

### ***3.1 BRIERLEY HILL TOWN CENTRE***

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## **OVERALL STRATEGY AND VISION**

The Council's vision for Brierley Hill is as a new, thriving town centre serving the needs of an enlarged business and residential community within the centre, the Borough and the wider sub-region. The area is already a focus for intensive investment and there is confidence in achieving sufficient momentum for change, to overcome the deficiencies in the built environment; develop in a way that is sustainable; and spread the benefits of regeneration in terms of new housing, employment opportunities, social and cultural assets and public transport improvements.

In the Brierley Hill Area Development Framework, July 1998 (ADF), the Council explored and subsequently agreed the issues to be addressed in planning a new future for the area identified as the Brierley Hill/Merry Hill/Waterfront triangle. The ADF provides a full statement of the Council's strategic aspirations for the transformation and recognition of the 'triangle' as a new Town centre of sub-regional status.

The strategy set out in the ADF and carried forward into the UDP is threefold:

### **1 TO CONSOLIDATE THE ROLE OF THE NEW TOWN CENTRE**

To acknowledge the role of Merry Hill as the primary retail centre within the Borough, and as a principal economic force for wider investment within the area, by:

- encouraging its further development and improvement;
- cultivating an effective management regime that recognises the shopping centre as an integral part of the town centre; and
- relieving traffic congestion and barriers to pedestrian movement.

To reinforce the role of Brierley Hill as an important local centre by:

- clearly defining its role as a retail centre, building upon its strengths;
- improving the quality of the environment;
- building upon its function as a centre serving a walk-in population by encouraging further residential development within the near vicinity and improving the directness, convenience and safety of walking and cycling routes;
- recreating the historic pattern of development to the west of the High Street to establish a seamless link with adjoining residential areas; and
- removing some of the through traffic to improve the pedestrian environment and improve the convenience of access by public transport and the car. Historically, there were proposals for a by-pass to the east of High Street, but this no longer represents an appropriate solution.

To build upon the momentum created by the high-quality development achieved within the Waterfront around the canal basin by:

- extending high density, high quality, mixed use development along the Dudley Canal Corridor promoting a predominance of leisure/commercial uses within the core of the town centre and residential uses to the north of the Waterfront; and
- paying particular attention to the quality of the public realm and the potential of the canal to become a setting for substantial new development.

To maintain and enhance other essential town centre functions.

The level of development interest suggests that commercial developers will continue to deliver a range of new land uses within the retail, leisure, office and residential sectors. Activity in these areas will also, through planning obligations, continue to add to the stock of non-commercial uses and benefits, especially the creation and improvement of the public realm.

There are already within the area many of the other specialised activities we associate with town centres: a public library, police station, health and leisure centres, Council offices, a civic hall, employment services, tourist information and religious meeting places. These uses will all remain, although they may, in time, be relocated, enlarged or re-housed to better relate to the new pattern of development and access and to reflect the growing status of the town centre.

Other uses that are common to many town centres and not normally delivered without public subsidy (notably, higher education institutions, museums, art galleries, principal offices of government, large event spaces, concert halls, and theatres) are absent from the town centre at present. Some, or all, of these uses may become viable within the maturing town centre. The Council will promote land uses which enhance the sub-regional role of the centre and are appropriate within the context of their own education, arts, and leisure programmes, the planning policies for the evolution of Brierley Hill town centre and the complementary roles of each of the centres within the Borough.

## **2 TO PURSUE A COMPREHENSIVE DEVELOPMENT STRATEGY**

The approach to development is based upon the need to create an attractive, safe, well connected urban environment within which the quality, safety and convenience of the public domain (streets and spaces) is not compromised by any individual development proposal.

In preparing the UDP and determining planning applications for development within the town centre the objective is to:

- promote a fine-grained network of thoroughfares and blocks that unite the town centre components and build connections with the surrounding community;

- integrate the enclosed malls of the Merry Hill Shopping Centre, currently the focus of pedestrian activity, into the wider network of thoroughfares;
- develop a hierarchy of routes to prioritise public transport, accommodate vehicles and create a basic framework for a clear sequence of inter-connected public spaces;
- encourage high density, perimeter block development creating and re-instating new street frontages;
- diversify and intermix uses;
- condense car parking into multi-deck, integrated blocks freeing land to begin to restructure the pattern of built development and provide the initial network connections;
- retain, wherever possible, the best of the past in terms of historic street patterns, buildings and relics of the area's rich industrial history;
- integrate the canal, and create an attractive setting for development by bridging it at every opportunity;
- define strong gateway features, perhaps incorporating taller buildings that herald arrival within the town centre;
- accommodate changes in level within buildings and animated spaces where pedestrian movement is encouraged;
- enhance the legibility of the overall structure of the environment by evolving a number of distinct urban quarters; and
- ensure effective phasing of development that ensures a clear link between commercial development and the creation/improvement of the public realm and the development of new community facilities.

### **3 TO ENCOURAGE THE GROWTH OF A SUSTAINABLE COMMUNITY**

In evolving an integrated, vibrant and high quality urban environment the strategy is intended to deliver a more sustainable pattern of urban activity. The objectives in this respect are to:

- retain the existing population and attract significant numbers of additional people to live within the town centre;
- prioritise the movement of pedestrians and cyclists rather than motorised vehicles;
- encourage a range of modes of transport;
- enhance the appeal of existing public transport provision by improving bus access and movement and by considering longer-term integration with other public transport modes;
- accommodate the car as a short-term necessity, but in a flexible manner, with a view to reducing dependence upon it over time and reclaiming land used for car parking for other activities;
- encourage use of sustainable building materials and energy-conscious design; and

- to provide a network of attractive, purposefully designed urban and green spaces.

### **NEW HOMES**

It is a key objective to provide a wide choice of housing (by type, tenure and price) and provide the quality of environment and support facilities (health care, education and other services) that a residential community require. In redefining the role of Brierley Hill High Street (and reinstating the disjointed fabric of its hinterland) and realising new development opportunities, particularly along the canal, there is considerable scope for new housing provision.

It is imperative within the context of current Central Government policy that effective use is made of previously developed land within urban areas particularly in trying to meet the demand for new housing. In pursuing the housing policies of the UDP opportunity exists to take a new and innovative approach to the provision of urban housing. Low density, suburban estate housing within a warren of culs-de-sac will not be appropriate within the town centre.

### **BETTER PUBLIC TRANSPORT**

The area is already well served by bus services. The attractiveness of this mode, as an alternative to the car, can be considerably increased by implementation of a number of measures:-

- A new public transport strategy, geared initially to improved bus facilities and in the longer term to integration with Midland Metro and heavy rail.
- The introduction of bus priority lanes and, in the longer term, dedicated bus routes within the network of thoroughfares linking key attractions within the centre.
- The construction of Midland Metro Line 3 and its integration into the urban fabric of the town centre, wherever possible as a street-running vehicle, stopping at the major nodes of activity (including the Level Street Square and Central Avenue).

Until new transport choices can be delivered, and fiscal policy to discourage use of the car begins to bite, the economic viability of the town centre will continue, as in virtually all town centres, to be dependent upon the car.

In the short to medium term it is imperative that the surface car parking that surrounds the Merry Hill Centre is concentrated into integrated development blocks to make way for the restructuring of the built environment and the creation of new thoroughfares and public spaces. Because of the need for high capacity access routes to serve the car-parks and service the shopping centre it will be necessary to provide a dedicated access route, ensuring that the thoroughfares that will define the public domain of the town centre have priority within the network.

Over time, as other transport modes become available and more attractive to the users of the town centre dependency on the private car will be reduced.

## **THE URBAN QUARTERS**

All town centres have distinct though not geographically separate neighbourhoods, or quarters, which together give it an individual character. Ambitions for the principal components of Brierley Hill, described with reference to the distinct Urban Quarters set out below and shown on Map FK1.

### **A. BRIERLEY HILL HIGH STREET**

#### **Objectives**

- Concentration of High Street activities to provide a compact core of local shopping and community services.
- Diversification of uses to complement retail activities and in particular to introduce higher density residential uses into the High Street (especially at the northern and southern ends) and into the immediate hinterland.
- Reduction of through traffic within the High Street to allow the width of the carriageway to be reduced and environmental improvements implemented.
- Establishment of direct pedestrian and vehicular connection between the High Street and Lower Brierley Quarters.

