,573 sqm of comparison floorspace. This leaves a residual total of 17,427sqm to be allocated. This allocation will come through the Kidderminster Central Area Action Plan DPD.

Office Floorspace

3.21 There have been limited office floorspace completions within Kidderminster since 2006. Therefore, allocations will need to be made for nearly the full amount of floorspace as identified within the Adopted Core Strategy.

3.22 The sites that are needed to meet the requirements will be allocated through both the Site Allocations and Policies and the Kidderminster Central Area Action Plan DPDs.

2 Wyre Forest District Retail and Commercial Leisure Study (2010)

4 A Desirable Place to Live

4.1 The Government's key housing policy goal is to ensure that "everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live".⁽³⁾ The commitment to achieving this goal is provided within the District Council's Adopted Core Strategy. The Adopted Core Strategy identifies that housing is a fundamental aspect of sustainable communities as well as outlining the strategy that the Council will follow in providing appropriate and suitable sites for residential development.

4.2 As identified previously, the Adopted Core Strategy requires a total of 4,000 net additional dwellings to be delivered over the lifetime of the plan, 2006–2026. In order to meet this level of housing provision, an indicative annual average of 200 net additional dwellings will be required during the plan period.

4.3 In accordance with the Development Strategy of the Adopted Core Strategy the focus is for residential sites to be allocated on previously developed land, with particular emphasis on Kidderminster and Stourport-on-Severn.

4.4 The following section provides the preferred approach to the allocation of sites for residential development.

Waterside Residential Development



3 (PPS3 - Housing, para.9)

Residential Land Allocations

4.5 This section sets out the proposed sites which will be brought forward in order to provide the level of residential growth required within the District. Sites are set out in three broad geographical areas in accordance with the table set out at para. 5.8 of the Adopted Core Strategy, under policy DS01. These areas are:

- Kidderminster
- Stourport-on-Severn
- Bewdley and the rural areas

4.6 The total number of dwellings which these sites could accommodate is approximately 2,000. ⁽⁴⁾This is above the requirement for the District taking into account completions and sites with outstanding planning permission, however, some degree of flexibility needs to be built in to allow for sites not coming forward for redevelopment particularly later on in the plan period. Also, many of the sites within the Kidderminster Central Area Action Plan DPD boundary will be redeveloped for a mix of uses so dwelling numbers are approximate at this time until more detailed designs are drawn up.

Summary of Issues and Options Responses

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

Residential Sites:

- The emphasis should remain on ensuring that the majority of residential development is focussed on urban brownfield sites within Kidderminster and Stourport-on-Severn.
- Kidderminster should be promoted as a sustainable location for residential development, especially in respect of specialist accommodation such as the provision of Extra Care dwellings.
- Objections to residential development in Green Belt, Landscape Protection Areas, Sports Pitches or sites where regular flooding occurs.
- Delivery of housing choice should be promoted through a cohesive strategy where accommodation for all of the community is provided in sustainable locations and be of high quality design.
- Promote building to lifetime homes standards.
- Need to consider issues of contamination and availability of sites to deliver housing.

Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS03: Market Towns
- DS04: Rural Regeneration

⁴ Planning permission has already been granted for residential development at Carpets of Worth (159 units), Morgan Technical Ceramics (150 units) and Baldwin Road Local Plan site (36 units)

- DS05: Phasing and Implementation
- CP01: Delivering Sustainable Development Standards
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP06: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople
- CP07: Delivering Community Wellbeing

Links to the Sustainable Community Strategy

4.7 The Sustainable Community Strategy recognises the importance of providing affordable, appropriate and decent housing which is located close to services and facilities and accessible by a range of transport options. The Strategy recognises the need to accommodate all members of the community, including those whose needs are not met by the housing market. It recognises the need to provide a range of both affordable and market housing options.

Residential Land Allocations

4.8 The following table sets out details of the proposed locations and approximate number of dwellings to be provided. Details of the proposed sites can be found in Part B of the relevant documents.

Residential Land Allocations

Location	Approximate Number of Dwellings	Suggested Phasing
KCAAP Sites		
Churchfields	600	2011-21
Eastern Gateway	130	2016-21
Western Gateway	100	2011-26
Crossley Park and Mill Street	30	2016-21
Castle Wharf	50	2016-21
Heritage Processions	25	2016-21
Oldington and Foley Park		
Former British Sugar Site	300+	2016-21
Oasis Arts & Crafts and Reilloc Chain	100	2021-26
Rifle Range Shops and Musketeer PH	23 (net gain of 5)	2016-21
Northumberland Avenue Surgery	10	2021-26
Elsewhere in Kidderminster		
Broadwaters Community Centre	5 (Affordable housing)	2011-16
Chester Road South Service Station	20	2011-16
Blakebrook School and County Buildings	50 Mixed use	2016-21
Aylmer Lodge Surgery	5	2021-26
Stourport-on-Severn		

Location	Approximate Number of Dwellings	Suggested Phasing
Eastern Approaches	450	2011-21
Town Centre and Adjacent Sites	120	2011-26
Western Gateway	270	2011-16
Queens Road Shops and Garages	15	2011-16
Robbins Depot, Manor Road	12	2011-16
Bewdley		
Load Street Redevelopment Area	16	2011-16
Lax Lane	10	2016-21
Former Workhouse, High Street	6	2011-16
Rural Sites		
Blakedown Nurseries	37	2011-16
Sebright Road, Wolverley	10	2011-16
The Terrace, Clows Top	12	2011-16

4.9 The majority of the housing requirement will be met from sites within Kidderminster and Stourport-on-Severn in line with the sequential approach to new development set out under policy DS01 of the Adopted Core Strategy. Housing provision in Bewdley and the rural areas will be to meet local needs only. In addition to any sites which are allocated within rural areas, the policy approach set out within the 'Residential Management Policies' section will allow small scale affordable housing to come forward on sites not allocated for residential development in exceptional circumstances to meet identified local needs for affordable housing. Such developments would be in addition to the figures set out above.

4.10 In addition to those sites which have been allocated, there may be instances where residential development is permitted on sites which have not been specifically allocated for such development. This may be new residential development in accordance with the policies set out within the Residential Management section of the document or alternatively, additional residential sites may come forward during the plan period as a result of changing circumstances. Such development on unallocated sites is known as 'windfall development'. Historically, the District has had a high level of windfall developments, however, the approach adopted through the Local Development Framework system reduces the likelihood of windfall development occurring by allocating sufficient sites to meet the identified requirement for residential development and not making any allowance for windfall sites. Therefore, any development achieved through windfalls will be in addition to the figures set out above and additional to the required level of housing which is set out through the Adopted Core Strategy.

Residential Management Policies

Sites for Residential Development

4.11 The sites listed at para. 4.7 will be allocated for residential development and brought forward in phases during the plan period. Whilst the capacity of these sites is slightly above those figures which are set out within the Adopted Core Strategy, the level of sites set out provides some flexibility in ensuring that the required levels of development are achieved. More importantly, it is considered that the redevelopment of these sites will have significant benefits for the regeneration of the main towns of Kidderminster and Stourport-on-Severn. The proposed housing sites will also make an important contribution to the District's supply of affordable housing.

Policy 1

Sites for Residential Development

In order to meet the housing requirement of policy DS01 of the Adopted Core Strategy, residential development will only be allowed in the following locations:

- a. Within the sites and areas listed in this section and as shown on the Proposals Map, subject to proposals being in accordance with the requirements identified in respect of each site in Part B of this document and the Kidderminster Central Area Action Plan DPD and all other material policy considerations.
- b. On brownfield sites within areas allocated primarily for residential development on the proposals map in the urban areas of Kidderminster and Stourport-on-Severn or on allocated sites set out within the Kidderminster Central Area Action Plan DPD.
- c. Within areas allocated for mixed uses subject to site specific policy considerations.
- d. Within areas allocated for retail use within the Primary Shopping Area of Kidderminster, Stourport-on-Severn and Bewdley, subject to them being restricted to upper floors only or being in accordance with a site specific policy.
- e. On brownfield sites within areas allocated primarily for community uses on the Proposals Map subject to it being satisfactorily demonstrated that there is no longer a need for the community facility in accordance with policy CP07 of the Adopted Core Strategy and that proposals are in accordance with site specific policies set out in Part B of this document where applicable.

Residential development outside of the locations identified above will not be permitted unless in accordance with Policy 2 - Rural Housing, or relevant Rural Development and Green Belt Policies.

Existing Residential Areas

4.12 The Proposals Map identifies areas allocated primarily for residential development. These areas are existing residential areas where the principal of further residential development on previously developed land (as defined in PPS3 - Housing and thus excluding garden land) is considered to be acceptable subject to compliance with all other relevant LDF policies.

Mixed-Use Developments

4.13 The Council will encourage the provision of residential development above retail development within the town centres. The conversion of vacant space above retail and office spaces provides the opportunity to deliver accommodation in sustainable locations whilst contributing to the vitality of town centres. Promoting a mix of uses within the town centres increases the range of hours during which activity takes place within town centres, thus making the District's town centres more vibrant places with a resulting increase in natural surveillance. Mixed use developments can also create vibrant residential environments outside town centres and subject to proposals being appropriate in scale to the settlement hierarchy and sequential approach may be supported elsewhere.

4.14 Both Bewdley and Stourport-on-Severn already have established town centre dwellings. However, there is significant scope to capitalise on the space available within the KCAAP area in order to develop new residential accommodation and improve the vibrancy of the town centre. Further information is available within the KCAAP Preferred Options Paper.

Rural Housing

4.15 In accordance with the Development Strategy set out within the Adopted Core Strategy, the provision of new housing within the rural areas will be limited in order to safeguard the District's landscape character and to promote the regeneration of the District's urban areas. This policy sets out the circumstances under which new residential development will be permitted within the District's rural areas.

Policy 2

Rural Housing

Within Bewdley and the rural areas of the District, new housing development will only be permitted in the following circumstances:

1. Rural Exception Sites

Planning permission may be granted for schemes of 100% affordable housing designed to meet identified local housing needs on small sites within or adjoining villages subject to the following criteria:

- a. The development must remain as affordable housing in perpetuity.
- b. The number, size, type, mix and tenure of dwellings must match the extent of identified local need.
- c. The site must be well-related to the existing built-up area of the settlement in which it is located.
- d. The scale of the scheme should be appropriate to the size and character of the settlement and must not damage the character of the settlement or the landscape.
- e. The site should provide access to local services and facilities by sustainable modes of transport.

Proposals for anything other than 100% affordable housing will need to be accompanied by a robust viability assessment, as set out in Policy 3 - Financial Viability Policy, to justify enabling development.

2. Agricultural Workers' Dwellings

Applications for agricultural workers' dwellings will be permitted where it can be clearly demonstrated that:

- a. There is clearly an established existing functional need in accordance with advice set out within PPS7 - Sustainable Development in Rural Areas, Annex A, para.4.
- b. The need relates to a full-time worker, or one person solely or mainly employed locally in agriculture or forestry.
- c. The proposed dwelling is of a size commensurate with the functional requirement and financial capabilities of the enterprise.
- d. Wherever possible, the dwelling is sited within, and designed in relation to the main farm building complex, or a nearby group of dwellings.

Where permission is given for such dwellings, occupation of the dwelling will be restricted 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 by condition. The removal of an occupancy condition will only be permitted where it has been proven through marketing of the property, that there is no longer a 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 dependants.

3. Other Housing within Settlement Boundaries

Subject to proposals being in accordance with all other relevant policies within the LDF, and being on brownfield land, residential development will only be permitted within the defined settlement boundaries and village insets defined on the Proposals Map. Limited infilling, in a small gap within an otherwise built-up frontage in Chaddesley Corbett may also be permissible. Exception sites may be identified through the parish planning process and the areas of search will be focussed on the defined settlement boundaries or infill opportunities within established villages containing a range of services.

In addition to the clauses outlined above, residential development will also be permitted where it is in accordance with relevant rural development or Green Belt policies.

Rural Exception Sites

4.16 Rural exception sites are sites where general market housing would not normally be acceptable, which provide affordable housing in rural areas. Such sites may only come forward where there is a need for affordable housing as identified through a Parish Housing Needs Survey.

4.17 PPS3- Housing, recognises the particular difficulties in securing affordable housing provision within rural areas, although all areas of Wyre Forest District are within easy reach of one of the the District's three towns. House prices within Wyre Forest District's rural areas are traditionally higher than those for comparable properties within the three towns, this trend is reinforced by the road and rail links within the District which make it possible to commute to Birmingham for employment.

4.18 The Adopted Core Strategy sets out a policy which requires all developments of 6 dwellings or more within Bewdley and the rural areas to provide affordable housing at a rate of 30%. However, new development in the District's rural areas will be limited as the Development Strategy for the District seeks to direct new development to brownfield sites within the existing urban areas, and primarily to Kidderminster and Stourport-on-Severn. Therefore, in order to provide opportunities for the delivery of affordable housing within the rural areas, the Council considers it important to include a policy which allows for affordable housing to be developed on sites within rural areas which would not normally be considered for residential development. The criteria set out in the above policy will ensure that development is appropriate to its location and does not have any adverse impacts. In order to be in accordance with this policy, the housing developed must be to meet a need which has been clearly identified through the Parish Housing Needs Survey and must seek to address the needs of the community by accommodating households who are existing residents or who have an existing family or employment connection to the area.

Agricultural Workers' Dwellings

4.19 Both agriculture and forestry make a significant contribution to the District's economy. There can be occasions where there is a need for an agricultural or forestry worker to live on the unit, or nearby, in order to deal with 'out of hours' emergencies. Due to the location of most agricultural and forestry enterprises being within the open countryside, where planning policies would normally restrict residential development, it is important to set out detailed policy on the provision of such dwellings. Dwellings will only be permitted where they are considered to be essential and the assessment of this will depend on the needs of the particular enterprise, and not on the personal circumstances of the individual concerned.

4.20 When determining applications for agricultural workers' dwellings, regard will be had to the advice set out within PPS7 - Sustainable Development in Rural Areas, Annex A.

4.21 In considering applications, regard will be had to the existing accommodation on the farm unit. Where permission is granted for an additional dwelling and it is agreed that the additional dwelling is required for the proper operation of the unit, then the applicant will be expected to agree to retain the 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 planning obligation.

4.22 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.

4.23 Convincing evidence in 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 an occupancy condition, and that no interest has been expressed from within a reasonable travelling distance. The District Council considers that in this instance, twelve months would represent a reasonable period. The locality, is taken to mean within the District, or its adjoining Parishes.

Other Housing Within Settlement Boundaries

4.24 A number of the District's rural settlements have settlement boundaries for the purposes of allowing infill development within their boundaries. The following settlements have inset boundaries:

- Blakedown
- Fairfield (Wolverley)
- Cookley
- Clows Top
- Callow Hill
- Far Forest
- Bliss gate
- Rock
- Wilden

4.25 These boundaries are shown as insets on the Proposals Map. The settlements and boundaries have been identified and defined having regard to their size, character and form, together with the availability of local facilities.

4.26 The settlement boundaries have been drawn tight around the settlements in order to restrict any development to infill development and to prevent the growth of these settlements into the surrounding countryside. Given the residential requirement for the District and the focus on delivering the required growth on brownfield sites within the urban areas which is set out within the Adopted Core Strategy, it is not appropriate to release greenfield or Green Belt land within the open countryside for development. Acceptance of proposals for infill development within these areas will be subject to compliance with all other policies within the Local Development Framework. Sites within these boundaries will provide the preferred locations for exception sites.

4.27 Parish Housing Needs Surveys are undertaken on behalf of parish councils upon request. The housing needs survey establishes the need for affordable housing within the parish. A number of parishes within the District have undertaken Parish Housing Needs Surveys and these should be used as the basis for demonstrating need within a particular area. Policy CP04 of the Adopted Core Strategy sets out the process for bringing rural affordable housing sites forward.

Viability of Affordable Housing Requirements

4.28 This policy provides for negotiation over the proportion and type of affordable housing, to take account of any particular costs associated with the development and other viability considerations; the relative priority of other planning considerations; and the need to achieve mixed and balanced communities. In the case of financial viability considerations the following procedures will apply.

Policy 3

Financial Viability Policy

The District Council's policy on affordable housing is set out within the Adopted Core Strategy. Where an applicant considers that it is not viable to meet this requirement, it must be demonstrated that the following criteria have been met:

- a. The applicant must provide a full viability assessment which demonstrates that the required level of affordable housing is not viable. The methodology, underlying assumptions and software to be used should be agreed with the District Council in advance.
- b. Where the District Council considers it necessary to obtain independent advice to validate a viability assessment which has been submitted, the applicant will be required to meet all reasonable costs of doing so.
- c. The viability assessment should either be presented on a residual land value or profit basis which should be agreed with the District Council in advance.

4.29 Policy CP04 of the Adopted Core Strategy (December 2010) indicates that the Council will generally seek to secure affordable housing provision of 30% on sites of 10 units or more in Kidderminster and Stourport-on-Severn. Affordable housing provision of 30% will be sought on sites of 6 units or more in Bewdley and rural areas.

4.30 Where an applicant (developer) considers that there are significant cost constraints affecting a development and that these are sufficient to impede the developer meeting the Council's affordable housing policy expectations of 30%, or other planning gain requirements, the developer will be expected to demonstrate that the viability of the proposals would be jeopardised by this level of provision. The developer will be required to provide financial information in the form of a full viability assessment to enable the Council to assess the nature, extent and impact of the constraints and the level of affordable housing that could be provided.

4.31 It is recommended that the methodology, underlying assumptions and any software used to undertake the appraisal should be agreed with the Council preferably during pre-application discussions or prior to planning application stage. However, it is recognised that there are a number of software packages available for use, the industry standards being Prodev, Argus (Circle) Developer and the Homes and Communities Agency (HCA) Economic Appraisal Tool developed by GVA. However, the Council will not preclude other appraisal software or toolkits, if the viability assessment includes the level of detail required by the Council.

4.32 Where the Council needs to undertake independent advice to validate a viability assessment submitted by an applicant that seeks to justify the variation in affordable housing provision, the Council will require all reasonable costs of this independent advice will be met by the developer / applicant. All information submitted by the developer will remain confidential.

4.33 The viability assessment should be presented on a residual land value or profit basis, which takes into account various inputs, including projected sales revenues and values (including affordable housing revenue) to establish a Gross Development Value (GDV) from which Gross Development Costs (GDC) are deducted. GDC either includes; (i) a site value as a fixed input cost resulting in a developer's return or profit becoming the residual figure which is then compared to a benchmark profit level to assess viability, or (ii) alternatively a developer's return is adopted as an input cost giving a residual site value which reflects the land value that a developer would pay for the site. This residual land value should then be compared to the benchmark market value of the site.

4.34 Further guidance on the appraisal inputs and supporting evidence required is set out in at Appendix C.

Flat Conversions

4.35 The District has a number of larger properties for which the original use may no longer be viable. Sub-dividing such buildings into smaller residential units can secure the future of such buildings, however it needs careful consideration to ensure that proposals safeguard the character of the area. This policy serves to ensure that any such development does not have a detrimental impact on the character of the area and the quality of life of existing residents.

Policy 4

Flat Conversions

Proposals for the conversion or sub-division of existing buildings into flats will be considered having regard to the intensity of the proposed use and the accessibility of the location to shops and other services.

Within defined settlement boundaries, proposals will be supported provided that:

- a. Conversion is not detrimental to the appearance of the building and the building and plots are of a suitable size for conversion.
- b. Appropriate provision is made for parking, cycle parking, private amenity space and refuse storage.
- c. The proposal will not be detrimental to the character of the street.
- d. The internal layout minimises noise disturbance and overlooking to neighbours.
- e. The proposal will provide a satisfactory living environment for prospective occupiers in terms of recreational space and parking provision.

4.36 The sub-division of existing dwellings can be a suitable means of providing smaller accommodation. Where the existing dwelling is important to the character of the area, conversion into flats can secure the future of the building. However, it is important that the conversion of larger homes into flats does not have a detrimental character on the area. The intensification of the use of the building can lead to detrimental impacts for neighbouring properties including increased levels of noise and issues associated with an increased number of vehicles at the property.

4.37 Adequate parking provision should generally be made within the curtilage of the dwelling. However, in town centres, parking requirements may be relaxed where this is not possible or desirable.

Specialist Housing

4.38 This policy sets out the District Council's approach to providing appropriate accommodation for older people and other specialist forms of residential care. This is considered to be a locally important issue because the District has an ageing population.

Policy 5

Specialist Housing

The District Council will support applications for residential homes and extra-care units where it is demonstrated that:

- a. They offer their residents and staff easy access to a range of services, particularly access to appropriate community facilities, including healthcare, by foot or by public transport.

- b. They will have minimal impact on adjacent occupiers, local character and the local highway network.
- c. They have adequate amenity space and sufficient parking provision for staff and visitors.

Proposals must also be in accordance with all other relevant policies with the Local Development Framework.

4.39 Whilst the provision of Lifetime Homes will ensure that people are able to stay in their own homes for longer, it is also recognised that there is a need for specialist accommodation for the elderly.

Accommodation for Dependants

4.40 This policy sets out the specific criteria which proposals for accommodation for dependants are required to meet in order to ensure that they do not lead to new residential development occurring where it would not normally be permitted.

Policy 6

Accommodation for Dependants

The development of accommodation for elderly or disabled dependants will be supported subject to the following criteria being met:

- a. Accommodation should be provided by way of an extension which is physically incorporated into the existing dwelling with a shared entrance and strong links at both the ground floor and first floor.
- b. The dwelling and annex should share vehicular and pedestrian access and the extension should usually only incorporate one bedroom.

4.41 The District has an ageing population and as a result of this, the District Council processes a number of applications for 'granny flats' each year. Whilst the provision of such developments can be a useful way of meeting the accommodation needs of elderly, disabled or sick relatives, it is important to ensure that annexes do not become physically separate dwellings where new dwellings would not normally be permitted. In order to achieve this, this policy sets out strict criteria which will be applied when determining applications for accommodation for dependants. All proposals must conform to the other policies included in the LDF

Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

4.42 As set out within the Adopted Core Strategy, the District Council is required, through their Local Development Framework to allocate sites to meet the needs of Gypsies, Travellers and Travelling Showpeople. Within the context of policy CP06 of the Adopted Core Strategy, this DPD will allocate the specific sites to meet the identified need.

Summary of Issues and Options Responses

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

- Pleased to see that the document addresses the allocation of Gypsy and Traveller sites.
- Development with inadequate drainage would not be supported.
- Do not believe that any of the sites identified as possible residential locations are suitable for Gypsy and Traveller sites, instead, further provision should be located within the Sandy Lane area.
- It is important that the Gypsy and Traveller community are engaged in the process of identifying sites.
- More sites should be allocated than are needed, in accordance with RTP1 Good Practice Note 4.
- Consider that the Gypsy population should be consulted directly.

Relevant Adopted Core Strategy Policies

CP06: Providing Accommodation for Gypsies, Traveller and Travelling Showpeople

Policy 7

Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

The following sites, as shown on the Proposals Map, 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 (Private Site)
- Site D - Broach Meadow, Stourport-on-Severn (Private Site)
- Site E - Broach Meadow, Stourport-on-Severn (Private Site)
- Site F - Broach Meadow, Stourport-on-Severn (Private Site)
- Site G - Sandy Lane, Stourport-on-Severn (Private Site)

In addition to the sites identified above, new sites for the accommodation of Gypsies, Travellers and Travelling Showpeople will be identified in order to meet the need identified through the Gypsy and Traveller Accommodation Assessment . Sites will be identified in the Publication document.

4.43 Gypsies form a large ethnic minority group within the District's population and it is important to safeguard the existing sites within the District. The majority of families are concentrated in locations around Sandy Lane, Stourport-on-Severn and a large number of settled travellers live within the Oldington and Foley Park ward of Kidderminster.

4.44 The South Housing Market Area Gypsy and Traveller Accommodation Assessment has identified a need for 30 pitches to be provided within the District over the next 5 years. A number of these pitches have already been provided through the Development Control process and therefore, 23 Pitches will need to be allocated through this DPD.

4.45 In addition to the existing provision, the Adopted Core Strategy sets out a criteria based approach to selecting new sites for Gypsy and Traveller accommodation and as such, this DPD will allocate sites based on these criteria to meet the identified need.

4.46 A study is currently being undertaken by consultants in order to identify potential sites for Gypsy and Traveller sites. The study will look at the existing policy context for the provision of sites, along with other background information including data on existing sites. Site surveys will be undertaken to identify areas and sites which may potentially be suitable. The consultants will then engage with key stakeholders and the Gypsy and Traveller communities on order to short list potential sites. The consultants will recommend sites for allocation with specific consultation to be undertaken on the preferred sites for Gypsies, Travellers and Travelling Showpeople later this year.

Community Facilities

4.47 The provision of community facilities is essential to the quality of life of local residents. Good quality facilities should be available in accessible locations so that their use is maximised. But it is also essential that facilities in the rural areas are safeguarded wherever possible.

Summary of Issues and Options Responses

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

- Need to safeguard existing community facilities but recognise that localities and requirements may change over time.
- Existing educational facilities should be safeguarded from other uses (including generally playing fields).
- Kidderminster Hospital should be safeguarded for healthcare uses.

Relevant Adopted Core Strategy Policies

- CP07: Delivering Community Wellbeing

Links to the Sustainable Community Strategy

4.48 The Sustainable Community Strategy supports the provision of community facilities in order to promote community cohesion and enhance well-being.

Community Facilities

4.49 The Adopted Core Strategy, through policy CP07 provides strong support for the retention of existing community facilities as well as support for improvements or enhancements. A number of sites which currently contain community uses have been put forward as potential development sites (see Part B). The use of such sites for residential development is covered in the Sites for Residential Development Policy (Policy 1).

Educational Sites

4.50 In April 2005 Worcestershire County Council took the decision to implement the 'Wyre Forest schools review'. That decision introduced significant changes to the school system and culminated in moving 45 three-tier schools into just 30 two-tier schools. In August 2007, all 45 first, middle and high schools were closed, and then just 30 primary and secondary schools were opened in September. All middle schools and a handful of primary schools were closed permanently.

4.51 Wyre Forest District was also part of the Building Schools for the Future (BSF) programme. As a result of the cancellation of some 700 BSF projects across the country, the District has now lost the rebuild or partial rebuild of five secondary schools. Wyre Forest schools

are part way through this major schools reorganisation but the implications of the BSF cancellation are widespread and as a direct result of the cancellation a total of 11 schools in Wyre Forest face an uncertain future regarding their accommodation.

4.52 Therefore, future planning policy for development at educational sites needs to remain flexible to enable the opportunities for the reorganisation to occur, whilst still taking into account the other policies within the plan.

Policy 8

Educational Sites

Within the areas identified for educational use, proposals will be supported, providing they:

- a. Do not form part of a playing field or sports pitch, or if they do that compensatory provision can be provided in a more preferable location; or
- b. Complement the education function of the site; or
- c. Demonstrate that there is no longer a need for the land or buildings to meet education requirements or wider community needs; and
- d. Do not diminish the amount of recreational open space within the locality; and
- e. Are compatible with neighbouring or adjoining uses

4.53 The education policy seeks to provide a positive framework to enable sites to develop to meet their educational needs. It also provides flexibility to consider other supportive uses and to enable the opportunity to consider alternative options, if the educational use of the area is no longer required, which is a really important concept under the backdrop of the current reorganisation of sites.

New school development, Stourport-on-Severn



5 A Good Place to do Business

5.1 One of the Government's key overarching objectives is sustainable economic growth. National policy outlines that Local Planning Authorities should positively and proactively encourage sustainable growth through:

- implementing flexible policies
- prioritising previously developed land
- identifying a suitable portfolio of sites
(PPS4 - Planning for Sustainable Economic Growth, Policy EC2)

5.2 The vision, strategic objectives and development policies within the Adopted Core Strategy reflect the national policy approach and provide the framework for the continued prosperity and evolution of the District's economy. The implementation of this strategy will be provided through the allocations and policies included within this document.

Employment Context

5.3 Due to the historic influence of manufacturing within the District, and particularly in Kidderminster, there are a number of potential opportunity sites that currently exist within the area. Diversification of the District's economy has occurred steadily over the years and the allocation of appropriate and suitable sites to enable this trend to continue is an important element of this document. Key to enabling businesses to grow and develop is providing a portfolio of sites to meet the diverse needs of different companies. The preferred allocations seek to provide the sites to meet the requirements of the Adopted Core Strategy, but more importantly to meet the diverse needs of the District's existing companies whilst also looking to attract new businesses to the area.

5.4 The Adopted Core Strategy identifies the need to plan for an additional 44 hectares of employment land over the plan period (2006 – 2026). The Development Strategy directs the majority of new employment land to the most sustainable settlement, Kidderminster, with a particular focus on the town centre and the Stourport Road Employment Corridor (SREC).

5.5 This level of development therefore provides the basis for the preferred option allocations, which are identified below. However, like the residential allocations, it is important that completions and commitments from 2006 are also taken into account.

Available Industrial Units



Employment Land Allocations

Summary of Issues and Options Responses

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

Employment Land

- Policies should reflect PPS4 - Planning for Sustainable Economic Growth and recognise that economic developments can be considered land uses that 'are major employment generators'.
- There needs to be a balanced portfolio of employment land within the District, which includes the retention of existing important Employment Sites. Within this there is a need to have a diverse list of allocated sites to provide appropriate alternatives for businesses. Sites should be diverse in nature, size and location with alternatives safeguarded so that they are not lost to alternative uses thus providing certainty to developers and existing and future occupiers alike.
- In addition to the traditional employment sites there are a number of other employment opportunities likely to continue or emerge over the plan period and where possible sites should be identified to accommodate future trends.
- The recycling of redundant employment land for employment uses should be promoted but not the development of greenfield sites.
- Employment opportunities through the redevelopment of surplus land within identified sites and the reuse of existing buildings within rural areas should also be promoted.
- The British Sugar Site should take advantage of the proximity to the railway line through any redevelopment.
- Encouragement should be given to agriculture and small scale rural employment opportunities that do not damage the landscape.

Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS03: Market Towns
- DS04: Rural Regeneration
- DS05: Phasing and Implementation
- CP08: A Diverse Local Economy

Links to the Sustainable Community Strategy

5.6 A key theme in the Sustainable Community Strategy is 'Economic Success that is Shared by All'. This theme recognises the importance of providing a range of jobs and includes a number of priorities centred around boosting the economy of the District, attracting employers, increasing the skills base within the District and ensuring that residents have access to a range of jobs locally.

Employment Land

5.7 To achieve sustainable growth within the District we need to create opportunities for people to work. The planning system cannot control how many jobs are made available, but it can ensure that the right amount of suitable land is available to attract business to the District and enable existing businesses to grow. The purpose of this section is to allocate and safeguard a range of different sized sites, in a number of locations that are attractive for businesses.

Proposed Employment Land Allocations

5.8 The preferred option regarding employment allocations has been guided by a number of factors. Firstly, the Development Strategy and associated policies contained within the Adopted Core Strategy has focussed the approach to new development. However, these are just proposed new allocations and it is important to remember that existing sites provide a key layer of employment within the District and also need to be safeguarded.

5.9 The following policy outlines the sites preferred for allocation for employment / economic development over the plan period. These sites, along with the areas identified for safeguarding for continued employment use, should enable the District to maintain and attract businesses within the area and provide a balanced portfolio of sites into the future.

Policy 9

Employment Land Allocations

The following sites are allocated for employment development use over the plan period:

- Former British Sugar Site - approximately 12ha.
- Former Romwire Site - approximately 5ha.
- Former Lea Castle Hospital Site (This site is subject to review as part of the consultation process, see Policy 56)

These sites will help to meet the need for new employment floorspace. The development of these sites will need to be in line with the site specific assessments identified in Part B.

5.10 The above sites would provide for a total of at least 17 hectares of employment / economic development over the plan period to bring the total amount of land supplied over the plan period to approximately 44 hectares. The specific sites chosen for allocation are in direct conformity with the Development Strategy of the Adopted Core Strategy. The site specific policies for these areas are identified in Part B of the document.

5.11 The allocation of these particular sites does not preclude new proposals from coming forward and often the intensification of existing employment areas provides important new business opportunities. Any development of this type is promoted via Adopted Core Strategy policy CP08.

5.12 It is considered that along with the protection of important existing sites and the smaller windfall developments that are generated through the intensification of existing sites, the proposed allocated sites will provide sufficient employment land to meet the District's needs over the plan period.

Rural Employment Opportunities

5.13 Aside from the allocated sites, it is proposed through the Adopted Core Strategy that appropriate schemes for rural businesses and farm diversification will be supported, subject to material considerations. It is anticipated that further developments in the rural areas will come forward during the plan period, which will also help to improve the economy of the more rural parts of the District. Whilst this document will not allocate sites for this specific purpose there is already support for sustainable rural diversification, in line with policy DS04 of the Adopted Core Strategy. The more detailed development management approach regarding the conversion of rural buildings for this purpose, is managed through the Rural Development section of the document.

Employment Site Retention

5.14 The Adopted Core Strategy recognises that the District's existing employment areas, primarily the main industrial estates, will continue to play a crucial role in the economy of the area. These employment areas not only provide space for current employers and business they also provide opportunities for new investment and rejuvenation, through intensification or re-use. It is therefore the Council's preferred option that the following sites are allocated for continued employment use throughout the plan period.

Kidderminster

Site Ref	Location	Size (ha)
	Brintons, Stourport Road	5.40
	Coppice Trading Estate, Stourport Road	2.89
	Firs Industrial Estate, Stourport Road	8.65
	Foley BusinessPark, Stourport Road	6.6
	Foley Industrial Estate, Stourport Road	6.59
	Lisle Avenue, Stourport Road	3.85
	Oldington Trading Estate, Stourport Road	6.44
	Vale Industrial Estate, Stourport Road	3.90
	Folkes Forge, Stourport Road	5.75
	Finepoint, Walter Nash Road, off Stourport Road	7.30
	KlarkIndustrial Park, Walter Nash Road, off Stourport Road	0.59
	Former Cermaspeed (now TP Toys), Zortech Avenue , off Stourport Road	3.22
	Hoo Farm, Worcester Road	22.56
	Easter Park, Worcester Road	3.11
	Summerfield (land within WFDC), Worcester Road	34.49
	SpennellsValley Estate, Chester Road South	4.18
	Brockway Carpets, Chester Road South	1.14
	Hoobrook Industrial Estate, Worcester Road	9.88
	Worcester Road Industrial Estate, Worcester Road	11.16
	Meadow Mills Industrial Estate, Dixon Street (KCAAP)	1.67
	Puxton Mill, Puxton Lane	1.44
	Greenhill Industrial Estate, Birmingham Road	4.43

Stourport-on-Severn

Site Ref	Location	Size (ha)
	Sandy Lane Industrial Estate, Worcester Road	18.02
	Wilden Lane Industrial Estate, Wilden Lane	6.38
	OGL, IBM, Substation, Worcester Road	3.2
	Thomas Vale, Worcester Road	1.3

Site Ref	Location	Size (ha)
	Riverside Business Centre, Baldwin Road	3.09
	Morgan Technical Ceramics, Bewdley Road	4.20

Bewdley and Rural

Site Ref	Location	Size (ha)
	Rushock Trading Estate, Droitwich Road	10.52

5.15 These sites form a vital part of the District's economy and are proposed to be allocated for continued economic use. The sites, along with the sites to be allocated for new economic development, form the District's portfolio of employment land and provide certainty and opportunity for existing and new businesses to locate within the District. The future management of these employment areas will be delivered through the Adopted Core Strategy policy CP08.

Retailing

Summary of Issues and Options Responses

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

Retailing

- Kidderminster Town Centre should remain the focus for leisure, retail, employment and housing development
- There should be a priority for retaining current retail space.
- The retail area of Bewdley should include the Fire Station and medical centre to allow comprehensive redevelopment of the Load Street Car Park for mixed uses.
- The effect of introducing larger-scale retail developments must also address potential impacts on the overall regeneration of the town centres.
- As far as possible existing retail frontages should be retained as such.
- There was general support for the proposed retail designations included in the Issues and Options paper.
- Small scale office developments fit well into town centres, above or behind shops. "Evening economy" leisure developments also fit well in or around town centres.

Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS03: Market Towns
- DS04: Rural Regeneration
- DS05: Phasing and Implementation
- CP09: Retail and Commercial Development

Links to the Sustainable Community Strategy

5.16 The Sustainable Community Strategy recognises the importance of providing safe and convenient retail facilities within the three towns, particularly within the District's main town, Kidderminster. The strategy recognises the important role of retailing within the District's economy.

Retailing

5.17 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. It is considered vital that the retailing areas are protected and enhanced through positive planning policy which safeguards the integrity of the shopping area whilst also providing flexibility to consider appropriate diversification of the current offer.

5.18 National planning policy in the shape of PPS4 - Planning for Sustainable Economic Growth, identifies that local planning authorities should pro-actively plan to promote competitive town centre environments and provide consumer choice. Key to ensuring this is supporting a diverse range of uses and planning for a strong retail mix and offer that meets the needs of the local catchment area. The proposed policy seeks to support businesses and conserve and enhance the established character and diversity of the town centres.

5.19 PPS4- Planning for Sustainable Economic Growth, also requires local authorities to define the extent of the following on the Proposals Map:

- **Primary Shopping Area:** Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).
- **Primary Frontage:** Primary frontages are likely to include a high proportion of retail uses.
- **Secondary Frontage:** Secondary frontages provide greater opportunities for a diversity of uses.

5.20 The purpose of identifying primary shopping frontages within the town centres is to maintain their attractiveness as shopping destinations, as a concentration of retail facilities contributes strongly to the vitality and viability of a centre. It also helps to ensure the continued availability of a wide range of shops that can be accessed by a choice of transport modes. It is therefore vital that these areas are safeguarded and preserved to enable them to continue to function in an appropriate manner. The preferred option for the designation of retail areas can be seen on the accompanying maps.

5.21 Within towns there are developments which are classed as 'edge-of -centre' and those that are classed as 'out-of-centre'. For clarity, the definition is as follows:

- **Edge-of-Centre:** For retail purposes, a location that is well-connected to and within easy walking distance (i.e up to 300 metres) of the primary shopping area. For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, local topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size of the town centre. A site will not be well-connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed pedestrian route which provides safe and convenient access to the centre.
- **Out-of-Centre:** A location which is not in or on the edge-of-centre but not necessarily outside the urban area

5.22 These remain important classifications for determining the suitability of new retail proposals and provide clarity for the focus of the sequential approach. For the avoidance of doubt, the definition of 'Town Centres' for retailing purposes is considered to be the boundary of the Primary Shopping Areas.

5.23 Throughout the retail section of the document, a number of policies have regard to a threshold of 250 sqm (net)⁽⁵⁾ This permissive approach towards small scale development is a local initiative to provide flexibility to existing retailers and to promote appropriate community shopping facilities.

Kidderminster

5.24 Within the District there is a clear retail hierarchy, which is outlined within the Adopted Core Strategy. The main retail centre of the District is Kidderminster and this town is the focus for retail growth during the plan period. The issues and challenges for retailing in Kidderminster as well as the boundaries of the retail areas are detailed within the Kidderminster Central Area Action Plan DPD. However the aims and focus for retailing are proposed to be managed primarily through this development management section as many of the guiding principles are pertinent to all three towns.

Stourport-on-Severn

5.25 Stourport-on-Severn is the second largest retail centre within the District. This market town accommodates a number of uses in relation to retailing. This includes a number of shops, often independent traders, located primarily along High Street and Lombard Street, which provide important shopping facilities to meet local needs. The town also has a number of tourist attractions and associated leisure and restaurant facilities which tend to be located around Bridge Street to the south of the main retail area. The preferred approach to retailing within Stourport-on-Severn is identified in the Adopted Core Strategy with provision to meet local needs and to safeguard the existing retail areas.

5.26 There do remain, however, some existing proposals and sites that could contribute to further retail provision but these are discussed further under the sites section in Part B.

Bewdley

5.27 Bewdley is the smallest of the towns within the District and its retailing function reflects its size and role within the area. The retail core is compact and focussed on Load Street. Bewdley provides an important top-up shopping destination with a range of convenience goods and services. However, the retail centre is fairly small and given the limited role and function of Bewdley Town Centre for retailing, coupled with its historic form and character, the scope for further retail development is limited. There may however be scope for some limited retail development as part of any redevelopment of Load Street Car Park, which is discussed further under the sites section in Part B.

5.28 The preferred option, therefore, to the designation of the retail areas will be indicated on the proposals map with the approach to the future management of retailing within the District to be managed through the following policy framework.

⁵ Net Floorspace: The area within the shop or store which is visible to the public and to which it has access, including fitting rooms, checkouts, the area in front of checkouts, serving counters and the area behind used by serving staff, areas occupied by retail concessionaires, customer services areas, and internal lobbies in which goods are displayed; but not including cafes and customer toilets.

Policy 10

Town Centre Retail

Boundaries of the Primary Shopping Area (PSA) and Primary and Secondary frontages for each Town Centre are defined on the accompanying plans.

Sequential Approach and Impact Test

Large scale retail development (2,500sqm net and above) should be targeted towards Kidderminster as the strategic centre of the District.

Proposals for new retail development (of more than 250sqm net), or proposals regarding the removal of conditions, will only be permitted where a sequential approach has been followed and it is demonstrated that:

- a. It is within the Primary Shopping Area.
- b. If edge-of-centre, that there will not be an adverse impact on the existing centre and that the proposals can not be accommodated within the Primary Shopping Area.
- c. If out-of-centre, that there will not be an adverse impact on the existing centre and that the development is not capable of being located in a sequentially preferable location.

The impact of new retail proposals will be carefully assessed using the policies and guidance contained in PPS4 - Planning for Sustainable Economic Growth, and the accompanying good practice guide.

Primary Shopping Frontage

Within the defined Primary Shopping Frontage⁽⁶⁾ development proposals for retail use (A1-A5) will be permitted where:

- i. The scale and type of development proposed is directly related to the role and function of the centre and its catchment area and it contributes to the provision of a safe environment;
- ii. There would be no adverse impact on the vitality and viability of the centre or other centres;
- iii. They do not result in an adverse cluster of non-retail (A1) uses or unduly fragment the retail area
- iv. They provide an active frontage and are open for business during the day

Secondary Shopping Frontage

Within the Secondary Shopping Frontage proposals for other town centre uses⁽⁷⁾ that contribute to the the vitality and viability of the area will be considered favourably subject to public safety, environmental and amenity considerations.

6 for Bewdley, this is the Primary Shopping Area

7 PPS4 - Planning for Sustainable Economic Growth, defines town centre uses as: retail development; leisure, entertainment facilities and the more intensive sport and recreation use (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)

Other Considerations

Development proposals involving the sale of food and drink must not have an adverse impact in terms of:

- Residential amenity
- Pollution (light, litter, noise)
- Crime and disorder

Residential development within the retail areas will be specifically supported where this is above ground floor

5.29 The Adopted Core Strategy identifies that Kidderminster will be the primary location for new retail development. It is proposed that any further retail development should be directed towards Kidderminster in the first instance, with only developments to meet local needs being allowed within the Market Towns. The Adopted Core Strategy also stresses the importance of the sequential approach to site selection and this is relevant to all three of the main towns within the District. Furthermore, the impact of proposals and ensuring that current retail areas are safeguarded and maintained is also a relevant consideration for future retail provision within the three towns.

5.30 Proposals involving a change of use of ground floor premises in the Primary Shopping Frontage must complement the retail offer and must not lead to an over dominance of non-retail uses or 'dead' frontage, which would detract from the overall retail experience. 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 not be permitted. In order to prevent the fragmentation of the shopping frontage, no more than two non-retail (A1) uses shall be adjacent to each other.

5.31 It is proposed that greater flexibility for main town centre uses will be allowed within the secondary shopping frontages where the retailing element can be more peripheral and a greater mix of uses can help to improve the overall vibrancy of an area.

5.32 Proposals involving the removal of conditions can also have a detrimental impact on the existing retail areas. Many of the existing retail areas outside of the Primary Shopping Area are restricted in terms of the range of goods to be sold with many being restricted further to prevent sub-division into several smaller units. It is considered important that these areas remain restricted in this way in order to prevent the migration of town centre retailers and to protect the vitality and viability of the existing centres.

5.33 Proposals specifically regarding food and drink bring their own issues and challenges. 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. The policy therefore seeks to ensure that premises for the sale of food and drink have due regard to community safety and local amenity.

Local Centres, Village Centres and Other Groups of Shops

5.34 Local shops and other services play a vital role in promoting communities' sustainability by helping to meet everyday needs and reducing the need to travel. The Council is therefore keen to ensure that the loss of existing retail areas is resisted, where possible.

5.35 The local centres, village centre and other groups of shops are identified on the associated plans. Within these areas the following preferred approach to development management is identified:

Policy 11

Protecting and Enhancing Local Retail Services

Development proposals should not result in a reduction of premises for convenience retail use in a settlement or neighbourhood, unless it can be demonstrated that there is no reasonable prospect of that service or facility being retained or restored. In considering this regard will be had to the availability of other convenience retail facilities locally (within 500m).

Support will be given for new development proposals for the conversion or extension of existing facilities which are designed to improve their viability, and subject to the proposal not exceeding 250sqm net.

Outside of these identified areas, support will also be given for the development of new A1 retail uses of less than 250sqm net where:

- a. there is an identifiable local need within residential areas or villages.
- b. it can be located on previously developed land.
- c. it would not cause adverse impact to the local amenity.
- d. it would not undermine the retail strategy or viability of existing centres.

5.36 The loss of convenience retail facilities in a settlement or neighbourhood can have a serious impact upon people's quality of life and potentially harm the overall vitality of the community. With an increasing proportion of elderly people in the population access to locally based retail services will become increasingly important, reflecting lower mobility levels. In identified centres, proposals that would result in a significant loss of facilities could also have a serious impact upon the vitality and viability of that centre as a whole due to their role in providing a range of facilities for the surrounding area.

5.37 In considering proposals to reduce the availability of a convenience store in an identified centre, where there is no other convenience retail provision within a 500 metre radius, applicants would need to identify why the unit is no longer considered to be viable to be retained in its current form. Furthermore, they would be expected to consider the potential for other community uses to be established prior to any other use (e.g. Residential) being considered.

Other forms of Retailing

5.38 There are other forms of retailing that do not lend themselves to being sited within designated areas or neighbourhoods, yet they often make an important contribution to the local economy. It is important that the focus for new retailing remains in the most sustainable locations,

following a sequential approach, but there is a recognition that other forms of retailing also need consideration. The following policy is therefore proposed to manage applications for 'specialist retailing'.

Policy 12

Specialist Retailing

Retail developments on employment areas (factory outlets) will not be permitted unless they are small scale uses related to or an ancillary part of a business use.

Proposals for convenience retailing associated with petrol stations will be permitted where this is clearly an ancillary function to the main use; is for convenience goods; and the floorspace is less than 250sqm net.

Other forms of specialist retailing, including farm shops, garden centres and similar outlets selling goods manufactured on-site, will be permitted where the retail element is ancillary to the main use. Extensions to existing operations 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.

All proposals will need to have regard to the potential highways issues which would affect this type of development.

5.39 There are a number of locations within the District where a retail elements exist as an ancillary element of another use. This includes outlet shops in employment areas, petrol filling stations, garden centres, and farm shops.

5.40 The retail function of shops in existing employment areas is something that provides a different element to the retailing of the local economy. It is important, however, that any future proposal remains ancillary to the existing use so as to not undermine the primary role of the employment areas.

5.41 With the loss of many traditional independent retail outlets, the operators of roadside petrol stations have often provided for the convenience needs of the localities. Although a potential good source of top-up shopping, the locations of these shops, due to their main activity do not tend to be within existing neighbourhoods. It is therefore proposed that the role that future petrol filling stations play in providing retail facilities is controlled.

5.42 Traditionally, many farms have sold produce grown on the farm to the general public, sometimes from farm buildings and in more recent years from 'farm shops'. Due to the potential impact of the development of farm shops it is proposed that the role of the shops be limited to agricultural produce originating from the farming unit and its immediate environment. If non-local agricultural produce is required to be sold (for example to combat the issue of seasonality) then this should remain subsidiary to the sale of local agricultural produce. The sale of a wider range of goods would not be permitted as it is considered to be inappropriate for farm shops.

5.43 Like many farm shops, garden centres were also established as an ancillary function to agricultural (horticultural) production. However, such has been the growth in the leisure sector 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 as to why these facilities cannot be located within more urban areas.

5.44 Where rural garden centres do exist they often have a valuable role to play in the local economy. 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 such facilities remain predominantly ancillary to horticultural production.

Market Towns

Town Centres

5.45 The Market Towns of Stourport-on-Severn and Bewdley provide a vital role in providing services and facilities for the local community as well as attracting a significant number of visitors in their own right. The importance of the Market Towns in the District is reflected in policy DS03 of the Adopted Core Strategy which provides the strategic framework for considering development within the Market Towns. This strategy has helped to inform the Council's preferred option for further site specific policies and development management of Stourport-on-Severn and Bewdley town centres.

5.46 Each of the towns and the proposed development management policies are discussed in more detail below.

Stourport-on-Severn

5.47 Stourport-on-Severn is the second largest settlement within the District, with approximately 20,000 people living within the town. The historic centre of Stourport-on-Severn provides a wide range of services, facilities and activities. It is considered that the continued protection and enhancement of Stourport-on-Severn town centre will play a key role in the future development of the settlement.

5.48 Some of the key considerations for the central area of Stourport-on-Severn are:

- To continue to build on the recent successes of redevelopment and regeneration within and around the central area.
- To preserve and enhance the retail offer within the town.
- To build on the role of Stourport-on-Severn as a tourist destination.
- To conserve and enhance the historic environment.
- To expand the consumer base through additional residential development within the town.

Redevelopment Sites

5.49 A number of redevelopment sites within the central area of Stourport-on-Severn were allocated through the Adopted Local Plan of 2004. These sites offered the potential for sustainable regeneration of vacant and underused areas of land close to the centre of Stourport-on-Severn. More recently, these opportunity sites have provided the catalyst for the rejuvenation of this area of the town and it is considered that this should continue to be supported through this document. The sites identified as mixed use regeneration opportunities are as follows:

- Parsons Chain
- Carpets of Worth (formerly STC.2)
- Cheapside (formerly STC.3)
- Bridge Street Basins Link (formerly STC.4)
- Morgan Technical Ceramics and former Midland Industrial Plastics site
- Swan Hotel and Working Men's Club
- Sion Gardens
- Baldwin Road
- Tan Lane and County Buildings

5.50 The site specific policies for these areas are contained in Part B of the document.

Bewdley

5.51 Bewdley is the smallest of the three towns within the District with a population of approximately 9,000. It is a historic Georgian town located on the banks of the River Severn.

5.52 Some of the key considerations for the central area of Bewdley are:

- To protect and enhance the retail offer within the town.
- To conserve and enhance the historic environment.
- To consider the redevelopment potential of the Load Street Medical Centre and surrounding area.
- To build on the role of Bewdley as a tourist destination.

5.53 The main regeneration opportunity within Bewdley is:

- Load Street Redevelopment Area.

5.54 This site provides the potential to consider a mixed use development incorporating business, retail and community uses in the central area of Bewdley. The preferred option for this site is detailed in Part B.

Development Management for the Market Towns

5.55 The Adopted Core Strategy provides the thrust for the future development of the Market Towns. Policy DS03 of the Adopted Core Strategy and the other site specific policies within this document, for the various areas of the towns, are considered to provide the appropriate policy framework for managing development in Stourport-on-Severn and Bewdley over the plan period.

Sustainable Tourism

5.56 The Government's tourism policy launched in March 2011 identifies that "Tourism is a tremendously important sector of the UK's economy". This is especially true within the Wyre Forest where approximately 10% of jobs are related to the tourism industry, as identified below.

Tourism related jobs in Wyre Forest – Time Series ⁽⁸⁾

Year	Wyre Forest %	West Midlands %	Great Britain %
1998	6.4	6.4	7.4
1999	7.9	6.7	7.7
2000	6.9	6.6	7.6
2001	8.1	6.9	7.8
2002	8.5	7	8
2003	9.9	6.9	8.1
2004	8.1	7.4	8.2
2005	6	7.5	8.1
2006	9.3	7.7	8.3
2007	10.5	7.7	8.2
2008	9.7	7.4	8.2

5.57 Jobs within the tourism industry in the District have consistently been above the national average and in 2008 accounted for nearly 10% of the total jobs within the District. The importance of the industry is clear to see and it is important that future planning policy protects and enhances this aspect of the economy. The planning system can have a significant impact on the tourism sector's ability to grow in response to future demand, and to protect the natural and historic assets on which the industry is based. A tension therefore exists between having a planning system that is flexible, so as to provide adequate opportunities for growth, and one that is strong enough to prevent inappropriate development that would limit tourism potential and cause an adverse impact on the District.

5.58 The Adopted Core Strategy provides an overarching policy that provides support for sustainable tourism proposals. This document builds on this strategic policy and provides further policy support for the three main tourist attractions within the District, which are the Severn Valley Railway, the West Midlands Safari and Leisure Park and the Wyre Forest. In order to maintain the role and function of these destinations, the following development management policy is proposed:

⁸ Source: ONS Annual Business Inquiry employee analysis, 2008.% is a proportion of total employee jobs (Employee jobs excludes self-employed, government-supported trainees and HM Forces)

Policy 13

Supporting Major Tourist Attractions

Severn Valley Railway

Proposals that enhance the role and function (including visitor attractions and facilities and maintenance facilities subject to their impact on the surrounding landscape) of the SVR will be supported. Proposals to link the Severn Valley Railway with other sites along the route will also be fully supported.

West Midland Safari and Leisure Park

Any proposal for major development within the Park will need to be considered on a comprehensive basis in the context of a Planning brief and Masterplan for the whole site. Piecemeal development and any proposals which conflict with the terms of the Planning Brief and Masterplan will not be permitted. The Council will consider applications for development at West Midland Safari and Leisure Park favourably, where such development would upgrade and improve the viability of the attraction; are appropriate to its function as a major tourism destination; make a positive contribution to the local economy; and are acceptable taking into account its location within the Green Belt.

The Wyre Forest

Future development proposals that enhance the tourism and leisure role of the Wyre Forest will be supported. Proposals will need to ensure that they respect the landscape, biodiversity and setting of this ancient woodland and proposals that cause adverse impact on the area will not be permitted. Development proposals that link to the Forest, but are not necessarily within the forest boundaries will also be supported, subject to proposals conforming to other policies within the plan.

5.59 The Council is keen to ensure that the District's appeal as a tourist destination is retained and enhanced throughout the plan period. Key to ensuring this trend continues is providing support for proposals that build on the success of existing assets. Policy CP10 of the Adopted Core Strategy provides in principle support for existing and potential new tourism ventures. However, it was considered that the three main tourism attractions within the District required a further site-based policy. The attractions are all identified further below.

Severn Valley Railway

5.60 The Severn Valley Railway (SVR) is a heritage railway line running steam trains between Kidderminster and Bridgnorth (in Shropshire), a distance of 16 miles. The railway is not currently a commercial line but provides a real draw for visitors and enthusiasts alike. The potential exists to open the line to commercial services in the future. The route of the railway follows closely the course of the River Severn for most of its journey.

5.61 The route is now a major national and international tourist attraction and carries approximately 250,000 passengers annually. Given the potential impact on the District that the SVR provides it was considered important to provide a flexible policy framework that safeguarded the existing railway operations whilst providing support for additional development proposals.

5.62 The line of the SVR runs through the District and therefore support will be given to proposals to link this route with other sites that lie adjacent to the tracks where additional benefit in terms of sustainable transport and improving the tourism offer could be realised.

5.63 The SVR is a key attraction for tourists and provides a real economic draw into the District. The continued support for operations along the railway is provided within this policy, recognising the important role that the railway provides as both a defining feature of the landscape and the economic impact that it brings.

West Midland Safari and Leisure Park (WMSLP)

5.64 WMSLP is one of the largest tourist attractions in Worcestershire, and has been in operation for over 35 years. As well as the major Safari park, it contains one of the UK's leading and longest established inland amusement parks, with over 30 rides catering for the family market, and is also a major events venue. The business now attracts between 700,000 and 750,000 visitors each year. It employs almost 200 full time equivalent (FTE) staff in the low season, rising to over 350 FTE in the high season. The company spends several million pounds each year with local and regional suppliers; its payroll is a substantial, multi-million pound sum which goes directly to the local economy as WMSLP primarily recruits from the local area.

5.65 The WMSLP undoubtedly has a large impact on the economy of the District. However, future expansion or redevelopment of the Park is constrained by the Green Belt designation. There are currently competing priorities in planning policy terms within this location and the Council is seeking to achieve a balanced approach which maintains the essence of the Green Belt whilst providing some flexibility to enable one of the District's key tourist attractions, and employers, to develop in a sustainable and appropriate manner.

5.66 In recognition of the valuable role which WMSLP plays in the region's tourism industry, and to help secure its long term future as a major tourist attraction, the Council will support the ongoing enhancement and improvement of the WMSLP as a major tourism destination, subject to other policies (including Green Belt policies). To aid in this process the site is identified as a Major Developed Site in the Green Belt and is included in Part B of the document.

5.67 The Council wants to avoid piecemeal development that could potentially result in an adverse change in the character of the area as a whole. A Planning Brief and Masterplan setting out the comprehensive proposals for the site will therefore be required in order that the impact of proposals for future expansion and/or diversification can be adequately assessed in relation to issues such as the countryside, highway capacity and the Green Belt. The Planning Brief and Masterplan will need be produced by the site owners and agreed by the District Council prior to any further development being considered.

The Wyre Forest

5.68 This ancient woodland is a major attraction for tourists and residents of the District alike. Situated to the west of the District the Forest offers visitors a range of woodland walks and trails amongst beautiful ancient oak woodland and conifer plantation. The forest now stretches to approximately 6,000 acres (although not all of this lies within the Wyre Forest District). It is one of the largest remaining ancient woodlands in Britain and much of the area is designated as a Site of Special Scientific Interest (SSSI) with many rare species of flora and fauna being found there.

5.69 The Forest includes a visitor centre and a recently developed Community Discovery Centre, providing a magnet for visitors to the Forest. A High Wire course within the Forest, which is known as Go Ape, has also recently been constructed. These facilities provide an important tourism offer and enable people to enjoy this ancient woodland. The Forest also helps to improve the health and wellbeing of the District's population by offering walks and trails to support all abilities.

5.70 Proposals that build on the success of the Grow with Wyre project will also be supported. Grow with Wyre was a £4 million landscape partnership project to encourage people to visit, understand and protect the unique landscape of Wyre Forest. It aimed to conserve the built and natural features that create the unique and historic character of the Wyre Forest landscape and encourage more people to access, learn and become involved in the Wyre Forest landscape. Therefore, key to the future development of the attraction, and the area as a whole, will be to ensure that any proposals respect the special characteristics of the area and do not cause harm to the reason that people visit the area in the first place, which is to enjoy the forest.

6 Adapting to and Mitigating Against Climate Change

Promoting Transport Choice and Improving Accessibility

6.1 Transport and parking are important issues for a sustainable environment. Reliance on the private car has led to growth in congestion and declining air quality. These factors can have a detrimental impact on health, economic growth and quality of life. The preferred option for transport sets out how the plan will aim to limit dependence on the private car in the future through improved public transport provision, the sustainable location of new development, improved pedestrian and cycle linkages and the approach to car-parking provision. The section also identifies new roads to reduce congestion in specific identified areas where there are recognised challenges with air quality.

Summary of Issues and Options Responses

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

Sustainable Transport

- Welcome the fact that transport, particularly public transport is a key theme.
- Welcome the existing improvements at Kidderminster Railway Station and support on-going work to improve the rail station.
- Need to make reference to using the Severn Valley Railway line to provide commercial services to Bewdley, as set out in 'West Midlands Rail Vision: Network Development Strategy'.
- Both of the proposed road schemes would need to undergo a careful appraisal of their direct and indirect effects on the historic environment. Road schemes must also undergo an ecological assessment, provide appropriate mitigation measures and deliver identified green infrastructure opportunities.
- Hoobrook Link Road is vital to secure the redevelopment of the British Sugar site.
- Should consider using canal for freight as well as rail.
- Should reduce traffic flows through Stourport-on-Severn rather than build a relief road.
- Route of the Hoobrook Link Road will need careful consideration to minimise impact on wildlife.
- Need to consider how infrastructure requirements will be met in the Churchfields area.
- Walking and cycling routes should be linked into a defined green infrastructure network.
- LDF should delineate and safeguard the core bus route network, walking and cycling routes.
- Suggest a speed limit of 20mph on all residential streets and 30mph on all major roads to improve the safety of pedestrians and cyclists.
- Support for strict parking standards to reduce car use but also recognise that if standards are too low vehicles will be parked in an obstructive manner.

Relevant Adopted Core Strategy Policies

- CP03: Promoting Transport Choice and Accessibility
- CP07: Delivering Community Wellbeing

Relationship to Sustainable Community Strategy

6.2 The Sustainable Community Strategy 2008-2014 includes transport priorities within the Stronger Communities theme. It identifies that there is no single solution to the traffic problems within the District and that the LDF will play a fundamental role in delivering the transport priorities of the Sustainable Community Strategy. The key priorities include reducing congestion, improving the frequency and use of passenger transport and increasing the use of sustainable transport methods.

Sustainable Transport

6.3 All land uses should be located and designed to reduce the need to travel by private car. This includes the provision of adequate walking and cycling facilities and access to the public transport network. The District has a network of cycle routes and a network of bus priority routes as well as a number of Public Rights of Way. There are also two rail stations within the District. Together, these provide opportunities for sustainable access to services and facilities. Design also plays an important role as connected streets are inherently more sustainable by offering a choice of movement through a particular area.

Policy 14

Sustainable Transport

The area of land centred on Kidderminster Rail Station and identified on the Proposals Map will be safeguarded for the provision of rail related development, including the delivery of a new rail station building and enhanced modal interchange facilities. Development which has a detrimental impact on these proposals will not be permitted.

The Proposals Map sets out a network of Bus Priority Routes. Development which would have an adverse impact on this network will not be permitted.

Developments should safeguard and enhance the existing Cycle Route Network, including providing new links where possible. All new developments must conform to the cycle parking standards as set out within the Worcestershire County Highways Design Guide. All new developments must be designed to maximise accessibility to, and movement around, the development for cyclists.

New developments should take into account movement around the site for all members of the community and should consider the use of shared surfaces with an emphasis on pedestrians over vehicles in a way that promotes highway safety.

Proposals should include connected and legible layouts in order to improve sustainability.

Rail

6.4 Rail travel provides an increasingly important link with the both the West Midlands conurbation and with Worcester. Direct services to London Marylebone via Birmingham Snow Hill also operate from Kidderminster. There are two rail stations within the District, one in Kidderminster and one in Blakedown. Rail travel has increased significantly over the years and Kidderminster Rail Station is now the second busiest within the County. The service provides valuable links for employment, retail, leisure and education and is well used in both directions with the heaviest use being during weekday peak periods.

6.5 Severn Valley Railway Holdings plc operates the Kidderminster to Bridgnorth line as a restored steam railway aimed at the leisure and tourist market. The railway is one of the major tourist attractions within the area with stations at Kidderminster, Bewdley and Upper Arley. The potential exists to open up the line for commercial rail services and this could enhance sustainable transport provision between Kidderminster and Bewdley.

6.6 PPG13 - Transport, advises that convenient and safe interchange is essential in promoting sustainable travel choice. The importance of the enhancement of Kidderminster Rail Station to deliver a modal interchange is recognised through Worcestershire County Council's Local Transport Plan 3 and is featured within the Kidderminster Urban Package. As such, it is expected that a package of measures will be delivered at the station over the next five years including a new station building and junction improvements for ease of access into and out of the station.

Bus Priority Routes

6.7 The bus network within Wyre Forest District has a number of shortcomings, including poor reliability due to congestion, limited and irregular services to the District's rural areas, and poor interchange with Kidderminster Rail Station. Although a new bus station has been provided within Kidderminster Town Centre, only a limited number of services use this facility, with most services operating from bus stops on Exchange Street. The Council will support measures to improve public transport within and between the three main towns and measures which provide improved bus connectivity between the three towns and the rural areas of the District. Although car ownership is high within the rural areas, access to a car is not universal and groups such as the young, the elderly and the disabled are particularly dependant on public transport to access services and facilities.

Cycle Route Network

6.8 Cycling is a sustainable form of transport which has increased over recent years. Cycling is a convenient and practical mode of transport for many trips, particularly shorter trips, and can have a number of positive benefits for both the cyclist and the environment. Although the majority of roads within the District are available to cyclists, the speed and volume of traffic on some roads makes them undesirable for cyclists. In addition to the road network, there is also a network of dedicated cycle routes within the District which has expanded over recent years. These routes are illustrated on the Proposals Map and will be safeguarded.

6.9 The Worcestershire Local Transport Plan 3 policy on cycling seeks to encourage cycling as a mode of transport for journeys of up to 10 miles and particularly for journeys made during peak hours. The benefits identified include reduced congestion, reduced emissions from transport and improved health and well-being. The provision of safe and secure cycle parking is an important factor in encouraging people to cycle. In order to increase the attractiveness

of cycling as a mode of transport, new developments must provide appropriate infrastructure for cyclists, including cycle routes around the development and cycle parking. Cycle parking must conform to the requirements of the Worcestershire County Highways Design Guide. Cycle routes associated with new developments should link into the existing established network wherever possible.

6.10 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. This group have pro-actively helped to deliver improvements to the cycle network within the District.

Pedestrians

6.11 Walking represents a popular mode of transport which is particularly well suited to short trips of less than one mile and accounts for 80% of these journeys. Walking helps to reduce congestion and improves fitness, health and well-being. The District is suffering the legacy of a period where land use planning was dominated by the needs of the motorist. This is particularly apparent around the ring road in Kidderminster where the pedestrian infrastructure can discourage walking. This is addressed through the Kidderminster Central Area Action Plan DPD.

6.12 It is now recognised through PPG13 -Transport, PPS1 Annex - Planning and Climate Change, and the Worcestershire Local Transport Plan 3, that it is important to pay particular attention to the design, location and access arrangements for new development in order to increase walking as a mode of transport. The Worcestershire Local Transport Plan 3 incorporates a specific Walking and Public Realm policy which provides the strategic framework for increasing walking throughout the County. The District Council will carefully consider the location of new developments and their accessibility by foot, as well as ensuring that all new developments include safe and convenient pedestrian routes in and around the development. Wherever possible, new pedestrian routes should be integrated into the existing network.

6.13 Natural surveillance is a key aspect of encouraging walking. Routes must be overlooked in order to help create a safe pedestrian environment. Therefore, pedestrian routes which are not overlooked will not be considered to create safe and convenient pedestrian environments and will therefore not be considered to be acceptable. Key to the design of new developments will be ensuring that there are a choice of routes available and that areas are walkable, providing direct links throughout. By providing direct routes and linkages it encourages more sustainable travel patterns and enables a choice of direction within the site, as well as to the areas that surround.

Parking

6.14 Car-parking provision is a key issue in both ensuring highway safety by providing adequate space for vehicles and in encouraging the use of more sustainable modes of transport. The policy set out below considers the provision of both parking in new developments and public car parks within the District.

Policy 15

Parking

Proposals involving the development of car parks should not lead to a reduction in the overall number of spaces. The suitability of these areas for lorry parking will be considered should a suitable level of demand be demonstrated.

Car parking should be designed to fully integrate within development proposals where possible minimising the extent of surface car parking in favour of more urban solutions.

All new developments within the District must demonstrate that they have met the required parking standards as set out in the Worcestershire County Highways Design Guide. Car Parking Standards will be applied so as not to provide perverse incentives to out of centre developments.

6.15 PPG13 - Transport, no longer sets out maximum car parking standards. Local Planning Authorities are required to set parking standards for new development. The Adopted Core Strategy states that parking standards will be considered through the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs. The parking standards which new developments are required to meet are set out within the Worcestershire Highways Design Guide. All new development within the District will be required to meet these parking standards. Opportunities to provide publicly accessible parking to the East of the river in Bewdley will be explored during the plan period. Respondents are invited to suggest suitable sites for this purpose.

6.16 The Proposals Map identifies car parks within the District. Where appropriate and where demand can be demonstrated, the suitability of these car parks will be considered for overnight lorry parking. Responsibility for transport planning falls to Worcestershire County Council and they are required to prepare a Local Transport Plan (LTP) for the County. LTP3 was adopted in March 2011 and includes a specific policy document which sets out 'Traffic and Parking Management Policy'. As part of this policy, Worcestershire County Council have committed to working with the District Council to undertake a traffic management and parking plan for Kidderminster. As such, a review of the car parks within Kidderminster will be undertaken in partnership with the County Council.

6.17 Although a key component of a modern town centre economy, car parks can often take up valuable development land and result in a 'sea' of surface level car parking, this is especially true in Kidderminster as the following picture demonstrates. Therefore, opportunities to intensify and make better use of town centre space should also be considered. However, in considering development it will be important to retain a similar amount of spaces that currently exist within any one area.

Kidderminster Surface Car Parks



Major Transport Infrastructure

6.18 The LTP3 set out a package of measures for Wyre Forest District that is aligned with the Local Development Framework. Both of the major infrastructure projects identified within the Adopted Core Strategy policy CP03 are identified within LTP3, these are the Stourport Relief Road and the Hoobrook Link Road. Both the Adopted Core Strategy and LTP3 also include proposals for improvements to the pedestrianised streets and spaces of Kidderminster town centre which are considered in more detail within the KCAAP.

Policy 16

Major Transport Infrastructure

The lines of the Hoobrook Link Road and the Stourport Relief Road will be safeguarded. Development along or adjacent to the safeguarded routes should not prejudice the future delivery and where practicable will be expected to contribute towards delivery.

Proposals that would impact on or benefit from the infrastructure highlighted in policy CP03 of the Adopted Core Strategy will be required to make a significant contribution towards the implementation of those schemes.

6.19 The Adopted Core Strategy establishes the principle of delivering both the Stourport Relief Road and the Hoobrook Link Road. The Stourport Relief Road is a long-standing ambition, the indicative route of which was safeguarded through the Adopted Local Plan (2004). Limited sections of the Stourport Relief Road have been delivered in conjunction with development schemes during the last 15 years.

6.20 The Adopted Core Strategy also establishes the principle of the Hoobrook Link Road to facilitate the regeneration of the Stourport Road Employment Corridor, particularly the former British Sugar site. The line is indicative at this stage and further details of the proposed line will be made available at the next stage of consultation. The emerging LTP3 supports the delivery of the Hoobrook Link Road as part of a package of measures to relieve congestion within the District and specifically on the Stourport Road.

6.21 Both the Stourport Relief Road and the Hoobrook Link Road have been identified as projects which new development will be required to make a financial contribution towards, where appropriate, within the Adopted Core Strategy.

Freight

6.22 The economy is reliant on the effective movement of freight. The growth in the movement of goods by road has led to problems including traffic congestion, pollution and disturbance. It is therefore important that new developments which are reliant on the movement of freight by road are located in close proximity to the Lorry Route Network.

Policy 17

Freight

Proposals for development likely to generate significant goods vehicle traffic will normally only be allowed in close proximity to the Lorry Route Network. Proposals which are likely to have an adverse impact on residential areas will not be permitted.

6.23 Worcestershire County Council has identified a network of lorry routes for the County. The purpose of this is to show those routes which should be used for long distance trips and to reduce the impact of freight movement on residential areas. 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.

6.24 The Former British Sugar Site on the Stourport Road has the potential for rail freight connection as it adjoins the Severn Valley heritage line which was once used for rail freight. A set of sidings adjacent to the site were used to transport sugar beet to the site up until the early 1980s and are still in existence. The existing infrastructure has the potential to be upgraded to provide rail freight services to industry within the area. More information can be found under the Former British Sugar Site policy in Part B.

Delivering Sustainable Development Standards

6.25 Delivering development which meets high sustainability standards is a key consideration and will be vital in helping to achieve national targets. Whilst the Adopted Core Strategy sets out the standards which new developments are required to achieve, and a tailored version of the West Midlands Sustainability Checklist will be developed to assist developers in achieving these targets, it is felt that some aspects require further detailed policy consideration. Renewable energy development is guided by PPS22 - Renewable Energy and PPS1 Annex - Planning and Climate Change at the national level, to add further detail to this, a local, criteria-based policy is set out within this chapter. Another area which is a key concern within the District is water resources and flooding and as such, this has been considered in greater detail.

