

IS NEW DEVELOPMENT COMING TO A SITE NEAR YOU...?



Have Your Say...

...on the Wyre Forest District
Local Development Framework



Wyre Forest District Council

www.wyreforestdc.gov.uk 

This leaflet highlights a series of changes to local planning policies that could affect land and property across Wyre Forest District. It also provides information on how you can get involved...

Introduction...

The District Council is currently consulting on two documents that will manage the approach to new development within the District including the proposed allocation of new sites for development.

These documents are known as 'Development Plan Documents' (DPD's) and form part of the statutory development plan (Local Development Framework). They are:

1. **Site Allocations and Policies DPD**
2. **Kidderminster Central Area Action Plan DPD**

A third document, **Churchfields Masterplan**, looks in more detail at an area to the north of Kidderminster town centre focussing on The Horsefair.

Through this consultation process, the Council is effectively putting forward its 'Preferred Options' for development and what it considers to be the best approach and most appropriate sites to develop as well as providing policies to guide future consideration of planning applications.

Core Strategy...

You may recall that we consulted on the Core Strategy in 2007 and 2009.

These documents are currently in draft and will be shaped and changed by what you tell us - so please get involved and have your say!

The document has been adopted by the Council (Dec. 2010). It sets out the strategic aims, objectives and vision for the future development of the District and guides the stages to follow.

The two development plan documents that we are currently consulting on have to conform to the Core Strategy. If you would like more information on the Core Strategy please visit our website at www.wyreforestdc.gov.uk



**HAVE
YOUR
SAY!**

SITE ALLOCATIONS AND POLICIES DEVELOPMENT PLAN DOCUMENT...

This document includes draft planning policies which will help manage future planning applications throughout the District. It also details the preferred sites for new development, and is split into two parts as follows:

PART A - Development Management Policies

This includes proposed policies on issues such as:

- Housing development
- Gypsies, Travellers and Travelling Showpeople sites
- Community facilities
- Sites for business and jobs
- Retail sites
- Safeguarding the Green Belt
- Rural development
- Heritage

PART B - Sites and Site Specific Policies

This section identifies the proposed sites for new development within the District.

Some of the main sites are as follows:

Kidderminster Sites (outside the town centre)

- Former British Sugar Site: Proposed for a mixed use development, including homes, businesses and new infrastructure
- Former Romwire Site: Proposed for new employment development, bringing jobs back into the area.



**HAVE
YOUR
SAY!**



Stourport-on-Severn sites

The main sites being considered in Stourport-on-Severn are:

- Bridge Street Basins Link
- Carpets of Worth
- Bewdley Road Site
- Tan Lane and County Buildings
- Cheapside
- Lucy Baldwin Hospital Site
- Civic Centre
- Parsons Chain

These sites will help to deliver new houses, shops and jobs to Stourport-on-Severn and each of these sites has a specific policy to manage future development.

Bewdley and Rural Sites

- Load Street Redevelopment - Mixed use development
- The Terrace, Clows Top - Residential development
- Blakedown Nurseries - Residential development

Major Sites in the Green Belt

Former Lea Castle Hospital Site: Proposed uses to include business, residential institutions and health and sport facilities.

West Midlands Safari and Leisure Park: Suggested designation as major developed site that will enable consideration of future tourism facilities.

Rushock Trading Estate: Continued employment use in a rural location.

This isn't a complete list and there are other sites which are also being considered, so to get a more detailed please take a look at the consultation document.

KIDDERMINSTER CENTRAL AREA ACTION PLAN DEVELOPMENT PLAN DOCUMENT (KCAAP)...

The KCAAP provides a more targeted approach to new development within the central area of Kidderminster. It is also split into two main sections, which are outlined below.

PART A – Development Management Policies

This part of the document provides draft policies to manage new development within the boundary of the Action Plan Area. This includes similar topics to those in the Site Allocations and Policies DPD.