#### **Key Infrastructure and Public Realm Components**

- New boulevard, Low Street, to parallel the High Street and share the weight of through traffic.
- New public square, Brierley Place, to the east of the Market Hall containing the Midland Metro terminus and defined on one edge by the new Central Avenue connecting Brierley Hill High Street and Merry Hill shopping centre.
- Environmental improvements to the High Street to widen the pavements, improve bus stop facilities and if possible provide some short stay, on-street parking; and the Five Ways and Level Street junctions to reflect their importance as the termination of the main points of connection into the town centre.

### **B. LOWER BRIERLEY**

#### **Objectives**

- Improved public transport access.
- Establishment of direct pedestrian and vehicular connections between Brierley Hill High Street and Canal Walk Central.
- Establishment of a primary direct connection, Central Avenue, as a focus for new civic uses and public activity and movement.
- Creation of compact and continuous built development to draw people into and through the area and accommodate level changes.

### **Key Infrastructure and Public Realm Components**

- Central Avenue (incorporating a new footbridge across the canal) connecting Brierley Hill High Street and Merry Hill through Quarters a,b and c.
- New bus priority route paralleling the Midland Metro route.
- Level Street redesigned as the central bus priority route.

#### **C. CANAL WALK CENTRAL**

##### **Objectives**

- Improved public transport access.
- Extension of the high quality development achieved at the Waterfront along the canal corridor.
- Achievement of maximum linkage through the Quarter to connect the core area.
- Creation of new focal points for public activity to reinforce the status of this Urban Quarter at the heart of the new town centre.
- Integration of the Midland Metro to provide street level access.

### **Key Infrastructure and Public Realm Components**

- Central Avenue connecting Brierley Hill High Street and Merry Hill through Quarters a,b and c.
- The Midland Metro and the parallel route defining the eastern boundary of the Quarter and crossing the Canal.
- New public space, Level Street Square, at the intersection of Level Street and the Canal providing: a focus for public transport interchange (Metro/bus); and a key linkage between Quarters a,c,f,g and i.
- A new landmark bridge across the Canal to replace Greens Bridge.
- New public square, Merry Hill Place, providing the eastern termination point of Central Avenue containing: a bridge across the canal; the Midland Metro stop; the intersection of the primary Canal Walk thoroughfares and Central Avenue; and providing a setting for major public activities.
- New continuous routes with pedestrian priority along both sides of the Canal.
- At least one other pedestrian bridge across the canal.
- Level Street redesigned as the central bus priority route.

#### **D. CANAL WALK SOUTH**

##### **Objectives**

- Improved public transport access.
- Continuation of the canal side routes, creating a safe and surveilled pedestrian environment through the Quarter to the Nine Locks.
- Introduction of a new residential population to enliven the town centre and reinforce the role of the High Street.

### **Key Infrastructure and Public Realm Components**

- New continuous routes, with pedestrian priority, along both sides of the canal.
- New bus stops on the bus priority route to the south.

### **E. CANAL WALK NORTH**

#### **Objectives**

- Enhanced opportunity for public transport access and interchange.

### **Key Infrastructure and Public Realm Components**

- Midland Metro and Railway Station with associated facilities.
- New public space, Station Square, as a 'reception space' associated with these uses.
- New primary route connecting with the bus priority route and Urban Quarter 9.
- New continuous route, with pedestrian priority, along the canal.

### **F. WATERFRONT**

#### **Objectives**

- Improved public transport access.
- Infill development in the south-east of the quarter to create an appropriate frontage to the Level Street Square.
- Enhanced connections into adjoining Quarters with the link across the Level Street Square and to the extended canal routes being most significant.

### **Key Infrastructure and Public Realm Components**

- New public space, Level Street Square, at the intersection of Level Street and the Canal providing a focus for the primary public transport interchange; and a key linkage between quarters b,c,f,g and i.
- New Midland Metro stations to serve the Waterfront and the Level Street Square.
- New primary route to the north with bus priority.
- Level Street redesigned as the central bus priority route.

### **G. ARCHILL**

#### **Objectives**

- Improved public transport access.
- Consolidation of the role of the Waterfront as the principal location for high quality business development in the Borough.
- A balance of secondary and supporting uses to create a more sustainable and vibrant place.

**Key Infrastructure and Public Realm Components**

- A new primary route with bus priority to the north.
- Level Street bus provision.

**H. WATERFRONT WEST BUSINESS SITE**

**Objectives**

- Improved public transport access.
- Enhanced frontage to Level Street.

**Key Infrastructure and Public Realm Components**

- Level Street redesigned as the central bus priority route.

**I. MERRY HILL SHOPPING CENTRE**

**Objectives**

- Improved public transport access.
- Consolidation of the role of Merry Hill as the principal location for high quality retail provision in the Borough.
- Further enhancements to the pedestrian environment around the centre and linkage to adjoining quarters.
- Diversification of land uses within and around the shopping centre.

**Key Infrastructure and Public Realm Components**

- Primary connection from the west and north of the centre to the Level Street Square and Central Avenue.
- New bus priority routes to the south and east of the centre.
- Level Street redesigned as the central bus priority route.

**J. MERRY HILL RETAIL PARK**

**Objectives**

- Improved public transport access.
- Improvement to pedestrian linkage from Merry Hill shopping centre and from the residential areas to the south.
- Improved quality of the built development.

**Key Infrastructure and Public Realm Components**

- Bus stops on primary public transport route.

**K. PEDMORE ROAD**

**Objectives**

- To present a high quality image of the town centre and diminish the perceived and actual barrier presented by the Pedmore Road.
- New pedestrian linkages across the Pedmore Road.

**Key Infrastructure and Public Realm Components**

- New Pedmore Road crossings.

## **STRATEGIC ROLE**

### **STRATEGIC ROLE: BRIERLEY HILL TOWN CENTRE**

#### **Reasons for the Policy**

This policy establishes the overarching strategy for Brierley Hill intended to deliver the essential characteristics of an accessible, sustainable, vital and viable town centre; and to promote inward investment, new employment opportunities and stimulate regeneration of the wider area.

#### **BHTC1 STRATEGIC ROLE: BRIERLEY HILL TOWN CENTRE**

Brierley Hill town centre will be:

- promoted as a new sub regional town centre for business, commerce, retail, leisure, culture, public services and urban living;
- established as a focus for social, economic and environmental regeneration;
- made more accessible for pedestrians, cyclists and people using public transport;
- restructured around an interconnected network of thoroughfares and public spaces;
- developed as a pattern of interrelated and connected urban quarters including the established Quarters of Merry Hill, Waterfront and Brierley Hill High Street; and
- made more attractive through a high standard of new design and the conservation and creation of a high quality townscape.

#### **Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through working in partnership with local residents, community groups, public transport providers and developers.
- Through identifying, promoting and assembling sites for development.
- Through targeting public investment programmes.

#### **Monitoring**

- Planning decisions.
- Indicators of vitality and viability.
- Numbers of jobs created.
- Amount of land developed.
- Number of dwellings completed.
- Application of design guidance and best practice.

## **STRATEGIC ROLE: BUSINESS**

### **Reasons for the Policy**

The recognition of Brierley Hill as a town centre of sub-regional importance in part reflects the concentration of business activities, principally at the Waterfront where some 3000 people are employed, within the area. There is considerable opportunity to expand this business community, which is of a scale and nature unique within the Borough and vital to its economic prosperity.

Brierley Hill town centre lies within the Central Employment Zone and it is therefore appropriate that one of its principal functions should be the protection and creation of job opportunities in the business sector. Brierley Hill has a particularly important role to play in accommodating large scale, high quality office development that should, in accordance with sustainable development principles, be located in town centres in close proximity to high quality public transport provision.

### **BHTC2 STRATEGIC ROLE: BUSINESS**

The role of Brierley Hill town centre as a sub-regional focus for business development will be enhanced.

Accordingly:-

Business (B1) development will be a preferred use within Development Opportunity Areas 1,4,8 and 10 (as indicated in Policy BH.TC15 and on the Proposals Map).

Business (B1) development will be an acceptable use within Development Opportunity Areas 2,3,5,6 and 7 (as indicated in Policy BH.TC15 and on the proposals map).

Opportunities for new business development exist elsewhere within the town centre as indicated in Policy BH.TC16.

### **Other Relevant Policies**

- EE4 Office Development
- EE5 Tourism
- EE6 Cluster Development

### **Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through identifying, promoting and assembling sites for business development and in collaboration with Advantage West Midlands.
- Through targeting public investment programmes.
- Through the Council's Economic Strategy and regeneration strategies.

