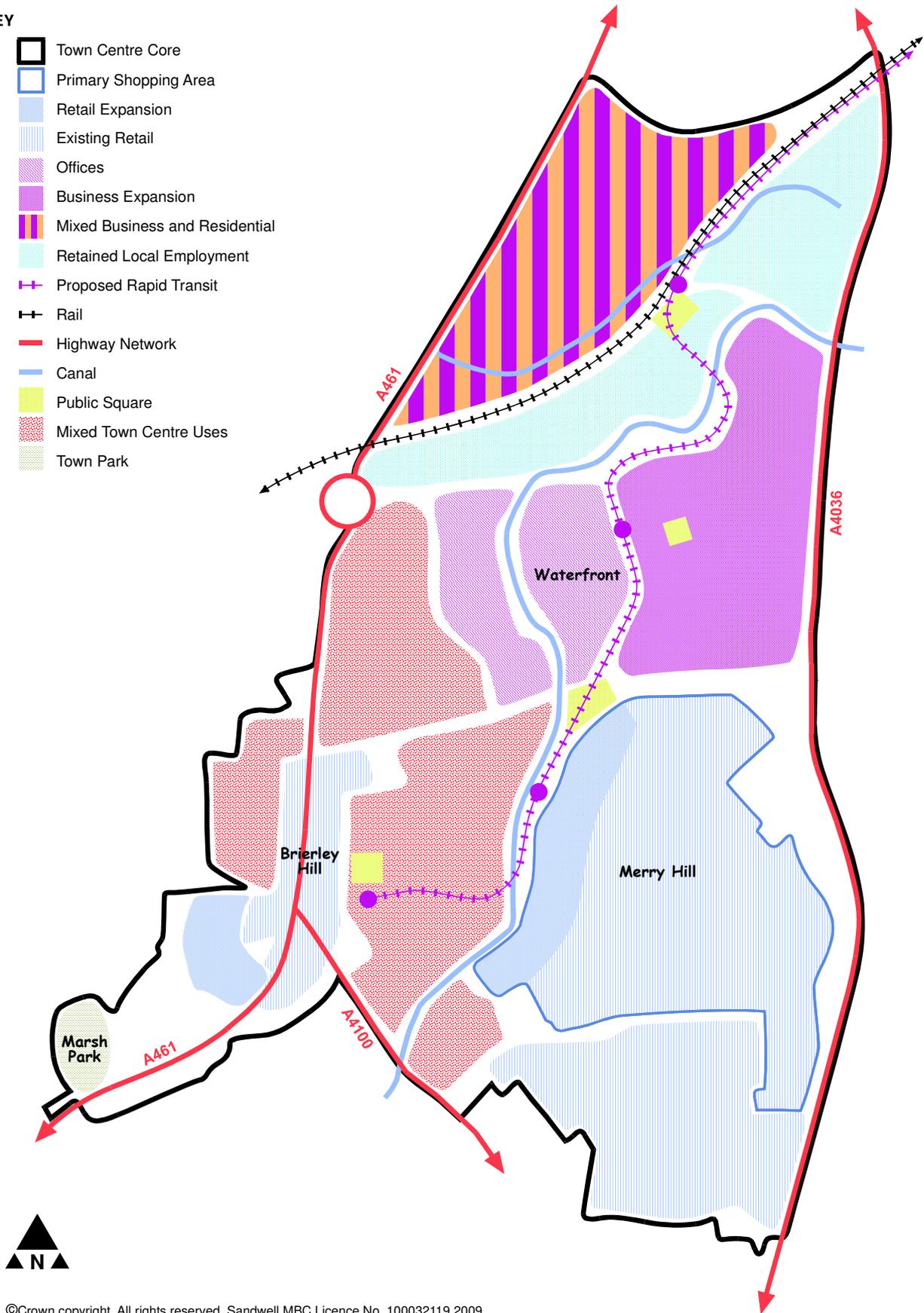


Brierley Hill Strategic Centre

KEY

-  Town Centre Core
-  Primary Shopping Area
-  Retail Expansion
-  Existing Retail
-  Offices
-  Business Expansion
-  Mixed Business and Residential
-  Retained Local Employment
-  Proposed Rapid Transit
-  Rail
-  Highway Network
-  Canal
-  Public Square
-  Mixed Town Centre Uses
-  Town Park



