

HAVE YOUR SAY ON NEW DEVELOPMENT WITHIN THE DISTRICT...

What are the documents we're consulting on and what will they do?

Site Allocations and Policies Development Plan documents(DPD)

They will allocate and designate areas of land
for particular uses such as:

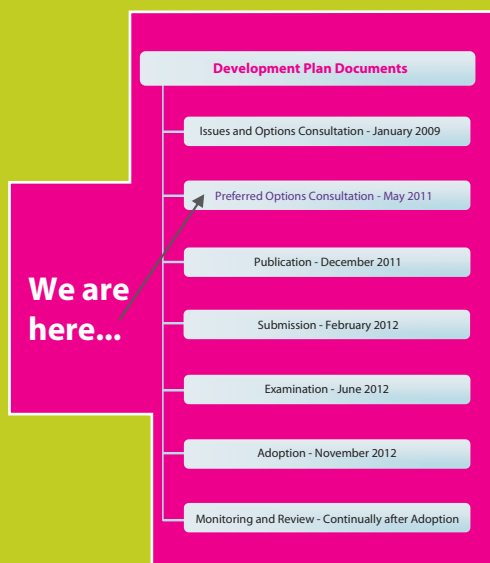
housing
employment
recreation
open space
community uses

This document will also set out important Development Management Policies which will apply across the whole of the District and be used for determining planning applications.

Kidderminster Central Area Action Plan DPD

This document will provide a focussed 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 in the document's production...?



The Core Strategy

The Council adopted its Core Strategy in December 2010. It provides the context in which the other documents must follow; including:

- To provide 4,000 new homes, 44 hectares of employment land and 25,000sqm of retail floorspace within the District between 2006 - 2026
- To focus new development on Brownfield sites, primarily within Kidderminster and Stourport-on-Severn
- To ensure new development adopts sustainable principles and includes efficiency measures such as SUDS schemes
- To promote transport choice and accessibility

These key elements, plus many more, have helped to guide the development sites chosen as the 'preferred options'.

Please read on to find out what sites are being suggested and for what use...

RéWyre
initiative
www.rewyre.org



Wyre Forest District Council

www.wyreforestdc.gov.uk

SITE ALLOCATIONS AND POLICIES DPD

SITE ALLOCATIONS AND POLICIES DEVELOPMENT PLAN DOCUMENT (DPD)

The document is split into two parts as follows:

- **Part A: Development Management Policies**
- **Part B: Site Specific Allocations**

PART A: Development Management Policies

The first part of the document details the proposed policies to manage new development in the District in the future. The policies within this section cover:

- Residential development
- Community facilities
- Retail sites
- Rural development
- Gypsy, Traveller and Travelling Showpeople sites
- Employment sites
- Safeguarding the Green Belt

Take a look at our documents to see the proposed policies and let us know what you think...

Gypsy, Traveller and Travelling Showpeople Sites

A separate piece of work is currently being undertaken to identify suitable new sites for Gypsies, Travellers and Travelling Showpeople. We will be running another consultation on this later in the year. However, if you have any comments or sites that you want us to consider for allocation then please let us know.

PART B: Site Specifics IN KIDDERMINSTER

It is important to remember that a large number of sites are proposed for redevelopment in the Kidderminster Central Area Action Plan (KCAAP), more information on this document can be seen on the other boards in this exhibition.

Former British Sugar Site:

The preferred option for the future development of this site is for a mixed use development comprising:

- Employment land
- Ancillary commercial uses
- Tourism and non-town centre leisure uses
- Residential development (approx. 300 dwellings)
- Community facilities



Other main sites within Kidderminster include:

Former Romwire Site:

The preferred option is to designate this site for employment uses and bring back into positive economic use.

Oasis Arts and Crafts and Reilloc Chain:

The preferred option for this site is for mixed use development incorporating business and residential uses, reflecting its position close to both existing residential and industrial areas.

Blakebrook School and County Buildings:

The preferred option for this site is for mixed use development incorporating residential and community uses.