Summary of Issues and Options Responses

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

- Policies should refer to the need to maximise water efficiency.
- There was general support for the requirement for all new development to be sustainable and meet high environmental standards.
- There were specific concerns about the need to consider both the direct and indirect impact of renewable energy on the historic environment.
- Respondents identified the need to consider hydro power on the River Severn and also to consider the impact of renewable energy on biodiversity.
- It was felt that the highest achievable percentage of renewable energy should be sought on all sites and that all sites should have an ambitious target for renewable energy rather than some sites having a higher target than others.

Relevant Adopted Core Strategy Policies

- CP01: Delivering Sustainable Development Standards
- CP02: Water Management

Links with the Sustainable Community Strategy

6.26 The vision for the Sustainable Community Strategy refers to minimising contributions to climate change through increasing the use of renewable energy. The Strategy identifies the links between this and the opportunities it could provide for local businesses to flourish in the environmental technology sector.

Renewable Energy

6.27 PPS22 - Renewable Energy, states that sites should only be allocated for renewable energy development within the plan where 'a developer has already indicated an interest in the site, has confirmed that the site is viable, and that it will be brought forward during the plan period'. At the present time no developer has indicated an interest in any sites and therefore

no sites will be allocated. This is not to say that renewable energy developments would be inappropriate within the District merely that none will be allocated through this process at this current time.

Policy 18

Renewable Energy

Proposals for renewable energy infrastructure will be granted permission subject to the following criteria being met:

- a. The development can be efficiently connected into the existing National Grid infrastructure or the energy generated is for use on-site by a specific, identified end-user.
- b. The proposals makes acceptable provision for the removal of all equipment and reinstatement of the site should it cease to be operational.
- c. The development does not lead to any unacceptable noise problems for nearby residents.
- d. In the case of wind turbines, the development is a safe distance from major roads and railways (at least 150m or the height of the turbine).
- e. The development meets the requirements of all other relevant policies within the LDF.

Where proposals do not meet all of the above criteria, consideration will be given to:

- i. The potential contribution of the proposal to meeting local energy needs, meeting renewable energy targets and reducing greenhouse gas emissions.
- ii. The extent to which the proposal would provide opportunities to aid the further development of renewable energy technologies.
- iii. The fact that certain renewable energy sources can only be harnessed where they occur.

Reasoned Justification

6.28 The provision of energy from renewable sources has a critical role to play in reducing greenhouse gas emissions and addressing climate change. Renewable energy generation both off-site and on-site is encouraged at the national level through PPS22 - Renewable Energy and through the Annex to PPS1 - Planning and Climate Change . The District's Adopted Core Strategy sets the requirement for on-site renewable energy provision in new developments.

6.29 Free-standing renewable energy developments will be supported wherever possible, however, it is important to ensure that there are no significant adverse impacts as a result of such developments. The LDF must promote, and assist in the delivery of, the energy hierarchy which focusses on reducing waste energy and increasing generation from renewable sources.

6.30 PPS22 - Renewable Energy, requires planning authorities to incorporate within their LDFs policies which encourage rather than restrict the supply of renewable energy resources. Nationally, there is a target for 15% of electricity to be come from renewable sources by 2015. Wyre Forest District must play its part in contributing to delivering this ambition. In order to meet the target, a range of renewable energies need to be installed. The policy therefore sets out criteria against which applications will be determined and does not seek to favour any type

of renewable technology. All types of renewable energy will be considered provided that they are appropriate in their context. On-site provision as well as designing to reduce energy consumption will play an important role and the approach to these issues is set out within the Adopted Core Strategy.

6.31 The impact of renewable energy proposals is often a key consideration. Over 50% of the District is within the West Midlands Green Belt, however, this does not prevent renewable energy technologies coming forward within these areas. The Landscape Character Assessment will therefore be a key consideration in the determination of applications. Another significant issue to be considered in determining applications is the impact of schemes on biodiversity and geodiversity. Any developments must be in accordance with PPS9 - Biodiversity and Geological Conservation and policy CP14 of the District's Adopted Core Strategy which relates to providing opportunities for biodiversity and geodiversity.

Water Management

Flooding

6.32 The requirement to consider the flood risk of new developments is set out in national planning policy in the shape of PPS25 - Development and Flood Risk . The issue is also considered in detail in the Adopted Core Strategy under policy CP02. It is not proposed, therefore that a separate Development Management Policy is required at the local level. However, flood risk has been factored into the preferred option for the selection of sites and further site specific details are set out in Part B where appropriate. The issue is also considered on the site assessment sheets and further investigated through a background sequential test included as part of the evidence base. Notwithstanding this, it was felt that a more detailed policy was required for the implementation of Sustainable Drainage Systems (SUDS) and this is considered further in the next section.

SUDS

6.33 Sustainable Drainage Systems (SUDS) are a sequence of management practices and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques. The Adopted Core Strategy, through policy CP02, requires developers to include SUDS within new developments. However, given the importance of the issue locally it is proposed to include a further development management policy to deal specifically with the issue of SUDS. The following policy is therefore proposed as the preferred option.

Policy 19

Implementation of SUDS

- a. All SUDS schemes should take into account the affect of climate change.
- b. SUDS should be sensitively designed and located to promote improved biodiversity, an enhanced landscape and good quality spaces that improve public amenities in the area and integrate with the layout/infrastructure of the development.
- c. SUDS schemes will need to meet the national standards for implementation and be acceptable for adoption by the SUDS Approving Body (SAB).

Reasoned Justification

6.34 The latest UK Climate Projections (UKCP 2009) reaffirm that winters are likely to get wetter and that we are also likely to experience more extreme weather conditions such as intense rainfall events. Existing surface water drainage systems are not designed to cope with these extreme conditions. Extensive flooding in the UK in the summer of 2007 was mostly due to surface water overwhelming traditional piped surface water drainage systems. Therefore, it is considered prudent to ensure that new SUDS schemes are developed taking into account climate change.

6.35 The implementation of SUDS should be so that they are sympathetically designed and do not look out of place within any development. Wherever feasible, developers should look to implement SUDS that have a multi-functional use. More information is available in the Level 2 Strategic Flood Risk Assessment (Feb 2010) and Water Cycle Study (March 2010).

The Flood and Water Act 2010

6.36 The Flood and Water Act 2010 recognises that previous legislative arrangements for adoption and maintenance have worked against the wide-scale provision of SUDS. The Act addresses this by removing the automatic right to connect to sewers and providing for unitary and county councils to adopt SUDS for new developments and redevelopments. The Act introduces National Standards governing the way in which surface water drainage systems must be constructed, and operated. These reflect the need to mitigate flood damage, improve water quality, protect the environment, protect health and safety, and ensure the stability and durability of drainage systems.

6.37 The Act requires developers to include sustainable drainage, where practicable, in new developments, built to standards which reduce flood damage and improve water quality. This is in line with the Council's Adopted Core Strategy which identifies that all new developments should incorporate SUDS. The Act also amends section 106 of the Water Industry Act 1991 to make the right to connect surface water run-off to public sewers conditional on meeting the National Standards.

6.38 The Act gives responsibility for approving sustainable drainage systems in new development, and adopting and maintaining them where they affect more than one property, to a SUDS approving body, which is anticipated to be Worcestershire County Council. The SUDS approving body (SAB) is required to adopt and maintain the majority of surface water drainage systems within the public realm, so the systems need to be robust. If plans for the surface water drainage do not meet the required standard, there is no automatic right to connect to a public sewer. There is an added incentive for developers to achieve the required standard for surface water drainage through an arrangement whereby the developer may be required to deposit a financial bond with the SUDS approving body.

6.39 It is also now a requirement on developers to demonstrate that they have met National Standards for the application of SUDS techniques before they can connect any residual surface water drainage to a public sewer (amending section 106 of the Water Industry Act 1991). These National Standards are a material consideration in local authorities' planning decisions. This means that the standards are the underlying approach to surface water drainage, except in those cases where other local planning considerations outweigh them. The standards also provide the basis for approval, adoption and connection to the public sewer.

6.40 Although the SUDS Approving Body is yet to be set up within Worcestershire it is considered that the preferred option should provide the potential for this to be included within future policy and any further changes will be made dependant on the final outcome and remit of the body established within the County.

7 A Unique Place

Safeguarding the Green Belt

Summary of Issues and Options Responses

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

- There was strong support for retention of the Green Belt in its existing form
- The development of sustainable brownfield sites in the existing urban areas was seen as a priority over greenfield sites in the Green Belt.
- Sites located around the periphery of Kidderminster and Stourport-on-Severn, that are greenfield and Green Belt were not considered to be suitable for development from many respondents. There was further concern that development of these sites would also prejudice the key regeneration of the town centres of both Kidderminster and Stourport-on-Severn and lead to the decentralisation of these areas and take away the potential for regeneration investment.
- There were some concerns about the restrictive policy of the Green Belt and the effect this has on the future development of the West Midlands Safari and Leisure Park
- There was general support for the retention of the Areas of Development Restraint as well as support for the identification of Major Developed Sites in the Green Belt, although there were concerns about new development and the desire to see these sites returned to their previous natural state.
- There were further suggestions to consider the identification of West Midlands Safari Park and Cursley Distribution Park as Major Developed Sites in the Green Belt

Relevant Adopted Core Strategy Policies

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- DS03: Market Towns
- DS04: Rural Regeneration
- CP12: Landscape Character

Links with the Sustainable Community Strategy

7.1 The attractiveness of the District's natural environment is identified as being a particular asset within the Sustainable Community Strategy. Safeguarding the District's Green Belt will help to maintain the attractiveness of the District to residents and visitors and will also maintain the opportunities that the Green Belt offers for recreation.

Safeguarding the Green Belt

7.2 Over half of the District's land area is covered by the West Midlands Green Belt designation. Planning Policy Guidance Note 2 (PPG2) - Green Belts, sets out the purposes of including land within the Green Belt and includes information on the types of development which are considered to be appropriate within the Green Belt. This policy sets out detailed local guidance on development within the Green Belt.

Policy 20

Green Belt

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

- a. There is a clear need for new buildings for the purposes of agriculture or forestry
- b. The development provides essential facilities for outdoor sport or outdoor recreation, for cemeteries, or for other uses of land which preserve the openness of the Green Belt, and do not conflict with the purposes of including land within it.
- c. 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 provision would reduce the impact on the Green Belt)
- d. The development involves the re-use or conversion of buildings in accordance with the policies for the re-use and adaptation of Rural Buildings.
- e. The proposals involve the redevelopment of an identified Major Developed Site in the Green Belt and, are in accordance with the site specific policies contained in Part B.

The development is for housing in one of the following circumstances:

- i. It is required for the purposes of agriculture or forestry
- ii. It is for small scale affordable housing, reserved for local needs in accordance with Policy 2- Rural Housing.
- iii. It is infilling only, in a small gap in an otherwise built-up frontage within an existing rural settlement ⁽⁹⁾
- iv. 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.

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.

7.3 The precise boundaries of the West Midlands Green Belt within WyreForest District were determined in detail in 1989, upon the adoption of the Wyre Forest Urban Areas Local Plan. Although the boundaries have altered slightly since then there have been no changes to the boundary within the District since May 1996. Within the Wyre Forest District, the extent of the

⁹ For the purposes of the operation of this clause, the term rural settlement is defined as any rural settlement that is washed over by Green Belt, has a population of more than 400; has a range of services and facilities. Taking this into account, the District Council considers that Chaddesley Corbett is the only rural settlement where infilling may be acceptable.

Green Belt includes all the land as far west as the River Severn, but excludes the towns of Kidderminster, Stourport-on-Severn and Bewdley and the smaller settlements of Blakedown, Cookley, Fairfield and Wilden.

7.4 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. 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 it is important that the visual amenities of the Green Belt are not damaged by proposals for development within or conspicuous from the Green Belt.

7.5 PPG2 - Green Belts, states that existing Green Belts should not be changed unless exceptional circumstances exist which necessitate such revision. The District Council's Adopted Core Strategy sets the Development Strategy for the District and it was concluded through the Adopted Core Strategy process that no such circumstances exist to justify a review of the Green Belt boundary. Therefore, the existing boundary will be maintained.

7.6 Both PPG2 - Green Belts and PPG17 - Planning for Open Space, Sport and Recreation, recognise that outdoor sport is one of the uses of land which can be appropriate within the Green Belt. Within the District's Green Belt, there is a concentration of outdoor sports facilities on the Minster Road. Because Green Belt areas by their nature are located close to towns, they can play a valuable role in opening up access to the open countryside for urban populations.

7.7 The District Council has identified a small number of Major Developed Sites within the Green Belt. The policy framework for further development at these sites or for their redevelopment is set out within Annex C of PPG2 - Green Belts. Further site specific policies for each of the sites are set out within Part B of this document.

Green Belt - Areas of Development Restraint

7.8 ADRs are areas of land which are taken out of the Green Belt to meet longer-term housing needs. The ADRs are treated as Green Belt land until they are allocated for development through the plan-making process.

Policy 21

Areas of Development Restraint

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

In the interim period, proposals for development will be assessed against the Green Belt policies of the Local Development Framework.

7.9 Paragraph 2.12 of PPG2 - Green Belts, specifies that:

7.10 *"When local planning authorities prepare new or revised structure or local plans, any proposals affecting Green Belts should be related to a time-scale which is longer than that normally adopted for other aspects of the plan. They should satisfy themselves that Green Belt*

boundaries will not need to be altered at the end of the plan period. In order to ensure protection of Green Belts within this longer timescale, this will in some cases mean safeguarding land between the urban area and the Green Belt which may be required to meet longer-term development needs."

7.11 Provision for longer-term development was therefore made in the 1996 Adopted Local Plan through the adoption of a number of Areas of Development Restraint (ADRs). The ADRs provide the first option to consider development if sites are not available to meet the desired requirement in other, sequentially preferable locations.

7.12 With the exception of Blakedown, it is proposed to maintain the current ADR sites. The Blakedown Nurseries site is a derelict nursery with extensive hardstanding and outbuildings which has suffered from antisocial behaviour issues. Furthermore there is an established local need identified through the Parish Housing Needs Survey and no other site within the settlement inset is considered suitable to meet this need. Further details can be found in the Blakedown Nurseries Policy in Part B.

7.13 Elsewhere, the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs have identified sites, in sequentially preferable locations, that are considered to be available to meet the desired quantum of development indicated in the Adopted Core Strategy. It is therefore proposed that the ADRs continue to remain in the Green Belt as per the Adopted Local Plan (2004).

Providing a Green Infrastructure Network

7.14 *“Green infrastructure is the network of green spaces and natural elements that intersperse and connect our cities, towns and villages. It is the open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats, street trees, natural heritage and open countryside. Green infrastructure provides multiple benefits for the economy, the environment and people.”* The Green Infrastructure Study provides detailed background on green infrastructure and maps the District's existing green infrastructure assets. The Green Infrastructure Strategy will set out the aspirational network of green infrastructure for the District. The preferred option sets out how the green infrastructure network will be delivered throughout the District.

Summary of Issues and Options Responses

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

- Support the use of green infrastructure.
- Need to consider the wider benefits of green infrastructure, not just biodiversity, geodiversity and open space provision.
- Should make more reference to Worcestershire Green Infrastructure Study and to Worcestershire Habitat Inventory.
- Increase access to the Wyre Forest for walkers and cyclists by providing car parks at further access points.
- Creating and maintaining links between green infrastructure sites will be important for biodiversity.
- It is important that the policy takes a strong approach to protecting all biodiversity not just that within designated sites.
- A buffer zone must be maintained between Statutory sites and any development.
- Existing open spaces should be protected and enhanced and the PPG17 - Planning for Open Space, Sport and Recreation Audit (PPG17 Audit) should be used together with Natural England's Accessible Natural Greenspace Standards to identify deficits.
- Ensure that the priorities of the Countryside Access and Recreation Strategy are reflected in the policies.
- Existing allotment sites should be protected.
- Ensure that the historic environment is considered as part of green infrastructure.

Relevant Adopted Core Strategy Policies

- CP12 - Landscape Character
- CP13 - Providing a Green Infrastructure Network
- CP14 - Providing Opportunities for Local Biodiversity and Geodiversity

Relationship to Sustainable Community Strategy

7.15 The Sustainable Community Strategy includes the theme area 'A Better Environment for Today and Tomorrow'. This theme highlights the District's natural environment as its greatest asset and emphasises the importance of safeguarding the District's rich variety of natural habitats and preserving their biodiversity.

The Green Infrastructure Network

7.16 A net gain in green infrastructure is required during the plan period in order to address the existing deficits and to meet the needs of the District's growing population. The PPG17 Audit assesses the quantity, quality and accessibility of open spaces within the District by typologies. The study identifies those typologies where a deficit will exist now and where a deficit will exist in the future by using population projections. The findings are set out in the table below.

PPG17 Audit - Summary of Findings 2008

Typology	Kidderminster East	Kidderminster West	Stourport-on-Severn	Bewdley	Rural East	Rural West	Overall
Town Parks	-6.88ha	+3.03ha	+10.38	-2.15	-3.37	-0.89	+0.13ha
Local Parks	+15.82ha	-6.23ha	-4.48	-1.21	-2.45	-0.65	+0.79ha
Natural and Semi Natural Open Space	-42.34ha	-18.18ha	+14.07	+0.53	+46.66	+0.09	+0.82ha
Amenity Greenspace	-5.60ha	-1.50ha	+6.20	+2.78	-1.37	-0.77	-0.26ha
Facilities for Children	-0.55ha	-0.02ha	+0.16	-0.06	-0.16	-0.12	-0.74ha
Facilities for Young People	-0.21ha	-0.36ha	-0.21	+0.04	-0.21	-0.08	-0.91ha
Outdoor Sports Facilities	-27.24ha	-17.11ha	+19.16	-7.98	+32.85	+0.71	+0.39ha
Allotments	+1.22ha	+0.11ha	-0.05	-1.72	+0.41	-0.52	-0.54ha

PPG17 Audit - Summary of Findings 2026

Typology	Kidderminster East	Kidderminster West	Stourport-on-Severn	Bewdley	Rural East	Rural West	Overall
Town Parks	-7.41ha	+2.55ha	+10.02	-2.32	-3.55	-0.95	-1.66ha
Local Parks	+15.43ha	-6.58ha	-4.74	-1.34	-2.59	-0.69	-0.51ha
Natural and Semi Natural Open Space	-46.07ha	-21.50ha	+11.54	-0.66	+45.33	-0.28	-11.64ha
Amenity Greenspace	-6.07ha	-1.91ha	+5.89	+2.64	-1.53	-0.82	-1.80ha
Facilities for Children	-0.63ha	-0.09ha	+0.11	-0.08	-0.19	-0.12	-1.01ha
Facilities for Young People	-0.25ha	-0.40ha	-0.24	+0.03	-0.25	-0.09	-1.13ha
Outdoor Sports Facilities	-19.87ha	-19.87ha	+17.06	-8.97	+31.76	+0.40	-9.96ha
Allotments	+0.91ha	-0.17ha	-0.25	-1.82	+0.30	-0.55	-1.58ha

7.17 Open space is only one part of the green infrastructure network, the corridors and routes linking these spaces, whether for wildlife or people, are an important aspect of the network. Stepping stones are also an important part of the network. The aspirational green infrastructure network for the District will be set out within the Green Infrastructure Strategy. This Strategy will show how the District's existing green infrastructure assets can be better linked in order to provide greater connectivity to for both people and nature. This vision will be delivered through new developments each making a contribution to the green infrastructure network.

Policy 22

Providing a Green Infrastructure Network

The existing green infrastructure network, as set out within the Green Infrastructure Strategy and the open spaces identified within the PPG17 Audit will be safeguarded from development. Proposals should enhance and retain open space or green infrastructure or provide improved compensatory provision in a suitable alternative location.

Proposals for new residential development must include adequate children's play space in accordance with the most up-to-date guidance on developer contributions.

To the north of Kidderminster Town Centre the Council will safeguard the areas shown on the proposals Map in the Stour Valley for future development as a Country Park. Proposals for development which would prejudice the provision of a Country Park in these areas would not be permitted.

Development which affect Public Rights of Way will be required to make adequate provision for the continuation or diversion of the route. New developments will be required to link into Public Rights of Way where appropriate. New Rights of Way will be established where possible.

The Green Infrastructure Strategy identifies the following key green infrastructure corridors which new development will be required to contribute towards the delivery and enhancement of:

- River Severn and River Stour Corridors - development along these corridors will be required to improve the attractiveness of the riverside environment, remove culverts where appropriate, enhance the biodiversity value of the river corridor and ensure that the functional floodplain is maintained.
- Staffordshire and Worcestershire Canal - development along the canal corridor must not have a detrimental impact on the existing sustainable transport route or the character of the Conservation Area. Development should seek to enhance the biodiversity quality of the canal corridor whilst recognising the more human / man made nature of the corridor.
- Enhancing the Public Rights of Way Network where appropriate.

7.18 The existing green infrastructure network and the open spaces that were identified within the PPG17 Audit are as follows:

- town parks

- local parks
- natural and semi natural open space
- amenity greenspace
- provision for children
- provision for young people
- outdoor sports facilities
- indoor sports facilities
- allotments and community gardens
- green corridors
- churchyards and cemeteries.

7.19 It is these areas that the policy refers to, which should be safeguarded from development.

7.20 The District has many open spaces ranging from large, formal parks such as Brinton Park in Kidderminster to smaller amenity green spaces often found within housing estates. The District is also fortunate to have a wealth of natural and semi-natural open space as a result of its largely rural nature. The three towns within the District are all within close proximity to open countryside and part of the role of the Green Infrastructure Strategy is to set out how access, particularly pedestrian and cycle access, to this asset can be improved. Perhaps the most well-known open space within the District is the Wyre Forest which covers a significant area to the West of the District and extends northwards into Shropshire. Improving access to this site by non-car methods will open up access to more people and will reduce the impact that recreational use has on the Forest.

7.21 The PPG17 Audit identified that by 2026, deficiencies will exist in every typology of open space in the District as a whole. New developments will be required to provide for new demand arising from increased population, in line with the most up-to-date developer contributions policy in order to address these deficiencies.

7.22 The delivery of the Stour Valley Country Park is a long-standing aspiration for the District. The completion of the Kidderminster Flood Alleviation Scheme presents the opportunity to create a new country park to the North of Kidderminster. The creation of a new country park would provide a new link between the town centre and the existing green corridor running from Springfield Park, Broadwaters, and Hurcott Pool via the important wetlands of the Stour and Blakedown Brook Valleys. The site will remain safeguarded in order to allow the future delivery of the Stour Valley Country Park.

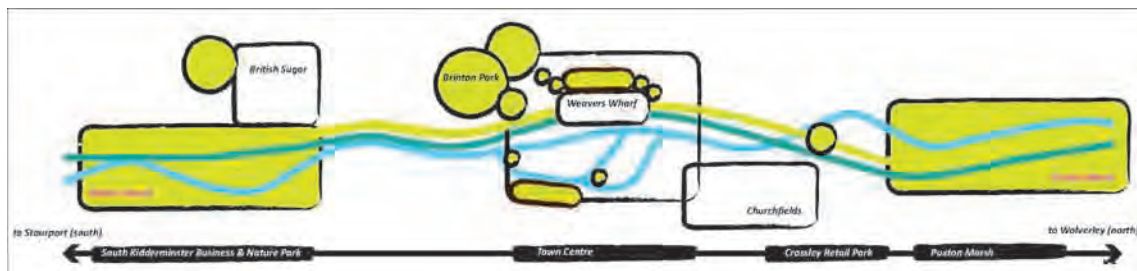
7.23 Public Rights of Way are an important part of the green infrastructure network. The provision of a safe, convenient and attractive network of Public Rights of Way can help to increase walking for both transport and recreational purposes. This has other associated benefits including reduced reliance on the private car and improved health and well-being. Opportunities to improve the Public Rights of Way network will be sought wherever possible.

7.24 The policy identifies that proposals for residential development should include the provision of adequate children's play space. This should be designed to meet the Fields In Trust Planning and Design for Outdoor Sport and Play standard (formerly the National Playing Fields Association Six Acre Standard), including Local Equipped Areas for Play (LEAPs) and Neighbourhood Equipped Areas for Play (NEAPs). In considering what will be required the following thresholds will apply:

- On sites providing more than 75 and less than 200 new child bed spaces (including combinations of two or more adjacent sites), a LEAP will be required.
- On sites of 200 or more new new child bed spaces (including combinations of two or more adjacent sites), a NEAP will be required.

7.25 One of the key concepts for improving green infrastructure links within the District is making the most of the linear routes that run between and through Kidderminster and Stourport-on-Severn. Using the River Stour and the Staffordshire & Worcestershire Canal as key focal points, as well as the nodes of Puxton Marsh and Wilden Marsh provides a clear opportunity to improve the Green links between and within the District's two main towns. The diagram below provides a conceptual plan of how these areas could link together.

Green Infrastructure - Concept Map



Safeguarding and Enhancing the Natural Environment

7.26 The natural environment is considered to be an important asset for the District. The varied natural landscape of the District is home to a wide range of habitats and species including pools and woodlands, acid grasslands and wetland river corridors. These policies seek to safeguard the District's landscape character and rich biodiversity.

Summary of Issues and Options Responses

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

Natural Environment

- Central to the issue of countryside protection is the importance of the green infrastructure network.
- We need a policy in place to prevent our rural areas character being destroyed and replaced by unsympathetic development.
- The District has a high quality and diverse landscape which should be preserved and enhanced.
- The River Severn valley is an important asset for the District and should be protected from inappropriate development.
- The impressive and extensive red sandstone exposures that occur east of the River Severn are a clear example of local distinctiveness and should be protected and, where possible, enhanced.
- We would suggest that the Landscape enhancement objectives of the "Grow with Wyre" Project be incorporated in the plan.
- Soils are an aspect of geodiversity that have historically not been recognised in terms of nature conservation interest within development plans. Identification and protection of important local sites should be considered.
- Support the principle of protecting national and regional sites and their inclusion on the proposals map, however, more needs to be done in terms of enhancing and linking sites
- Statutory designated sites (e.g. SSSIs) need buffering from development as well as protection of the site itself.
- We recommend reference here to the need to protect the quality of all natural resources of air, land and water including water resources. Sites should be protected for their role as a water resource as well as for biodiversity and landscape reasons.

Relevant Adopted Core Strategy Policies

- CP12: Landscape Character
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity

Relationship to the Sustainable Community Strategy

7.27 The Sustainable Community Strategy identifies that the District has a rich landscape character shaped by the valleys of the Rivers Severn and Stour. The vision includes reference to the landscape and the role it can play in developing a sustainable tourism economy. Protecting and improving the District's natural environment is a key priority for the Sustainable Community Strategy, this includes safeguarding both the unique landscape and the rich and varied biodiversity which it supports.

Providing Opportunities for Local Biodiversity and Geodiversity

7.28 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 for biodiversity. Policy CP14 of the Adopted Core Strategy identifies that designations will be safeguarded from development. This development management policy proposed to provide further guidance on the management of these important natural features.

Policy 23

Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity

Sites designated under national legislation are shown on the Proposals Map (Sites of Special Scientific Interest (SSSIs), and National Nature Reserves (NNRs), and will be protected under the terms of that legislation.

Locally important sites including Local Nature Reserves (LNRs), Special Wildlife Sites (SWSs), and Local Geological Sites are identified and will be protected and enhanced due to their importance locally.

Outside the areas designated, the interests of nature and biodiversity conservation must be taken into account, in accordance with national policy.

Any development which would have a detrimental impact on an existing or proposed nationally important or locally important site will be not be permitted unless:

- a. There are no reasonable alternative means of meeting the need for the development nationally, or within the region, Country or District, as appropriate to the particular level of importance of the site; and
- b. 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, regional, County or District network of such sites.

It will normally be necessary to maintain a buffer zone of undeveloped, natural or semi-natural land around such sites.

7.29 Wyre Forest District has a range of nationally and locally important sites. National guidance provides much of the context for the policy approach to protecting such sites.

7.30 PPS9 - Biodiversity and Geological Conservation requires local planning authorities, through their DPDs to indicate the location of sites of designated importance for biodiversity and biodiversity and to distinguish between the hierarchy of international, national, regional and local designations. It should be noted that there are no sites within the District which are designated as being of international importance. Policy CP14 of the Adopted Core Strategy sets the local policy approach to biodiversity and geodiversity. The role of this DPD therefore, is to protect the relevant sites through identifying them on the Proposals Map. Therefore, all such sites are identified on the Proposals Map. These sites are set out in the table below:

Designation	Sites	
<p>Areas of National Importance:</p> <ul style="list-style-type: none"> • Sites of Special Scientific Interest (SSSIs) • National nature Reserves (NNRs) • Other Areas of National Importance 	<ul style="list-style-type: none"> • Chaddesley Woods NNR and Feckenham Forest SSSI - A large semi-natural ancient woodland and species-rich unimproved grassland. • Wyre Forest SSSI and NNR - One of the largest and most important ancient woodlands in England, including woodland, scrub, springline 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, Buckridge Meadow and Showground Meadow SSSIs - Meadows • Ranters Bank Pastures SSSI - Grassland and traditional orchard • Eymore Cutting and River Stour Flood Plain SSSIs - Sites of geological interest 	
<p>Areas of Regional, County or Local Importance</p>	Local Nature Reserves	<ul style="list-style-type: none"> • Burlish Top (between Kidderminster and Stourport-on-Severn) & Haberley Valley (to the Northwest of Kidderminster) LNRs - Part of the County's most important complex of lowland heaths, which is a nationally and internationally scarce habitat. Haberley Valley also includes woodland and acid grassland. • Blake Marsh, Spennels Valley and Redstone LNRs: (Kidderminster and Stourport-on-Severn) - Marshlands • Hurcott Pool and Woods (Kidderminster) • Vicarage Farm Heath/Whittall Drive West (Birchen Coppice Estate, Kidderminster) • Half Crown Wood (Walshes Estate, Stourport-on-Severn) • Moorhall Lane (Stourport-on-Severn riverside)
	Other Potential LNRs	<ul style="list-style-type: none"> • Blakedown Valley (Blakedown) • Hoobrook Valley (Kidderminster) • Mitton Marsh (Timber Lane/River, Stourport-on-Severn)
	Other Nature Reserves	<p>Worcestershire Wildlife Trust:</p> <ul style="list-style-type: none"> • Betts Reserve (Far Forest) • Bishops Meadow (Wolverley) • Devil's Spittleful (Kidderminster fringe) • Knowle's Coppice (the Wyre Forest) • Wilden Marsh (Stourport-on-Severn) <p>Woodland Trust:</p> <ul style="list-style-type: none"> • Verflores Wood (Pound Green) • Wassell Wood (Kidderminster Foreign)

Designation	Sites
	<p>Forest Enterprise:</p> <ul style="list-style-type: none"> ● Wyre Forest Nature Reserve (the Wyre Forest) <p>Important Arboreta:</p> <ul style="list-style-type: none"> ● Arley House (Upper Arley) - Registered Park and Garden ● Bodenham (Wolverley)
	<p>Special Wildlife Sites</p> <p>A network of 58 sites throughout the District that includes the Rivers Severn and Stour and a number of brooks streams and pools as well as Ribbesford woods and Arley Wood and Eymore Wood</p>
	<p>Local Geological Sites:</p> <ul style="list-style-type: none"> ● 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 - Upper Carboniferous, Salop Formation - Alveley member ● Worcester Road (Hoobrook) - Wildmoor Sandstone Formation
	<p>Additionally, the Council considers that areas of at least local geological or geomorphological importance exist at various locations, including the following:</p> <ul style="list-style-type: none"> ● 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
	<p>Section 39 Areas</p> <ul style="list-style-type: none"> ● One area of grassland located in the West of the District.

Landscape Character

7.31 Historically, areas to the west of the River Severn have been covered by the Landscape Protection Area which has restricted development. However, PPS7 - Sustainable Development in Rural Areas advises against local landscape designations and instead promotes the Landscape Character Assessment as the basis for determining the impact of proposals on the landscape. The Worcestershire Landscape Character Assessment and associated Landscape Character Web-tool will therefore be used to determine the impact of proposals within the rural areas on the landscape. Worcestershire County Council are also developing Landscape Character Supplementary Guidance (SG) which will provide additional guidance on decision-making. The Adopted Core Strategy, policy CP12, sets out the overall approach to landscape character. It is considered that the Adopted Core Strategy policy provides sufficient guidance on landscape character and therefore this DPD will not set out further policy on the topic. The emerging SG currently being prepared by Worcestershire County Council will provide the detailed landscape character policy and will be used to guide decisions accordingly.

Safeguarding the Historic Environment

Summary of Issues and Options Responses

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

Historic Environment

- There should be a focus on the need to conserve, promote and enhance the character of the Wyre Forest District as a major historic, economic and tourism area.
- The county based historic landscape characterisation projects can be useful in informing the review of existing Conservation Areas and the designation of new ones, particularly in rural villages where the surviving historic character of the surrounding landscape can be closely related to the historic evolution and character and appearance of the present day village.
- There was strong support for the continued protection of Locally Listed Buildings, and the commitment to extend the list to other rural areas.

Relevant Adopted Core Strategy Policies

- DS02: Kidderminster Regeneration Area
- DS03: Market Towns
- DS04: Rural Regeneration
- CP11: Quality Design and Local Distinctiveness
- CP15: Regenerating the Waterways

Relationship to the Sustainable Community Strategy

7.32 The Sustainable Community Strategy recognises the importance of the historic environment in attracting visitors, residents and businesses to the District. The attractiveness of Bewdley as an historic market town is highlighted within the Sustainable Community Strategy.

Safeguarding the Historic Environment

7.33 The importance of the the historic environment and heritage is outlined in the Government's Statement on the Historic Environment which identifies that:

7.34 *"The historic environment is an asset of enormous cultural, social, economic and environmental value. It makes a very real contribution to our quality of life and the quality of our places."* ⁽¹⁰⁾

7.35 Wyre Forest District contains a variety of heritage assets, including buildings, areas, monuments, landscapes and archaeology. These assets all combine to provide a sense of place and help to make the area unique. The continued preservation, maintenance and

10 (The Government's Statement on the Historic Environment for England 2010)

enhancement of existing assets as well as identification of additional features is seen as a key objective for the future development of the District. Given the importance of the historic environment, and its heritage assets, it is proposed that a specific policy is included within this document to help guide future decisions that may affect national and/or local heritage.

Policy 24

Heritage Assets

Any development proposal affecting the District's heritage assets or their setting should demonstrate how these assets will be protected, conserved and where appropriate enhanced. The District's heritage assets include⁽¹¹⁾:

- Conservation Areas, Listed Buildings and Scheduled Ancient Monuments
- Locally Listed Buildings.
- Landscape features including ancient woodlands and veteran trees, field patterns, watercourses, drainage ditches and hedgerows of visual, historic or nature conservation value
- Archaeological remains.
- Historic parks and gardens.

Developments that affect a Heritage Asset should be accompanied by a Heritage Statement, which could be included as part of a Design and Access Statement.

When considering a development proposal which may affect a Heritage Asset, or when preparing a Heritage Statement, applicants should have regard to the following points:

- a. To ensure that proposals would not have a detrimental impact on a Heritage Asset and to identify how proposals make a positive contribution to the character and local distinctiveness of the area.
- b. That repairs, alterations, extensions and conversions of statutorily and non-statutorily listed buildings and structures take into account the materials and styles to be used and the period in which the asset was built.
- c. In considering new development that may affect a heritage asset, proposals will need to identify how the scale, height and massing of new development in relation to the particular feature, and the materials and design utilised, does not detrimentally affect the asset.
- d. When development is proposed in, or adjacent to, a Conservation Area that the existing (or draft) Conservation Area Character Appraisal has been taken into account.

Development proposals that would have an adverse impact or cause harm to a heritage asset and/or their setting 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 development appropriate to the level of importance of the listed building or structure.

11 This list is not exclusive and could include other features which arise over the course of the plan period

- 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.
- iii. In the case of demolitions, that the criteria identified in PPS5 - Historic Environment, have been adhered to.