**Monitoring**

- Planning decisions.
- Numbers of jobs created.
- Amount of land developed for business use.
- Economic Strategy targets.

**STRATEGIC ROLE: RETAIL****Reasons for the Policy**

The recognition of Brierley Hill as a town centre of sub-regional importance, in part, reflects its well established role as the highest order retail centre in the Borough, (by virtue of the Merry Hill Shopping Centre and Retail Park) and the function of Brierley Hill High Street as an important local centre.

Retaining and increasing investment in retail uses is critical to the vitality and viability of the core retail areas and the strategy for the town centre as a whole. Retail development is likely to be one of the principal economic drivers for wider investment and regeneration during the lifetime of the UDP.

It is important that the nature, scale and location of new retail development within the town centre complements the distinctive role of Brierley Hill High Street as a focus for local, day-to-day, convenience shopping.

**BHTC3 STRATEGIC ROLE: RETAIL**

The role of Brierley Hill town centre as a sub-regional focus for retail development will be enhanced.

Accordingly:-

- The Council will promote retail development in the Merry Hill retail core area: up to 38,000 sq. m (410,000 sq. ft) of pure comparison goods floor space will be permitted between 2001 and 2006 in accordance with Policy BH.TC15.
- Opportunities exist for additional retail development elsewhere within the town centre as indicated in Policies BH.TC15 and BH.TC16.
- The loss of existing bulky goods retail uses within the Merry Hill retail park, as defined on the proposals map, will be resisted.
- The loss of local convenience retail, including a large food superstore, from Brierley Hill High Street will be resisted.
- The Council will promote retail (A1) uses within the ground floor of buildings with frontage to Brierley Hill High Street, as defined on the Proposals Map.

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

**Monitoring**

- Planning decisions.
- Indicators of vitality and viability.
- Need for new shopping development.
- Amount of land developed for retail use.
- Economic Strategy targets.

**STRATEGIC ROLE: RETAIL DEVELOPMENT OUTSIDE THE MERRY HILL RETAIL CORE AREA****Reasons for the Policy**

Within the overall strategy for Brierley Hill priority is afforded to maintaining compact and attractive primary and local shopping areas within the Merry Hill and Brierley Hill urban quarters, dominated by retail uses. This will ensure the long term vitality and viability of the retail areas, consistent with maintaining the strategic role of the town centre as retail destination.

Elsewhere within the town centre retail provision will be made to serve only local needs and enrich the diversity and convenience of local services accessible from residential and business communities.

**BHTC4 STRATEGIC ROLE: RETAIL DEVELOPMENT OUTSIDE THE MERRY HILL RETAIL CORE AREA**

Retail development other than within the Merry Hill retail core area will be permitted where the development:

- occupies or adjoins the Brierley Hill High Street retail frontage, as defined on the Proposals Map, for appropriately sized food stores and other facilities to serve day-to-day needs of the local community; and
- is a small shop ('small' having usually not more than 200 sq. metres of sales area).

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through town centre management initiatives.

**Monitoring**

- Planning decisions.
- Indicators of vitality and viability.
- Need for new shopping development.

**STRATEGIC ROLE: LEISURE AND RECREATION****Reasons for the Policy**

The recognition of Brierley Hill as a town centre of sub-regional importance, in part, reflects its well established role as an important destination for leisure and recreation, with attractions including the cinema, leisure centre, and the concentration of bars and restaurants at the Waterfront. Maintaining and improving existing leisure facilities and introducing new ones can enhance the potential to attract visitors; better serve the recreational requirements of the existing community and attract more people to live within the town centre.

Critically leisure activities, particularly those associated with the evening economy, bring activity to town centres through an extended period of the day adding to vitality and viability.

Commercial leisure activities can also be important economic drivers for wider investment and regeneration during the lifetime of the UDP.

**BHTC5 STRATEGIC ROLE: LEISURE AND RECREATION**

The role of Brierley Hill town centre as sub regional focus for leisure and recreation will be enhanced.

Accordingly:-

Commercial leisure facilities (use class D2) will be a preferred land use in Development Opportunity Areas 2 and 3 (as indicated in policy BH.TC15 and on the Proposals Map).

Commercial leisure facilities (use class D2) will be an acceptable land use in Development Opportunity Areas 1,4 and 6 (as indicated in Policy BH.TC15 and on the Proposals Map).

Food and drink outlets (use class A3) will be a preferred land use in Development Opportunity Areas 2,3 and 6 (as indicated in Policy BH.TC15 and on the Proposals Map).

Food and drink outlets (use class A3) will be an acceptable land use in Development Opportunity Areas 1,4,5,8 and 10 (as indicated in Policy BH.TC15 and on the Proposals Map).

Opportunities for new leisure and recreation uses exist elsewhere within the town centre as indicated in Policy BH.TC16.

The loss of existing non commercial leisure and recreation facilities within the town centre will be resisted unless equivalent replacement facilities are provided elsewhere within the town centre.

**Other Relevant Policies**

- EE6 Cluster Development

- AM15 Personal Mobility
- EE5 Tourism
- LR8 New Leisure Facilities
- HE7 Canals

### **Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through identifying, promoting and assembling sites for development.

### **Monitoring**

- Planning decisions
- Amount of land developed for leisure and recreation use.

## **STRATEGIC ROLE: HOUSING**

### **Reasons for the Policy**

Brierley Hill will make a significant contribution to meeting the need for new housing in the Borough. Opportunities exist within the town centre for residential development on previously developed land within walking and cycling distance of a range of town centre activities, public transport and employment opportunities. If the full potential of Brierley Hill to accommodate high quality, high density urban housing is realised up to 1300 new dwellings might be achieved within or close to the town centre during the Plan period. The provision of land for housing in Policy BH.TC15 and its development in accordance with other relevant policies of the Plan will ensure that land is available for a minimum of 1100.

### **BHTC6 STRATEGIC ROLE: HOUSING**

The role of Brierley Hill town centre as a focus for a new residential community will be established.

Accordingly:-

Residential development will be provided within Development Opportunity Areas 1,2,5,7,8,9 and 10 (as indicated in Policy BH.TC15 and on the Proposals Map).

Residential development will be an acceptable land use within Development Opportunity Areas 3 and 4 (as indicated in Policy BH.TC15 and on the Proposals Map).

These sites will deliver a minimum of 1100 dwellings.

Opportunities for new residential uses exist elsewhere within the town centre as indicated in Policy BH.TC16.

The Council will seek provision of affordable housing on qualifying sites within Brierley Hill town centre.

**Other Relevant Policies**

- UR7 General Housing Renewal
- CS1 Special Needs Accommodation

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through working in partnership with housing associations, local residents, community groups and developers.
- Through identifying, promoting and assembling sites for development.

**Monitoring**

- Planning decisions.
- Amount of land developed for housing.
- Number of dwellings completed (including affordable units).

**STRATEGIC ROLE: COMMUNITY**

**Reasons for the Policy**

Community facilities are an essential component of the town centre, important in encouraging social contact and community development, maintaining health and well being and engaging disadvantaged members of the community.

The Council has a key role to play in identifying community needs; directing provision of facilities; ensuring no loss of provision through redevelopment; and bringing forward social infrastructure in parallel with new development.

**BHTC7 STRATEGIC ROLE: COMMUNITY**

The role of Brierley Hill town centre as a focus for provision of community services will be enhanced.

Accordingly:-

Community facilities will be a preferred land use in Development Opportunity Areas 1 and 4 (as identified in Policy BH.TC15 and on the Proposals Map).

Community facilities will be an acceptable land use in Development Opportunity Areas 2,3,5,6,7,8,9 and 10 (as identified in Policy BH.TC15 and on the Proposals Map).

Opportunities for new community uses exist elsewhere within the town centre as indicated in Policy BH.TC16.

The Council will ensure that the social and community infrastructure requirements are provided for including schools, creches, nurseries, health facilities, community

centres, meeting places, places of worship and public conveniences associated with new development.

The Council will ensure that new development does not result in a net loss of community facilities that meet a recognised need.

### ***Other Relevant Policies***

- AM15 Personal Mobility
- CS2 Health & Social Care Facilities
- CS3 Community Facilities
- CS4 Education Provision
- LR4 Young Person's Informal Recreation
- LR8 New Leisure Facilities

### ***Implementation***

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through working in partnership with local residents, community groups and developers.
- Through identifying, promoting and assembling sites for development.
- Through targeting public investment programmes.
- Through Council provision of community facilities.