PART B - Sites and Site Specific Policies

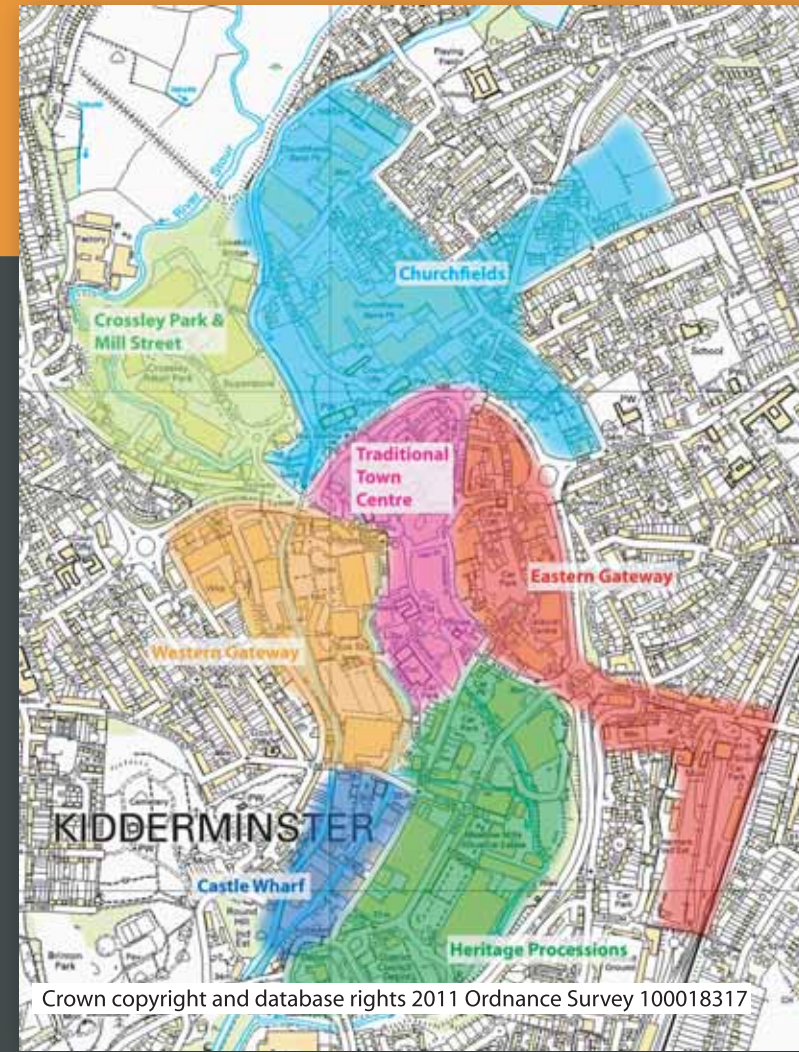
This section identifies the proposed sites for new development within the KCAAP Boundary. Some of the main areas are as follows:

Churchfields Area

- Priority regeneration area to the north of the town
- Potential for 600 new homes
- Subject to more detailed consideration (more information later in this leaflet).

Eastern Gateway

- Stretches from the rail interchange and Severn Valley Railway in the east through to the heart of the traditional town centre
- Series of development and investment opportunities in a key entrance to the town
- The area around Bromsgrove Street is also earmarked as the preferred location for a major retail store.



Western Gateway

- Focused on Park Lane and Weavers Wharf
- Covers the existing major retail facilities in the Primary Shopping Area around Weavers Wharf as well as significant potential redevelopment sites adjacent to Park Lane and Park Street.



Traditional Town Centre

- Potential for possible new public space improvements centred on the Bull Ring and the Town Hall areas.
- Potential to increase vibrancy.

Heritage Processions

- Formed by the two processional routes along Green Street and New Road.
- Much of this area does not have identified development sites but the primary ambition is to provide a mix of uses, increase vibrancy and retain and reinforce the strong building frontages.



*This isn't a complete list and there are other sites and areas which are also considered, so to get a more detailed picture please take a look at the consultation document.

CHURCHFIELDS MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT

In addition to the two 'Development Plan Documents', the District Council has also been looking closely at the future of the Churchfields area of Kidderminster. The area is identified in the Kidderminster Central Area Action Plan for major regeneration, with various consultations carried out over the past 6 months to get people's views on this part of Kidderminster. (See www.changingchurchfields.co.uk for more information).

Working closely with Midlands Architecture and the Designed Environment (MADE), the District Council has used this community feedback to produce a draft masterplan and we want to know what you think about our plans for this part of town.

The intention is for the masterplan to be adopted as formal Council policy later in the year, in the form of a Supplementary Planning Document, so why not take a closer look...



**HAVE
YOUR
SAY!**

Consultation...

(26th May 2011 to 8th July 2011)

It's easy to get involved.

Just click on our website 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.

The documents are available to view at the Worcestershire Hub and libraries around the District, where response forms are also available.

A number of exhibitions will be held across the District during the consultation period, so why not visit us at one of the locations listed?

- Saturday 28th May 2011 - Stall at Kidderminster Market, 10am - 4pm
- Saturday 4th June 2011 - Bewdley Museum 10.30am - 4pm
- Thursday 9th June 2011 - Rowland Hill Centre, Kidderminster
11am - 5pm
- Saturday 11th June 2011 - Stourport-on-Severn (the former Lloyds
Garage shop) Bridge Street, 11am - 5pm

You can also drop-in to the Kidderminster Hub between 11am and 1pm every Monday, Wednesday and Friday during the consultation period to talk to an officer about the proposals - **no appointment is needed.**

Alternatively, you can address any comments you have to:

Principal Forward Planning Officer
Wyre Forest District Council
Duke House
Clensmore Street
Kidderminster
DY10 2JX

Or why not send us an e-mail
or give us a call:

E: Planning.policy@wyreforestdc.gov.uk
T: 01562 732928

**HAVE
YOUR
SAY!**