Reasoned Justification

7.36 Heritage assets are a non-renewable resource, once destroyed they can not be reinstated. They are a precious and finite asset and are powerful reminders of the work and life of earlier generations. The benefits of preserving and enhancing heritage assets include:

- They provide the potential to be a form of sustainable development, by re-using existing structures and therefore reducing carbon emissions.
- They help to influence the character of an area and give it a sense of place.
- Assets provide opportunities to be the catalyst for regeneration within an area and can inspire new development and imaginative design.

7.37 The retention and enhancement of the District's heritage assets are therefore fundamental aims of ensuring that the area retains and embraces its character so that it can be enjoyed by generations to come.

Heritage Statements

7.38 The scope and degree of detail necessary in a Heritage Statement will vary according to the particular circumstances of each application. A statement should summarise the historic interest of the building and its significance before considering the impact of proposals. A Heritage Statement does not replace the need for an archaeological desk-based assessment or archaeological field evaluation. Where the direct impact of the proposed development, its size, its proximity to, and/or the importance of the heritage asset(s) affected are considerable, it may be appropriate to require further detailed information to accompany an application.

7.39 The following is a guide to the sort of information that the Council may require for different types of application.

7.40 For applications for **listed building consent**, a written statement that includes a schedule of works to the listed building(s), an analysis of the significance of the archaeology, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the special character of the listed building or structure, its setting and the setting of adjacent listed buildings may be required. A structural survey may be required in support of an application for listed building consent.

7.41 For applications for **conservation area consent**, a written statement that includes a structural survey, an analysis of the character and appearance of the building/ structure within its setting and/or its significance within its setting, the principles of and justification for the proposed demolition and its impact on the special character of the area may be required.

7.42 For applications affecting a Registered or Locally Listed Historic Park and/ or Garden, a written statement setting out the principles of and, justification for, the proposed works and their impact on the special character of the designed landscape or its setting will be required. The

statement may need to include an historic landscape assessment, a site survey and analysis of the historic landscape, an archaeological assessment, a tree survey, an ecological survey and/ or a management plan.

7.43 For applications either related to or impacting on the **setting of heritage assets** (ie listed buildings and structures, historic parks and gardens, historic battlefields and scheduled ancient monuments) a written statement of the impact on the special character of the historic asset, that includes plans showing historic features that may exist on or adjacent to the application site may be required, along with an analysis of the significance of the archaeology, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the special character of the listed building or structure, its setting and the setting of adjacent listed buildings. In the case of Historic Parks and Gardens, an historic landscape assessment may be required.

7.44 For applications **within or adjacent to a conservation area**, an assessment of the impact of the development on the character and appearance of the area may be required.

7.45 For applications for demolition or alteration of a **building** on a list of buildings of local interest (or Local List), where such a list exists, an analysis of the significance of the archaeology, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the listed building or structure, its setting and the setting of adjacent historic assets may be required. A structural survey may also be required.

7.46 For all applications involving the **disturbance of ground** within an Archaeologically Sensitive Area, as defined in the development plan, on an archaeological site registered on the Worcestershire Historic Environment Record, or in other areas in the case of a major development proposal or significant infrastructure works, an applicant may need to commission an assessment of existing archaeological information or an archaeological field evaluation and submit the results as part of the Heritage Statement.

Listed Buildings (Including Locally Listed Buildings)

7.47 There are in the region of 1000 Statutory Listed Buildings and structures within the District, together with 16 Conservation Areas and 9 Scheduled Ancient Monuments. In addition there are approximately 900 buildings and structures currently on the Wyre Forest District Local List. The Local List is being produced on a phased basis with surveys of the three main towns and the rural area of Wolverley and Cookley all completed. It is envisaged that the list will continue to be updated in the remainder of the rural areas over the next few years.

Conservation Areas

7.48 Conservation Areas are "areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance". They recognise the importance of conserving the wider townscape and its setting, rather than just individual listed buildings and structures, or groups of such buildings.

7.49 There are currently sixteen Conservation Areas in the District, these are:

- Areley Kings (semi-rural location, edge of Stourport-on-Severn)
- 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 Basin and Town Centre)
- Stourport-on-Severn No 2 (Town Centre)
- Gilgal (Stourport-on-Severn)
- Upper Arley (rural settlement)
- Vicar Street and Exchange Street (Kidderminster Town Centre)
- Wolverley (rural settlement)

7.50 PPS5 - Historic Environment, places a presumption in favour of the preservation and enhancement of historic assets and features such as Conservation Areas. Each of the designated Conservation Areas within the District has an associated Conservation Area Character Appraisal (except for Blakebrook) and therefore new development, within or adjacent to a Conservation Area, will need to take full account of the detail contained within the appropriate Character Appraisal.

7.51 Carefully considered, high quality designs that provide a successful contrast with their surroundings can preserve and enhance character, as well as schemes that employ authentic historical forms and features. Careful treatment of the setting of a building is also vital to ensure that new development complements and enhances its surroundings.

Archaeological Remains

7.52 Archaeological remains provide crucial links to the past and can provide useful information about local heritage. Appropriate steps must be undertaken to identify and protect them as they are easily damaged or destroyed when development takes place. To protect the integrity of archaeological remains preservation should take place in situ wherever possible. Where it is not possible to protect remains in situ reasonable and agreed mitigation measures will be required.

Sustainability

7.53 Consideration of development proposals will also need to take into account the objective of securing the long term existence of any particular asset. In this context, enabling development of a type or form not normally considered acceptable in a particular location (site or buildings), may be considered where it has been proven that all other alternatives have been explored, and the development or use proposed is the only practical means of securing the sympathetic retention of the feature.

7.54 When considering the demolition of a statutorily or non-statutorily listed building or structure regard should be had to the provisions in PPS5 - Historic Environment. In the case of proposals for demolition applicants should:

- Demonstrate 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.
- Prove that the building is wholly beyond repair.

- Consider proposals for relocation where physically feasible.
- Include detailed and appropriate proposals for redevelopment that would produce substantial benefits to the community together with clear evidence the redevelopment will proceed.

Heritage Assets: Phone Box at Upper Arley



Quality Design and Local Distinctiveness

7.55 Design is a fundamental cross-cutting issue which lies at the heart of creating sustainable communities. Well designed places add value and can lead to improvements in physical and mental health and well-being. Much detailed advice on design issues exists at the national level but, given the importance of the issue locally, it is considered essential to have a specific development management policy at the District level.

Summary of Issues and Options Responses

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

- Concern that due attention needs to be paid to limiting development in the rural villages to safeguard their character.
- Design should be a cross-cutting theme from the strategic level to the site-specific scale.
- Pleased to see that design is integrated in a cross-cutting way.
- It is important to take on board the views of CABI and MADE and make full use of design guidance such as *By Design*.

Relevant Adopted Core Strategy Policies

- CP01: Delivering Sustainable Development Standards
- CP03: Promoting Transport Choice and Accessibility
- CP11: Quality Design and Local Distinctiveness

Links with the Sustainable Community Strategy

7.56 The Sustainable Community Strategy identifies the importance of good design in creating sustainable communities. It also identifies the relationship between good design and safer communities and the importance of design in improving health and well-being.

Quality Design and Local Distinctiveness

7.57 Good design is fundamental to achieving high quality developments which will make Wyre Forest District an attractive place to live, work and invest. It is essential that all new developments embrace the principles of good design in order to secure attractive and sustainable places. Wyre Forest District has a highly valued natural environment and it is important that the built environment complements and integrates with this.

Policy 25

Quality Design and Local Distinctiveness

All development proposals must demonstrate through their accompanying Design and Access Statements that they are of the highest design quality. All proposals for new development must demonstrate that they:

- a. Incorporate and where appropriate and practicable front onto existing valued natural features and buildings, water features, transport infrastructure and landmarks, building on the quality of the historic environment.
- b. Concentrate the most active uses or entrances on main thoroughfares and focal points.
- c. Maximise the use of corner plots and the street frontage and have appropriate regard to the common building line.
- d. Where applicable, avoid being prejudicial to the comprehensive development of larger areas.
- e. Promote accessibility by non-car modes and must therefore incorporate safe pedestrian and cycle routes which follow desire lines wherever possible and link into the public transport network. Development should be in accordance with policy CP03 of the Adopted Core Strategy and policies within the Promoting Transport Choice and Improving Accessibility section of this document.
- f. Maximise opportunities for reducing the consumption of energy and generating energy from renewable sources in accordance with policy CP01 of the Adopted Core Strategy.
- g. Maximise opportunities to contribute to local distinctiveness.
- h. Maximise natural surveillance and incorporate the principles of Secured by Design.
- i. Have an appropriate building footprint for the locality and do not represent over-development of the site.
- j. Integrate well within the existing streetscene.
- k. Incorporate existing existing trees or where it has been demonstrated through a tree survey that retention is not possible, provide replacements.
- l. Have regard to the traditional design of the locality and avoid inappropriate features and detail.
- m. Prioritise the safeguarding of existing green infrastructure and maximise opportunities for the provision of new green infrastructure in accordance with policy CP06 of the Adopted Core Strategy and Policy 22 of this document.
- n. Provide well-designed parking solutions which do not result in cars dominating a development but also that the solution provides secure parking with adequate natural surveillance.
- o. Site open space to take advantage of natural surveillance.
- p. Are consistent with the provisions of the Design Quality SPG and its constituent parts including the residential, town centre and parish design guides and the associated companion guide for Stourport-on-Severn.

Mixed use developments will be encouraged where the proposed mix of uses are complimentary to each other and to the existing uses within the locality. Further detailed guidance at the site specific level is provided within Part B of this document. Development

briefs will be developed for specific sites as appropriate and the Adopted Design Quality SPG and companion guides and masterplan and design studies will also be taken into account when considering proposals.

7.58 PPS1 - Delivering Sustainable Development sets out the core principles of good design which all new development should achieve, it also requires Planning Authorities to prepare robust policies on design. By Design: Urban Design in the Planning System sets out the key principles of good design. These principles underpin the policy set out above.

7.59 The District's landscapes and townscapes 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.

7.60 Wyre Forest District has a wealth of natural assets, particularly the river and canal corridors. In the past, development has often turned its back on these and other key features. It is important that these visual corridors are fully utilised, and the incorporation of such features into the design of new development can significantly enhance its quality.

7.61 Good design can have a number of direct and indirect advantages. Well-designed, well-connected places provide safe and attractive pedestrian environments and can therefore encourage sustainable modes of transport. Well-designed buildings can also incorporate sustainability features which maximise natural heating, cooling and lighting and provide opportunities for the generation of renewable energy.

7.62 Mixed use developments add to the vitality and viability of places. Residential properties within town centres extend the length of time that activity takes place and create natural surveillance. Also, small business units and retail outlets within primarily urban areas increase the activity within those areas making places feel safer.

7.63 Planning applications must be accompanied by a Design and Access Statement which sets out how the development proposals respond to local character and address the requirements of this policy.

7.64 Where planning applications are submitted on sites which either contain, or are adjacent to trees of amenity value (i.e a tree which by nature 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.

7.65 Careful consideration will also be given to cases where trees of high amenity value are adversely affecting the structural condition of a building 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.

7.66 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.

Landscaping and Boundary Treatment

7.67 Landscaping schemes and boundary treatments are an important aspect of design. These elements of design can have a particular impact on the the surroundings.

Policy 26

Landscaping and Boundary Treatment

Landscaping schemes must demonstrate that they:

- a. Incorporate adequate SUDS techniques in accordance with policy CP02 of the Adopted Core Strategy and Policy 19 of this document.
- b. Involve the predominant use of native species, specifying their position and allowing adequate room for growth and acknowledge existing trees, hedges and plants importance.
- c. Incorporate the strategic use of thorny plants to help prevent crime and vandalism and where necessary incorporate tree guards.
- d. Incorporate features that clearly mark desire lines enhance and create views or vistas, and clearly define public and private space.
- e. Include appropriate lighting and where appropriate utilise lighting and architectural features to give artistic effect.
- f. Provide a management plan.
- g. Provide imaginative hard landscaping solutions which are durable and add to sense of place and local distinctiveness.

Boundary treatments must:

- i. Reflect the local character and appearance of the area.
- ii. Include vegetation wherever possible.
- iii. Give consideration to new woodland planting where new development is proposed alongside transport corridors.

7.68 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.

7.69 Street design is an ongoing process as the streets and spaces between them evolve to meet the changing demands placed upon them. Landscaping schemes should be managed to ensure that they do not degenerate into wasteland and therefore, it is essential that a clear management plan is put into place for all schemes.

7.70 The above policy seeks 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.

7.71 It is important to ensure that the boundary between public and private space is easily identifiable. Features such as walls, fences, railings, gates, arches, signage and paving can be used and should be an integral part of the design solution. The use of timber fencing along boundaries, which are visible from the public domain, is considered inappropriate due to its limited durability and poor quality. 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 longer 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. Fencing and screens can also be designed as works of art and this will be encouraged where appropriate.

7.72 Landscaping is an important design element and should be seen as a way 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.

Rural Development

Summary of Issues and Options Responses

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

Rural Development

- There was a desire to maintain the distinctiveness and heritage of the rural community.
- In addition to the traditional employment sites there are a number of other employment opportunities likely to continue or to emerge over the plan period, which could be more readily accommodated in the rural economy and these were recommended to be promoted.
- It was considered that central to the issue of countryside protection is the importance of a green infrastructure network.
- There was some concern about the impact of horsiculture development on the landscape of the countryside.
- It was recommended that support should be given to agriculture and small scale rural employment opportunities that do not damage the landscape.
- There were a number of responses which identified the need to recognise the importance of agriculture in the District and the contribution it makes to the local economy of rural areas.
- It will be important to plan for diversity in rural areas as this is vital to their survival; whilst generally protecting them from inappropriate development.
- General concern about further chalet development and a desire to see this restricted.

Relevant Adopted Core Strategy Policies

- DS04: Rural Regeneration
- CP08: A Diverse Local Economy
- CP11: Quality Design and Local Distinctiveness
- CP12: Landscape Character

Relationship to the Sustainable Community Strategy

7.73 The Sustainable Community Strategy recognises the importance of creating a thriving and sustainable rural economy. It recognises the important role that small scale rural businesses play in the wider economy of the District and the importance of safeguarding such businesses. The Strategy also recognises the importance of providing services, including public transport services, within rural areas in order to reduce reliance on the private car.

Rural Development

7.74 PPS4 - Planning for Sustainable Economic Growth, identifies that *"local planning authorities should ensure that the countryside is protected for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and to ensure it may be enjoyed by all"*. However, there is also a recognition that appropriate development should be promoted within rural areas to ensure that they remain viable and sustainable and meet the needs of the resident population. To this end, this section provides development management policies governing key aspects of the rural areas of the District, which are:

- Re-use and adaptation of rural buildings
- Chalets
- Equestrian Development (Horsiculture)
- Agricultural Land Quality

Re-use and Adaptation of Rural Buildings

7.75 The re-use and adaptation of existing rural buildings is an important planning consideration. 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. The re-use of buildings could provide economic benefits to the rural areas and can help with farm diversification for uses such as commercial, leisure, tourism and sport and recreation. The re-use of buildings can also help to reduce the need for new buildings to be erected in the countryside.

7.76 In utilising these rural buildings, it is important to ensure that the architectural characteristics are not destroyed through conversion.

7.77 Given the semi-rural nature of the District, it was considered important to provide a development management approach to the re-use and adaptation of rural buildings. The following policy seeks to provide the framework in which to consider the future development of existing rural buildings within the District.

Policy 27

Re-use and Adaptation of Rural Buildings

1) Economic Development

When considering the re-use and adaptation of rural buildings for employment development the following criteria will need to be assessed:

- i. Local economic needs and social opportunities.
- ii. The suitability of the building for conversion. In certain circumstances, the replacement of a building may be preferred where this would result in a more acceptable, sustainable and better designed development than would be achieved through conversion.

Other uses proposed for rural buildings which could also provide economic activity (e.g. leisure, sport, recreation) will be considered on their merits and assessed against the criteria in this policy

2) Residential Development

The re-use or adaptation of rural buildings for residential use will be carefully assessed. 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 viable, before residential use is considered.

Proposals for the conversion of rural buildings to a new use must also meet the following criteria:

- i. The buildings are permanent structures which are in keeping with their surroundings and they are of a size which makes them suitable for conversion without the need for additional extensions, substantial alterations or the addition of new buildings within the curtilage.⁽¹²⁾
- ii. The building(s) can be converted without significant building works or complete reconstruction and the conversion works would have no significant detrimental effect on the fabric, character or setting of the building.
- iii. That there is no adverse impact on the countryside, landscape and wildlife.
- iv. Suitable access arrangements can be made.
- v. The proposal does not lead to the dispersal of activity, which would have an adverse impact on the local economy, or prejudice the vitality of nearby town centres or villages.
- vi. The buildings to be converted are not domestic outbuildings.
- vii. That the proposal enhances and safeguards heritage assets.

7.78 The re-use and adaption 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 help to reduce the demand for new buildings within the countryside, provide jobs, and help to secure the future of buildings, which may otherwise become vacant or derelict.

7.79 Proposals for the residential re-use of rural buildings will be considered in the light of the physical effects of the proposed conversion on the character of the building and its appearance in the landscape and whether the effects of a residential curtilage or the likely demand for further buildings would harm the character and appearance of the countryside. The use of buildings for other, employment generating uses should be considered first before deciding on a residential conversion.

7.80 Residential conversions are often detrimental to the fabric and character of historic buildings and can result in the greatest change both to the fabric of rural buildings, through the insertion of floors, doors and windows, and their appearance in the landscape through the introduction of external domestic features such as gardens and car parking. This is often detrimental, especially where it is important to retain the intrinsic features or architectural integrity of a rural building or where it is in an attractive and sensitive setting.

¹² Extensions to dwellings created through the re-use and adaptation of rural buildings will not be permitted

7.81 The Council is unlikely to give favourable consideration to proposals for the residential re-use of buildings where the existing building is unsuitable for conversion without extensive alteration, rebuilding or extension, or if the creation of a residential curtilage would have a harmful effect on the character of the countryside. To this end, and to ensure the character and heritage of the countryside remains intact, no further extensions to dwellings that were created through the re-use and adaptation of rural buildings policy will be permitted.

Chalets

7.82 Under policy CP12 of the Adopted Core Strategy, applications for further mobile homes, caravans and chalets within the rural areas will be restricted due to the collective impact that such developments have on the landscape. There is a particular issue with these developments along the River Severn and within the Wyre Forest itself. Historically, these chalets were used at weekends and during the summer but they are increasingly being used as permanent dwellings often with the addition of a brick skin.

Policy 28

Chalets

- a. Extensions to chalets should enhance the appearance of the building and not have a significant adverse impact on adjacent occupiers or the surrounding landscape and comply with all other relevant policy.
- b. Changes to permanent residential occupation will only be allowed where there is adequate road access, car parking adjacent, reasonable access to facilities by foot or public transport, the building is of permanent construction and not liable to flooding.
- c. Replacement of a chalet by another chalet, caravan or mobile home will only be allowed where the development would result in a reduction in the visual impact on the landscape. Any replacement chalets would be for holiday use only. Replacement by a permanent brick dwelling will not be permitted.

7.83 Pressures to further extend and modernise holiday chalets could lead to chalet sites evolving into permanent residential estates. This is highly undesirable as they are usually located in areas where residential development would not normally be permitted. They are often found in inaccessible locations with poor access roads, remote from shops and schools and often in areas liable to flooding.

Equestrian Development (Horsiculture)

7.84 Horse related rural activities continue to grow in popularity across the UK both in terms of commercial enterprises and private recreational use. The development of new horse related infrastructure can have a positive affect on the rural economy and leisure industry but this also needs to be balanced with the need to protect and enhance the character of the rural areas in which these practices operate.

7.85 The grazing of horses on agricultural land does not constitute a material change from a former agricultural use, however anything beyond the grazing of horses requires planning permission. As a result although the grazing of horses on agricultural land does not require any

planning permission any physical development associated with horiculture such as stables, food stores, jumps and menageries etc and the change of use to the exercising/keeping of horses, which is not agriculture, would require planning permission.

7.86 Given the importance of the issue locally, the following development management policy is proposed to help guide new horse related development:

Policy 29

Equestrian Development (Horiculture)

In considering proposals for new equestrian development, applicants should have regard for the need for developments to:

- a. Be sited within or immediately adjoining an existing farm building or complex, or alongside an existing hedgerow.
- b. Provide safe highway access.
- c. Be of traditional design and blend naturally into the landscape.
- d. Provide appropriate landscaping and screening.

The conversion of existing buildings to horicultural use, rather than new build, will be encouraged where the existing buildings are suitable and capable of conversion.

Proposals that would individually or cumulatively affect the quality and character of the landscape will not be permitted.

7.87 In line with recommendations from the British Horse Society, and in recognising the need to allow suitable stable developments, whilst managing the potential impact on the countryside, the Council considers that the maximum size for stables for leisure use should be 3.5 metres x 3.5 metres x 11 metres (equivalent to approximately 12ft x 12ft x 36ft).

Agricultural Land Quality

7.88 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 can be found to the north of Kidderminster and around Rock.

Policy 30

Agricultural Land Quality

Development of the best and most versatile agricultural land will not be permitted unless it can be demonstrated that the development can not be located on brownfield land, within the boundaries of existing settlements or on poorer quality agricultural land.

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

7.89 PPS7 - Sustainable Development in Rural Areas, states that best and most versatile agricultural land should be taken into account alongside other sustainability considerations when determining planning applications and that where developing agricultural land is unavoidable, development should be directed towards the lower agricultural land grades unless sustainability considerations suggest otherwise.

8 Monitoring and Implementation Framework

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

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

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

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

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

9 Introduction

9.1 This section sets out area based and site specific policies to manage future development within the District. The section includes details of the sites which will be brought forward to deliver the required residential, employment, office and retail development as identified through the Adopted Core Strategy. The chapters within the section are based on geographical areas and cover all of the land uses within that area. The section also sets out further details on, and policies for each of the Major Developed Sites within the Green Belt. These policies set out how development at these sites will be managed during the plan period.

9.2 The Adopted Core Strategy sets out indicative figures for the split of residential development across the District, and strategic locations for new employment, office and retail development. The sites and policies provided in this section reflect those indicative splits and strategic locations for development.

9.3 The sites and figures included allow for some flexibility during the plan period. Whilst there is certainty over the delivery of those sites which are phased earlier within the plan period, it is more difficult to provide certainty as the plan period progresses. Therefore, the sites identified provide some flexibility in delivering the housing numbers required should some of the sites fail to be brought forward.

9.4 The sites addressed through this section of the document offer the potential for residential and employment development. The larger or more complex sites have their own specific policies whereas the smaller sites in each town have overarching policies. Further details on those sites within the Kidderminster Central Area Action Plan boundary can be found within the Kidderminster Central Area Action Plan Preferred Options Paper.

9.5 In line with the design policies of the Local Development Framework, regard should be had to the Design Quality SPG (2004). In the case of Stourport-on-Severn, a separate companion guide to the SPG has been adopted by the District Council to provide a policy framework for the public realm.

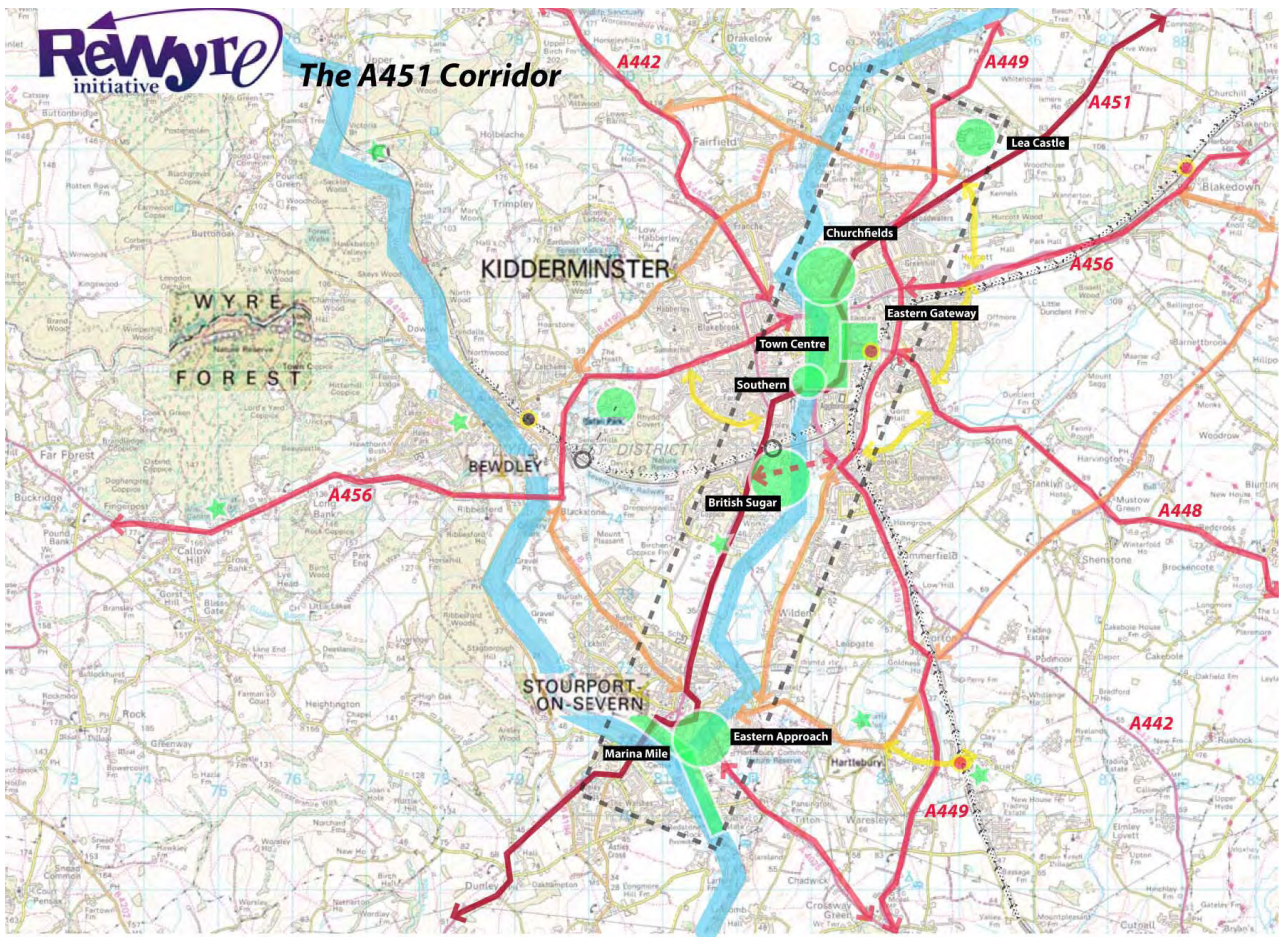
Areas and Sites

9.6 This section provides the development management policies for the areas and sites identified for future development within the District. The approach to future development is via area based and site specific policies. The areas that are covered within this section are as follows:

- South Kidderminster Business and Nature Park
- West Kidderminster
- Kidderminster - smaller sites
- Stourport-on-Severn Town Centre
- Stourport-on-Severn - Eastern Approaches
- Stourport-on-Severn - West
- Stourport-on-Severn - smaller sites
- Bewdley
- Rural
- Major Developed Sites in the Green Belt

9.7 Although identified as separate areas, many of the sites combine to provide a wider concept for development within the District. One of the main concepts is the development that runs along the Stour Valley (A451) Corridor which links the key opportunity sites within the District. The following concept plan identifies these opportunities and provides a spatial interpretation of how the development of the District sits in a wider context.

Stour Valley (A451 Corridor)

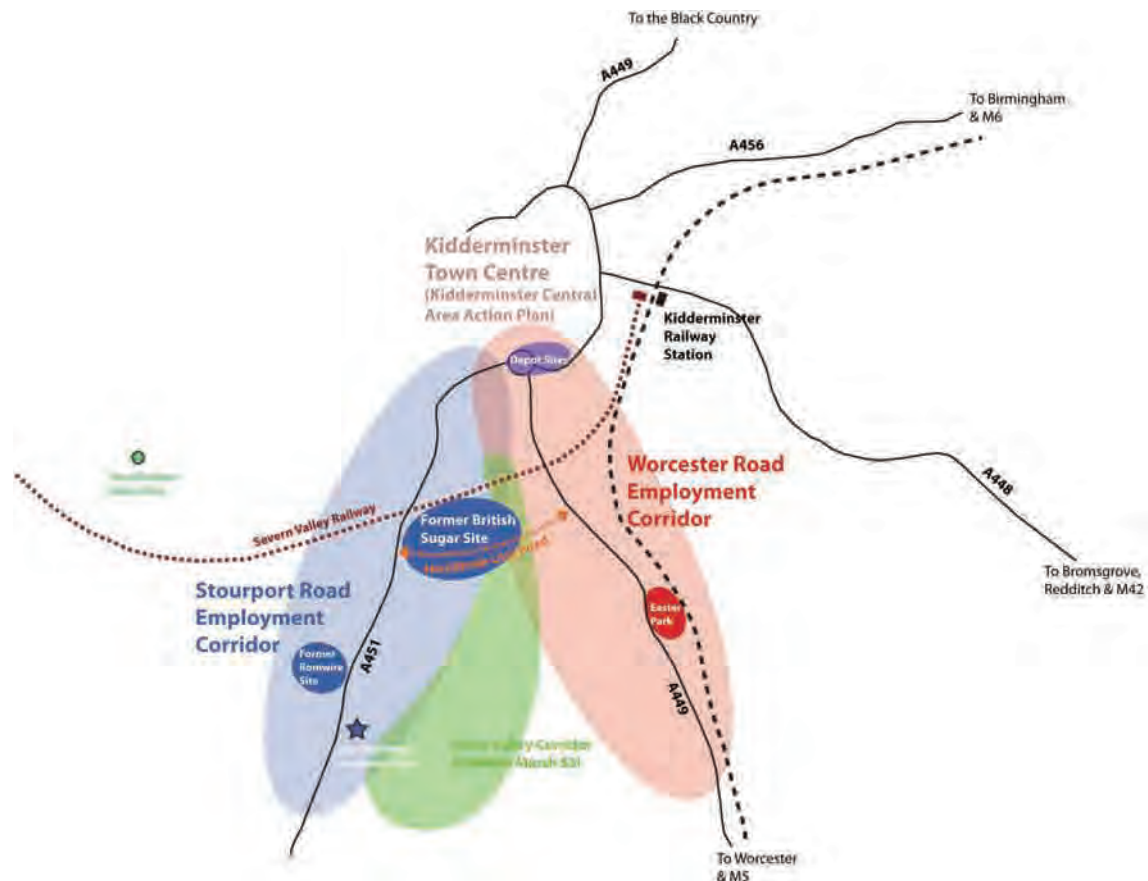


9.8 These sites are considered further in the site specific policies within this section. This linear route, that follows the Stour valley and the A451, includes some of the main future development sites within the District. The route links the two largest settlements and incorporates the main development opportunities as well as natural features and tourism links, which all combine to present a unique development concept for the District.

10 South Kidderminster Business and Nature Park

10.1 The area to the south of Kidderminster Town Centre provides real opportunities and potential for change. The area is a thriving mix of businesses and residential areas combined with some of the most important natural habitat within the County. The diverse nature of this area provides a number of opportunities to consider new development, whilst also safeguarding the roles and functions that each of the different land uses perform. The following map provides the context for the South Kidderminster Business and Nature Park.

South Kidderminster Business and Nature Park - Concept Plan



10.2 The concept plan identifies the sites that make up the south Kidderminster area. The key locations within this area are the employment areas and businesses located along the Stourport Road and the Worcester Road. Additionally, Wilden Marsh (SSSI) provides an important natural green wedge between the two linear routes. Key to ensuring that this area continues to thrive will be seeking to connect the Stourport Road and Worcester Road through the former British Sugar Site. The former British Sugar Site provides the opportunity to consider the link between the two areas whilst also being a strategic site for new development.

10.3 This section of the document provides the development management approach for the south Kidderminster Business and Nature Park area and provides site specific policies for some of the larger redevelopment sites that exist within this location.

Stourport Road Employment Corridor

10.4 The Stourport Road Employment Corridor (SREC) is identified in the Adopted Core Strategy as being a key strategic area within the District for economic development. Its central location makes it a sustainable and accessible area, whilst being the only high frequency bus route that exists within the District. This corridor is home to a large number of the District's businesses, with a large concentration of employment sites situated on a linear route.

10.5 The road is the main route between the two largest settlements in the District and provides jobs for many residents of the area. As well as providing important employment areas for the existing businesses there are also a number of former industrial sites that exist along this corridor, which provide real opportunities for regeneration.

10.6 The corridor is also located predominantly in Oldington and Foley Park Ward, which is one of the most deprived wards in Worcestershire and therefore could provide the catalyst for further job creation with the aim of decreasing the level of deprivation within this area.

10.7 It is therefore considered important that the existing sites within this corridor are retained and enhanced whilst opportunities for new businesses and economic ventures are developed.

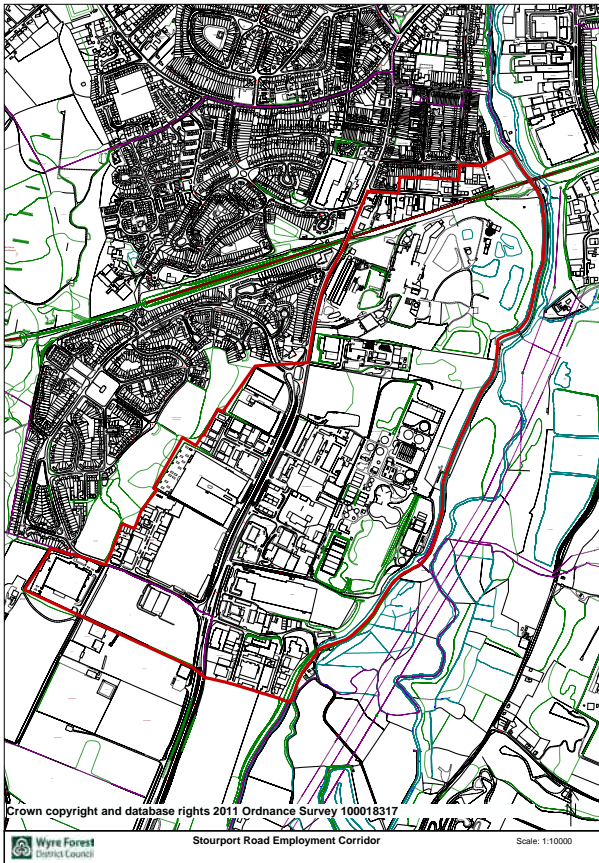
10.8 The accompanying map identifies the preferred boundary of the SREC and this is available for comment. Given the importance of the SREC to the current and future development of the District's economy it was considered that the area should have its own development management policy. The following policy therefore provides the preferred development management approach for this area, and should be read in conjunction with Adopted Core Strategy policy CP08.

Policy 31

Stourport Road Employment Corridor (SREC) - (SAL.SK.1)

Development proposals within the Stourport Road Employment Corridor:

- a. Must positively contribute to the economic well-being of the District.
- b. Must be compatible with neighbouring uses and should not prejudice the operation and amenity of current employment operations within this area
- c. Should strengthen the visual harmony of the Stourport Road with its strong tradition of tree lining, service roads and a prominent set-back of the building line narrowing to the bridge over the Severn Valley Railway.



Former British Sugar Site

- Area: 27ha

10.9 One of the key sites within the Stourport Road Employment Corridor (SREC), and the District as a whole, is the redevelopment opportunity of the former British Sugar site. The Adopted Core Strategy identifies this area as a large opportunity site to provide new industry and employment opportunities, along with a significant area of residential development.

10.10 A masterplan for the site is currently being developed in conjunction with the site owners and this will detail the preferred option for the site's future development. Prior to the masterplan process being finalised it is proposed that the following policy provides the planning framework to consider the holistic redevelopment of this large regeneration site.

Policy 32

Former British Sugar Site - (SAL.SK.2)

Proposals for this site will include:

1. Approximately 12ha of employment land (B1-B8)
2. A mixed use development incorporating a significant number of residential units (C2/C3), (approximately 320 dwellings) and employment generating uses that could include:
 - i. Ancillary commercial uses
 - ii. Community Facilities (Use Class D1)
 - iii. Tourism (inc. Hotel) and non town centre leisure uses (Use Class D2)

Subject to sequential test and impact of the proposals being considered and a comprehensive masterplan that embraces the latest urban design thinking being agreed.