### ***Monitoring***

- Planning decisions.
- Amount of land for community uses.
- Need for community services.

## **DEVELOPMENT FRAMEWORK**

### **DEVELOPMENT FRAMEWORK: PRIMARY THOROUGHFARES**

#### **Reasons for the Policy**

The primary thoroughfares are one of the most important elements of the restructured town centre. They provide access to the strategic transport networks of the Borough and connect and integrate the key activities of the town centre. They are the principal conduits for pedestrian, private vehicle and public transport movement without which the town centre could not function effectively.

In order to facilitate access to the town centre and connection between its components, for both pedestrians and vehicular traffic, a minimum number of new primary thoroughfares are provided for.

As a key element of the town centre structure the design of the primary thoroughfares, including junction arrangements, the degree of enclosure, materials and street furniture, will have a major impact on the overall perception of the town centre. It is important that the thoroughfares display a consistent quality and character through their detailed design. It may be appropriate for elements of the design to be uniform across the town centre in order to cultivate an overall identity. Others may be varied to reinforce the distinctive character of individual Urban Quarters.

#### **BHTC8 DEVELOPMENT FRAMEWORK: PRIMARY THOROUGHFARES**

The primary thoroughfares identified on the Proposals Map and Plan ST1 will be provided.

Where the primary thoroughfares already exist their new role within the town centre network will be established through safeguarding and upgrading to satisfy the design guidance for each route set out in the supplementary planning guidance on Brierley Hill.

New primary thoroughfares shall be designed to satisfy the design guidance for each route set out in the supplementary planning guidance for Brierley Hill and the general design specification for all primary routes set out below:

All primary thoroughfares (PTS) should:-

- Make a simple and relatively direct connection broadly between the points indicated. A degree of flexibility is allowed for in the precise alignment; routes need not be straight.
- Make provision for safe pedestrian movement and crossing (providing for those with restricted mobility) wherever possible.
- Provide for public transport and cycling as an integral part of the design. Public transport stops should be well lit, easily accessible (making provision for those with restricted mobility) and , wherever possible, related to areas of activity.

- Intersect at junctions that take the form of traffic light controlled crossroads, wherever possible, and should be designed as attractive spaces to create memorable nodes and gateways within the network.
- Display a strong degree of containment with elevations appropriately scaled to the width of the thoroughfare they enclose and relatively unbroken frontages.
- Display a consistent quality of design with paving, street lighting, street furniture, signs, landscaping and public utility requirements drawn from a design palette to be agreed with the Council.
- Should offer continuous and 24 hour access to pedestrians.

### **Implementation**

- Through the Development Control process, including the use of planning obligations to provide primary infrastructure.
- Through the preparation of supplementary planning guidance.
- Through identifying and assembling land.
- Through upgrading existing primary infrastructure through public investment and partnership with the private sector.
- Through the Local Transport Plan.
- Through protecting the alignment of proposed routes, and where appropriate through improvement lines and orders.

### **Monitoring**

- Planning decisions.
- Transport indicators.

## **DEVELOPMENT FRAMEWORK: SECONDARY THOROUGHFARES**

### **Reasons for the Policy**

The primary thoroughfares provide the minimum and essential network connections to access and integrate the town centre components. Secondary routes provide the framework for a fine grained pattern of development that delivers optimal block sizes, local access, a broad choice of routes and a spread of people and vehicles.

### **BHTC9 DEVELOPMENT FRAMEWORK: SECONDARY THOROUGHFARES**

The further sub-division of the development areas identified on the Proposals Map, by secondary vehicular and pedestrian connections, will be sought in accordance with the supplementary planning guidance for Brierley Hill.

### **Implementation**

- Through the Development Control process, including the use of planning obligations to provide primary infrastructure.
- Through the preparation of supplementary planning guidance.
- Through identifying and assembling land.

- Through upgrading existing primary infrastructure through public investment and partnership with the private sector.
- Through the Local Transport Plan.
- Through protecting the alignment of proposed routes, and where appropriate through improvement lines and orders.

**Monitoring**

- Planning decisions.
- Transport Indicators.

**DEVELOPMENT FRAMEWORK: PRIMARY PUBLIC SPACES**

**Reasons for the Policy**

Wherever there is likely to be a concentration of people, major public spaces make a vital contribution to the structure of the town centre. They facilitate movement within the town centre and create an attractive and generous public realm; provide a stage for public activity (both passive and active); provide a setting for important town centre buildings which can feed off the activity these places attract; punctuate the convergence of important routes where people make decisions about which direction to travel; and tend more than anywhere else to become the places within a town centre with which people can most readily identify.

As a key element of the town centre structure the design of the primary public spaces, including the degree of enclosure, materials and street furniture, will have a major impact on the overall perception of the town centre. It is important that the primary public spaces display a consistent quality and character through their detailed design. It may be appropriate for elements of the design to be uniform across the town centre in order to cultivate an overall identity. Others may be varied to reinforce the distinctive character of individual Urban Quarters.

**BHTC10 DEVELOPMENT FRAMEWORK: PRIMARY PUBLIC SPACES**

Spaces will be provided in the following locations (identified on the Proposals Map and Plan ST1):-

- Brierley Place  
To the east of Brierley Hill High Street at the intersection between PT7 and PT11, incorporating the proposed terminus of the Midland Metro.
- Merry Hill Place  
At the eastern end of Central Avenue incorporating a new bridge across the canal and incorporating the proposed Midland Metro station.
- Level Street Square  
At the intersection of the canal walks and PT6 Level Street, incorporating the proposed station of the Midland Metro.

- Round Oak Circus  
To the east of the existing Waterfront development, incorporating the proposed Midland Metro station.
- Station Square  
Adjoining the heavy rail line at Round Oak, in the event of a heavy rail/ Midland Metro station being opened.

In these public spaces priority will be given to the convenience, enjoyment and safety of the pedestrian; and public transport access and interchange. Each primary public spaces should be designed to satisfy the design guidance set out in supplementary planning guidance for Brierley Hill and the general design specification set out below:

All primary urban spaces should:

- display a strong degree of containment with elevations appropriately scaled to the width of the space they seek to enclose and unbroken frontages;
- include public art, street furniture and hard and soft landscape as an integral part of the overall design;
- display a consistent quality of design with paving, street lighting, street furniture, signs, landscaping and public utility requirements drawn from a design palette to be agreed with the Council to ensure that such features are co-ordinated across the town centre; and
- should offer continuous and 24 hour access to pedestrians.

### ***Other Relevant Policies***

- AM6 Midland Metro
- AM9 Interchanges

### ***Implementation***

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through identifying and assembling land.
- Through upgrading existing public open spaces through public investment and partnership with the private sector.

### ***Monitoring***

- Planning decisions.
- Amount of land developed for public open space.
- Application of design guidance and best practice.

## **ACCESSIBILITY**

### **ACCESSIBILITY: PROMOTING PUBLIC TRANSPORT**

#### **Reasons for the Policy**

Improving public transport choice is key to making the town centre accessible, reducing reliance on the private car, improving the quality of the environment and realising its full potential to accommodate new and significant development.

#### **BHTC11 ACCESSIBILITY: PROMOTING PUBLIC TRANSPORT**

The Council will encourage and promote the following public transport provision: -

- Midland Metro Line 3 between Wednesbury and Brierley Hill, via Dudley with stations positioned at Round Oak, the Waterfront, Level Street, Merry Hill and Brierley Hill High Street.
- A new passenger rail link on the existing heavy rail line between Walsall and Stourbridge with a station to the north of the Waterfront.
- A new town centre bus strategy based upon the designation of the bus priority routes identified on plan ST1 and provision of associated bus infrastructure.
- Quality interchange between these transport modes.

#### **Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through working in partnership with public transport providers.

#### **Monitoring**

- Planning decisions
- Public transport capacity and usage.

### **ACCESSIBILITY: PROMOTING WALKING AND CYCLING**

#### **Reasons for the Policy**

Walking and cycling are cheap, efficient and sustainable methods of travel. The Plan aims to locate development within the town centre where it would reduce the distances people have to travel and provide an attractive and safe environment in which people are deterred from using motorised means of travel.

#### **BHTC12 ACCESSIBILITY: PROMOTING WALKING AND CYCLING**

Pedestrian movement will be prioritised within the network of primary and secondary routes and public spaces created within the town centre.

All new developments will be required to include safe, convenient and 24 hour pedestrian links to existing and proposed primary and secondary thoroughfares within each development block.