Kidderminster Hospital Site:

This site is to be retained for health care uses over the course of the plan. The preferred option is to safeguard this site from alternative development that would compromise the operations of the site.

Smaller sites for residential development:

- Northumberland Avenue Surgery
- Chester Road South Service Station
- Rifle Range Shops and Musketeer PH
- Alymer Lodge Surgery
- Broadwaters Community Centre

SITE ALLOCATIONS AND POLICIES DPD

STOURPORT-ON-SEVERN

CENTRAL AREA

Bridge Street Basins Link

A mixed use development site including commercial, retail and residential uses and providing a link to the canal basins.



Tan Lane and County Buildings:

These are two separate but interlinked sites. The sites are currently in public ownership and provide opportunities to consider alternative uses and re-modelling of the sites to provide a better urban environment.

Civic Centre:

It is proposed that this site is allocated for a mix of uses which will enable flexibility to consider future development. The requirement to retain community facilities on site, or provide suitable alternative accommodation, is also included within the policy framework.

Swan Hotel and Working Men's Club:

This site provides a potential redevelopment opportunity where improvements to the current street scene could be achieved. The policy remains flexible to ensure that different uses and schemes can be considered on their merits.

Sion Gardens:

It is proposed that this site is allocated for a mix of uses and offers the opportunity for considered remodelling of a currently unsympathetic area of the town to provide a more appropriate design.

EASTERN APPROACHES

Carpets of Worth:

This is a site that was previously identified within the Adopted Local Plan of 2004 as a mixed use area. The site benefits from outline approval for two distinct phases which, if implemented, will see the site developed for a supermarket, residential homes, retail, business and leisure uses.



Cheapside:

This site was also identified for redevelopment within the Adopted Local Plan. The site is proposed for new residential and business use, which will need to take into account the heritage features of the site whilst also considering flood risk.

Parsons Chain:

This currently vacant site has been identified as a potential new residential, business and community area. One of the key elements of the development of this site will be the provision of an additional part of the Stourport Relief Road.



Worcester Road Car Garages:

This site has been identified as a potential area for new development. The site offers the opportunity to improve the street scene whilst still providing the framework for existing businesses to remain or expand as appropriate.

SITE ALLOCATIONS AND POLICIES DPD

PART B: Site Specifics (continued)...

STOURPORT-ON-SEVERN



Baldwin Road:

This site is a collection of areas along Baldwin Road where it is considered a holistic approach to future development would be the best solution. Providing one policy for the future development of this area should provide a better solution in terms of design and future development principles. The site is proposed to be allocated for predominantly residential use with some business use. New development should also provide access to the canal and open space.

WESTERN APPROACHES

There are two main sites located in the West of Stourport-on-Severn which are being considered further for redevelopment. They are as follows:

MTC / MIP:

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. The preferred option for this site is to see a mixed use redevelopment, incorporating houses, business use and potentially a care home.



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.



Lucy Baldwin Unit:

This site 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 on to Stourport War Memorial Park, providing an attractive outlook for the site. The preferred option for the site is to consider redevelopment for residential use.



SITE ALLOCATIONS AND POLICIES DPD

PART B: Site Specifics (continued)... BEWDLEY AND RURAL SITES

Load Street Redevelopment Area

The main redevelopment site for Bewdley is based around the Load Street Car Park. This area is identified within the document as a potential new area for community uses, residential uses and small scale retail.



Blakedown Nurseries:



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 and therefore some other enabling market development may also be considered acceptable if robustly justified.

The Terrace, Clows Top:

This site is being suggested as a potential site as 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.

Sebright Road, Wolverley:

This site is being suggested for new affordable housing because it is adjacent to an existing residential area and has good access to services and facilities. The site currently has planning permission for a small affordable housing development.

MAJOR DEVELOPED SITES IN THE GREEN BELT

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, which provides the ability for Local Planning Authorities to identify 'Major Developed Sites' that lie within the Green Belt.