Proposals for this site must:

- a. Safeguard the line for the proposed Hoobrook Link Road and provide on-site and off-site measures to mitigate against any adverse transport impact, including access to the local road network.
- b. Fully consider the potential for connection to the Severn Valley Railway. Development proposals should seek to incorporate the railway and as a minimum safeguard the potential to create a direct link for passengers and/or freight.
- c. Provide for cycle and footpath networks throughout the site to enable connections to be made to this site and to other adjacent areas.
- d. Provide appropriate sports pitch provision by either improving the existing facilities or providing compensatory provision.
- e. Provide a comprehensive green infrastructure network, which connects and complements important adjacent wildlife areas and utilises existing habitats.
- f. Ensure that development safeguards and enhances the adjacent Staffordshire & Worcestershire Canal Conservation Area and Wilden Marsh SSSI.
- g. Seek to maximise the connectivity of the site to nearby centres and attractions including Kidderminster Town Centre, Stourport-on-Severn, the Canal and Severn Valley Railway.

- h. Investigate the potential for a 'land-mark' development.
- i. Make full use of the site's strategic position on the edge of the Stour Valley.
- j. Ensure that contamination issues are fully considered and mitigated against.
- k. Have full regard to the HSE zone that affects the site and locate uses accordingly.

10.11 The site is a former British Sugar works, which has now been cleared and demolished apart from the two remaining tall silos and surrounding infrastructure. The site dates back to the 1920s and previously had a number of railway sidings serving the site from the adjacent railway. Built development was generally concentrated on the western side of the site with settling ponds and associated plant and equipment interspersed on the eastern part of the site. These ponds have now all been filled in. The site is bounded to the north by the Severn Valley Railway, to the east by the Staffordshire & Worcestershire Canal, beyond which is the River Stour and Valley and Site of Special Scientific Interest, to the south by the Vale Industrial Estate and to the west by the Stourport Road which provides the access to the site.

10.12 The site has historically been used for the production of sugar and operated until the British Sugar Corporation closed the factory during the course of 2002. The site has remained vacant since this time with little developer interest. The site was the subject of discussions during the examination into the Adopted Core Strategy where the Inspector concluded that a mixed use development, comprising significant residential development, would be the best future use of the site. Therefore, the policy framework provides the preferred option for the development of the site. Further information on the different issues affecting the future development of the site are provided below.

10.13 The site is primarily in the ownership of one company but approximately two hectares at the south-east of the site is separately owned. Although there are two ownerships within this area, the future development of the site has been considered holistically.

Development Types

10.14 The policy proposes a mix of uses to be developed on the site incorporating residential, business, retail, community and leisure uses as well as infrastructure improvements connecting to the local highway network and providing the potential for links to the adjacent private railway. The final mix of development will be developed through a masterplan of the site but the concept plan below provides an indicative layout of how these uses will be located within the site.

10.15 The design of the development will be discussed through the masterplanning stage but it is important that the proposals:

- Create a strong sense of place, character and identity through ensuring development of the highest quality and ensuring that there is a mix of types and tenures throughout the site.
- Enhance accessibility by all modes for all residents and visitors through establishing a clear network of interlinked streets, walkways and cycleways.
- Build in the principles of sustainable development from the outset to create a long lasting and valued environment.

Infrastructure

10.16 One of the key considerations for the site is the provision of infrastructure. The indicative line of the Hoobrook link road crosses the site and therefore provision will need to be made for this within the development, in accordance with policy CP03 of the Adopted Core Strategy.

10.17 The site also offers the potential for connection to the railway network. The Severn Valley Railway runs adjacent to the northern edge of the site and previously served the site. Through the redevelopment of the area the potential to re-connect to the railway should be established. This could provide the opportunity for the movement of passengers and/or freight. However, the Severn Valley Railway is a private railway, although there may be scope for scheduled main line services in the future and therefore any development would need to complement the existing provision and ensure that new operations did not adversely affect one of the District's key tourism assets. The potential for a new railway station could in fact add to the tourism offer of the railway and provide links to this site and the wider environment. There is also potential to consider other tourism offers through the redevelopment of the site which could provide complementary provision along the route of the railway.

10.18 The redevelopment of the site also provides opportunities to provide new cycle and pedestrian links. The links between the Stourport Road and Worcester Road are equally as poor for other forms of transport and so opening this site up to improve permeability through it will help to improve the sustainable transport options within this area of the town. The site provides the opportunity to create direct access to link into the canal towpath and associated travel network which provides a sustainable transport link between the two largest towns in the District and therefore should be included as part of the proposals.

10.19 The other main type of infrastructure that will be required from the redevelopment of the site will be a green infrastructure network. The site lies adjacent to existing important habitats, most notably the Wilden Marsh SSSI.

10.20 Within the site there are existing sports fields. The policy proposes that these pitches should be retained and enhanced or if unsuitable to remain, compensatory provision provided. The development concept plan identifies that the proposals currently seek to retain and enhance these sports pitches and bring them back into productive use.

Environmental Issues

10.21 The site lies adjacent to some important natural and conservation designations. One of the main areas of land adjacent to the site is the Wilden Marsh and Meadows SSSI. This is an important natural habitat and development within this area will need to respect and enhance this designation wherever possible. The site also abuts the Staffordshire and Worcestershire Canal Conservation Area. Proposals will need to have regard to this designation and take account of the Character Appraisal.

10.22 Given the manufacturing legacy of the site, it will be important that contamination issues are considered from the outset and appropriate investigation studies undertaken.

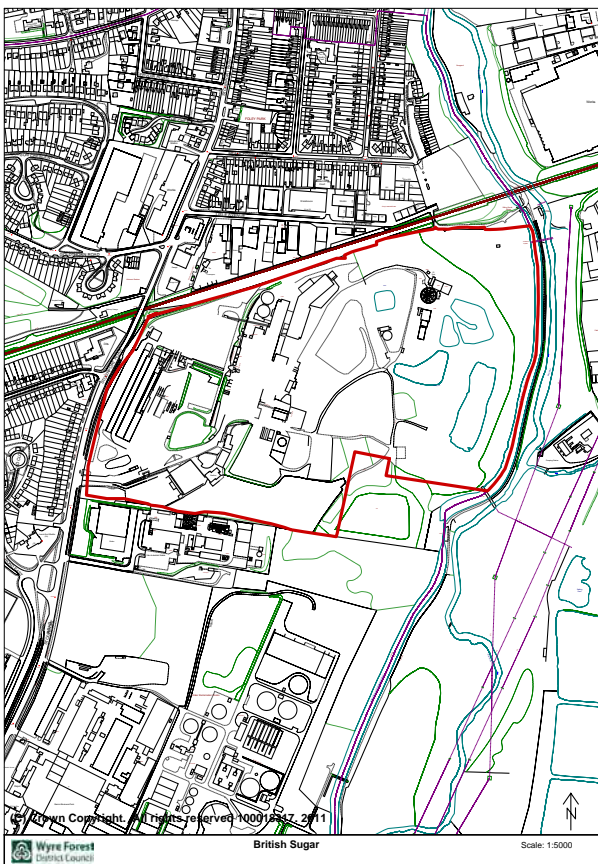
10.23 The site lies in a prominent location within the District and along the Stour Valley corridor. The site currently has a landmark feature in the former silos which provide a focal point and destination for the site. Through the masterplan process the Council will work with the site owners to investigate the potential for a landmark development that provides a similar focal point for the site.

Relevant Adopted Core Strategy Policies

10.24 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP08: A Diverse Local Economy
- CP09: Retail and Commercial Development
- CP10: Sustainable Tourism
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity

10.25 A development concept plan has been produced to provide an indicative layout of the site to reflect the uses that might be acceptable within this location. This concept plan is included below.



Former British Sugar Site - Development Concept Plan



Oasis Arts & Crafts and Reilloc Chain

- Area: 2.7ha

10.26 This site is located to the south of Kidderminster along the Stourport Road. It is currently home to two main businesses which are Oasis Arts & Crafts and Reilloc Chain. The site is approximately 2.7 hectares and is currently zoned for employment use. The site specific policy for this location is proposed as follows:

Policy 33

Oasis Arts & Crafts and Reilloc Chain - (SAL.SK.3)

Development proposals for this area will:

- Provide for a mix of uses including residential and business.
- Ensure that proposals are compatible with surrounding uses.
- Ensure that development fronts onto both Stourport Road and Goldthorn Road.
- Retain tree-belt alongside Summer Road.
- Maintain B1, B2 and B8 uses as appropriate.

10.27 This site provides the opportunity to consider a mixed use development which will benefit the regeneration of the older Reilloc Chain premises fronting the Stourport Road. The policy remains flexible so that some business use could be retained on-site subject to it being compatible with residential use.

10.28 A new development may help to improve the streetscene by incorporating a new design along the Stourport Road frontage. The site is surrounded by residential development on all sides and is in a sustainable location being situated along a high frequency bus route and within easy walking distance of local shops.

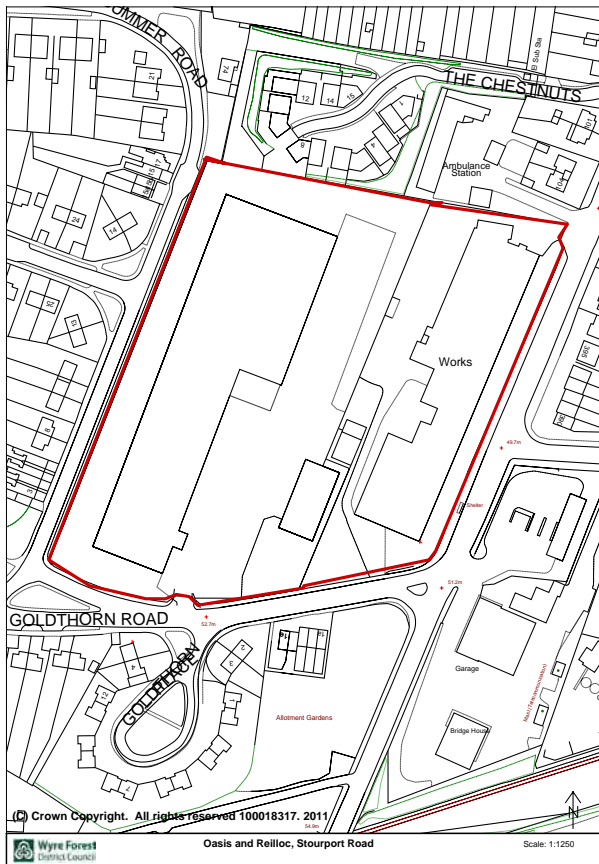
10.29 The site is in conformity with the Development Strategy of the Adopted Core Strategy and has been suggested by one of the landowners (Oasis Arts & Crafts site) to be considered for residential development. It is considered to be available and deliverable towards the end of the plan period.

Relevant Adopted Core Strategy Policies

10.30 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP08: A Diverse Local Economy

- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



Former Romwire Site

- Area: 5ha

10.31 The former Romwire Site is a prime site within the Stourport Road Employment Corridor that provides the potential for new employment development to occur. The site is identified in part A as being suitable for new employment development that will contribute towards the Adopted Core Strategy requirement for employment land, which stands at 44 hectares.

10.32 The following policy provides the framework for new development proposals on this site:

Policy 34

Former Romwire Site - (SAL.SK.4)

This site is allocated for new Employment Use (B1 - B8) and other sui-generis use such as car showrooms and vehicle maintenance, repair and service centres

Development proposals should also consider:

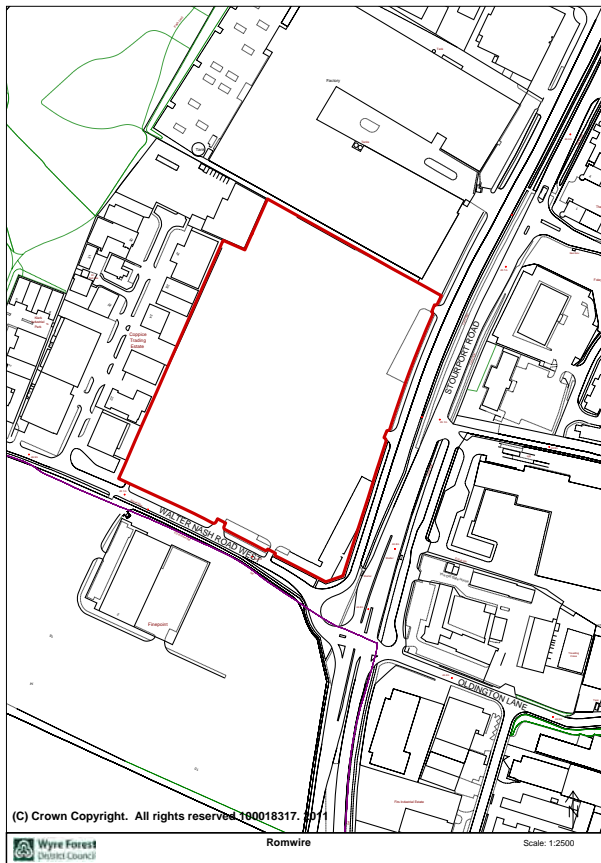
- a. The relationship to the surrounding uses, including industry and the Local Nature Reserve.
- b. Design - and the need to provide suitable frontages to Walter Nash Road and the Stourport Road.
- c. A connected layout that links to adjacent development where appropriate.

10.33 This site has been specifically identified as being suitable to contribute towards meeting the Adopted Core Strategy Employment Land requirement, providing approximately 5 hectares of land for new business occupation.

Relevant Adopted Core Strategy Policies

10.34 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP07: Delivering Community Wellbeing
- CP08: A Diverse Local Economy
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



Worcester Road Employment Corridor

10.35 The Worcester Road Employment Corridor has similar characteristics and opportunities to that of the Stourport Road Employment Corridor. Along this corridor are a number of key sites and areas that contain important local businesses. The main sites that make up the Worcester Road Employment Corridor are as follows:

- Worcester Road Employment Area
- Hoobrook Industrial Estate
- Hoo Farm
- Summerfield (Roxel)

Policy 35

Worcester Road Employment Corridor - (SAL.SK.5)

Within this area, proposals should:

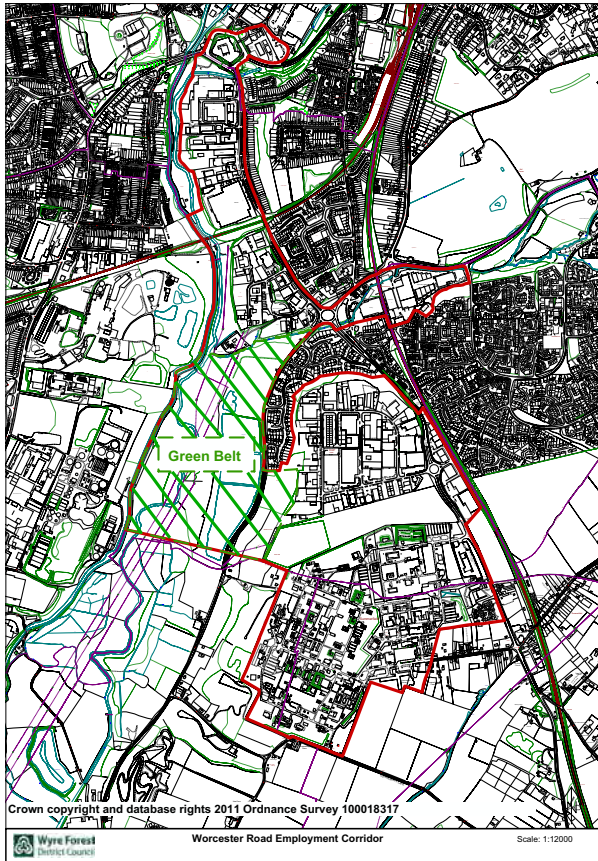
- a. Positively contribute to the economic well-being of the District.
- b. Consider the relationships between different land uses and ensure that uses are compatible.
- c. Enhance the relationship between the sites and the Staffordshire and Worcestershire Canal and River Stour Corridor, where appropriate.

Within the Hoobrook Industrial Estate:

- i. Ensure that the line of the Hoobrook Link Road is safeguarded.
- ii. Safeguard and promote development of new 'enterprise units' for start up businesses.

10.36 The Worcester Road Employment Corridor follows a linear route to the south of Kidderminster Town Centre. Along this route there are a number of important local employment areas and these provide vital employment space to a number of national and local businesses. These areas also perform an ancillary retail function that is mainly directed to trade and building functions.

10.37 The sites are identified to be retained for employment use over the plan period. However, it is also important to identify the different roles and functions that some of the sites along this corridor perform. Specifically, the Hoobrook Industrial Estate which provides important start-up units for new small businesses, which is a function that is proposed to be retained and enhanced. Furthermore, this site lies along the indicative line of the Hoobrook Link Road and therefore new development within this area will need to ensure that it does not compromise the deliverability of the proposed road scheme.



11 West Kidderminster

11.1 To the west of Kidderminster there are two key sites along the Bewdley Road that require consideration. The sites are as follows:

- Blakebrook School and County Buildings
- Kidderminster Hospital

Blakebrook School and County Buildings Site

- Area: 1.32ha

11.2 This site includes the Blakebrook Special School and the County Registry Office and adjoining car park and open space. It is the largest redevelopment opportunity outside of the Stourport Road Employment Corridor and KCAAP. The site will become available for redevelopment if the school relocates later on in the plan period. The future development of the site is considered in the following policy:

Policy 36

Blakebrook School and County Buildings - (SAL.WK.1)

This site will be allocated as mixed use for residential and community uses. Development proposals for this site will be expected to:

- Provide for residential development, including a mix of types and tenures.
- Retain and enhance the listed buildings and consider the impact on adjacent listed buildings.
- Provide links through this site to the open space at Church Walk.
- Ensure that key trees on-site are maintained and protected.

11.3 This site is split into in 2 distinct parts. The Listed County Buildings is likely to remain as the Registry Office and therefore would be allocated as community use. However, the Blakebrook School site is likely to become available for redevelopment if funding is found for the school to relocate to the Baxter College / St. John's school site and therefore residential development of this site is being proposed.

11.4 Any scheme would have to take into consideration the listed former Grammar School Chapel (now the Registry Office) and its curtilage buildings. Car parking provision for this use would also be required. The listed Woodfield House and its Coach House also lies to the west of the site and the impact of any development on these buildings would have to be carefully assessed.

11.5 There are also a number of protected trees on this site which are very important to the local character and any redevelopment of the site would have to take these into consideration.

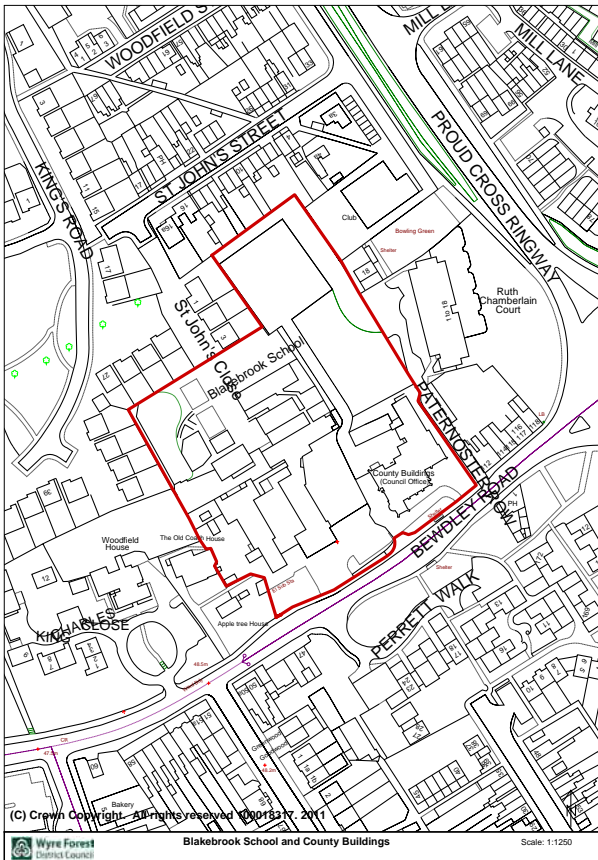
11.6 Development of this site for mainly residential uses would be in accordance with the Adopted Core Strategy and therefore it is the preferred option to allocate this site for residential use, with an allocation for the continuing community facility.

Relevant Adopted Core Strategy Policies

11.7 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area

- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



Kidderminster Hospital

- Area: 4.6ha

Policy 37

Kidderminster Hospital - (SAL.WK.2)

The Kidderminster Hospital site as shown on the Proposals Map will be safeguarded for medical uses. Proposals for non-healthcare uses will not be permitted unless it can be demonstrated that healthcare provision will not be compromised.

11.8 It is considered that the hospital site at Bewdley Road should remain allocated for healthcare uses to safeguard its use as a hospital. Permission has recently been granted to build a new GP medical centre on the southern part of the site reflecting the need for services within this locality.

Relevant Adopted Core Strategy Policies

11.9 The following Adopted Core Strategy policy provides the evidence for the suitability of this allocation:

- CP07: Delivering Community Wellbeing



12 Kidderminster - Smaller Sites

12.1 There are a number of smaller sites within Kidderminster which provide development opportunities. It is important that these sites are allocated as there are potential benefits associated with their development. The sites identified for development are Northumberland Avenue Surgery, Aylmer Lodge Surgery, Chester Road South Service Station and Broadwaters Community Centre. The preferred option for these sites is as follows:

Policy 38

Smaller Kidderminster Sites

The following sites will be identified for residential development:

- Northumberland Avenue Surgery * - **(SAL.KSS.1)**
- Aylmer Lodge Surgery * - **(SAL.KSS.2)**
- Chester Road South Service Station - **(SAL.KSS.3)**
- Broadwaters Community Centre * - **(SAL.KSS.4)**
- Rifle Range Shops and Musketeer PH - **(SAL.KSS.5)**

In addition, any proposals for the redevelopment of the Broadwaters Community Centre will need to demonstrate that there is no longer a need or make alternative provision to mitigate the loss.

* subject to demonstrating that the sites are no longer required for community uses

Relevant Adopted Core Strategy Policies

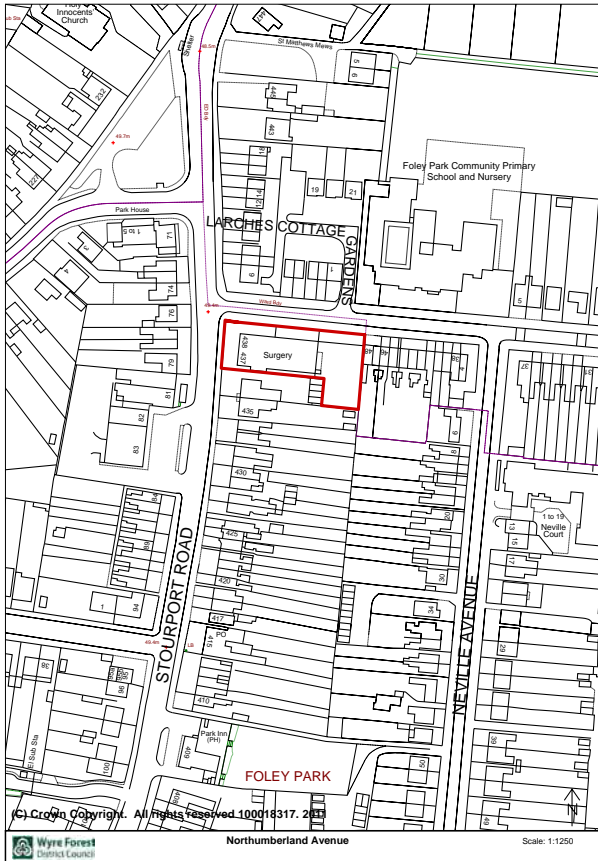
12.2 The following Adopted Core Strategy policies provide the evidence for the suitability of these allocations and identify what would be required from the sites:

- DS01: Development Locations
- DS02: Kidderminster Regeneration Area
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity

Northumberland Avenue Surgery

- Area: 0.14ha

12.3 This site is located at the junction of Northumberland Avenue and the Stourport Road. It consists of a former residential property with large extensions and a small car park which is currently used as a doctors' surgery. With permission granted for a replacement GP medical facility at the Kidderminster Hospital site, this site is likely to become surplus to requirements. The site is located within the urban area and is surrounded by other residential uses. The site is in conformity with the Development Strategy of the Adopted Core Strategy. There is the potential to design a replacement building as a corner feature to the Stourport Road.



Aylmer Lodge Surgery

- Area: 0.18ha

12.4 This site on the Franche Road is currently used as a doctors' surgery and as with the Northumberland Avenue site, it is likely to become surplus to requirements. The building itself is Locally Listed and any development on the site would look to convert the main building and remove the modern extensions. There are a number of large trees on the site which are protected by Tree Preservation Orders. This will limit the potential for further development on the site. Converting this site back into residential use will have a positive impact on the local residential streets as there is limited patient parking on-site.



Chester Road South Service Station

- Area: 0.41ha

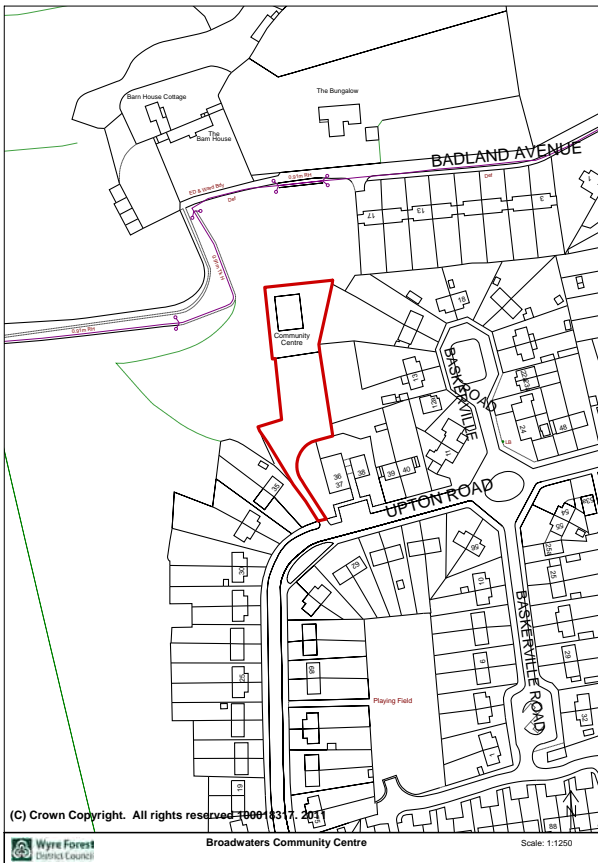
12.5 This site in south-east Kidderminster is a former petrol and gas station which is now used for second-hand car sales and car repair businesses. It is an incongruous feature in an otherwise residential area. Any redevelopment will need to ensure that housing faces onto the main road to continue the strong building line and that contamination issues are fully considered and mitigated against. The site backs onto the railway and lies adjacent to a footbridge which provides a key link through to the residential streets on the other side of the tracks. There is potential to improve this link as part of the redevelopment of the site.



Broadwaters Community Centre

- Area: 0.17ha

12.6 This site in the north-east of Kidderminster consists of a community centre and associated hard-standing, that is considered to be surplus to requirements. It is proposed to allocate the site to meet affordable housing needs. There is a wooded escarpment that lies adjacent to the site and this should be maintained and green infrastructure links provided within the development to link to this space. A fully affordable scheme is promoted for this site as the land is owned by The Community Housing Group. One of the constraints on the site is that a main sewer runs down the eastern edge which may cause limitations for the site layout.

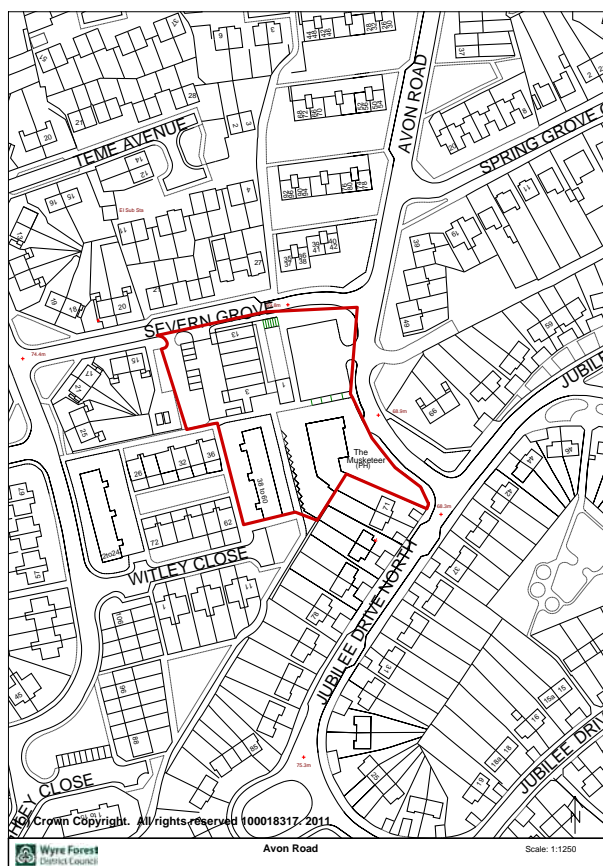


Rifle Range Shops and Musketeer Public House

- Area: 0.59ha

12.7 This small site is located in the south-west of Kidderminster and consists of a pub, parade of shops and some residential units. It is proposed to improve the poor urban environment by comprehensive redevelopment. Most of the site is owned by the The Community Housing Group. The site would be brought forward for affordable housing use and therefore would be allocated as such on the proposals map.

12.8 Some retail provision would be required in any redevelopment as the existing retail units act as important top-up shopping facilities for the local neighbourhood. The main challenge for the future redevelopment of this area will be ensuring that the existing tenants are relocated and that provision for the existing shop units remain. However, this is a scheme which the primary landowner is keen to develop and it is considered that it will provide new affordable housing for the local community and should be allocated for this use within this DPD.



13 Stourport-on-Severn Town Centre

13.1 Within the central area of Stourport-on-Severn there are a number of key regeneration opportunities that exist. The Adopted Local Plan (2004) identified a number of sites within the Central area as potential sites for redevelopment. Since this time some of the sites have begun to be developed, most noticeably the former Lichfield Basin, which is now a residential site that has brought about the restoration of a canal basin.

13.2 The continuation of the regeneration effort within this area will ensure that the town continues to develop and make the most of its existing assets.

13.3 The sites that fall within the central area are as follows:

- Bridge Street Basins Link
- Tan Lane and County Buildings
- Civic Centre
- Swan Hotel and Working Men's Club
- Sion Gardens

13.4 Each of the sites are discussed further in turn through this section.

Bridge Street Basins Link

- Area: 0.14ha

13.5 A key redevelopment opportunity within the shopping area of Stourport-on-Severn is provided by the Bridge Street Basins Link site (formerly STC.4). This site provides the opportunity to reconnect the town shopping environment with the Canal Basins that are currently hidden from view. The preferred option for this site is as follows:

Policy 39

Bridge Street Basins Link - (SAL.STC.1)

Proposals for this site should:

- a. Provide a mix of commercial, retail and residential use and consider the tourism potential of the area through the addition of quality public space.
- b. Incorporate designs that open up a view of the adjacent canal basin.
- c. Preserve and enhance the character of Bridge Street and the Canal Basins and have full regard to the Stourport-on-Severn No.1 Conservation Area and the associated Character Appraisal.
- d. Be accompanied by a Flood Risk Assessment.
- e. Have full regard to the policies contained within the Adopted Bridge Street SPD.

Bridge Street Basins Link SPD

13.6 This site is the subject of a site specific Supplementary Planning Document (SPD) adopted in November 2005 – Bridge Street Basins Link SPD. The SPD identifies the suitability of this site for a mixed use development incorporating residential and commercial / retail uses. The first phase of the development will be at the Southern part of the site, following the acquisition of the former Lloyds Garage site.

Site Information

13.7 The detailed information regarding the site and future development are included in the Adopted SPD but some of the main background points are addressed below.

13.8 The site is situated at a cross roads between the shops, riverside meadows amusements and fun fair attractions, car parking and the historic basins. The key aim for the redevelopment of this area is:

"To assist the emergence of a new basins quarter in the heart of Stourport-on-Severn by actively linking existing townscape and waterscape through development that serves to redefine the role of Bridge Street as a thriving area for commerce and living."

13.9 It is under this context, therefore that proposals will need to be considered.

13.10 Other key considerations are:

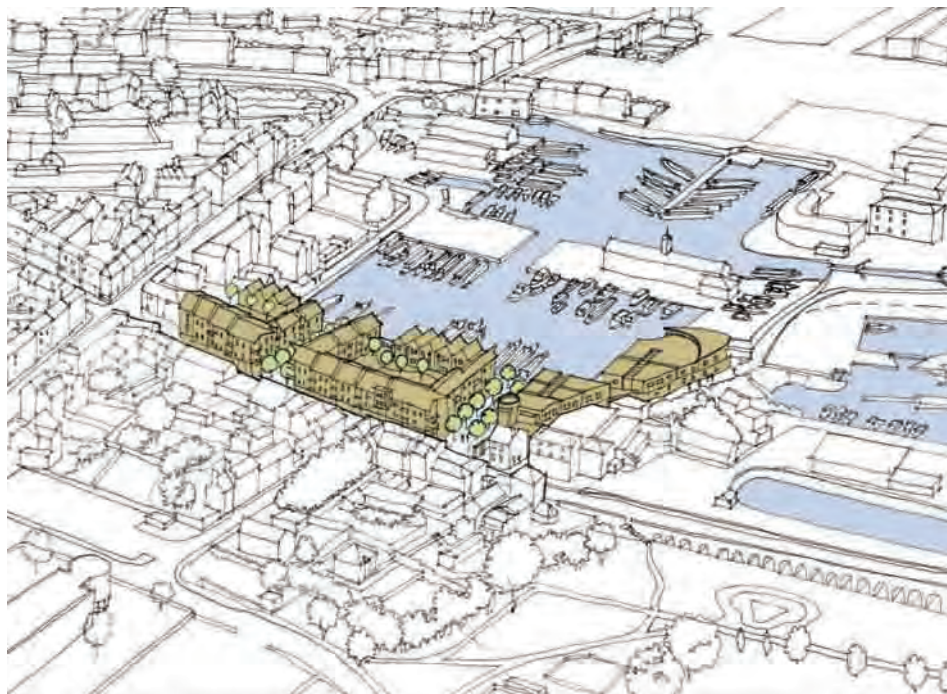
- Ensuring design excellence

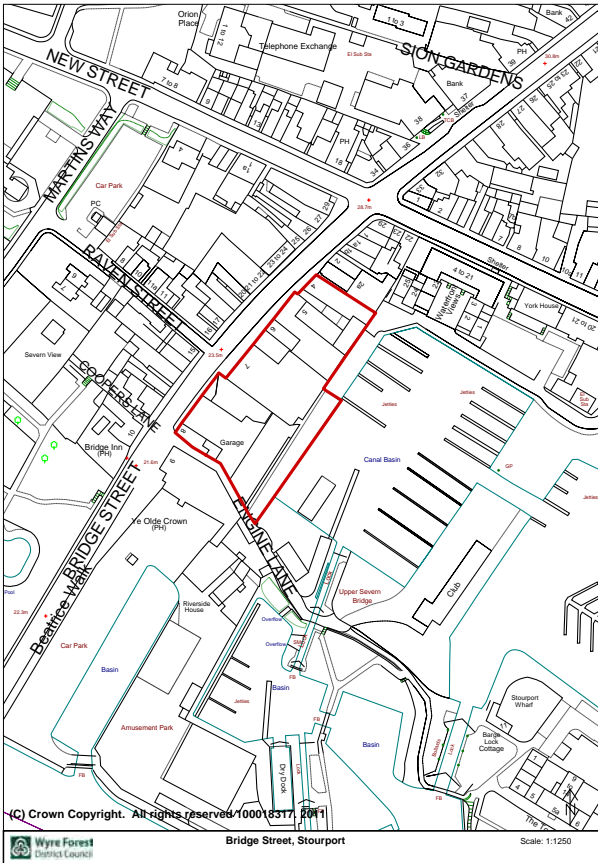
- Connecting places and spaces
- Delivering mixed use development
- Creating a sense of place
- Making the most of a key feature

Relevant Adopted Core Strategy Policies

13.11 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP10: Sustainable Tourism
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways





Tan Lane and County Buildings

- Area: 1.7ha (combined sites)

13.12 The area to the north of the town centre includes two main sites that provide regeneration potential. The sites included are the former Tan Lane School Site and adjacent buildings and the area currently known as the County Buildings. These sites provide potential options for considering redevelopment and the future policy position for these areas are set out below.

