Dudley 
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Dudley Town Centre
Area Development Framework

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For
Dudley Metropolitan Borough Council
Advantage West Midlands

Adopted December 2005
Price: £15.00 plus VAT
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“Economic growth and sustainability of our town centres can only be achieved in partnership with key stakeholders. Without the support of the local community, businesses, investors and developers there could not be the drive, determination or commitment to deliver a modern-day town centre that will provide a unique experience for living, working or leisure.

Major interest from developers and investors has been focused on Dudley town centre over the past few years; this has instigated the production of this area development framework. Here in Dudley we are on the cusp of obtaining the best opportunity for many years to deliver a modern-day town centre, which will still maintain its own distinctive medieval character and will provide a competitive edge for future generations.

From the results of the public consultation there is overwhelming support for this framework to be adopted by the council, and to be carried forward as supplementary planning guidance to ensure the vision of this area development framework becomes reality. The message has been received and with your support we can now move on to the next stage.”

Cllr David Caunt
leader of the council
Foreword

The revival of Dudley town centre

In the history, geography and people of Dudley there is enormous potential. Scope exists to create an exceptional place in which to live, work, learn and enjoy the very best of urban living.

Dudley already has many special qualities, but it needs some care and attention to fulfil the potential that exists. It is hoped that this framework will reveal opportunity, cultivate civic pride and instil confidence in the future. The plan is not about radical change but sensitive interventions to attract new residents, capture new investment, nurture enterprise and to repair and restore the historic fabric of the town in a planned and co-ordinated way.

The vision is of a town that is at the forefront of the revival of the Black Country sub-region which is looking to reshape and reassert its role over the next 30 years. Dudley will be a town which serves the needs of its local population and which remains the strong focus for civic life, for shopping, working, tourism and education. Dudley also needs to become a place with a much richer mix of shops, cafes, restaurants, small businesses and creative enterprises.

The key to unlocking this potential is to increase the number of people that make their home in the town centre. New high quality housing is needed right in the heart of the town. This can be achieved through conversion, infill and redevelopment within a framework of beautiful streets and public spaces. The strategy which underpins the framework focuses upon creating the same conditions that attract people to live in the very best of the UK’s market towns such as Lewes, Stamford, Tunbridge Wells and Bridgnorth. Dudley has the raw materials in its fine buildings, historic streets, the stunning castle mound and its loyal, industrious and close knit community to achieve this ambition.

A more intense concentration of people will generate the demand for more and for better local shops and services. Confidence and optimism will follow from a buoyant housing market and a growing population. A town with these qualities naturally becomes a place that people also want to visit.

“A positive and rejuvenating cycle of investment, a unique canvas for urban life and a firm basis for renaissance is within Dudley’s grasp.”
1 Introduction

This document presents a vision, development strategy and illustrative development framework plan to guide residents, businesses, developers, investors and Dudley Council in shaping the future of Dudley town centre over the next ten years and beyond.

Detailed plans and proposals for many key sites are already emerging and more will unfold through consultation and negotiation with key stakeholders, development partners and the community over the coming months. This document is intended to provide a framework to manage, guide and target change and inspire action to drive forward the process of rejuvenating Dudley town centre.

The area development framework (ADF) has been prepared within the context of the adopted Unitary Development Plan (UDP) (2005) and Planning Policy Guidance Note 12 Development Plans (2000).

The draft ADF proposals were prepared during spring and early summer 2004 by a consultant team led by David Lock Associates and supported by ABROS, King Sturge, Richard Griffiths Associates and Transport Planning International. The consultants worked closely with a steering group of officers from Dudley council representing the full range of planning, transport, town centre management, property and conservation interests.

The framework focuses upon the area of the town centre as defined by the UDP although it has been necessary to address some issues which have implications beyond this policy boundary.

During July and early August 2004 the draft proposals were the subject of extensive consultation with the public, elected members, key service providers, community groups, local business and the property and development industry. A full account of the consultation process is provided in a separate report of consultation (October 2004). Feedback from the consultation process has informed preparation of the final development framework presented in this document. The ADF is also accompanied by a detailed implementation plan.

In December 2005 the ADF was formally adopted as Supplementary Planning Guidance. As such it now carries material weight in the determination of planning applications.

The ADF report can be viewed on the Dudley Council web site :www.dudley.gov.uk

More information is available from:.

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