The future development of these sites will be constrained by what is allowed in national planning policy and also by what uses can be considered appropriate to each location. The uses for each of the sites proposed to be designated as Major Developed Sites are as follows:

Rushock Trading Estate:

Within the site boundary of Rushock Trading Estate development for employment uses (B1, B2 and B8) will be permitted.

Lea Castle Hospital Site:

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)

Within the site boundary of WMSLP development proposals that support the parks operations as a leisure and tourism destination will be permitted.

The future development of the Major Developed Sites in the Green Belt will also be managed through criteria that are set out in national planning policy. For more information on this, please take a look at our consultation document.



KIDDERMINSTER CENTRAL AREA ACTION PLAN DEVELOPMENT PLAN DOCUMENT (DPD)

The KCAAP document provides the detailed planning framework especially for Kidderminster's central area. It is considered important for Kidderminster to have its own specific Area Action Plan in order to highlight, stimulate and deliver the many regeneration opportunities that are present in the town.

The document is split into:

- Part A: Development Management Policies
- Part B: Site Specific Allocations

PART A: Development Management Policies

The policies contained within Part A of the document are universal guidance that can apply anywhere within the KCAAP area. The policies within this section cover:

- Housing
- Retail
- Employment
- Tourism
- Leisure and culture
- Sustainable Transport
- Urban Design
- Ring Road
- River Stour and Staffs & Worcs Canal

Developments for **housing** which contribute to increasing the residential population within the KCAAP area will generally be encouraged.

Kidderminster will continue to be the **primary retail centre** in the District.

New and diverse opportunities for economic development will be actively encouraged.

Kidderminster will be promoted as the **tourism 'hub'** of the District. This will include improving the town's **leisure and cultural** facilities.

Strive for good **urban design** for all new developments to make Kidderminster a well designed and distinctive place.

Utilise the assets of the **Staffordshire & Worcester Canal and the River Stour**.

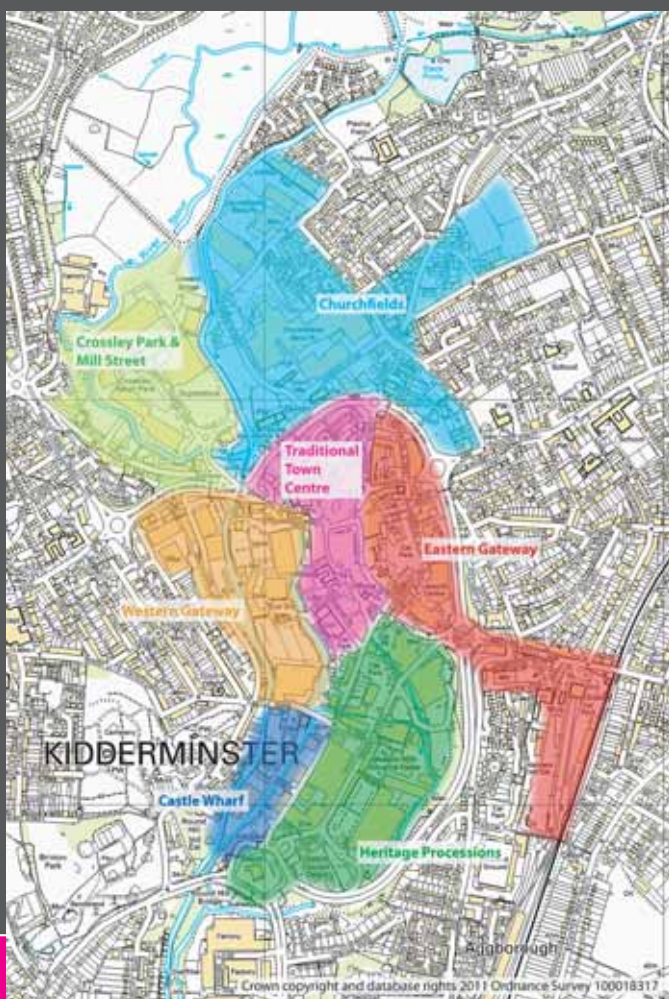
PART B: Site Specific Allocations

Part B contains policies which deal with specific sites in the town, detailing what will be acceptable and expected for each.