©Crown copyright. All rights reserved. Sandwell MBC Licence No. 100032119 2009

New designation 'Conservation Area' to be shown on diagrams and added to Key as appropriate.

Add footnote to say "The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change."

1. Brierley Hill Strategic Centre

Vision

- 1.1 By 2026, Brierley Hill will be a vibrant, inclusive and accessible strategic town centre embracing sustainable urban living, providing superb shops and office employment, leisure and cultural facilities. Strong, cohesive communities will have been created which will have easy access to the services and facilities they need to enjoy a good quality of life.
- 1.2 The town centre's growth will maintain and enhance its function as a sub-regional shopping and employment centre and contribute to regeneration by complementing other centres in the West Midlands network of town and city centres. Unemployment will be addressed, and valuable skills training will be promoted through regeneration and enhanced enterprise.
- 1.3 Development in Brierley Hill will promote sustainable living against the backdrop of the national and regional climate change strategy, and have the highest standards of design incorporating energy efficiency measures.
- 1.4 Brierley Hill will be recognised as having a high quality built and natural environment that respects and enhances local distinctiveness including historic assets and the regeneration potential of the canal network. A strong Green Infrastructure and wildlife corridor network will ensure a thriving natural environment throughout the town.
- 1.5 The town centre will be supported by a highly integrated, high quality public transport system which offers people choice in where, when and how they travel which is complemented by appropriate car access and demand management measures as well as a safe, efficient and attractive provision for movement by foot and cycle.
- 1.6 The connectivity of the Merry Hill/High Street/Waterfront triangle will be improved by creating a network of high quality routes and public spaces and a safe and attractive urban form. New development will enable the traditional High Street, Merry Hill Shopping Centre and the Waterfront to provide complimentary functions and to be fully integrated into a new urban townscape.

Features and Opportunities

1.7 **Features**

- The Merry Hill Shopping Centre: A large shopping centre featuring comparison and convenience retail, a cinema and restaurants.
- A traditional High Street designated as a Conservation Area featuring shops, community facilities, markets, a library, a large town hall and health centre.
- The 'Waterfront': Comprising approximately 46,500 square metres (500,000 sq. ft.) of B1 offices as well as a business park, bars and restaurants, hotel and health club.
- A challenging topography with wide reaching views to surrounding areas.
- Extensive canal frontages and strategic location for wildlife between Fens Pools Special Area of Conservation and Saltwells Local Nature Reserve.

- Good accessibility to the motorway network via the M6 and M5 to the east and M54 to the north.
- Poor quality older industrial areas in the north and south of the Centre.

1.8 Opportunities

- A fully integrated Town Centre can be created by connecting Merry Hill, Brierley Hill High Street and the Waterfront triangle, making it easier for people to travel between these areas on foot, by cycling and by public transport.
- Sustainable transport options can be enhanced to improve access for everyone. Provision of bus services can be enhanced and Rapid Transit delivered into the Centre to reduce car dependency.
- Jobs can be provided by increasing shopping floorspace and delivering office development and investment in suitable locations
- Some 2,900** homes can be provided that are high in quality, in a range of types and tenures. New homes can be integrated with employment, leisure and open spaces to create a pleasant and safe environment.
- A range of leisure and community facilities can support the growing community in the context of a town centre designed to respect the past and reach into the future, with high quality, distinctive and truly diverse design solutions that focus upon 'people' and 'place'.
- The wildlife, biodiversity and geological value of Brierley Hill can be protected and enhanced by using a green infrastructure approach, enhancing watercourses and establishing an ecologically functional wildlife corridor linking Fens Pool Special Area of Conservation to Saltwells Local Nature Reserve to make Brierley Hill more sustainable and climate proof.
- Enhancements can be delivered to the overall environment in Brierley Hill (including biodiversity, air quality, land contamination and climate change) which can also address the current lack of open spaces and difficulties for pedestrian and cycling movement.