**Other Relevant Policies**

- HE7 Canals

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

**Monitoring**

- Planning decisions
- Length of new routes provided.

**ACCESSIBILITY: LOCATION OF MAJOR TRIP GENERATION USES****Reasons for the Policy**

The Council are keen to provide every opportunity for people to use alternative means of access to the town centre than the car. Those town centre uses that generate the largest number of movements should be afforded priority in terms of offering a choice of public transport within sufficiently close proximity to encourage maximum patronage.

**BHTC13 ACCESSIBILITY: LOCATION OF MAJOR TRIP GENERATION USES**

Uses which are likely to attract a large number of people to work and/or visit will be required to locate within walking distance (400 metres) of one of the main public transport interchanges in the proposed primary public spaces, and Merry Hill Bus Station.

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

**Monitoring**

- Planning decisions.
- Application of design guidance and best practice.
- Trip generation data.
- Public transport capacity.

**ACCESSIBILITY: CAR PARKING****Reasons for the Policy**

Successful town centres rely upon access by a choice of means of transport, including the car. The UDP strategy focuses upon the need to reduce reliance upon the private car and provide alternative modes. As part of this strategy Brierley Hill is

being planned to encourage and accommodate a lower level of car usage than is experienced in many towns, while promoting public transport, pedestrian and cycling journeys.

In accommodating the needs of the car, principally car parking, the requirement is to remove, over time, the excess of surface car parking within the town centre that currently has such a demonstrable impact on the character of the public realm. Instead, car parking should be concentrated into an integrated multi storey form, where large numbers of spaces are required; and provided on plot and within the core of blocks elsewhere.

#### **BHTC14 ACCESSIBILITY: CAR PARKING**

Provision will be made for car parking where it:

- meets the operational and visitor needs of new development in accordance with the standards set out in detailed guidance and supplementary planning guidance to be provided on car parking in town centres;
- makes effective use of urban development land, avoiding large surface car parks;
- can be accommodated with minimum impact on the public realm; and
- is fully integrated with neighbouring land uses and built development.

#### **Other Relevant Policies**

- AM14 Parking
- AM15 Personal Mobility
- AM16 Green Travel Plans

#### **Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

#### **Monitoring**

- Planning decisions.
- Number and usage of car parking spaces.
- Application of design guidance and best practice.

**LAND USE**

**LAND USE: DEVELOPMENT OPPORTUNITY AREAS**

**Reasons for the Policy**

Encouraging a diversity and fine grained mix of land uses is essential to creating a vibrant, attractive and successful town centre that offers residents and visitors a range of services and activities within close proximity. While it is undesirable for large single use zones to emerge, concentrations of a particular land use or the co-existence of complementary land uses in some quarters of the town centre is encouraged in order to make effective use of common infrastructure and service requirements; to minimise the need to travel; and cultivate a distinct character within each urban quarter.

**BHTC15 LAND USE: DEVELOPMENT OPPORTUNITY AREAS**

Within the Development Opportunity Areas identified on the Proposals Map (areas DO1 - DO10) a mix of land uses will be permitted that:

- Provide a balance of uses across the town centre that is consistent with its defined role within the hierarchy of centres within the Borough;
- Contribute to the creation of distinct urban quarters where one or a combination of the preferred land uses identified in policies BH.TC15(i) - BH.TC15(x) predominates, in accordance with the Supplementary Planning Guidance for Brierley Hill;
- Locate complementary uses in close proximity to each other to encourage walking and cycling between activities; and
- Locate uses that attract a lot of people in close proximity to existing and proposed public transport nodes.

Development proposals not listed in policies BH.TC15(i) - BH.TC15(x) will be decided on their individual merits.

**BHTC15(i) LAND USE: DEVELOPMENT OPPORTUNITY AREA 1**

In Development Opportunity Area 1 the following uses will be:

Required	Public space (Brierley Place)
	C3 Housing – minimum 300 dwellings
	D1 Community facilities and institutions
Preferred	Theatre
	B1 Business
Acceptable	D2 Leisure and recreation facilities
	A2 Financial and professional services used by the public
	A3 Food and drink outlets
	C2 Residential institution

- Unacceptable A1 Retail
- B2 General industry
- B8 Warehousing and storage
- Car showrooms

**BHTC15(ii) LAND USE: DEVELOPMENT OPPORTUNITY AREA 2**

In Development Opportunity Area 2 the following uses will be:

- Required Public space (Merry Hill Place – part of)
- C3 Housing – minimum 20 dwellings
- Preferred A3 Food and drink outlets
- D2 Leisure and recreation facilities
- Acceptable A1 Small retail outlets
- D1 Community facilities and institutions
- B1 Business
- Unacceptable A1 Other retail outlets
- A2 Professional and financial services
- B2 General industry
- B8 Warehousing and storage
- Car showrooms

**BHTC15(iii) LAND USE: DEVELOPMENT OPPORTUNITY AREA 3**

In Development Opportunity Area 3 the following uses will be:

- Required Public space (Merry Hill Place – part of )
- Preferred A3 Food and drink outlets
- D2 Leisure and recreation facilities
- C1 Hotels
- Acceptable A1 Retail outlets
- C3 Housing
- D1 Community facilities and institutions
- B1 Business
- Unacceptable A2 Professional and financial services
- B2 General industry
- B8 Warehousing and storage
- Car showrooms

**BHTC15(iv) LAND USE: DEVELOPMENT OPPORTUNITY AREA 4**

In Development Opportunity Area 4 the following uses will be:

- Required Public space (Merry Hill Place – in part)
- D1 Community facilities and institutions

Preferred	B1	Business
Acceptable	C3	Housing
	A2	Professional and financial services
	D2	Leisure and recreation facilities
	A3	Food and drink outlets
Unacceptable	A1	Retail outlets
	B2	General industry
	B8	Warehousing and storage
		Car showrooms

**BHTC15(v)      LAND USE: DEVELOPMENT OPPORTUNITY AREA 5**

In Development Opportunity Area 5 the following uses will be:

Required	C3	Housing – minimum 215 dwellings
Acceptable	B1	Business
	B2	General industry
	A3	Food and drink outlets
	C2	Residential institutions
	D1	Community facilities and institutions
	A1	Retail
Unacceptable	D2	Leisure and recreation facilities
	B8	Warehousing and storage
		Car showrooms

**BHTC15(vi)      LAND USE: DEVELOPMENT OPPORTUNITY AREA 6**

In Development Opportunity Area 6 the following uses will be:

Preferred	A1	Retail
	A2	Professional and financial services
	A3	Food and drink outlets
Acceptable	B1	Business
	D1	Community facilities and institutions
	D2	Leisure and recreation facilities
	C1	Hotels
Unacceptable	B2	General industry
	B8	Warehousing and storage

**BHTC15(vii)      LAND USE: DEVELOPMENT OPPORTUNITY AREA 7**

In Development Opportunity Area 7 the following uses will be:

Required	C3	Housing – minimum 115 dwellings
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Acceptable	B1	Business
	C2	Residential institutions
	D1	Community facilities and institutions
Unacceptable	A1	Retail outlets
	A2	Professional and financial services
	A3	Food and drink outlets
	B2	General industry
	B8	Warehousing and storage

***BHTC15(viii) LAND USE: DEVELOPMENT OPPORTUNITY AREA 8***

In Development Opportunity Area 8 the following uses will be:

Required	B1	Business
	C3	Housing – minimum 240 dwellings
Acceptable	A1	Small retail outlets
	A2	Professional and financial services
	A3	Food and drink outlets
	D1	Community facilities and institutions
	C1	Hotels
Unacceptable	A1	Other retail outlets
	B8	Warehousing and storage

***BHTC15(ix) LAND USE: DEVELOPMENT OPPORTUNITY AREA 9***

In Development Opportunity Area 9 the following uses will be:

Required	C3	Housing – minimum 130 dwellings
Acceptable	D1	Community facilities and institutions
Unacceptable	B1	Business
	B2	General industry
	B8	Warehousing and storage
		Car showrooms

***BHTC15(x) LAND USE: DEVELOPMENT OPPORTUNITY AREA 10***

In Development Opportunity Area 10 the following uses will be:

Required	C3	Housing – minimum 65 dwellings
Preferred	B1	Business
Acceptable	A1	Small retail outlets
	A2	Professional and financial services
	A3	Food and drink outlets
	C1	Hotels
	D1	Community facilities and institutions

Unacceptable	A1	Other retail outlets
	B2	General industry
	B8	Warehousing and storage
		Car showrooms

### **Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through identifying, promoting and assembling sites for development.
- Through targeting public investment programmes.
- Through town centre management initiatives.
- Through the Council's Economic Strategy and regeneration strategies.
- Through the provision of public services.