Not all parts of the town are covered by site specific policies. Development on these sites will be judged on the generic policies contained within Part A.

The KCAAP splits the town up into 7 different character areas. The character areas are:

- Churchfields
- Eastern Gateway
- Western Gateway
- Castle Wharf
- Crossley Park and Mill Street
- Traditional Town Centre
- Heritage Processions



KIDDERMINSTER CENTRAL AREA ACTION PLAN DEVELOPMENT PLAN DOCUMENT (DPD)

CHURCHFIELDS

The Churchfields and Horsefair area is the District's largest housing-led regeneration opportunity. The KCAAP sets out policies for the different sites that make up Churchfields, as well as overarching principles for the area.

For more information on Churchfields please see the specific masterplan display boards.

EASTERN GATEWAY

The Eastern Gateway is a large area that stretches from the Railway Station on Comberton Hill, into the town centre finishing at Waterloo Street. The Key ambitions/projects for this area are:

Comberton Hill Area

- maintain and enhance Comberton Hill as a service centre for the local community
- Redevelopment and re-organisation of the existing railway station
- Redevelopment of Comberton Place (Kidderminster Market Auction/ Comberton Terrace sites) for a mix of uses, but primarily residential
- The infilling of the subway system underneath Comberton Hill Island

Bromsgrove Street/Worcester Street Area

- The comprehensive redevelopment of the area
- Providing a mix of use of uses, including retail, offices and residential
- Attracting a major new retail store that will help to drive footfall over to this side of the town.
- Improving pedestrian links between Worcester Street and Bromsgrove Street

Waterloo Street Area

- Establish a mix of uses that bring activity and vibrancy to the area
- An improved pedestrian link across the ring road to St. George's Park



WESTERN GATEWAY

The Western Gateway area is centred around the key asset of the Staffordshire & Worcestershire Canal. It includes the Weavers Wharf shopping centre and areas around Park Lane on the opposite side of the canal. The Key ambitions/projects for this area are:

Park Street Industrial Estate

- Redevelopment of existing industrial estate
- Acceptable development to include residential, offices and workshops
- Improve links from Park Street to Park Lane

Park Lane Canalside

- The redevelopment of the timer yard site to create a new waterside destination
- Development to include residential, food and drink outlets, offices, and leisure uses.
- Create a high quality canalside environment
- New bridge over towards Weavers Wharf
- Improve Park Lane woodland

Weavers Wharf

- Maintain and enhance its retail function
- Attract major leisure operators i.e. cinema, bowling etc.
- Create a positive and active frontage onto the canal

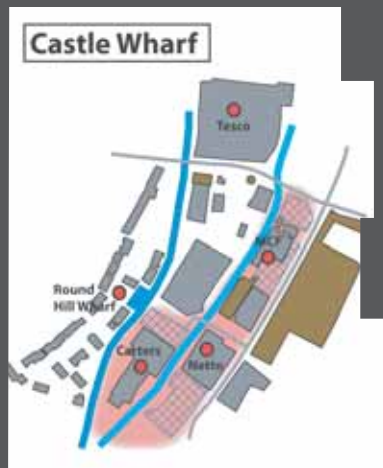
KIDDERMINSTER CENTRAL AREA ACTION PLAN DEVELOPMENT PLAN DOCUMENT (DPD)

CASTLE WHARF

This area comprises of a number of existing warehouse retail stores that lie adjacent to the Staffordshire & Worcestershire Canal and the River Stour.

The key ambitions/projects for this area are:

- Redevelopment of identified sites for residential, office and workshops, and limited retail.
- Create a positive relationship to the canal and river
- Improve the riverside environment and the green infrastructure provision
- Maintain and improve strong building frontage onto New Road.