Policy 40

Phase 1: Tan Lane - (SAL.STC.2.1)

Proposals for this site should provide for a suitable mix of uses, which could include:

- Residential
- Community Uses
- Small scale retail development (replacement provision for any loss through redevelopment).
- Commercial uses (B1) subject to residential amenity and car parking considerations.

Proposals should also:

- Retain and enhance the Locally Listed former school building.
- Front onto existing and proposed highways.
- Where possible provide a link through to Bewdley Road/Lombard Street.

Phase 2: County Buildings - (SAL.STC.2.2)

Proposals for this site should provide for a suitable mix of uses including:

- Residential
- Community Uses
- Commercial uses (Offices)

Proposals will need to ensure that compensatory provision is provided for the existing community uses before considering any future redevelopment of this site.

13.13 Although two separate sites there are potential links between the two and are therefore considered under the same policy framework.

Tan Lane (Phase 1)

13.14 This is a Brownfield site located close to the centre of Stourport-on-Severn. The site is due to become surplus to requirements when a replacement facility is built on the Lickhill Middle School site (which is currently under construction). Adjacent to this site are a mix of residential and retail areas. The site is located in a sustainable location and was identified as being suitable for housing in the Strategic Housing Land Availability - December 2009 (SHLAA).

The site is in accordance with the Development Strategy of the Adopted Core Strategy and is identified as being deliverable as it is now surplus to requirements and in the ownership of a public body that wish to see the land redeveloped for active use.

13.15 The site boundary for this redevelopment area has been extended to include some of the land that is adjacent to Lombard Street. By including these further areas of land it is considered that a more holistic approach to future redevelopment could be realised. Retail development within this area would be restricted to compensatory provision if the loss of existing premises were to occur through a redevelopment scheme.

13.16 Development in this area will need to take into account the Locally Listed former school building, which could provide an attractive conversion for alternative uses.

County Buildings (Phase 2)

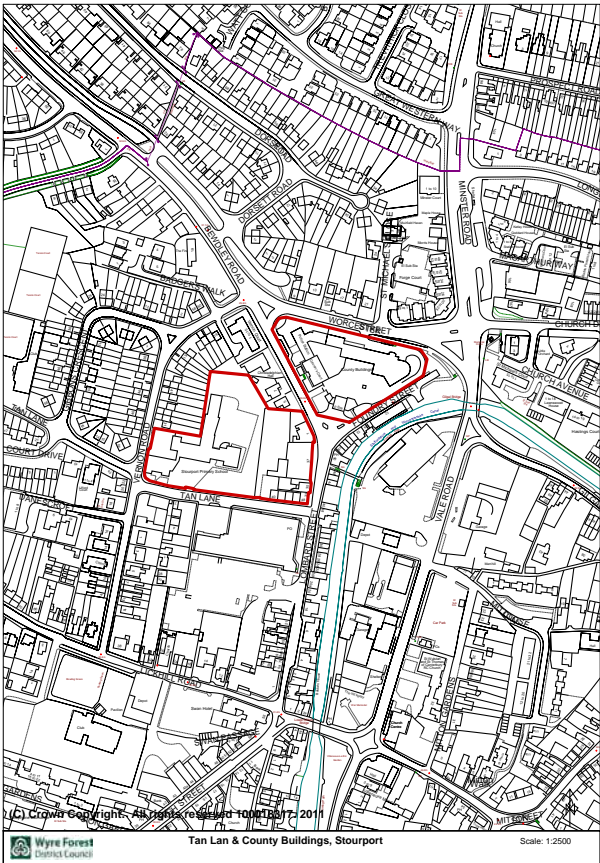
13.17 This site is currently home to a number of community uses, including a Library, Health Centre, Police Station, Coroners Court and Fire Station. However, the buildings are dated and new facilities and premises could be required in the future. Therefore a flexible policy framework has been produced to enable various options for the site to be considered.

13.18 The site is in conformity with the Adopted Core Strategy and would be a suitable redevelopment site subject to discussions regarding the relocation of existing community facilities to meet modern day needs.

Relevant Adopted Core Strategy Policies

13.19 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP11: Quality Design and Local Distinctiveness



Civic Centre

- Area: 2.65ha

13.20 This site comprises the existing Civic Centre within Stourport-on-Severn. The site is expected to become surplus to requirements when the Council has developed a new Council Headquarters. Therefore, the future use and development of this central site needs further consideration. The following policy provides the preferred option for the future development of this site.

Policy 41

Civic Centre - (SAL.STC.3)

Proposals for this site should provide for a mix of uses that may include:

- i. Community Uses
- ii. Residential Development
- iii. Older Peoples Accommodation
- iv. Hotel

Proposals involving the loss of community facilities will be required to demonstrate that alternative community facilities are provided for

Proposals will also need to:

- a. Ensure that development enhances and complements the adjacent Conservation Area.

13.21 This site is currently one of the main civic offices within the District. As part of the Council's transformation programme a new Council Headquarters is anticipated to be built by 2012, which will leave the current civic building surplus to requirements. Therefore options for the redevelopment of the site need consideration. The preferred option for this site is to identify it as a mixed use area.

13.22 The civic centre currently performs an important role in the community and therefore redevelopment options should ensure that appropriate provision is retained and provided for community use. However, due to the size of the site it is considered that other development options could be provided in conjunction with future community facilities.

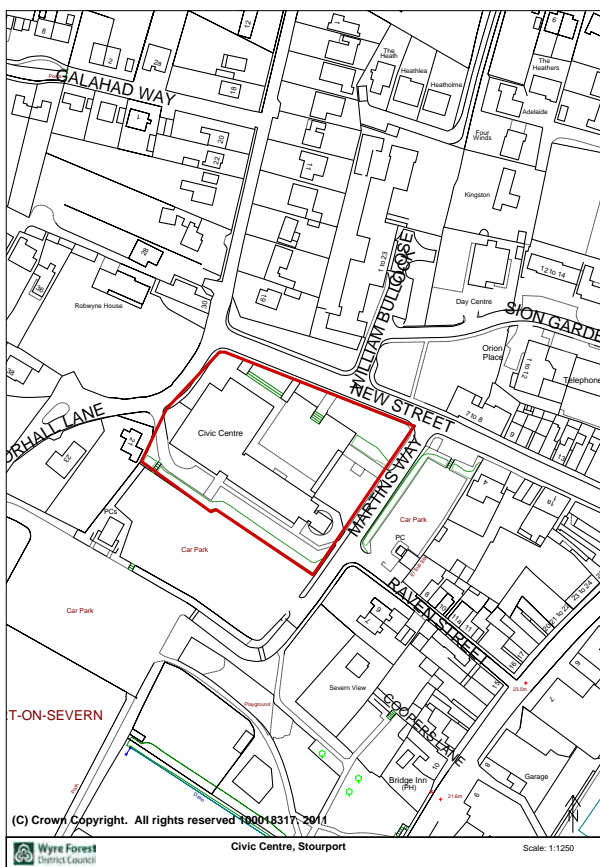
13.23 Proposals for residential development, and for older people's accommodation, would be in accordance with the Development Strategy as this is a previously developed site within the central area of Stourport-on-Severn. The sustainable location would enable easy access to shops and facilities within the town and would reduce the need to travel by car.

13.24 The other option considered to be suitable within this location is for hotel use. The potential for a hotel to be developed would build on the town's role as a tourist destination and would be an acceptable use in terms of national and local planning policy.

Relevant Adopted Core Strategy Policies

13.25 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP10: Sustainable Tourism
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network



Swan Hotel and Working Mens Club

- Area: 1.52ha

13.26 This site fronting Lickhill Road comprises the Swan Hotel and car park, Stourport Bowling Green Club and the Working Men's Club together with Lickhill Garage. Much of this site to the rear of the High Street shops is under-used and therefore the future use and development of this site needs consideration. The following policy sets out the preferred option for the future development of the site.

Policy 42

Swan Hotel and Working Men's Club - (SAL.STC.4)

Proposals for this site should provide for a mix of uses which may include the following:

- i. Commercial uses including element of A1 along High Street frontage
- ii. Community uses
- iii. Residential development

Proposals will need to:

- a. Enhance and complement the adjacent Conservation Area
- b. Retain and bring back into beneficial use the Locally Listed Swan Hotel but ensure that the modern extensions along Lickhill Road are removed
- c. Improve the appearance of the backs of the High Street shops but allow for servicing
- d. Have regard to any adverse impact on the adjoining Conservation Area

13.27 This site is surrounded by residential uses to the west and south and retail uses to the east along the High Street. Much of the site is used as private car parking. The site is located in a sustainable location and has pedestrian access from the High Street along Swan Passage. The Swan Hotel is Locally Listed and any proposals should look to enhance this building by removing the unsightly extensions and bring the building back into beneficial use. The site also contains bowling greens and associated social clubs.

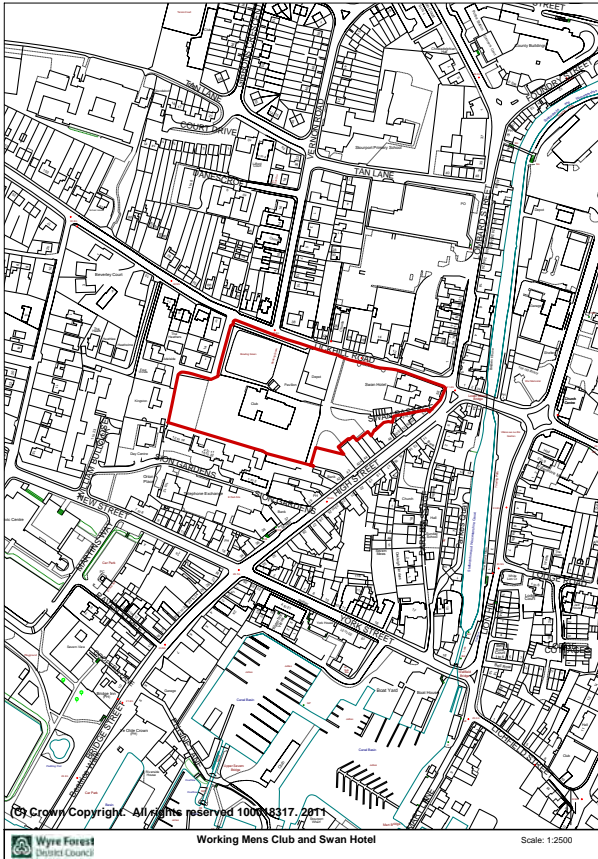
13.28 Proposals for residential development at this location would be in accordance with the Development Strategy as this is mainly a previously developed site within the centre of Stourport-on-Severn. The sustainable location would enable easy access to shops and facilities and reduce the need to travel by car.

Relevant Adopted Core Strategy Policies

13.29 The following Adopted Core Strategy policies provide the evidence for the suitability of this site as a proposed allocation:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP04: Providing Affordable Housing

- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP10: Sustainable Tourism
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network



●

Sion Gardens

- Area: 0.16ha

13.30 This site lies to the rear of the High Street and includes the former Post Office, Royal Mail Sorting Office, Telephone Exchange and a Day Centre which is accessed off New Street. To the north is a development of sheltered housing for the elderly. The site has pedestrian and limited road access through to the High Street via Sion Gardens.

13.31 The following policy sets out the preferred option for the future development of the site.

Policy 43

Sion Gardens - (SAL.STC.5)

Proposals for this site should provide for a mix of uses which may include the following:

- i. Community uses
- ii. Business uses
- iii. Retail
- iv. Residential as part of a mixed use

Proposals will need to:

- a. Retain and enhance the link through from New Street to High Street.
- b. Provide high quality frontage buildings to High Street.

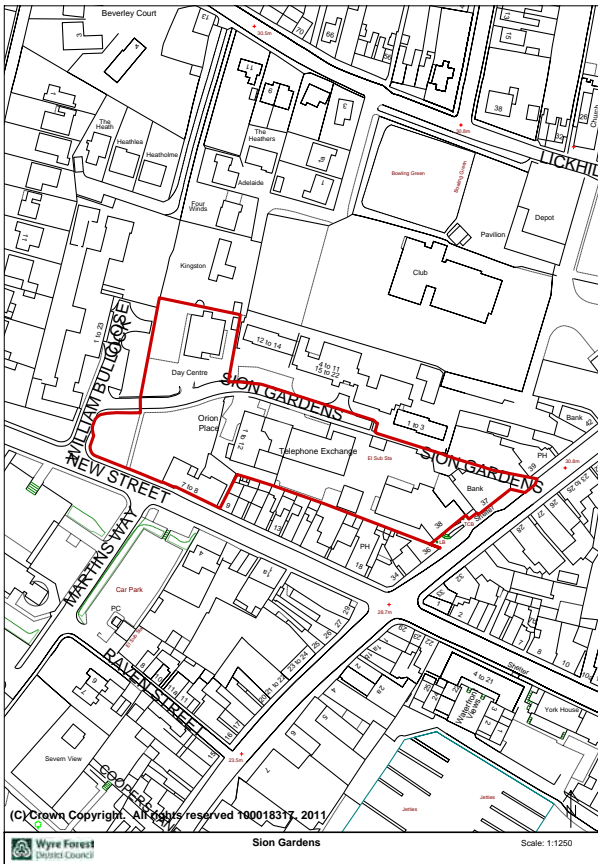
13.32 Much of this site lies within a Conservation Area and any proposals would have to be carefully designed so as to enhance the character and appearance of the area. The former Post Office is a particularly unsympathetically designed building which detracts from the Conservation Area. The replacement of this building will be encouraged with the building footprint brought forward to edge of pavement in line with the surrounding buildings on the High Street. Any redevelopment proposals will need to allow for existing uses to remain on-site if required and provide for flexible uses. Any development proposals should aim to fill in existing gaps to the frontages to New Street, High Street and Sion Gardens itself.

Relevant Adopted Core Strategy Policies

13.33 The following Adopted Core Strategy policies provide the evidence for the suitability of this site as a proposed allocation:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing

- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network



14 Stourport-on-Severn - Eastern Approaches

14.1 Within Stourport-on-Severn a number of the potential sites for redevelopment are clustered around the 'Eastern Approach' to the town. The associated sites provide opportunities for regeneration of brownfield sites and are in direct conformity with the Development Strategy set out within the Adopted Core Strategy. These sites create the potential to improve the urban environment within this part of the town and offer opportunities to improve infrastructure links whilst providing a mix of development to create a sustainable environment. The sites contained within the Eastern Approaches are as follows:

- Carpets of Worth
- Cheapside
- Former Parsons Chain Site
- Worcester Road Car Garages
- Baldwin Road Redevelopment Area

Carpets of Worth

- Area: 6.06ha

14.2 At approximately 6 hectares, the Carpets of Worth site is the largest regeneration opportunity within Stourport-on-Severn. The site was identified as a regeneration opportunity in the Adopted Local Plan (2004) and has been subject to a number of planning applications recently. Given the level of developer interest and the Council's continuing desire to see this area of Stourport-on-Severn regenerated it is proposed that the same policy allocation should continue within the Site Allocations and Policies DPD. The following policy provides the framework for considering development on this site:

Policy 44

Carpets of Worth - (SAL.EA.1)

Redevelopment proposals for this site should:

- Provide for a mix of land uses to include B1 Business, small scale retail (less than 250sqm) and C3 residential.
- Allow, subject to the policies of the retail section, potential for a new supermarket.
- Subject to other material considerations retain and bring back into use the important buildings and structures identified in the Severn Road Development Brief.
- Preserve and enhance the character of the Conservation Area and its setting.
- Safeguard and enhance the natural assets of the site provided by the River Stour, whilst also taking into account and mitigating against the flood risk of the area.
- Be accessible via a new road to be provided as part of the redevelopment, linking this site with Discovery Road.

Some of the key principles for the development of this site include:

- The need for commercial development to front the main routes within the site area to create an active edge.
- Providing a clear and logical block structure that connects with Lichfield Street making use of retained buildings as a 'gateway' into the site to assist with legibility.
- The need for development to provide private backs and public fronts to all streets and spaces both within and outside of the site including the new Severn Road link road and the River Stour corridor.
- The creation of a new central square/space within the development.
- Full integration of the River Stour with high quality open space.
- The creation of high quality streets incorporating home zones and natural traffic calming within the site.
- The incorporation of a range of parking approaches including on-street, on-plot and parking courts as appropriate.
- Creating a 'boulevard' street frontage to the River Stour.
- Incorporating a bespoke and high quality approach to building and landscape (both hard and soft landscaping including streets) design that is sympathetic to the Conservation Area, Locally Listed Buildings and nearby development of Lichfield Basin (Phase 1 of the Severn Road development).

14.3 This site comprises the land formerly occupied by the Bond Worth carpet factory. The company was reorganised and amalgamated with others in the 1980s as Carpets of Worth, before its closure in the early 1990s. The site provides an opportunity to open up a significant part of the town and improve access to natural features of the area, in particular it will allow the opportunity to enjoy and appreciate the adjacent River Stour by opening up access and through re-establishing the importance of the waterways system which formed an essential element to the prosperity of the town. Therefore, any development within this area will need to ensure a positive relationship is made with the adjacent river and ensure that it is an integral feature of the proposals. However, given the proximity of the river it will be important that flood risk is fully considered and mitigated against. One solution would be to retain a riverside walkway and open space area directly next to the waterway, which would bring benefits in terms of flood flow routes and improving access and interest next to the river.

14.4 The site provides a key development opportunity and will represent the gateway into Stourport-on-Severn with direct access over the River Stour to Discovery Road and the proposed route of the Stourport Relief Road. This link will provide an important phase of the redevelopment and will need to be included in any proposed development of the site. The provision of new infrastructure will benefit greater permeability of the site, with the potential of extending the existing circulation paths into the site area, creating and reinforcing links to developments on the east of the Stour.

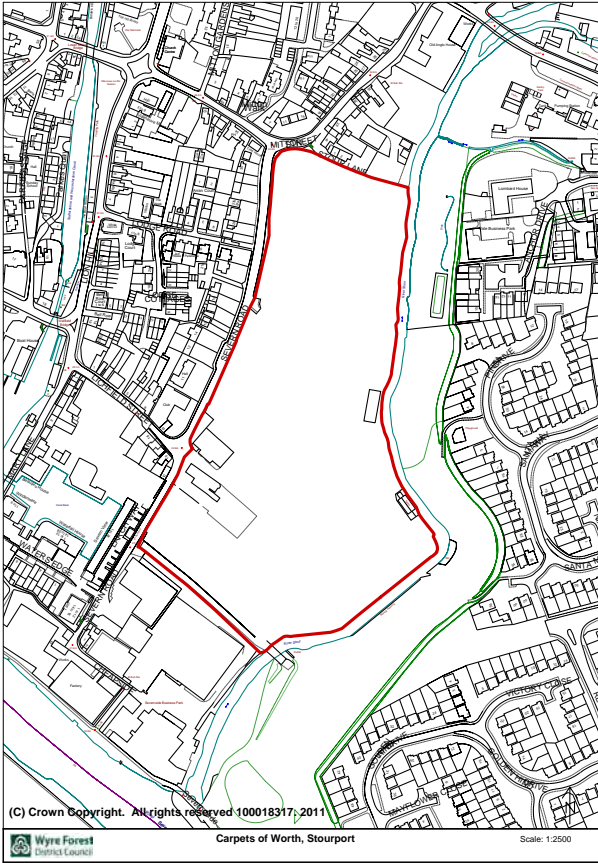
14.5 Any proposal will have to blend well with the existing townscape and will have to have due regard to the Public Realm Design Guide for Stourport-on-Severn and the district-wide Design Quality SPG. Proposals will also need to ensure that any development has a positive impact on the adjoining conservation area.

Relevant Adopted Core Strategy Policies

14.6 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways

INDICATIVE SITE PLAN TO BE INCLUDED



Cheapside

- Area: 2.2ha

14.7 This is a former manufacturing site that is located on the bank of the River Severn in Stourport-on-Severn. The site is surrounded by other areas that have, or are, benefiting from regeneration, most notably the development at Lichfield Basin. The future redevelopment of this site would enable the continued regeneration of this part of Stourport-on-Severn.

Policy 45

Cheapside - (SAL.EA.2)

Redevelopment Proposals for this site should:

- Provide for a mix of land uses to incorporate residential and business use.
- Retain and enhance the listed and Locally Listed Buildings that are within the site boundaries.
- Incorporate and enhance the natural assets of the site, including the environment provided by the Rivers Stour and Severn that surround the site.
- Have full regard to flood risk and be accompanied by a Flood Risk Assessment that identifies that the development will be safe.
- Have full regard to the Stourport-on-Severn No.1 Conservation Area and the associated Character Appraisal.
- Ensure that contamination issues are fully considered and mitigated against.

14.8 The site is in accordance with the Development Strategy of the Adopted Core Strategy as it is a brownfield site in a central area of Stourport-on-Severn and could provide for sustainable development. It is allocated in the Adopted Local Plan (2004) as a potential regeneration area and the preferred option is to retain this allocation within the Local Development Framework.

14.9 In considering some of the issues within this area, key considerations will be the heritage setting of the site, given its location within a Conservation Area, the listed buildings and the Locally Listed Buildings that exist within the site boundaries. Additionally, there are surrounding natural features which also require consideration and could prove to be real assets if incorporated well into the design.

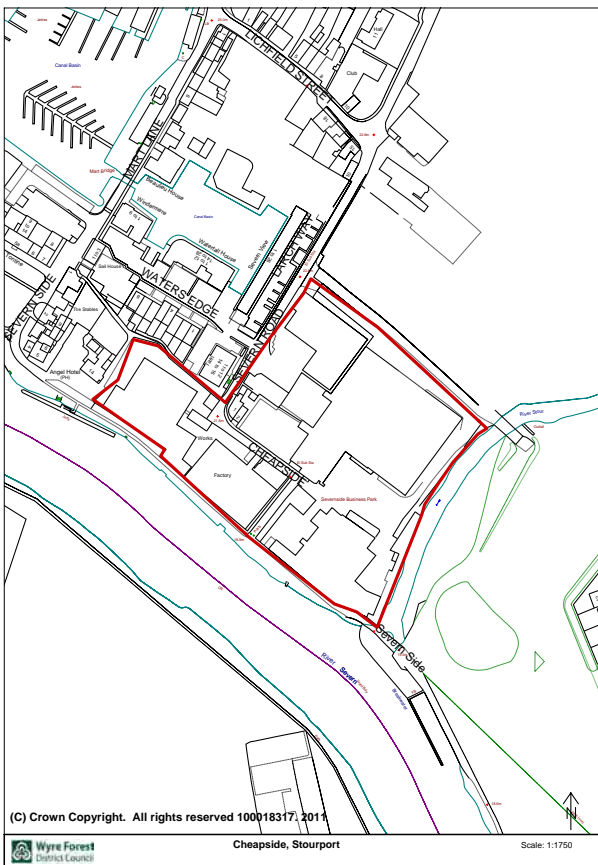
14.10 One of the main issues affecting this site is flooding. The southern elements of the site, located nearest to the River Severn lie within Flood Zone 3. The remainder of the site is largely affected by Flood Zone 2. Therefore any redevelopment proposals will need to ensure that flood risk is fully taken into account.

14.11 Overall, it is considered that this site is a central regeneration opportunity within the second largest settlement in the District. The redevelopment of this site provides another element of the focussed regeneration effort within Stourport-on-Severn. The site could provide important new residential and business opportunities whilst improving links and access to some of the natural features that surround the site. The development of the site could incorporate sympathetic design features and provide an environment more in keeping with the rest of the area.

Relevant Adopted Core Strategy Policies

14.12 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways



Parsons Chain

- Area: 6.26ha

14.13 This site is a former industrial area located on the eastern side of Stourport-on-Severn. The site was cleared in 2008 and has remained vacant since this time. The site also comprises a former railway embankment which forms the eastern boundary of the site. The site is in a sustainable location which has good access to the town centre and the associated services and facilities that this provides. The preferred option for this site is as follows:

Policy 46

Parsons Chain - (SAL.EA.3)

Proposals for this site shall:

- Provide for a mix of uses including residential, business and community uses throughout the site.
- Implement the section of the Stourport Relief Road that runs through the site.
- Provide frontages onto the main highway network (existing and planned).
- Ensure compatibility between the adjacent existing uses and proposed new uses.
- Maintain and improve green infrastructure links through the site linking adjacent areas of open space and biodiversity.
- Incorporate SUDS and green infrastructure linking Hartlebury Common and the River Stour
- Ensure that contamination issues are fully considered and mitigated against.
- Proposals involving solely residential use may be considered subject to robust market appraisal and viability assessments and proposals not undermining the role of adjacent industry.

14.14 The site has been identified in the SHLAA (2009) as being suitable for residential development and it is proposed to be allocated for such use through the Site Allocations process. The site was also assessed through the Council's Employment Land Review, which identified that the site could be considered for alternative uses. However, in light of the Council's desire to retain a satisfactory mix of uses throughout Stourport-on-Severn there may be scope to consider a small element of commercial and or community uses as part of the development of the site.

14.15 The key consideration for the development of this site is the provision of a further element of the Stourport Relief Road, as the indicative line runs through the proposed development area.

14.16 The Stourport Relief Road is a long standing commitment that has the backing of both the District and County Councils and more recently was included within the Council's Adopted Core Strategy which was found 'sound' and subsequently adopted in December 2010. The Stourport Relief Road is also identified as a scheme within LTP3. A key consideration for the site will therefore be gaining satisfactory access to any proposed development. As with other residential developments along the line of the proposed Stourport Relief Road, any development will be expected to provide an appropriate section of the road. There are currently a number

of historic access points to both the Hartlebury and Worcester Roads used to service the factory premises, but these are considered unsatisfactory to form a main access to the site. Given the traffic congestion in the area a new road linking Hartlebury Road and Worcester Road will be expected to provide the main access to the site.

14.17 As a former industrial site there are potential contamination issues and this will need to be considered as part of any development proposals.

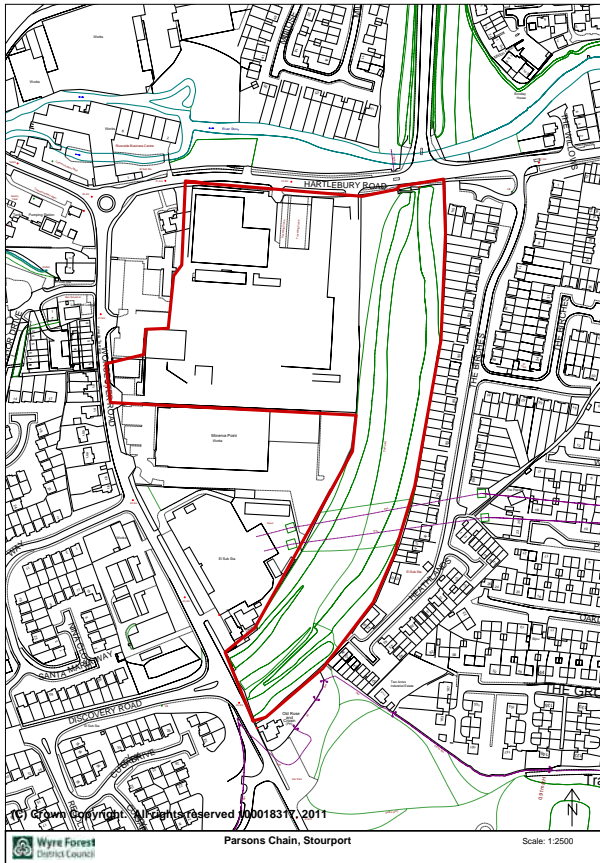
14.18 Part of the site is located within Flood Zone 2. PPS25 - Development and Flood Risk, identifies that the uses being proposed are acceptable within this Flood Zone but any application would need to be accompanied by a suitable site specific Flood Risk Assessment.

14.19 Overall, it is considered that the site is in conformity with the Development Strategy contained within the Adopted Core Strategy. It will also help to ensure that the residential requirements and key infrastructure requirements are implemented.

Relevant Adopted Core Strategy Policies

14.20 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP08: A Diverse Local Economy
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



Worcester Road Car Garages

- Area: 0.83ha

14.21 This site is a small site located in the east of Stourport-on-Severn. The site currently consists of a number of uses but is predominantly used as a car sales area. The remainder of the site is occupied by small scale industrial units and a small area of hard-standing which is used temporarily as a car washing area. The future development of the site is considered in the following policy:

Policy 47

Worcester Road Car Garages - (SAL.EA.4)

Development proposals for this site shall:

- Provide for a mix of uses including residential and business.
- Ensure that proposals are compatible with existing surroundings.
- Ensure development fronts onto the Worcester Road.
- Take full account of flood risk.

14.22 This site, which fronts the Worcester Road provides the opportunity to consider a mixed use development and benefit from regenerating some of the more dated parts of the site and providing residential space. The policy remains flexible so that existing occupiers and businesses could continue to trade whilst providing the opportunity for new development to come forward in a sustainable location. Given the sites location, along the frontage of a main road, the continuation of a car garage and sales area would be appropriate within this area. This type of use would be in line with Adopted Core Strategy policy CP08, which provides flexibility for sui-generis uses such as this.

14.23 A new development may also help to improve the street scene by incorporating a new design fronting onto the Worcester Road and removing the small industrial uses which are now beginning to look dated in parts. The site is in a sustainable location with links to the town centre and the services and facilities that this provides. Links to the town centre are also set to improve once the development of other sites within the vicinity have occurred.

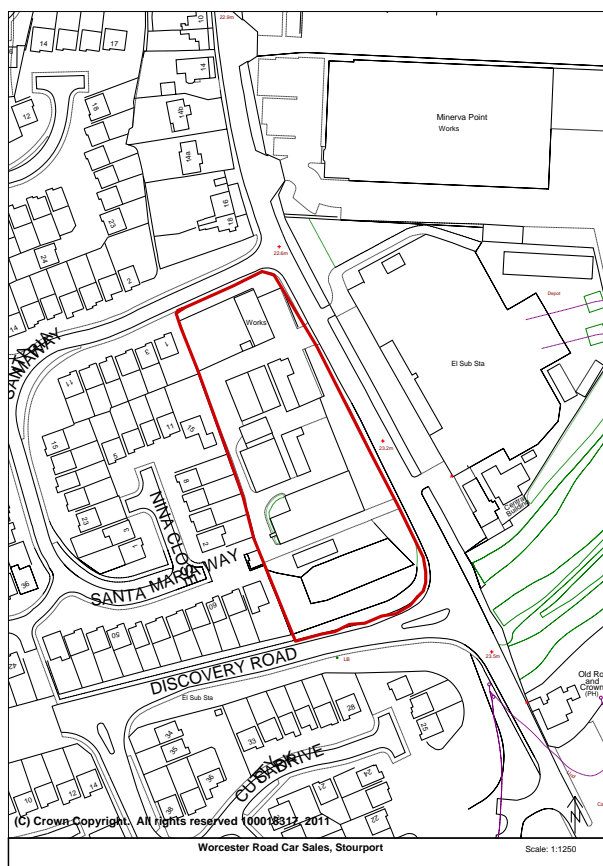
14.24 The site is located within Flood Zone 2. PPS25 - Development and Flood Risk, identifies that the uses being proposed are acceptable within this Flood Zone but any application would need to be accompanied by a suitable site specific Flood Risk Assessment.

14.25 The site is in conformity with the Development Strategy of the Adopted Core Strategy and has been suggested by the landowner to be considered for residential development. It is therefore considered to be a site that is available and deliverable for residential use during the plan period.

Relevant Adopted Core Strategy Policies

14.26 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP08: A Diverse Local Economy
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



Baldwin Road

- Area: 2.03ha

14.27 This site is a collection of areas along Baldwin Road where it is considered a holistic approach to future development would be the best approach. The policy framework for future development of this site is as follows:

Policy 48

Baldwin Road - (SAL.EA.5)

A masterplan for the whole site will be required prior to any development being considered.

Proposals for this site shall:

- Incorporate a mix of uses which are predominantly residential but include space for business.
- Retain, enhance and make accessible the public open space that lies within the site boundary.
- Provide green infrastructure connections through the site and to the adjacent canal corridor.
- Provide access to the Canal and improve cycling and walking links through the site (linking Baldwin Road and the Canal).
- Ensure that development fronts onto the existing Baldwin Road.
- Take into account flood risk.
- Ensure that the development does not have an adverse impact on the adjacent Canal Conservation Area.

Applicants seeking to develop individual parcels within the site must demonstrate how their proposals could make a valuable contribution to the wider site area

14.28 The preferred option for this area is to provide the opportunity for a holistic development incorporating a number of sites that exist along a linear route. The wider site incorporates:

- the Petrol Station on the Gilgal
- an area allocated for residential development in the Adopted Local Plan (2004)
- an area allocated for mixed use development in the Adopted Local Plan (2004)
- an area of urban open space, which is currently inaccessible.

14.29 These sites have all been identified independently in previous versions of the development plan with a number of parcels already identified as being acceptable for residential development. However, the preferred option for this area is to include the sites under one policy framework to provide the flexibility and opportunity for the site to be considered in a holistic manner. The policy framework for this site is to provide a mixed use approach that will enable a scheme to come forward incorporating a clear design for the area as a whole, rather than considering piecemeal development.

14.30 Some of the key considerations for this site are to improve the links to the adjacent canal and to ensure that the open space that lies within the boundary of the site is enhanced and improved and so that access can be gained to it. This site provides real opportunities to provide links to these assets and make them a focus for development. The site also offers the potential to improve green infrastructure links within this area, linking into the Canal and the associated habitats and wildlife that exist.

14.31 Due to the location of the site, adjacent to the Staffordshire and Worcestershire Canal Conservation Area, proposals will need to make sure they do not have an adverse impact on the area and should have regard to the associated Character Appraisal.

14.32 A small portion of the site is also affected by Flood Zone 3 and therefore a Flood Risk Assessment would be required to ensure that the development was safe.

14.33 By including the site as a wider regeneration area it provides the opportunity to look at other impacts such as road infrastructure in a comprehensive manner.

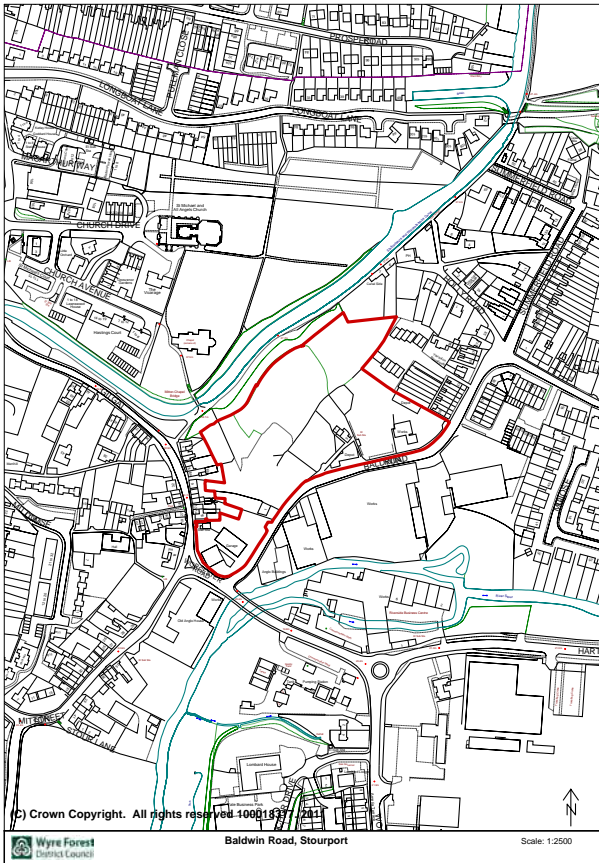
14.34 The site is within the urban area of Stourport-on-Severn and provides the potential to improve the design and outlook in this area whilst providing benefits in terms of regeneration in a sustainable location, linking to existing assets and providing usable open space for the residents of the area. The wider site has been identified as being deliverable and available (via the Issues and Options consultation responses) and so is recommended to be allocated for primarily residential use.