### **Monitoring**

- Planning decisions.
- Amount of land available for development.
- Amount of land developed by use class.
- Economic Strategy targets.
- Number of dwellings completed.
- Application of design guidance and best practice.

## **LAND USE: ESTABLISHED DEVELOPMENT AREAS**

### **Reasons for the Policy**

Within the established development areas there is limited scope for significant new development or redevelopment that might significantly alter the mix of land uses during the UDP period, either because there is a presumption in favour of the existing predominant use as it makes a vital contribution to the function of the town centre or the uses are long established and there is no redevelopment anticipated during the lifetime of the plan.

Where redevelopment does occur the opportunity arises, through identification in policies BH.TC16(a) – BH.TC16(j) of a broader list of acceptable uses, to shift slightly the balance and diversity of activities within these development areas. In particular, it is important to integrate housing into areas dominated by other land uses in accordance with the objective of sustainable development.

### **BHTC16 LAND USE: ESTABLISHED DEVELOPMENT AREAS**

Within the Established Development Areas identified on the Proposals Map (areas ED1 – ED10) the existing mix of land uses is considered acceptable and expected to remain. Where new development or a change of use is proposed within these areas it will be permitted provided that it:

- complies with other policies of the UDP; and
- falls within the list of acceptable land uses identified in policies BH.TC16(a) – BH.TC16(j).

***BHTC16(i) LAND USE: ESTABLISHED DEVELOPMENT AREA 1***

In Established Development Area 1 the following uses will be:

Acceptable	A1	Retail
	A2	Professional and financial services
	A3	Food and drink outlets
	D1	Community facilities and institutions
	C3	Housing
Unacceptable	B2	General industry
	B8	Warehouses and open storage

***BHTC16(ii) LAND USE: ESTABLISHED DEVELOPMENT AREA 2***

In Established Development Area 2 the following uses will be:

Acceptable	D1	Community facilities and institutions
	C3	Housing
	B1	Offices
Unacceptable	B2	General industry
	B8	Warehouses and open storage

***BHTC16(iii) LAND USE: ESTABLISHED DEVELOPMENT AREA 3***

In Established Development Area 3 the following uses will be:

Acceptable	A1	Retail
	A2	Professional and financial services
	A3	Food and drink outlets
	D1	Community facilities and institutions
	C3	Housing
Unacceptable	B2	General industry
	B8	Warehouses and open storage

***BHTC16(iv) LAND USE: ESTABLISHED DEVELOPMENT AREA 4***

In Established Development Area 4 the following uses will be:

Acceptable	A1	Retail
	A2	Professional and financial services
	A3	Food and drink outlets
	D1	Community facilities and institutions
	C3	Housing

- Unacceptable C2 Residential institutions
- B2 General industry
- B8 Warehouses and open storage

**BHTC16(v) LAND USE: ESTABLISHED DEVELOPMENT AREA 5**

In Established Development Area 5 the following uses will be:

- Acceptable A1 Retail – retail warehousing or superstore
- D1 Community facilities and institutions
- C3 Housing
- Unacceptable A1 Other retail
- B2 General industry
- B8 Warehouses and open storage

**BHTC16(vi) LAND USE: ESTABLISHED DEVELOPMENT AREA 6**

In Established Development Area 6 the following uses will be:

- Acceptable A1 Retail
- A2 Professional and financial services
- A3 Food and drink outlets
- D1 Community facilities and institutions
- Unacceptable B2 General industry
- B8 Warehouses and open storage

**BHTC16(vii) LAND USE: ESTABLISHED DEVELOPMENT AREA 7**

In Established Development Area 7 the following uses will be:

- Acceptable B1 Offices
- B2 General industry
- B8 Warehousing
- D1 Community facilities and institutions
- C3 Housing
- Unacceptable A1 Retail
- B2 General industry
- B8 Open storage

**BHTC16(viii) LAND USE: ESTABLISHED DEVELOPMENT AREA 8**

In Established Development Area 8 the following uses will be:

- Acceptable B1 Offices
- A3 Food and drink outlets
- D2 Leisure and recreation facilities
- D1 Community facilities and institutions

	C3	Housing
Unacceptable	A1	Retail
	B2	General industry
	B8	Warehouses and open storage

***BHTC16(ix) LAND USE: ESTABLISHED DEVELOPMENT AREA 9***

In Established Development Area 9 the following uses will be:

Acceptable	B1	Offices
	B2	General industry
	B8	Warehousing
	D1	Community facilities and institutions
	C3	Housing
Unacceptable	B8	Open storage

***BHTC16(x) LAND USE: ESTABLISHED DEVELOPMENT AREA 10***

In Established Development Area 10 the following uses will be:

Acceptable	B1	Offices
	C3	Residential
Unacceptable	A1	Retail
	B2	General industry
	B8	Warehousing and open storage

***Implementation***

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.
- Through identifying, promoting and assembling sites for development.
- Through the provision of public services.

***Monitoring***

- Planning decisions.
- Amount of land available for development.
- Amount of land developed by use class.
- Number of dwellings completed.
- Application of design guidance and best practice.

**BUILT ENVIRONMENT: DEVELOPMENT PRINCIPLES**

**THE BUILT ENVIRONMENT: PLOT RATIO**

**Reasons for the Policy**

The quantity and massing of development is a critical determinant of the intensity of activity, the character of the public realm and the degree to which development represents a sustainable and effective use of urban land. In order to achieve a quantity and massing of development appropriate to a town centre location it is necessary to achieve an intense form of development.

The concentration of land uses and activity associated with a town centre can only occur within a compact and dense built form. By establishing a minimum threshold for plot ratio low density, sporadic suburban development will be avoided.

The plot ratio threshold is established only as a minimum requirement. It has been necessary in determining the plot ratio factors to recognise the need for a degree of flexibility in dealing with some modern land use requirements. Blanket adherence to the minimum plot ratio will not, however, deliver the vibrant, urban centre which is described in the area development framework and which is the Council's objective. Developers are therefore encouraged to achieve higher than the minimum plot ratios wherever possible.

The plot ratio calculation is worked out as follows:

Area of the development block*	x	Plot ratio factor indicated on plan FK 2	=	Minimum quantity of floorspace to be delivered within the development block
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Development blocks are defined as the development land left over once all primary and public spaces have been determined. Development blocks are measured to the back edge of the public space within the primary thoroughfare or space. Primary thoroughfares and public spaces are those defined in policies BH.TC8 and BH.TC10.

The plot ratio calculation gives rise to a minimum quantity of floorspace (gross external) to be constructed within the development block.

In assessing compliance with this policy the Local Planning Authority will average plot ratios across each of the development blocks shown on plan FK2.

Further guidance on the application of this policy will be contained within supplementary planning guidance.

**BHTC17 THE BUILT ENVIRONMENT: PLOT RATIO**

Development proposals for all development blocks should achieve, as a minimum, the amount of floorspace derived from a plot ratio calculation using the plot ratio factors indicated on plan FK2.

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

**Monitoring**

- Planning Decisions
- Application of design guidance and best practice.

**THE BUILT ENVIRONMENT: ENCLOSURE****Reasons for the Policy**

Enclosure is an important urban design consideration for a number of reasons:-

- The character of the public realm is strongly influenced by the vertical scale of the enclosure at its edges and the relationship between foreground and background buildings. Giving the thoroughfares of the town centre a strong sense of enclosure, consistent with a central urban location, is dependent upon achieving an appropriate facade height to horizontal distance ratio.
- A strong sense of enclosure is even more important to the definition of public spaces because of the need to establish a sense of place ensuring that the space has identity and is clearly defined by the buildings at its edges.
- If the primary public spaces are to embody a strong sense of place and be distinctive, it is important that the foreground buildings that define the space are sufficiently imposing relative to background buildings. The relative height of the buildings, taking into account perspective is one factor that influences this relationship.
- In terms of understanding the layout of the town centre (its legibility) height is a key indicator of proximity to the core of a town centre and particularly important locations such as transport nodes. People associate lower buildings with peripheral/suburban locations and taller buildings with central locations. In creating a new town centre this deep-rooted association can be used to establish the primacy of the core area and reinforce the sense of approach to it. Building heights are tiered up towards the central area accordingly.
- Taller buildings can also be used to mark important focal points (junctions, spaces, land uses or gateways into the town centre) although very tall buildings should only be selectively introduced, as they are less flexible to changes of use over time.