TRADITIONAL TOWN CENTRE

This area is the traditional town centre of the town and comprises of the main shopping streets of Vicar Street, High Street and Worcester Street.

The key ambitions/projects for this area are:

- Town Hall Square – new and improved public space in front of Kidderminster Town Hall
- Bull Ring – new public space around the Bull Ring traffic island
- Public realm improvements to pedestrianised streets

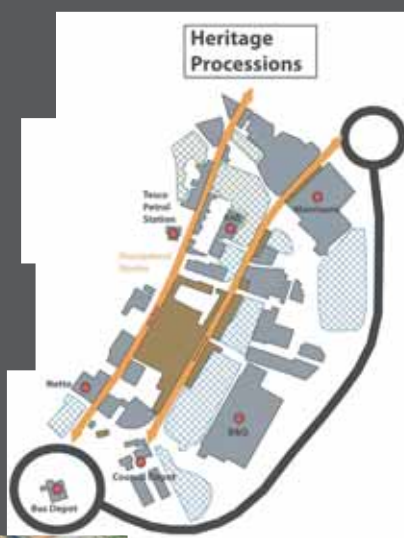


HERITAGE PROCESSIONS

This area is formed around the two processional streets of New Road and Green Street.

The key ambitions/projects for this area are:

- Promote it as a mixed-use area to include residential, office, light industrial and community uses
- Protect and enhance the historic processional routes of Green Street, New Road and Dixon Street - rebuilding and maintain strong frontage on to streets
- Redevelopment of the existing Council Depot and Bus Depot to help extend the processional routes
- Consider the future of the existing ring road and an improved layout



SUPPLEMENTARY PLANNING DOCUMENT (SPD)



Churchfields sits just north of the town centre and is one of the District's biggest housing-led regeneration opportunities. It is envisaged that this area could provide up to 600 new homes.

Vision for Churchfields

"Churchfields in Kidderminster should be redeveloped in a way that embraces its existing character and that of the surrounding context and delivers a sustainable urban village of quality, which creates a unique sense of place."

Why a Masterplan?

Planning policies regarding Churchfields are included as part of the Kidderminster Central Area Action Plan. However, the scale and importance of Churchfields meant that a specific masterplan is necessary to look at the area in greater detail.

The masterplan will provide a detailed design framework to guide new development in area and to ensure that a comprehensive approach is taken that safeguards against the piecemeal development of sites. It will also help to ensure that development is of the greatest benefit to the area.

The masterplan will be formally adopted as a Supplementary Planning Document and as such will be a material consideration in the determination of planning applications

The Draft Masterplan



HAVE YOUR SAY!



HOW TO GET INVOLVED...

You can comment on the various documents on display here in a number of ways...

Perhaps the easiest way is via our consultation website. This website contains all of the documents relating to the Local Development Framework.

Once you have registered on the website you will be able to return and add comments throughout the consultation period. The web address you will need to access all this information is:

<http://wyreforestdc-consult.limehouse.co.uk>

Alternatively, if you do not have access to the internet, then you can view all of the consultation documents in the following locations:

Wyre Forest Customer Service Centres:

Kidderminster Town Hall, Vicar Street
Stourport Civic Centre, Martins Way

The documents can also be viewed at Kidderminster, Stourport-on-Severn and Bewdley libraries during their normal opening hours.

Copies of the response forms are also available from these locations.

The address that you need to return completed forms to is:

**Principal Forward Planning Officer
Wyre Forest District Council
Planning Health & Environment Division
Duke House,
Clensmore Street
Kidderminster
DY10 2JX**

Additionally, Council Officers will be based The Hub at Kidderminster Town Hall, every Monday, Wednesday and Friday from 11-1 during the entire consultation period.

Please feel free to pop in and talk to an officer about the proposals, no appointment is required!

Consultation Period: 26th May 2011 - 8th July 2011



**HAVE
YOUR
SAY!**

We want your views...



Wyre Forest District Council

www.wyreforestdc.gov.uk