Development requirements

<u>Housing Commitments @April 2009</u>	- 0 dwellings
<u>Additional Housing Capacity 2009-26</u>	- 2939 dwellings**
<u>Of which:</u>	
<u>2009-16</u>	- 2306 dwellings
<u>2016-26</u>	- 633 dwellings
<u>Comparison retail development 2009-26</u>	- 95,000 sq metres (gross)
<u>Of which:</u>	
<u>2009-16</u>	- 65,000 sq metres (gross)
<u>2016-26</u>	- 30,000 sq metres (gross)
<u>Convenience retail development 2009-26</u>	- 5,000 sq metres (net)
<u>Of which:</u>	
<u>2009-16</u>	- 5,000 sq metres (net)

** Excludes 294 dwellings which have been included in RC11a

1.9 Creating Sustainable Communities

- There is a recognised need to develop high quality housing to attract a range of occupiers (including professional and entrepreneurial people) alongside meeting an identified local need, for example, for single person households, the elderly and those unable to compete on the open market.
- Given the limited capacity, a flexible and imaginative approach will be needed to provide a mix of dwelling types and tenures at a variety of densities suitable to a Town Centre to accommodate a balanced population.

1.10 The Economy, Employment and Centres

- There is a shortage of formal green space within the centre but there are large areas of natural open space adjacent to the Town Centre boundary at Fen's Pool and Saltwells Local Nature Reserve.
- Brierley Hill needs educational, leisure, healthcare and other community facilities appropriate to a Strategic Town Centre. A number of regeneration projects are being progressed. For example, a new Health and Social Care Centre is currently under construction and a planning application is being progressed for a new college campus.
- The Brierley Hill Area Action Plan provides opportunities for further leisure and community developments, complemented by new public realm including a series of public squares to accommodate outdoor activities.