14.35 As the site is currently in fragmented ownerships the affordable housing thresholds will be applied pro-rata to the entire site.

Relevant Adopted Core Strategy Policies

14.36 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity
- CP15: Regenerating the Waterways



15 Stourport-on-Severn - West

15.1 To the west of Stourport-on-Severn there are two key sites that require consideration. The sites are as follows:

- Morgan Technical Ceramics and former Midland Industrial Plastics site
- Former Lucy Baldwin Unit

MTC / MIP

- Area: 1.85ha

Policy 49

Morgan Technical Ceramics and former Midland Industrial Plastics Site - (SAL.WS.1)

Proposals for this site will include:

- Employment Use (B1-B8)
- Mixed Residential Use (C2-C3)

Proposals must:

- Safeguard the residual Morgan Technical Ceramics business premises for employment uses and ensure that any development within the wider site area does not have an adverse impact on the business activity of the site.
- Ensure that prior to any development, appropriate noise mitigation measures are agreed to ensure compatibility of uses within this location.
- Ensure that contamination issues are fully considered and mitigated against.
- Protect the existing sports pitch provision or provide compensatory provision and explore links with the adjacent Memorial Park.

Opportunities to link individual parcels within the site shall be explored. Applicants will need to demonstrate how they have considered ways to connect proposals physically through layout and infrastructure.

15.2 This area of land is located in the western area of Stourport-on-Severn. The area comprises two major sites which are located adjacent to each other and comprise the existing Morgan Technical Ceramics employment area and the former Midland Industrial Plastics Site. Each of the sites are discussed in turn below.

Morgan Technical Ceramics

15.3 The existing Morgan Technical Ceramics plant is identified within the Employment Land Review as being an important site and business for the local economy. A recent planning application for residential development on the front part of the site was approved with the agreement that the capital realised would be reinvested into improving the existing factory. With the planning approval in place it was considered that this was now more of a mixed use area and should be identified as such through an appropriate policy framework. However, the focus remains on ensuring that the business can continue to operate from this location and that any future proposals take into account the impact on the business operations and mitigate against any potential adverse impacts. Any proposals which would harm the existing business operations of the Morgan site would not be permitted.

Former Midland Industrial Plastics Site

15.4 This site lies immediately adjacent to the Morgan Technical Ceramics site and is currently a cleared, vacant former Industrial Area. Over recent years there have been a number of temporary operators on the site but it has been unoccupied for quite some time now. Therefore, the Council have considered other options for the site to enable a positive development to occur within this area. After assessing the options for this site it was considered that the preferred option would be to see the site redeveloped as a mixed use area incorporating residential uses, alongside other uses such as an extra care facility, that would help to maintain employment opportunities within this area of the town.

15.5 The site was identified in the District's SHLAA (2009) as being suitable to be considered for residential use as well as being assessed through the Employment Land Review (ELR) which identified that the site should be considered for alternative uses given its current position.

15.6 However, one of the main issues within this area is the noise mitigation measures required to protect against issues from the adjacent employment site. Therefore, any scheme that is forthcoming would need to ensure that this was fully taken into account before residential development was permitted in this area. A potential solution may be the inclusion of some office units adjacent to the existing employment site which would act as a noise buffer between the two sites. Therefore, the policy has been left purposefully flexible to enable this to be an option for further consideration

15.7 Overall, this site is considered to be in conformity with the Development Strategy of the Adopted Core Strategy. It is a previously developed site within the urban confines of Stourport-on-Severn which could provide for new residential development as well as employment generating uses. However, key issues such as noise mitigation would need to be considered fully to ensure a pleasant and appropriate residential environment could be achieved.

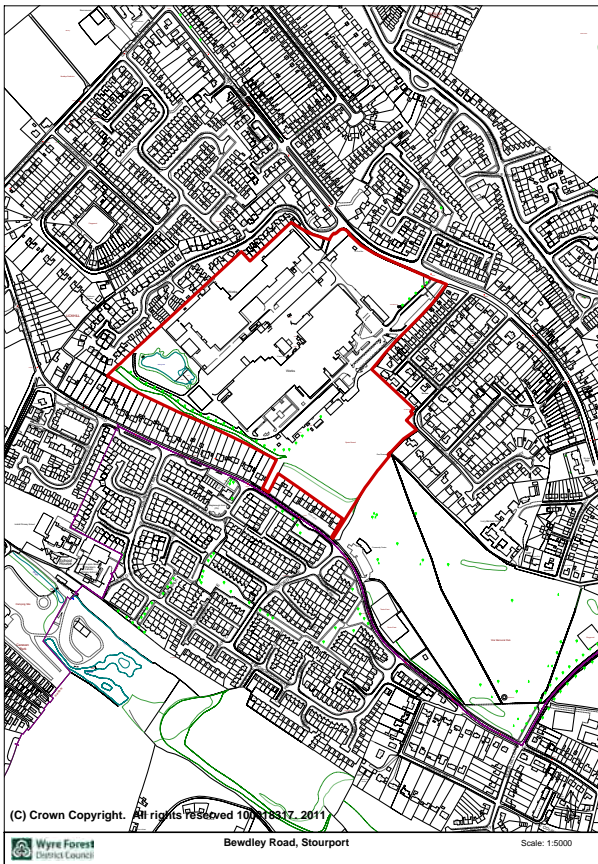
15.8 Although covered by one policy area for mixed use development, the retention of the existing Morgan Technical Ceramics facility is the prime consideration for this area, due to the importance of the business to the local economy. Therefore, any proposals that would undermine the operations of the existing business will not be supported. The Proposals Map will designate the different elements of the site to aid clarity for new proposals.

Relevant Adopted Core Strategy Policies

15.9 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP03: Promoting Transport Choice and Accessibility
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP08: A Diverse Local Economy
- CP11: Quality Design and Local Distinctiveness

- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



Lucy Baldwin Unit

- Area: 1.14ha

15.10 This site comprises a collection of buildings that were once used as a hospital. The site is now vacant and the preferred option for the future development of the site is identified in the following policy.

Policy 50

Lucy Baldwin Unit - (SAL.WS.2)

Proposals for this site shall:

- a. Provide for residential development.
- b. Ensure that the Locally Listed Buildings that are contained within the site boundaries are brought back into use and sympathetically incorporated into any design.
- c. Provide linkages to the existing green infrastructure network, taking full advantage of the opportunities presented by the adjacent Memorial Park.
- d. Provide access to the adjacent open space through improved walking and cycling links.

15.11 This site is located in the west of Stourport and is a former maternity hospital site. The hospital has been closed for a number of years now and is vacant and falling into disrepair. The site is located in a predominantly residential area but the northern boundary of the site fronts onto Stourport War Memorial Park, providing an attractive outlook for the site. The site is previously developed in nature and located in the urban envelope and so is in conformity with the Development Strategy of the Adopted Core Strategy.

15.12 Any potential development of the site will need to take into account the presence of Locally Listed Buildings and ensure that they are incorporated into the design. Furthermore, this site provides enormous opportunity to improve green infrastructure links and improve access to the large open space that it's immediately adjacent to the site.

15.13 The site is being actively marketed as a redevelopment opportunity and it is considered that it is available and deliverable within the plan period. Overall, the site provides potential for new residential development, on a previously developed site that is in conformity with the Adopted Core Strategy.

Relevant Adopted Core Strategy Policies

15.14 The following Adopted Core Strategy policies provide the evidence for the suitability of this allocation and identify what would be required from the site:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing

- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity



16 Stourport-on-Severn - Smaller Sites

16.1 There are a number of smaller sites within Stourport-on-Severn that provide redevelopment opportunities but on a slightly smaller scale. Nevertheless, these sites are equally important to allocate as they are potential benefits associated with any development. The sites identified for future development are the Queens Road shops and garages and Robbins Depot on Manor Road. The preferred option for these sites are as follows:

Policy 51

Smaller Stourport-on-Severn Sites

The following sites will be identified for redevelopment for residential development:

- Queens Road Shops and Garages - **(SAL.SSS.1)**
- Robbins Depot, Manor Road - **(SAL.SSS.2)**

In addition, any redevelopment of the Queens Road site will need to ensure appropriate retail provision is provided.

Relevant Adopted Core Strategy Policies

16.2 The following Adopted Core Strategy policies provide the evidence for the suitability of these allocations and identify what would be required from the sites:

- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity

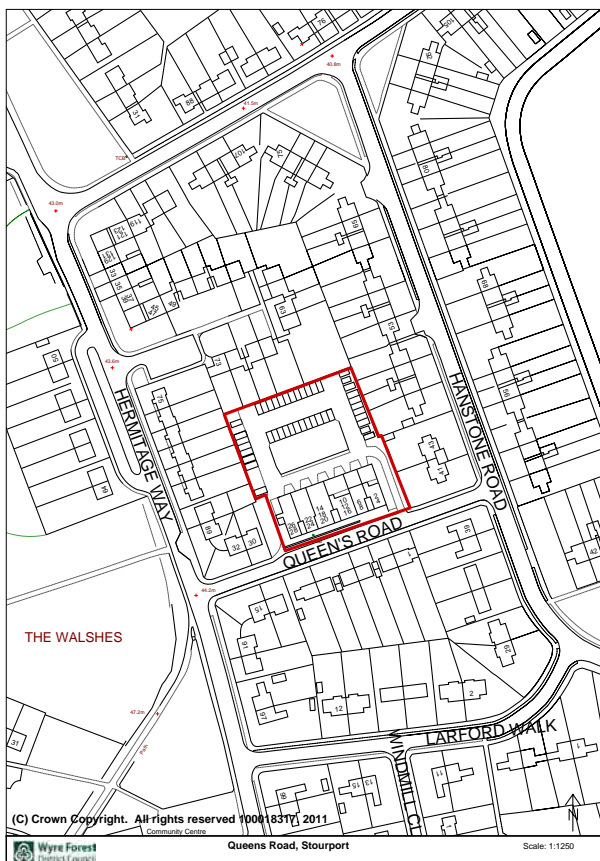
Queens Road Shops and Garages

- Area: 0.36ha

16.3 This site currently consists of a parade of shops with residential units above, and to the rear a collection of garages. The site is predominantly owned by the Community Housing Group and it has been identified as an area where improvements to the current offer could be realised. The site is located within an urban area and is surrounded by other residential properties. The site is in conformity with the Development Strategy of the Adopted Core Strategy and has the potential to provide much needed affordable housing within this area of Stourport-on-Severn.

16.4 The existing retail units acts as important top-up shopping facilities for the local neighbourhood and improve its sustainability. Therefore any redevelopment scheme would need to ensure that appropriate provision is made to enable the retailing function to continue on-site.

16.5 The main challenge for the future redevelopment of this area will be ensuring that the existing tenants are relocated and that provision for the existing shop units remain. However, this is a scheme which the primary landowner is keen to develop and it is considered that it will provide new affordable housing for the local community and should be allocated for this use within the DPD.



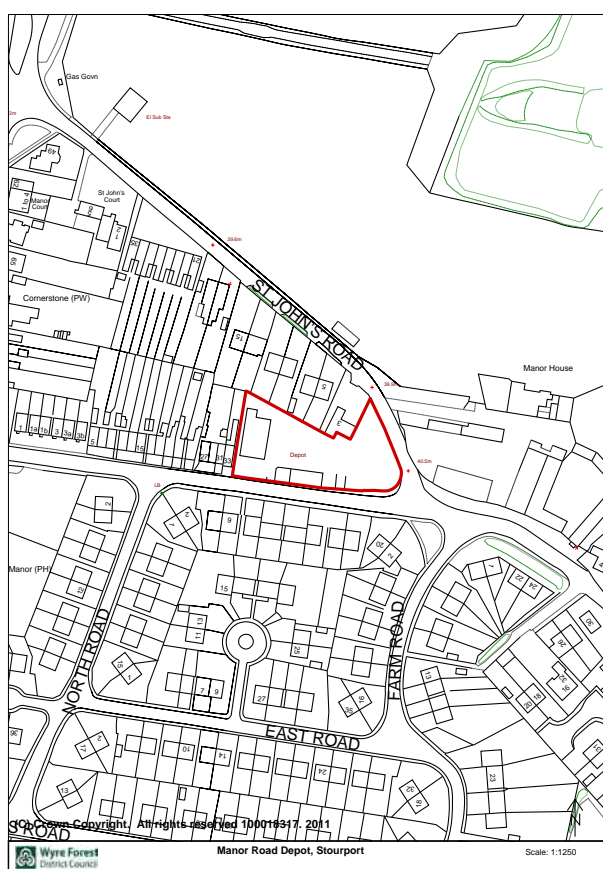
Robbins Depot, Manor Road

- Area: 1.9ha

16.6 This site is currently a small lorry depot situated in a predominantly residential area to the north of Stourport-on-Severn. The site was identified in the Strategic Housing Land Availability Assessment as being suitable for residential development.

16.7 Given the site's location in the street scene it is proposed that providing terraced housing, in keeping with the rest of the street scene, would be the preferred option for this site.

16.8 The site is located close to services and facilities and is a previously developed site. The main constraint to delivery of residential development within this area is the aspirations of the current land owner.



17 Bewdley

17.1 Within Bewdley opportunities for development are more restricted. However, there are a number of sites that are identified as the preferred option for development, which are highlighted below.

Load Street Redevelopment Area

- Area: 0.66ha

17.2 The Load Street car park is located within the heart of the historic town of Bewdley and includes a variety of open spaces, built development and land ownerships. The site is bounded by Load Street to the south-east, Dog Lane to the west and north and Severnside North (and the River Severn) to the east.

Policy 52

Load Street Redevelopment Area - (SAL.B.1)

Within the Load Street Redevelopment area a mixed use redevelopment will be sought, incorporating:

- Community uses (D1)
- Residential (C3)
- Small scale A1 retail to meet local needs

Proposals for this site should:

- Create a new destination within the town centre and a new 'shared space' at the heart of the area.
- Enhance the pedestrian environment and calm traffic within the area.
- Strengthen the economy and attractiveness of the town centre for local people and tourists.
- Improve consolidated public services on a more intensively used site.
- Create new housing opportunities within Bewdley.
- Provide a wider range of evening economy activities to attract a broader range of people.
- Replace existing gaps and low density poor quality buildings with more appropriate quality buildings which respond and respect their heritage setting in a positive manner.
- Address flood risk.
- Improve the vitality and viability of the Town Centre including providing new commercial/retail opportunities

17.3 The Load Street Redevelopment Area is within Bewdley Town Centre and currently houses a number of community facilities including a library, a medical centre, a fire station and an area of public car-parking. The site is dominated by the car-parking provision and makes a poor contribution to the public realm. The site is currently being considered for a mixed use redevelopment led by the Primary Care Trust (PCT).

Development Types

17.4 Development of this site provides the opportunity for residential units to be developed. Redevelopment of the site will need to ensure that appropriate community facilities are provided on-site or through compensatory provision. Therefore, an element of community use should be retained on-site. Small scale retail provision would also be acceptable given the site's central location.

17.5 Policy DS01 of the Adopted Core Strategy sets out the settlement hierarchy which identifies Bewdley as a Market Town. Suitable development here includes Convenience A1 retail to meet local needs, local small scale business and housing to meet local needs.

17.6 Policy DS03 of the Adopted Core Strategy identifies that housing provision in Bewdley will be limited primarily to affordable housing to meet local needs on allocated sites. It also identifies that a mixed use scheme focussing on health and community uses will be progressed within the town centre. This site will be allocated for such a scheme.

Constraints

17.7 The site has a number of constraints which will need to be considered as part of any proposals for redevelopment. The site lies within a Conservation Area and although there are no Listed Buildings on-site, redevelopment will be required to take account of the local context and contribute to the character and local distinctiveness of Bewdley. The scale, massing and heights of the existing built fabric are an important consideration as is the intimate 'burgage' plot character of this area of the town.

17.8 The River Severn and the flood risk arising from it are key considerations for any redevelopment of this site. The site is afforded protection by the de-mountable flood defences, however, new development on this site must be designed to mitigate flood water should the defences be over topped, breached or not in place at the time of flood. New development should be built at acceptable finished floor levels in accordance with guidance from the EA.

17.9 The site lies in close proximity to the Welch Gate Air Quality Management Area (AQMA). Redevelopment of this site should seek to reduce its impact on the AQMA.

Design

17.10 There are a number of design objectives which redevelopment at this site should seek to achieve. Therefore, the redevelopment of this site will be expected to:

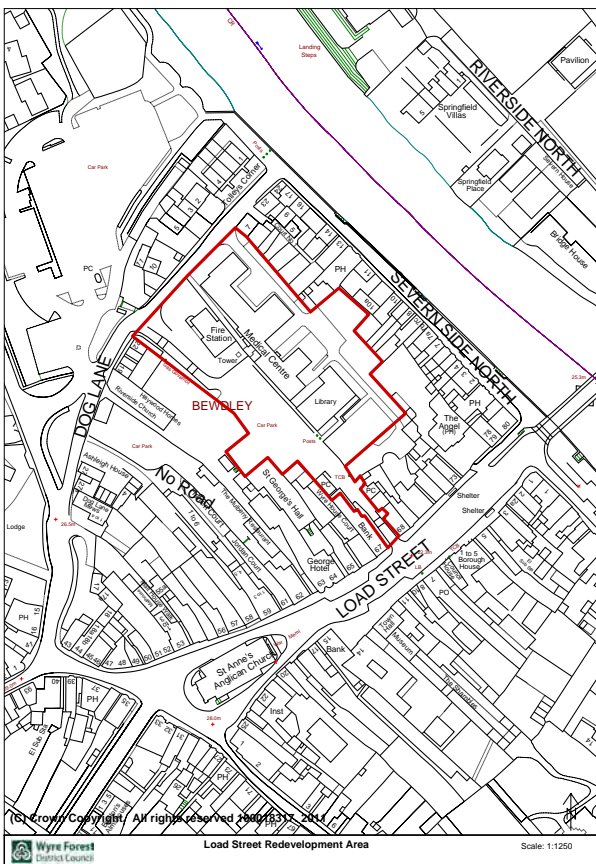
- Create a frontage onto Dog Lane.
- Create a new connection to Severnside North.
- Provide a strong pedestrian connection from Dog Lane to Load Street.
- Enhance existing pedestrian lanes clarifying and managing access.
- Rationalise rear service access at the South of the site investigating development potential whilst ensuring that any new developments are serviced in a sensitive manner.
- Re-provide parking in a less visually intrusive manner and create a more pedestrian friendly site.
- Reconsider access and through movement of traffic to reduce vehicular conflict and create more usable public space.
- Generate a mix of uses and a consolidated and diversified function/purpose for the site.

- Intensify the use of the site in development and public realm terms.
- Work with the scale and grain of the existing setting, both in terms of building forms as well as routes and open spaces.
- Address flood attenuation measures at a scheme level, maximising the benefits this physical constraint can generate.
- Create a high quality, accessible and safe public realm, the focal point of which should be a new public open space and market place.

Relevant Adopted Core Strategy Policies:

17.11 The relevant Adopted Core Strategy policies are:

- DS01: Development Locations
- DS03: Market Towns



Bewdley - Smaller Sites

17.12 There are a couple of smaller sites within Bewdley which provide opportunities for redevelopment or conversion. The site on Lax Lane incorporates the existing Craft Centre, the former WRVS building and the Red Cross building. The rear of the site has been subject to a previous planning application for residential development. The other potential allocation is the former Workhouse at 64 High Street.

Policy 53

Smaller Bewdley Sites

These sites at Lax Lane - **(SAL.B.2)** and 64 High Street - **(SAL.B.3)** will be allocated for mixed uses including:

- i. Business units (B1)
- ii. Residential development (C3).
- iii. Retaining the Locally Listed craft units on the Lax Lane site
- iv. Community uses

Proposals should:

- a. Address any flood risk on-site.
- b. Provide a suitable design solution which integrates well with the Conservation Area, Listed Buildings and Locally Listed Buildings.

17.13 These sites provide the opportunity for mixed use development including an element of residential development, within walking distance of Bewdley town centre. The sites offer good access to services and facilities including open space.

Relevant Adopted Core Strategy Policies

17.14 The following Adopted Core Strategy policies provide the evidence for the suitability of these allocations and identify what would be required from the sites:

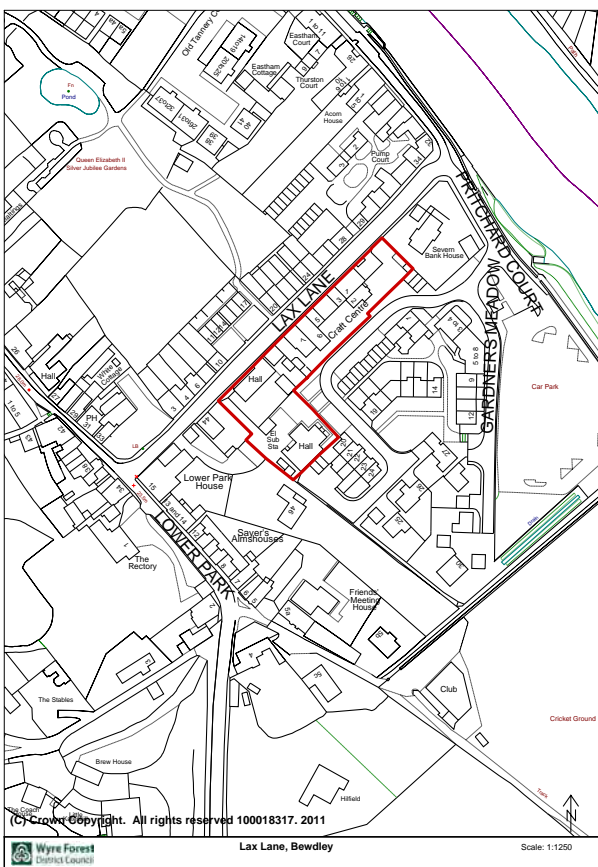
- DS01: Development Locations
- DS03: Market Towns
- CP01: Delivering Sustainable Development Standards
- CP02: Water Management
- CP04: Providing Affordable Housing
- CP05: Delivering Mixed Communities
- CP07: Delivering Community Wellbeing
- CP09: Retail and Commercial Development
- CP11: Quality Design and Local Distinctiveness
- CP13: Providing a Green Infrastructure Network
- CP14: Providing opportunities for Local Biodiversity and Geodiversity

Lax Lane

- Area: 0.26ha

17.15 The entire Lax Lane site is within Flood Zone 3 and therefore any development will need to address flood risk in accordance with guidance from the Environment Agency. Additionally, the residential development to the rear of the site is private with no public access to this site so any access would need to be from Lax Lane only.

17.16 Although the site itself is not within the Conservation Area, the Northerly and Westerly boundaries of the site form the Conservation Area boundary. A Conservation Area Character Appraisal has been produced and any proposals for the site must demonstrate through the Design and Access Statement that they enhance the setting of the Conservation Area and adjacent Listed Buildings and that they do not have a detrimental impact on the character of the Conservation Area.



Former Workhouse, High Street

- Area: 0.08ha

17.17 This is a small site located along the High Street in Bewdley. The site comprises a listed building that has fallen into disrepair and is now used primarily for storage and as garages. However, an opportunity exists with this building which is currently on the Buildings at Risk Register to consider a renovation of the listed building and provide new residential units within the heart of Bewdley Town Centre.



18 Rural

18.1 The provision of housing in the rural areas of the District, will be limited in order to safeguard the landscape character and not detract from urban regeneration. The following sites are proposed for affordable housing. All the sites are located within settlement boundaries.

Blakedown Nurseries

- Area: 1.34ha

18.2 The largest rural site within a settlement boundary which provides an opportunity for residential redevelopment is the Blakedown Nurseries site on Belbroughton Road in Blakedown. The following policy is proposed as a preferred option:

Policy 54

Blakedown Nurseries - (SAL.RS.1)

Residential development (C3) at this site will be supported subject to the following:

- Development must provide for the local affordable housing need as set out within the latest Parish Housing Needs Survey.
- Enabling market housing may be permitted if justified by a robust viability assessment.
- Development must not have a detrimental impact on the adjacent Special Wildlife Site.
- Development should provide strong pedestrian and, where possible, visual linkages to the adjacent open space.

18.3 The site is being suggested because there is an identified need for affordable housing within Blakedown and this site is considered to be the preferred site for the delivery of housing to meet that need. However, the site is considered too large to come forward for 100% affordable housing. Development proposals for anything other than affordable housing should have regard to the Rural Housing and Financial Viability Policies (see Part A Policies 2 and 3). A Parish Housing Needs Survey has recently been undertaken.

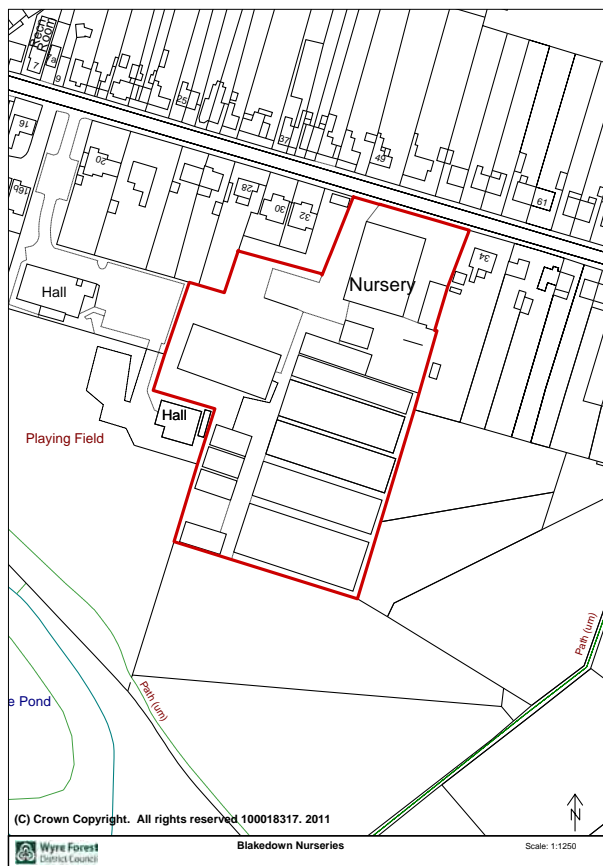
18.4 The site is in a sustainable location; it is within 5 minutes walk of a local shop and within 10 minutes walk of the railway station which provides frequent services to Kidderminster/Worcester and Birmingham. Blakedown is identified as a village within the Adopted Core Strategy Settlement Hierarchy. Housing to meet local needs is one of the types of development which is identified as being appropriate within villages.

18.5 The site is defined as greenfield by nature of its previous use as a commercial plant nursery. However, there are large areas of hard standing. The majority of the derelict greenhouses on the site have now been cleared as the site has been a target for anti-social behaviour since the nursery closed.

18.6 The site is adjacent to the the parish rooms and scout hut car park with the Millennium Green and Churchill and Blakedown Valleys Special Wildlife Site beyond. It is important to maintain the screening of the site from the car park and Green and to restrict any surface run-off into the Forge Pool.

18.7 The relevant policies within the Adopted Core Strategy include:

- DS01: Development Locations
- DS04: Rural Regeneration
- CP14: Providing Opportunities for Local Biodiversity and Geodiversity



Rural - Smaller Sites

The other rural sites proposed for allocation are as follows:

Policy 55

Smaller Rural Sites

Residential development will be permitted on the following sites within the rural areas subject to a number of criteria being met:

- The Terrace, Clows Top - (SAL.RS.2)
- Sebright Road, Wolverley - (SAL.RS.3)

Development proposals at these sites must demonstrate that they are in accordance with all other policies within the LDF.

The Terrace, Clows Top

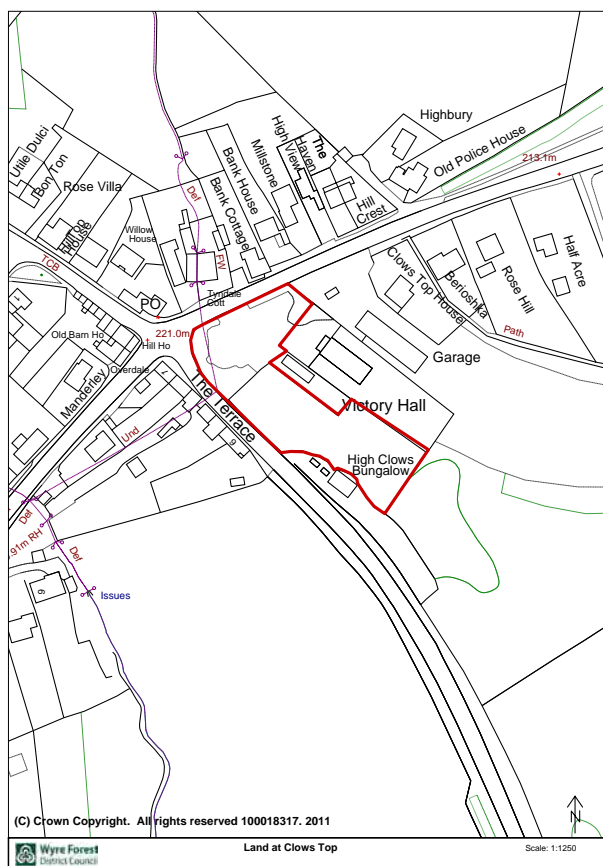
- Area: 0.34ha

18.8 This site is being suggested because it is a brownfield site within a rural area which could provide affordable housing subject to a need being identified through a Parish Housing Needs Survey. The site is opposite a village shop and there is a 2 hourly bus service past the site.

Development Principles

18.9 Development of this site should:

- Provide a focal point at the junction of The Terrace and the A456.
- Seek to retain mature trees on-site wherever possible.
- Provide development which fronts the existing highway network.

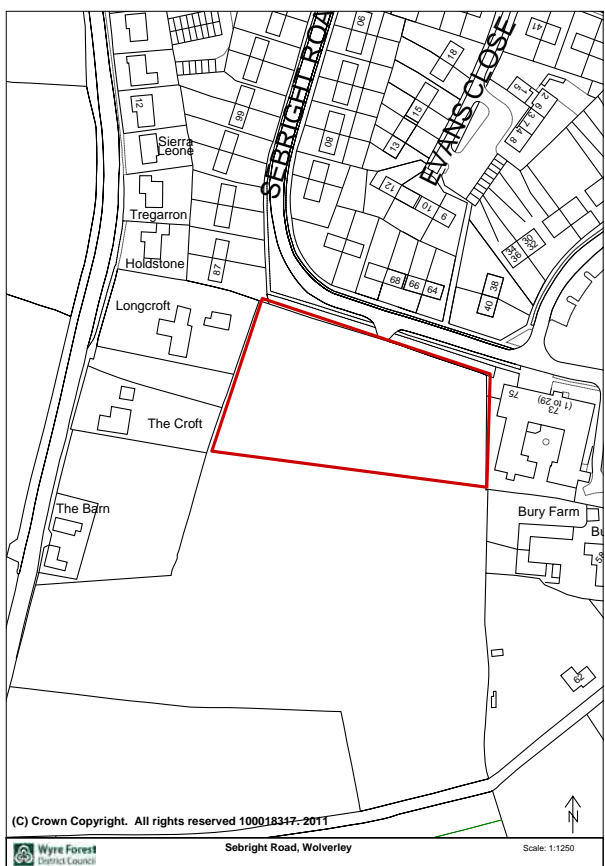


Sebright Road, Wolverley

- Area: 0.62ha

18.10 This site is located within Wolverley which is identified as a rural settlement within the Adopted Core Strategy Settlement Hierarchy. Housing to meet local need identified through rural exception sites is one of the types of development which is recognised as being appropriate within a rural settlement.

18.11 This site is being suggested because it is adjacent to an existing residential area and has good access to services and facilities. Any development here should be to meet an identified need for affordable housing as identified through an up-to-date Parish Housing Needs Survey. There is a bus stop and local shops within a 5 minute walk of the site. The site currently has planning permission for a small affordable housing development.



19 Major Developed Sites in the Green Belt

19.1 Although the Council wish to maintain the Green Belt boundary in its current form there are a number of sites which require consideration under Annex C of PPG2 - Green Belts, which provides the ability for Local Planning Authorities to identify 'Major Developed Sites' that lie within the Green Belt.

19.2 The Adopted Local Plan (2004) identified two Major Developed Sites in the Green Belt, these were:

- Rushock Trading Estate
- Lea Castle Hospital Site

19.3 In reviewing this policy position the Council considers that the above sites should remain as designated Major Developed Sites in the Green Belt. In addition, it is considered that the West Midlands Safari and Leisure Park should also be identified as a Major Developed Site due to its size and prominence within the Green Belt. The following policy identifies the Major Developed Sites in the Green Belt and provides the development management approach for these areas.

Policy 56

Major Developed Sites in the Green Belt

Under the provisions of PPG2 - Green Belts, Annex C, the following sites are identified as Major Developed Sites in the Green Belt:

Rushock Trading Estate - (SAL.MDS.1)

- Within the site boundary of Rushock Trading Estate development for employment uses (B1, B2 and B8) will be permitted

Lea Castle Hospital Site - (SAL.MDS.2)

- Within the site boundary of Lea Castle Hospital site uses comprising B1 (Business), C3 (Residential Institutions) and health and sport facilities will be permitted.

West Midlands Safari and Leisure Park (WMSLP) - (SAL.MDS.3)

- Within the site boundary of WMSLP development proposals that support the parks operations as a leisure and tourism destination will be permitted

In considering development within the sites identified as being 'Major Developed Sites' proposals will be permitted, providing that:

In the case of infilling, proposals:

- a. Are within the area defined on the Proposals Map.

- b. Have no greater impact on the purposes of including land in the Green Belt than the existing development.
- c. Do not exceed the height of the existing buildings.
- d. Do not lead to a major increase in the developed proportion of the site or give rise to off-site infrastructure problems.

In the case of redevelopment, proposals:

- i. Are within the area defined on the Proposals Map.
- ii. Have no greater impact than the existing development on the openness of the Green Belt and the purposes of including land in it, and where possible have less.
- iii. Contribute to the achievement of the objectives for the use of land in Green Belts.
- iv. Do not exceed the height of the existing buildings and other structures.
- v. Do not occupy a larger area of the site than the existing buildings (unless this would achieve a reduction in height which would benefit visual amenity).

Design and landscaping of development should seek to minimise the impact on the Green Belt through:

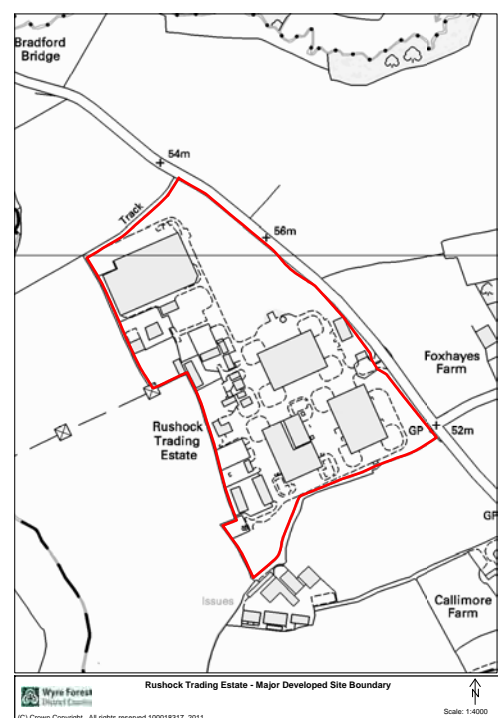
1. Not normally protruding above the existing development and trees.
2. Using sensitive materials and colours.
3. Providing extensive landscaping and tree planting to screen boundaries.

Rushock Trading Estate

- Area: 14.5ha (approx.)

19.4 Rushock Trading Estate is a former military site within the Green Belt. It is located in close proximity to Hartlebury Trading Estate and is accessed from the A442 Kidderminster – Droitwich road. The estate is a thriving business area and is owned by Hovi Developments who have recently acquired the site and spent money refurbishing and upgrading the facilities within the estate boundaries. It is considered that by maintaining the allocation as a Major Developed Site the estate will benefit from the flexibility that the planning policy framework provides and this will enable the re-use and redevelopment of sites within the curtilage to continue.