Façade is defined as the elevation of the building that fronts the public realm.

**BHTC18 THE BUILT ENVIRONMENT: ENCLOSURE**

Proposals should achieve, as a minimum, the façade height (to eaves /parapet) indicated on plan FK3.

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

**Monitoring**

- Planning decisions.
- Application of design guidance and best practice.

**THE BUILT ENVIRONMENT: BUILDING LINE****Reasons for the Policy**

Continuous frontage development is the most important factor ensuring clear definition of the public realm, an interesting streetscape and potential for a good level of on-street surveillance to promote pedestrian safety. In order to ensure creation of continuous frontages defining well surveilled primary thoroughfares and public spaces it is necessary to control the positioning of buildings in relation to the public realm.

**BHTC19 THE BUILT ENVIRONMENT: BUILDING LINE**

A built façade should occupy a minimum of 95% or 80% of the build line (defined as the back-edge of the public footpath or space) in those areas indicated on plan FK4. Elsewhere developers are encouraged to maximise the extent of built façade aligned to the build line or close to it.

**Implementation**

- Through the Development Control process, including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

**Monitoring**

- Planning decisions.
- Application of design guidance and best practice.

**IMPLEMENTATION****IMPLEMENTATION: COMPREHENSIVE APPROACH TO DEVELOPMENT****Reasons for the Policy**

In some locations within the town centre proposals for small scale, incremental development may compromise potential development of the remainder of a development area or block, or even the urban quarter as a whole. It would be unacceptable for a single landowner or development interest to compromise the proper planning of an area of the town centre or constrain the opportunities available to other developers.

Where there are diverse interests and patterns of land ownership the Council will encourage a joint approach to the formulation of development proposals to allow a master plan to be prepared that adequately demonstrates that comprehensive development can be achieved and infrastructure requirements satisfied.

If, in exceptional circumstances, it proves difficult to deliver a realistic and comprehensive form of development in accordance with the town centre objectives; and failure to do so would result in a key component of the town centre structure or framework for development not being provided or being unacceptably delayed, the Council will consider the use of compulsory purchase powers.

**BHTC20 IMPLEMENTATION: COMPREHENSIVE APPROACH TO DEVELOPMENT**

Incremental or small-scale development proposals that may compromise the comprehensive and proper planning of the Development Opportunity Areas identified on the Proposals Map, in accordance with the objectives for the town centre, will be refused.

**Implementation**

- Through the Development Control process.
- Through the preparation of supplementary planning guidance.
- Through the use of the Council's land assembly powers.

**Monitoring**

- Planning decisions.
- Legal agreements.

**IMPLEMENTATION: PLANNING OBLIGATIONS****Reasons for the Policy**

The UDP contains general policies indicating the circumstances in which the Council is likely to seek planning obligations from developers in relation to particular types of development. These policies apply equally to development in Brierley Hill as they do elsewhere in the Borough.

Policy BH.TC20 refers specifically to Brierley Hill and is intended to put in place a mechanism to apportion fairly infrastructure costs associated with the considerable development opportunities that exist within the town centre.

Town centre status brings with it the opportunity for a range of uses and intensity of development that could not be achieved elsewhere. The associated infrastructure costs are considerable, however. Although development could occur in a piecemeal fashion, the degree to which infrastructure requirements can be met on an incremental, site by site, basis is limited within this context. The primary town centre infrastructure components are only effective when put in place in their entirety. So, for example, a single development block in Lower Brierley may be accessed from just a few metres of frontage to Central Avenue, but it will only be effectively serviced when Central Avenue is complete and connected into the wider network. It would be unreasonable for a single block of development to carry the cost of providing the whole of Central Avenue when many other subsequent blocks of development would benefit equally from its provision. Thus a comprehensive approach to development is required to properly assess infrastructure requirements and ensure their delivery on an equitable basis.

### **BHTC21 IMPLEMENTATION: PLANNING OBLIGATIONS**

The Council will expect planning applications for built development within Brierley Hill to include proposals which:

- address the infrastructure requirement of the development. (This may include on-site or off-site facilities directly related to the proposed uses, in the interests of the comprehensive planning of the town centre);
- ensure that there is not a consequential planning loss to the existing community.

Infrastructure requirements relating to the primary thoroughfare, public realm and public transport components will be assessed upon the basis of the comprehensive planning of each Development Opportunity Area and its integration within the town centre.

Where small scale proposals are permitted a proportional contribution will be sought towards the primary infrastructure requirements associated with the development opportunity area in which the proposal is located. The Council may then secure gap funding to achieve early delivery of the infrastructure and seek recovery of this up-front cost from subsequent phases of development.

When examining the consequences of a development it may be necessary to view its effect in combination with other related development proposals.

### **Other Relevant Policies**

- DD7 Mitigating Planning Loss

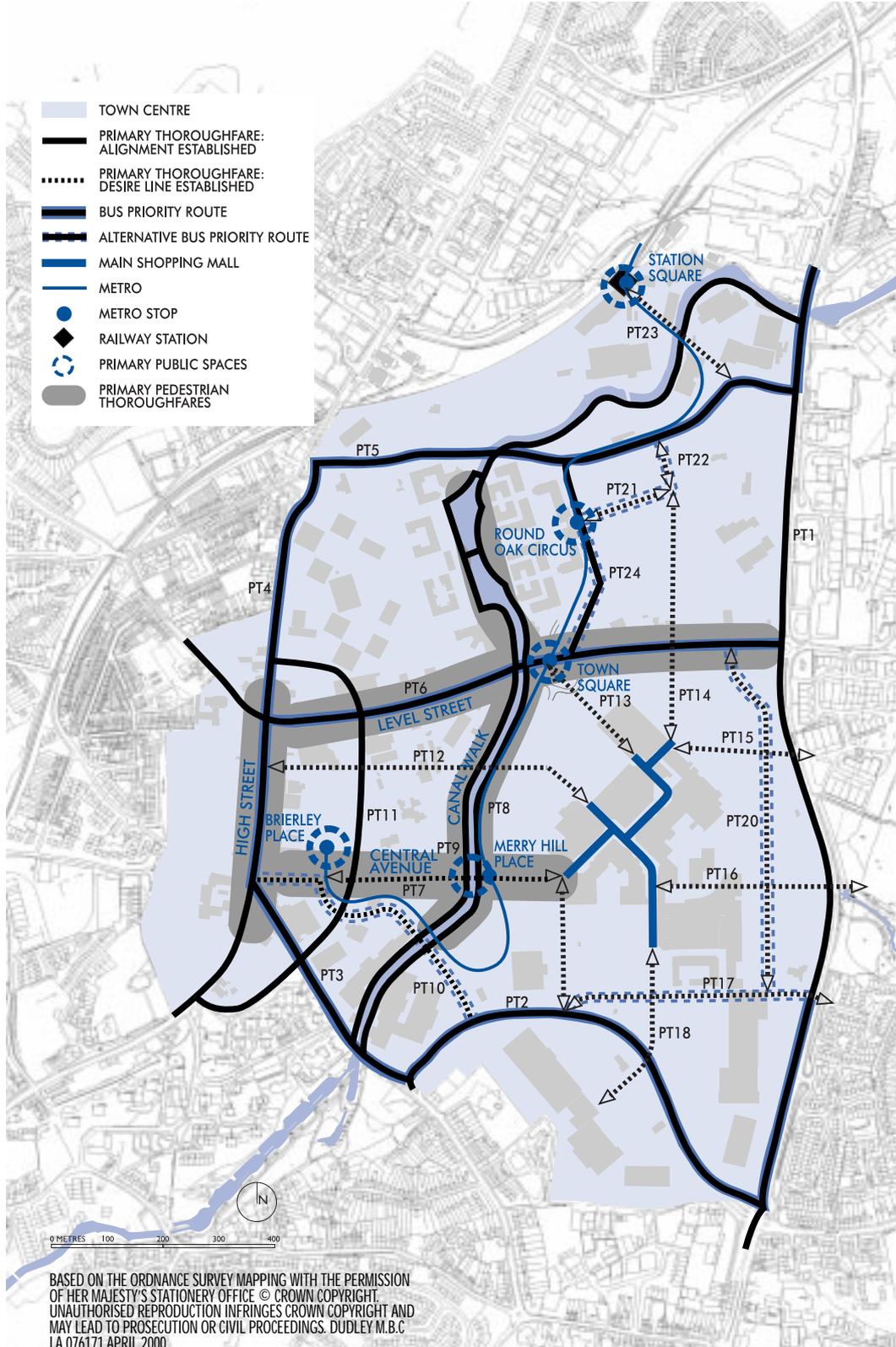
***Implementation***

- Through the Development Control process including the use of planning obligations.
- Through the preparation of supplementary planning guidance.