1.11 Transport and Accessibility

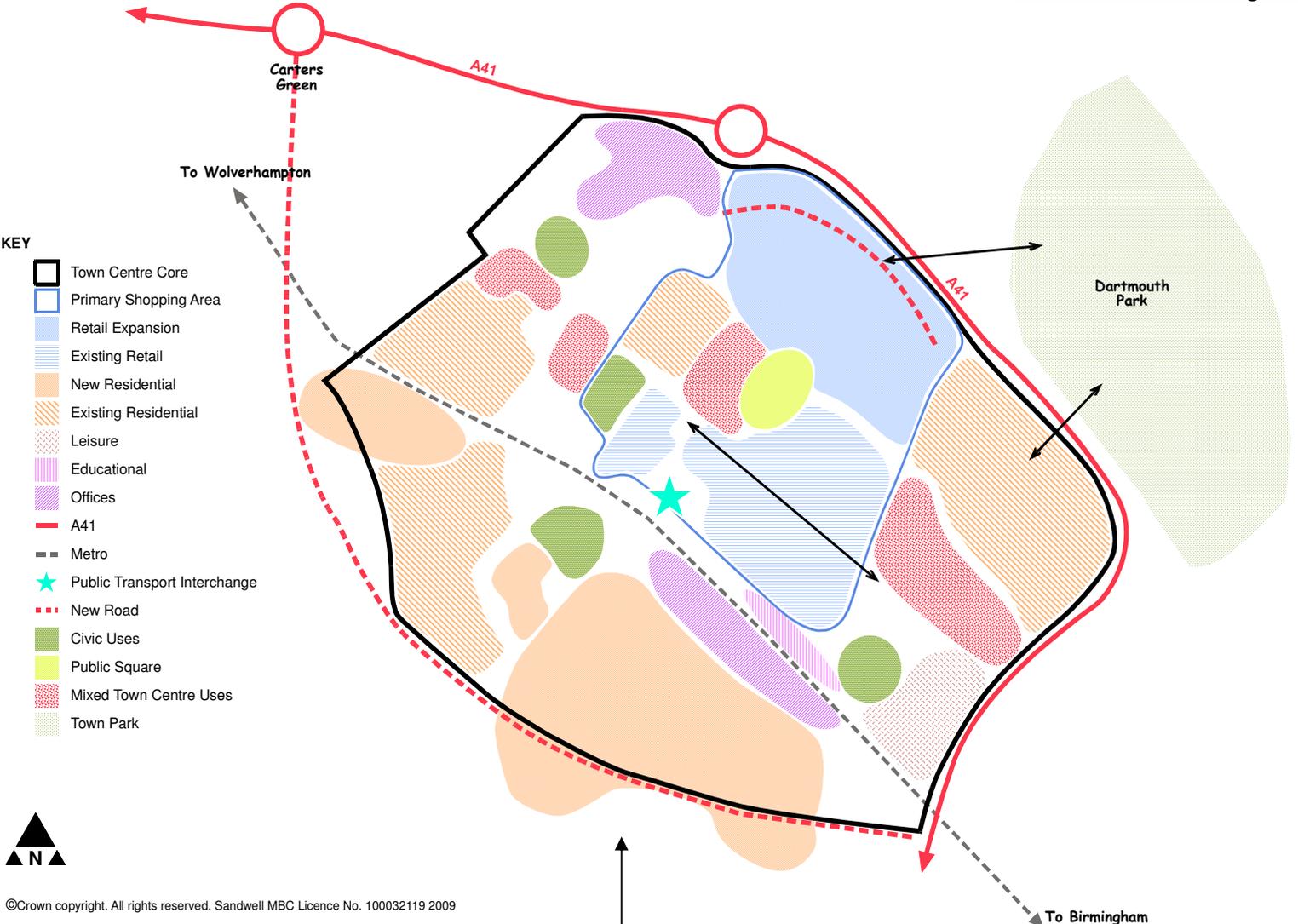
- A fundamental component of the long term growth of Brierley Hill is the establishment of a high quality, accessible, affordable and well patronised public transport system that offers genuine advantages over the private car.
- A public transport strategy has been developed which sets out an approach for the long term enhancement to the public transport network to facilitate growth at the centre. This public transport strategy specifically recognises the valuable role that the proposed Rapid Transit would provide, but also recognises the importance of providing alternative means of public transport in the event that funding prevents the delivery of Metro (now rapid transit).
- Sustainable movement will be enhanced by a complementary package of measures including new primary thoroughfares catering for pedestrian and cycle movement, an improved public transport offer and car based demand management.

1.12 Environmental Infrastructure

- Brierley Hill is located between the Fens Pool complex, including an internationally designated wildlife site, and the Saltwells Local Nature Reserve, which is of national importance.
- The canals running through the Town Centre are recognised as Sites of Local Importance for Nature Conservation. These wildlife rich sites and the avenues for movement of species between them need to be protected and enhanced within the wider landscape context of all new development to combat the combined challenges of climate change, past habitat fragmentation and increased urbanisation.
- The Strategic Flood Risk Assessment has confirmed that there is no floodplain within Brierley Hill and a low risk of flooding.
- The Town Centre is, however, heavily urbanised and development should combat future potential problems with flooding, air pollution and heat island effect through contributions to the wildlife corridor network, wildlife friendly landscaping (including green roofs) and sustainable water use, reuse and disposal.
- Brierley Hill High Street provides retail uses for local needs and constitutes a Conservation Area.
- To the east, large tracts of industrial wastelands have been reclaimed for office developments, service industries and the regionally significant Merry Hill Shopping Centre.
- Dudley No.1 Canal provides a spine running through the Town and the area. Once almost derelict, this is now a major recreational resource.
- The town lies on an elevated ridge and as the land falls away to the west, extensive views are afforded which should be maintained where possible.