Rushock Trading Estate - Major Developed Site Boundary

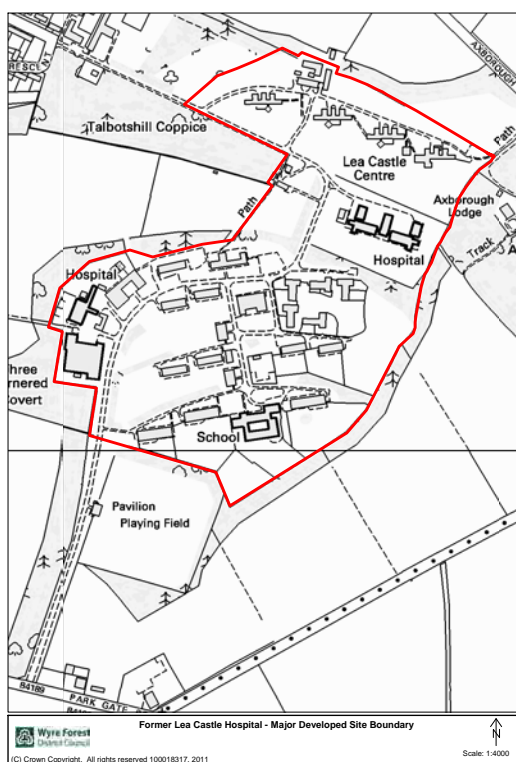


Lea Castle Hospital Site

- Area: 104ha (approx.)

19.5 The former 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 extent of the site runs to over 100 hectares, however the developed element of the site is relatively small with the majority of land comprising significant areas of farmland.

Former Lea Castle Hospital - Major Developed Site Boundary



19.6 The site was developed from the 1950s onwards and was used for a number of years by a variety of National Health Service uses. When the Local Plan was adopted in 2004, only a small section of the site had become obsolete due to a consolidation of activities and was therefore identified as being suitable for redevelopment for a High Technology Business Park. However since this time further changes have occurred across the site. In early 2008, the PCT consulted on a number of options regarding the future use of this site. They concluded later that year that their preferred option was to relocate existing residents and close down operations. Therefore, the large majority of the site is now currently vacant, which creates a larger site that needs consideration through the planning framework.

19.7 The site has multiple ownerships but it is predominantly owned by the Homes and Communities Agency (93%). The remainder of the site is owned by the Primary Care Trust (9%) and the Department of Health (1%) with a small element being leased to Worcestershire County Council.

19.8 This is a large site which is located entirely within the Green Belt. The previous allocation, through the 2004 Adopted Local Plan, of part of the land for a High Technology Business Park has failed to stimulate any interest and with the changes in the levels of occupation and ownership of the area it is now considered that the whole of the site will now need to be reviewed.

19.9 The Lea Castle site is an attractive semi-rural location, however, there are concerns about the viability of continuing the existing allocation of the site. As a consequence it is proposed that other options need to be explored through the Site Allocations process. The policy proposes that the following mix of uses be considered for the site:

- B1 (Business)
- C2 (Residential Institutions)
- Health Uses
- Sport and Recreation facilities

West Midlands Safari and LeisurePark (WMSLP)

- Area: 92ha (approx.)

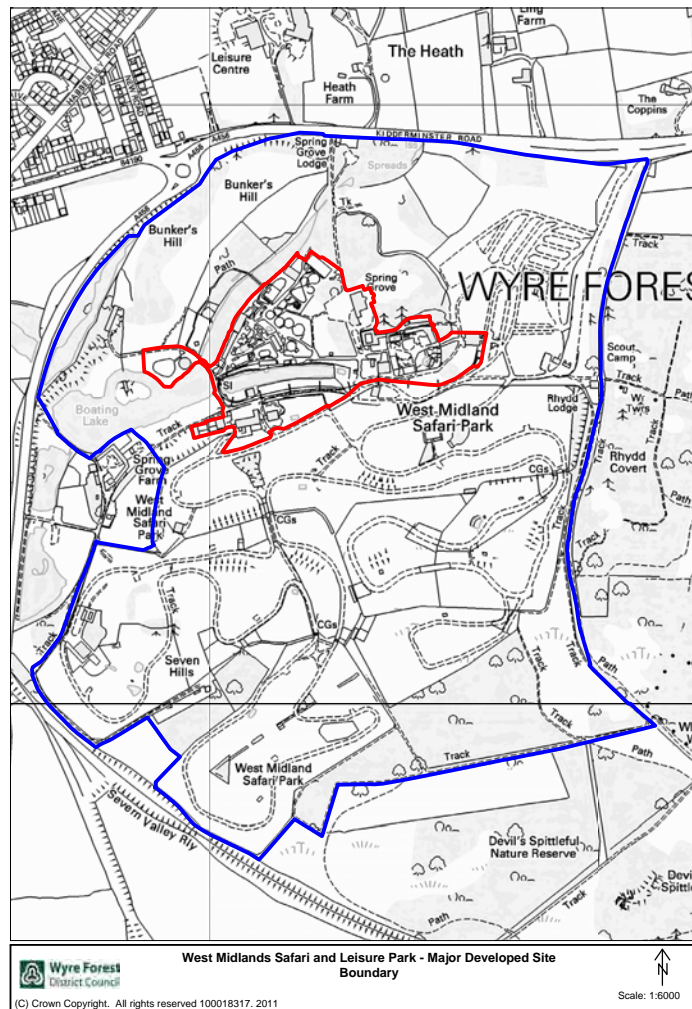
19.10 The West Midlands Safari and LeisurePark is one of the largest tourist attractions within the District. The park is located entirely within the West Midlands Green Belt and is situated in a strategic gap between the two towns of Kidderminster and Bewdley. The park is not only important locally but has regional and national attraction and provides a destination for visitors to the area.

19.11 Due to the size and scale of the park, and its importance to the local economy, it is proposed that the site should be identified as a Major Developed Site in the Green Belt. Due to the nature of the activities at the park the predominant land use is open grassland, which despite the fences and ancillary animal houses, generally maintains the openness of the Green Belt. However, the detailed boundary of the Major Developed Site element of the park is contained primarily around the rides and leisure element (red line) rather than the park boundary as a whole (blue line).

19.12 The precise boundary of the Park is detailed on the accompanying plans.

19.13 The importance of the park is identified under 'A Good Place to Business' chapter within Part A of this document and it is important that this policy is read in conjunction with the supporting major tourist attractions policy provided in Part A.

West Midlands Safari and Leisure Park - Major Developed Site Boundary



A Jargon Guide

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

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

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

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

Air Quality Management Area (AQMA) - Areas designated by Wyre Forest District Council where the level of pollutant concentrations in the atmosphere results in the air quality not meeting the objectives set out by central government in 2005.

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

Area of Development Restraint (ADR) - ADRs are areas which have been protected from development in the current Adopted Local Plan (2004). These areas are safeguarded to provide provision for longer term development and have been taken out of the Green Belt. Until they are identified for development, Green Belt policies apply to these sites.

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

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

Code for Sustainable Homes - A new national best practice standard for sustainable design and construction of new homes. Level 6 of the Code is equivalent to zero carbon.

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

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

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

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

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

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

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

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

Green Belt Land - Land which is situated between urban areas on which development is restricted so as to ensure urban sprawl – the uncontrolled, unplanned growth of urban areas – does not occur.

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

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

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

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

Horsiculture - the commercial development of the countryside for pasturing or exercising horses

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

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

Landscape Character Assessment (LCA) - An assessment of landscape character, which is defined as 'a distinct, recognisable, and consistent pattern of elements in the landscape which makes one landscape different from another.

Landscape Protection Area (LPA) - An area originally outlined in the 1986 Wyre Forest Urban Areas Local Plan which is protected from inappropriate development as it is deemed to be worthy of special protection and enhancement.

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

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

Local Development Framework (LDF) - This will provide the framework for delivering the planning strategy and policies for Wyre Forest District.

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

Local Listed Building - A Locally Listed Building is one that has been recognised by the District Council as being of local interest, either for historical associations, or for its architectural style.

Major Developments - Major developments include;

- Residential development comprising at least 10 dwellings or a site area of at least 1 hectare if the number of dwellings is not specified.
- Other uses where the floor space to be built is greater than one thousand square metres or the site area is at least 1 hectare in size.

Natural England - Natural England works for people, places and nature to conserve and enhance biodiversity, landscapes and wildlife in rural, urban, coastal and marine areas.

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

Parish Plans - Reflect the planning issues present at a local level in the rural areas of the District. These plans carry no weight in the planning system but are designed to inform the District Council of local planning issues.

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

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

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

Rural Exception Policy - A policy contained in a development plan document (DPD) which enables sites that would not be developed for general market housing to be developed solely for affordable housing.

Scheduled Ancient Monument - A 'nationally important' archaeological site or historic building, given protection against unauthorised change.

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

South Housing Market Area Gypsy and Traveller Accommodation Assessment - The purpose of this Assessment was to provide information on the accommodation needs of Gypsies and Travellers for sub-regional and district level planning policy to set the appropriate number, type and distribution of additional pitches to be provided.

Stourport Forward - Stourport Forward is a Company Limited by Guarantee that was formed to utilise the £500,000 "Market Towns Initiative" (MTI) funding.

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

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

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

Strategic Housing Land Availability Assessment (SHLAA) - The primary role of the SHLAA is to identify sites with potential for housing; assess their housing potential; and assess when they are likely to be developed.

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

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

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

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

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

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

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

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

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

West Midlands Sustainability Checklist - The Checklist is an easy-to-use online tool that identifies a range of different economic, social and environmental sustainability issues covered in National Guidance and the former West Midlands Regional Spatial Strategy. It enables users to assess to what extent a development site proposal will deliver on the different aspects of sustainability.

Windfall Site - A site not specifically allocated for development in a development plan, but which unexpectedly becomes available for development during the lifetime of a plan. Most windfall sites are for housing.

Worcestershire Local Transport Plan (LTP) 2006-2011 - This sets out Worcestershire's transport strategy for this five year period, as well as identifying major long-term transportation pressures on the County.

B Policies to be Replaced

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

C Guidance on Viability Assessments

C.1 This appendix, highlights the main inputs that the Council would expect to assess as part of a viability assessment, as well as the information and extent of evidence required to be submitted by the applicant (developer). The attached appendix is intended as a guide to the inputs and information required by the Council and is not intended to be exhaustive; further information may be requested by the Council on a site specific basis.

C.2 The Council reserves the right to obtain independent advice from a qualified professional with regards to any of the development appraisal inputs and evidence submitted by the applicant (developer), in order to validate cost or revenue / value assumptions. As previously stated the Council will ensure confidentiality and will gain the developer's consent prior to releasing any details that have been submitted in confidence.

Site Value

C.3 Where the site in question has already been acquired by the applicant, prior to planning permission being granted, the basis of the acquisition cost must be fully explained in the supporting evidence. The acquisition cost must also include costs and fees in relation to purchasers costs (i.e. stamp duty, legal fees and agency fees). If the site is yet to be acquired the applicant must set out how much they are proposing to pay for the site.

C.4 As a general rule, a landowner in most cases, will not be willing to release land for development if the residual site value does not exceed the value of the site in its existing use value. We set out below the various valuations which should be included in a viability assessment.

Existing Use Value (EUV)

C.5 The viability assessment should include an assessment of the value of the site in its existing use with no prospect of any alternative planning consent.

Alternative Use Value (AUV)

C.6 The viability assessment should, where relevant, also include an assessment of the market value of the site if that differs from the existing use value, including any allowance for 'hope value' of a potential project or alternative uses which are in accordance with the policies in the development plan. It is critical that any alternative uses must be realistic and can be shown to be capable of implementation. An alternative use value assessment may be required for the residential proposals and for any other realistic alternative land uses.

C.7 The Council will obtain an independent opinion from a qualified professional valuer, with local market knowledge, of the historic acquisition cost (if applicable), current existing use value, and the market value of the proposed residential uses and any other realistic alternative uses.

Build Costs (Basic Build Costs Only)

C.8 The viability assessment should specify the standard build costs for the following elements:

- Market housing;
- Affordable housing;
- Non-residential uses (where relevant);
- Ancillary facilities (including car parking and landscaping as separate items)

C.9 While base build costs can be expressed as a composite figure (per sq m / sq ft) for each item (identified above) including external works, drainage, utilities, fees, preliminaries and contingencies, the evidence submitted to support the development appraisal must also provide a breakdown of these factors by cost and / or percentage on cost where appropriate. Average standard build costs as well as overall build cost must be included in the supporting evidence.

C.10 The Council may request a professionally prepared cost plan, including justification for any costs which vary markedly from industry standard indices such as the Building Cost Information Services (BCIS).

C.11 Build Costs should be based on current day costs, however should the applicant have allowed for building cost inflation, these assumptions must be spelt out clearly and be fully justified.

Abnormal Costs

C.12 The viability assessment must include any abnormal build costs over and above those basic build costs identified above. These abnormal costs must be itemised individually in the appraisal and fully explained in the supporting evidence. Examples of abnormal costs include decontamination and remediation works.

Fees and Other On-Costs

C.13 The applicant should provide an itemised breakdown of the main development and sales related fees and other costs that the developer expects to incur, including fees for design (architects), engineering, planning, building control, surveying, warranties, project management, legal fees, introduction fees, marketing and direct sales costs and contingencies. The applicant must include within the supporting evidence a statement which sets out which services are provided in-house and those which are out-sourced.

C.14 The Council will also expect finance costs, the borrowing rate and the period of borrowing, as well as any credit rates to be specified in the development appraisal.

Planning Gain / Obligations / Levies / Tariffs

C.15 The development appraisal must include a detailed breakdown of planning obligations / levies / tariffs, which conform with published policy documents and reflect any pre-application negotiations between the Council and the applicant. The nature, extent and timing of the contributions should also be specified. The Council will expect the supporting evidence to provide a breakdown of planning gain / obligations to be broken down on a per unit basis.

C.16 The Council will compare the estimated figures with its own knowledge on the levels of planning gain contributions sought and have reference to any pre-application discussions. Comparisons may be made with similar schemes within the District to ensure the levels identified are reasonable.

Profit Margin (Gross / Net)

C.17 The development appraisal must specify the total projected return for risk and profit, also expressed as a percentage of the gross development value / cost. A breakdown must also be provided for overheads and net profit levels.

Other Development Costs

Infrastructure Requirements

C.18 The development appraisal should include itemised costs relating to infrastructure requirements, such as neighbourhood and major roads and utilities. These costs relate to the development site itself and therefore will exclude contributions to strategic highways and infrastructure requirements as these are likely to be classified as planning obligations / levies / tariffs above.

C.19 The supporting evidence should explain the basis of these costs and the Council may request a professionally prepared cost plan.

Code for Sustainable Homes (CSH)

C.20 Build costs assumed within the development appraisals may increase over time, as higher code levels of the Code for Sustainable Homes (CSH) become mandatory in the future. The most recent report, 'Cost Analysis of the Code for Sustainable Homes' (Communities and Local Government) indicates that the additional costs of achieving higher code compliant homes could be significant. Code Level 6 – the highest code level - is scheduled to become mandatory by 2016.

C.21 As such, the Council will expect the appraisal and supporting evidence to specify the level of CSH assumed for both market and affordable dwellings and the basis of the costs assumed. Should Council policy specify a particular level of CSH to be achieved for a particular development, the applicant should ensure costs to achieve the relevant level are included within the assessment.

Projected Sales Prices for Dwellings

C.22 The supporting evidence should provide a schedule which includes the number, size and type (bedroom numbers and gross internal floorspace) of the market and affordable dwellings to be provided as part of the development.

C.23 The development appraisal must set out how much the developer is proposing to sell the completed dwellings for, broken down by dwelling type and the assumptions made as to sales rates for market housing.

C.24 The Council will expect the above assumptions to be supported by evidence, which will include a local residential property market report, setting out comparable new build developments in the locality to assist in establishing the base values for the proposed development. Local agents' advice will assist in the process, but will not be adequate in isolation.

C.25 Sales values should be based on current day values and, if predicted to the point of completion, these assumptions must be spelt out clearly and be fully justified.

Affordable Housing Revenues

C.26 The supporting evidence should provide details of the tenure mix of the affordable dwellings, which should be in accordance with policy CP04 of the Adopted Core Strategy which sets an indicative tenure split of 70% social rented and 30% intermediate housing unless indicated otherwise through pre-application discussions. Pre-application discussions will be

informed by the most up-to-date tenure mapping information. Applicants should provide a breakdown of the number of affordable dwellings, types and size (bedroom numbers and gross internal area).

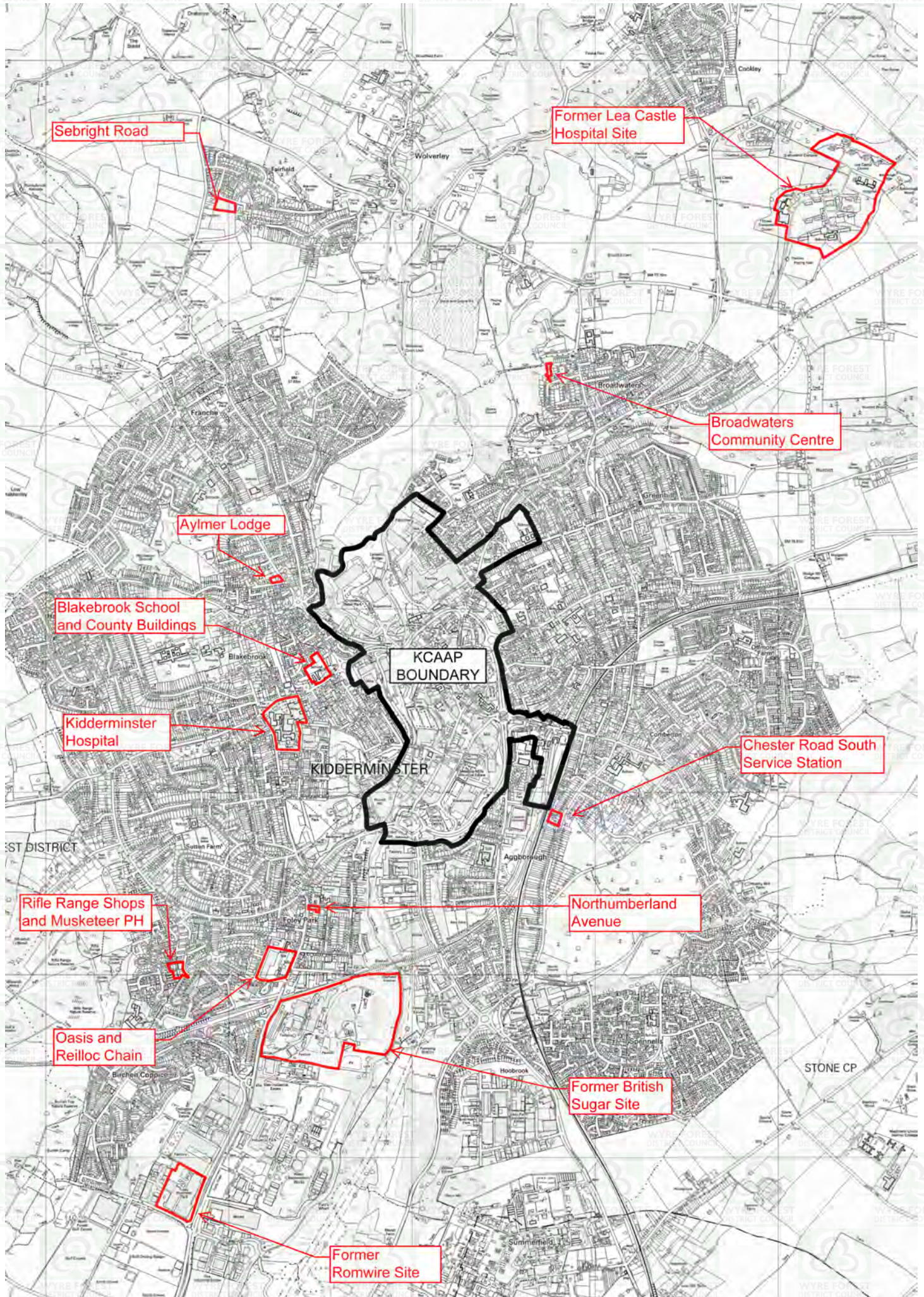
C.27 The applicant should provide within the development appraisal and supporting evidence the value attributable to providing affordable housing, including social rented units, affordable rented units, shared ownership units and any other form of intermediate housing. The Council will require a statement as to the assumptions made regarding target rents and the likely levels of Social Housing Grant, where appropriate.

C.28 The Council may seek advice from preferred partner Registered Providers (RPs), as to the assumptions made with regards to the value attributed to the various affordable housing types.

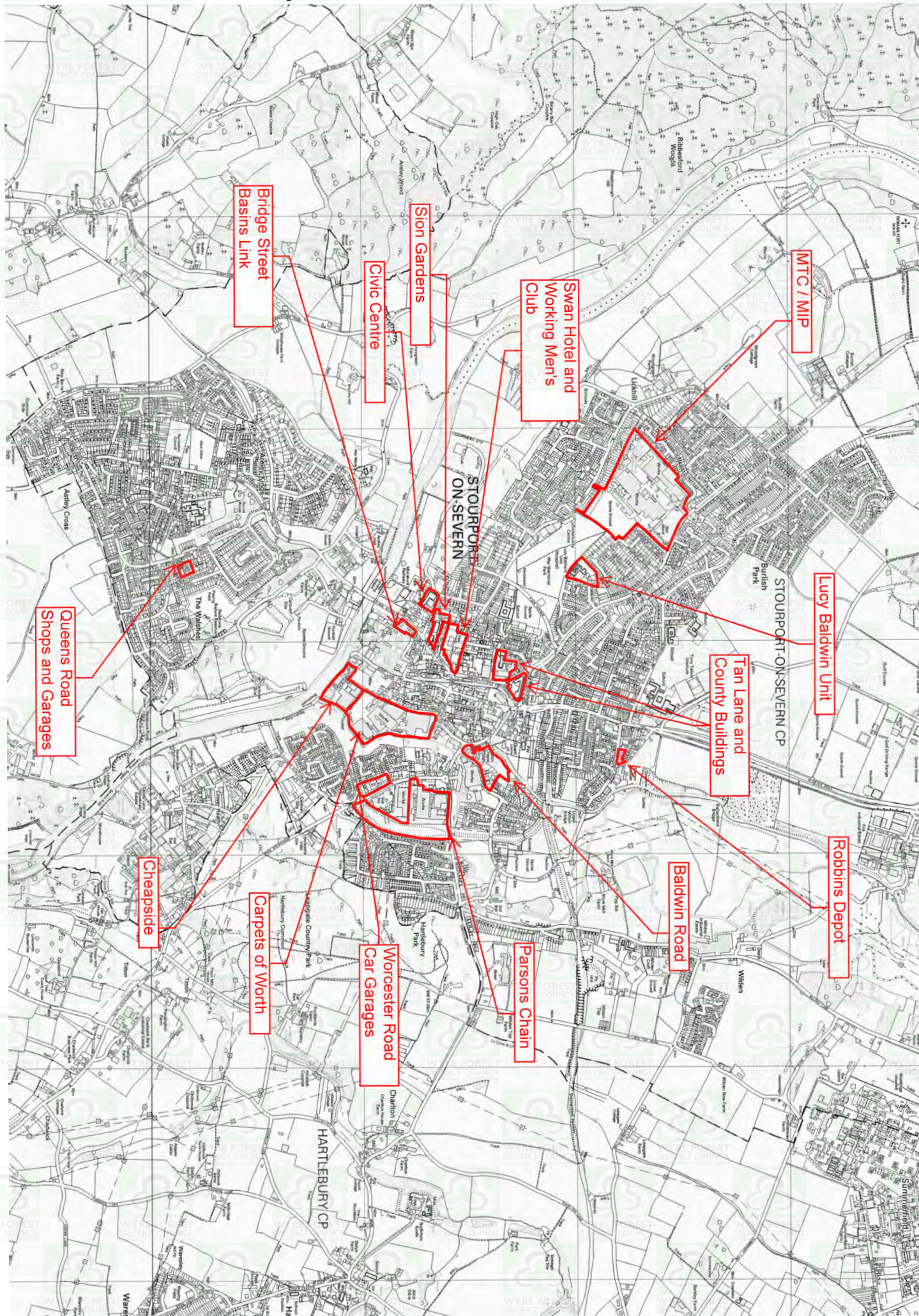
Summary

C.29 The Council are aware that development viability is a material consideration when considering development proposals, which otherwise comply with planning policy. The Council will expect development proposals to be policy compliant in respect of contributions to infrastructure and other planning gain requirements (including affordable housing), unless a robust and fully justified viability assessment can be presented.

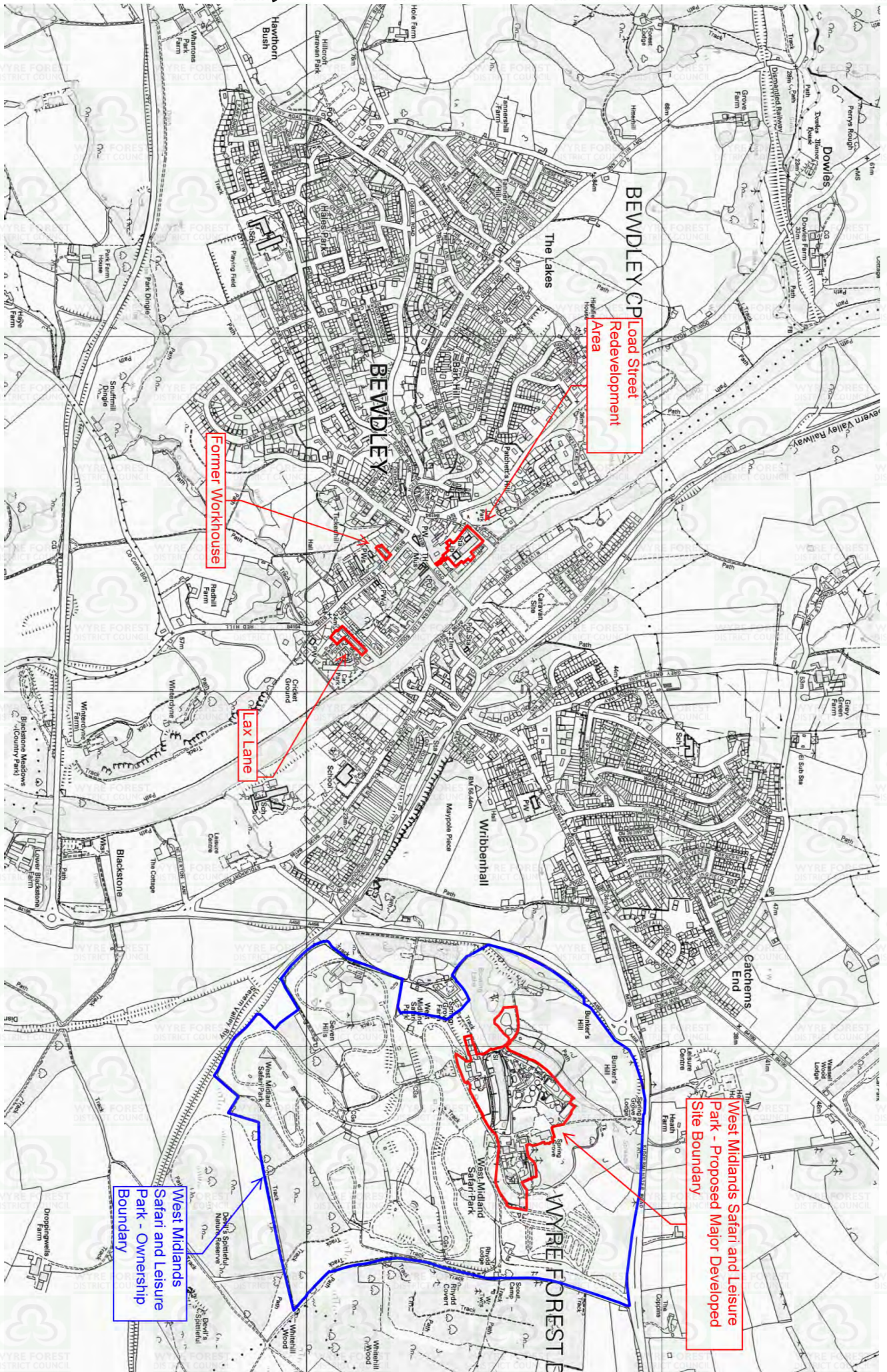
Overview of Sites - Kidderminster



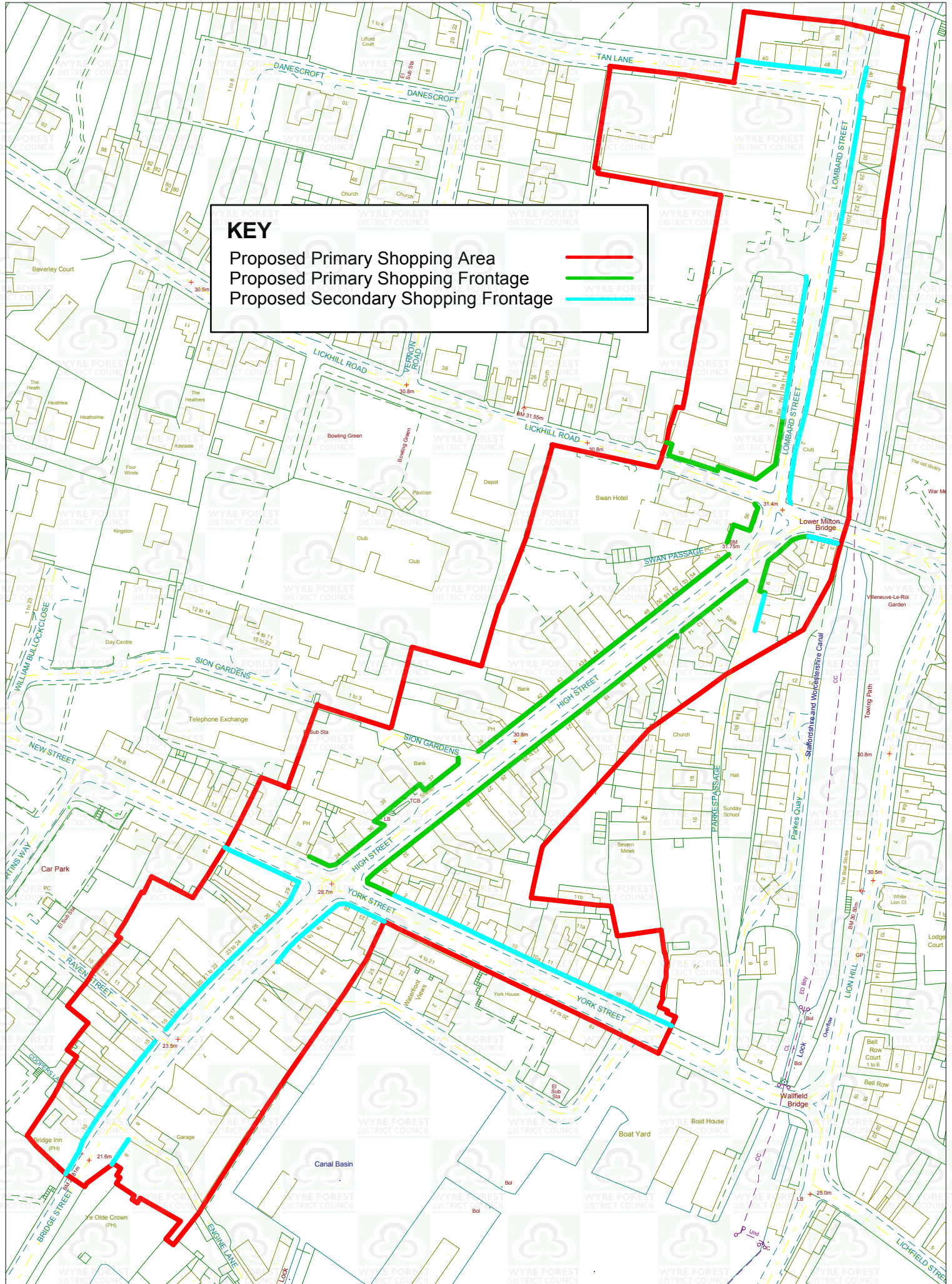
Overview of Sites - Stourport-on-Severn



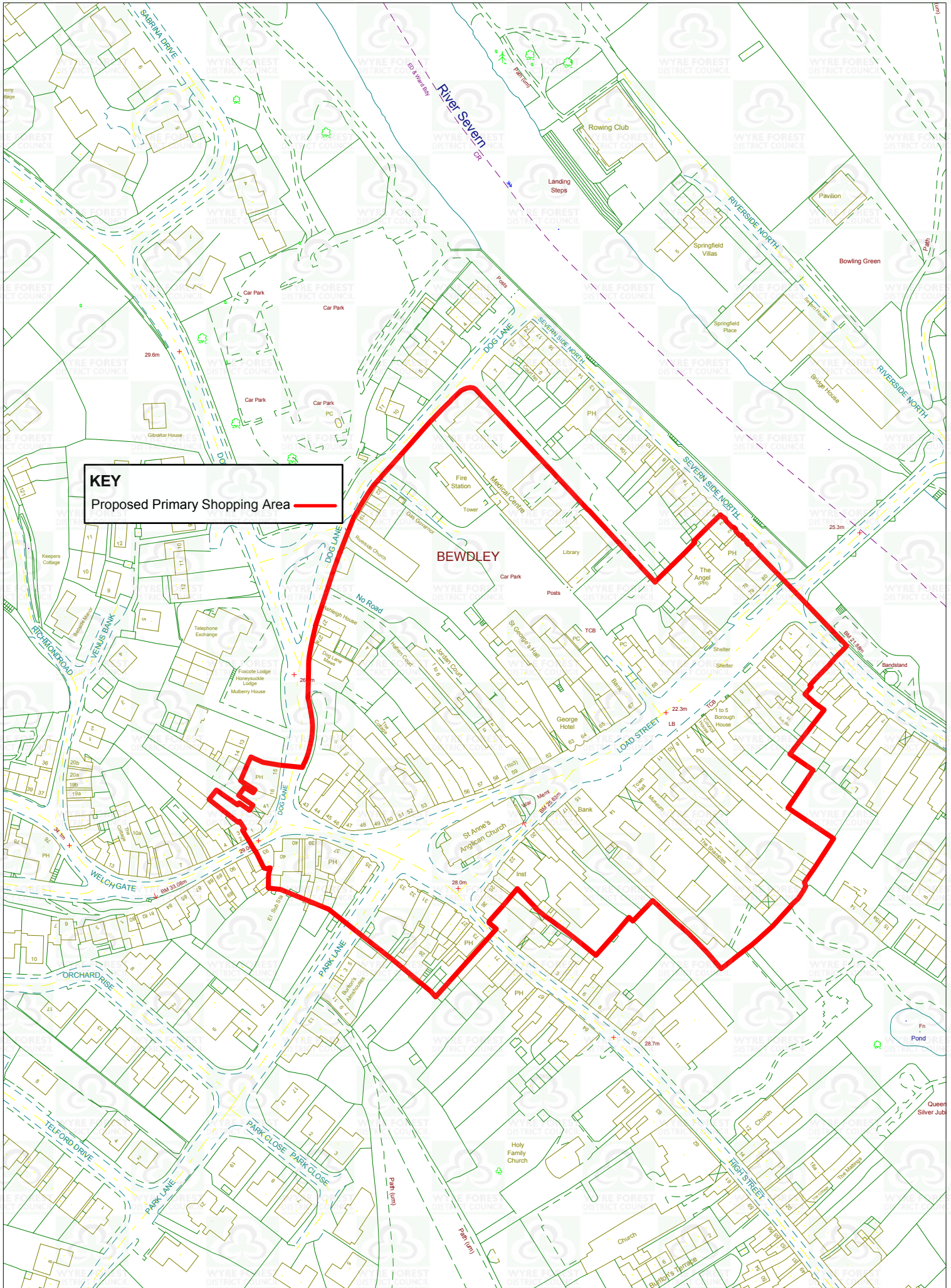
Overview of Sites - Bewdley



Stourport-on-Severn - Proposed Retail Boundary



Bewdley - Proposed Retail Boundary



KEY
Proposed Primary Shopping Area —