***Monitoring***

- Planning decisions.
- Legal agreements.

PRIMARY ACCESS AND NEW PUBLIC SPACES

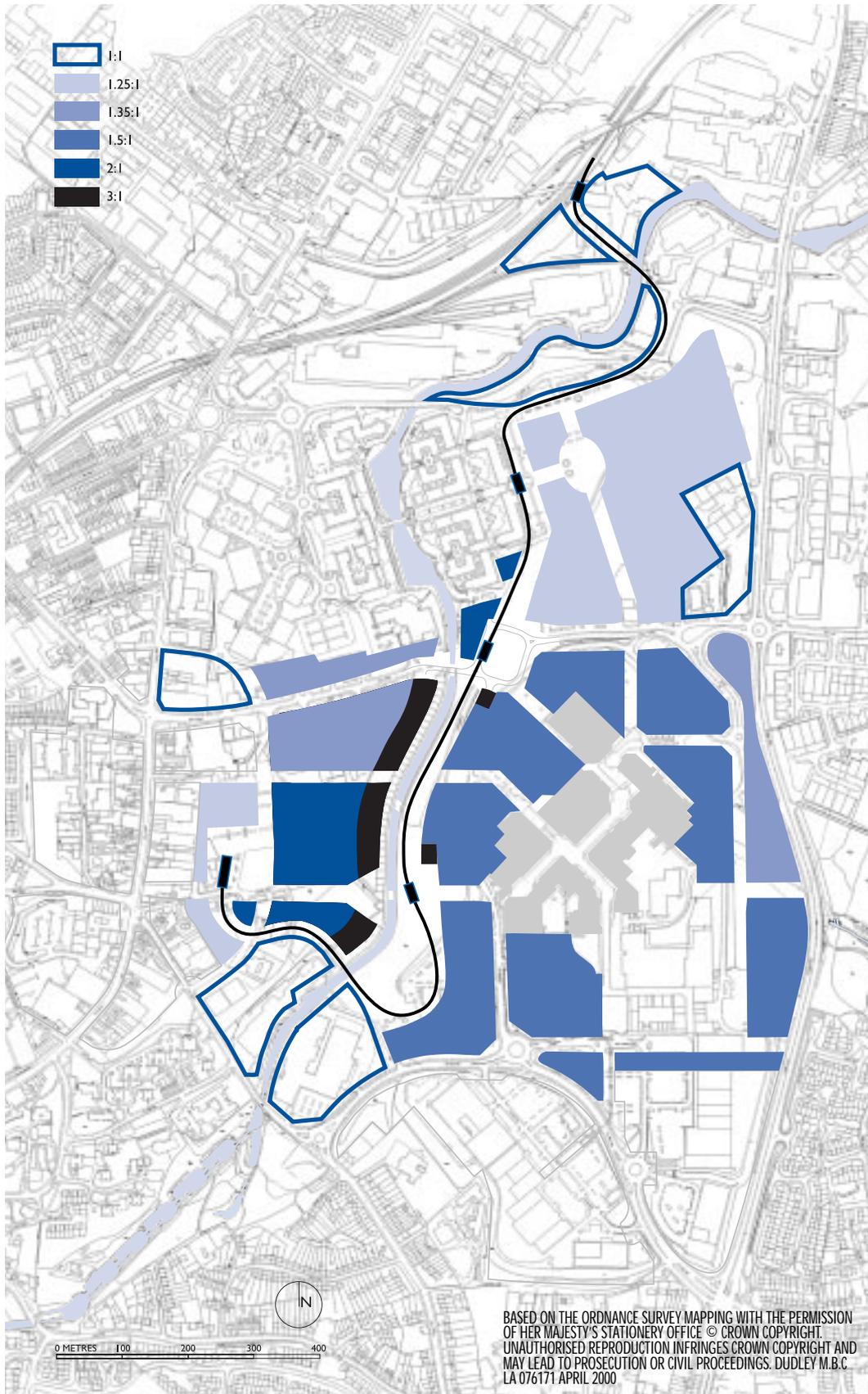


URBAN QUARTERS

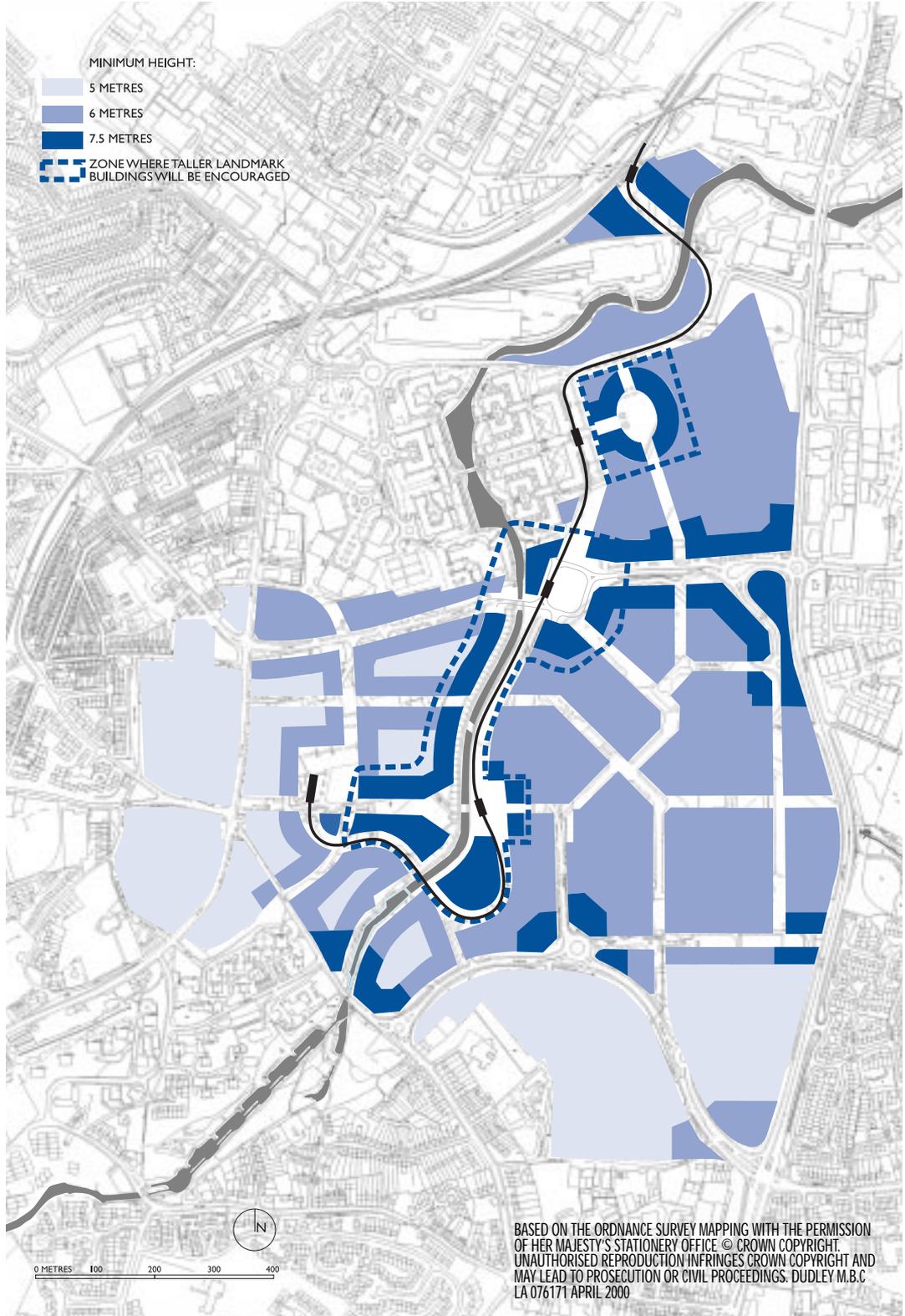


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### PLOT RATIO



# ENCLOSURE



# BUILDING LINE