MECHANISMS	PARTNERS
Brierley Hill Area Action Plan	Land-owners and Developers
Local Transport Plan	Centro / Network Rail / WMT / other transport operators
	Advantage West Midlands
	Dudley New Heritage Regeneration Company
	Local Education Authority
	Registered Social Landlords
	Dudley Primary Care Trust
	Stourbridge College
	Westfield Plc.

West Bromwich Strategic Centre



- KEY**
- Town Centre Core
 - Primary Shopping Area
 - Retail Expansion
 - Existing Retail
 - New Residential
 - Existing Residential
 - Leisure
 - Educational
 - Offices
 - A41
 - Metro
 - Public Transport Interchange
 - New Road
 - Civic Uses
 - Public Square
 - Mixed Town Centre Uses
 - Town Park



©Crown copyright. All rights reserved. Sandwell MBC Licence No. 100032119 2009

Correct representation of new road link

New designation 'Conservation Area' to be shown on diagrams and added to Key as appropriate.

Add footnote to say "The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change."

Amend Diagram to indicate the office growth corridor.

Correct North Arrow. Correct all town centre references to read "Strategic" centre

2. West Bromwich Strategic Centre

Vision

- 2.1 The Sandwell of 2026 will be served by a growing, dynamic and vibrant Strategic Town Centre offering a wide range of high quality retail, employment, leisure, cultural, civic and public services. The town centre and peripheral areas will provide sustainable urban living opportunities, which will exemplify high quality public realm and public spaces and linkages to Dartmouth Park and the wider Sandwell Valley all served by an integrated public transport system.

Features and Opportunities

2.2 Features

- Excellent accessibility to the motorway network via the M5 providing access to the M6.
- The Public arts centre, which provides cultural, learning and performance opportunities.
- The Public Square provides opportunity for social engagement within high quality public realm.
- Astle Park - mixed retail, food and leisure.
- Public Transport links - Metro links to Wolverhampton and Birmingham - Bus links throughout the Black Country and Birmingham.
- High Street Conservation Area, comprises buildings of heritage worth within the Town Centre.

2.3 Opportunities

- Recent planning permission for a major retail expansion, and refurbishment Phase 1 of which includes leisure facilities anticipated to commence operating in 2013.
- New high quality office development
- Planning permission for provision of new buildings for Sandwell College of Further Education with planning permission. Occupation expected in 2011/12.
- Replacement Police station with planning permission and anticipated to be occupied in 2011.
- Planning permission has been granted for a new Magistrates' Court.
- Leisure opportunities.
- Edge of centre living.
- Leisure and recreation opportunities as part of the retail expansion.
- Mixed use town centre opportunities at Eastern Gateway and Town Square West.
- Retention and protection of the Market.
- All Saints Office Development Phase 1 with planning permission anticipated for occupation in 2011.
- Phase 1 of Lyng new housing scheme has been granted planning permission.

Proposals

2.4 The significant proposals for new development identified in the AAP mean that the area will potentially undergo major change, with the opportunity to create a high quality built environment, through securing a high quality of townscape, urban form, building design and urban spaces. The broad locations of these are indicated on the **Strategic Town** Centre spatial strategy diagram, with detailed allocations and site boundaries for new development **to be** provided within the West Bromwich Area Action Plan (AAP).

2.5 The key proposals for the different parts of the Town Centre are set out below:

- **Primary Shopping Area**

Significant change will be seen within the Primary Shopping Area as the existing Queen's Square is set to be refurbished and extended with provision made for links to the new retail expansion consisting of a new Tesco's store, department store, numerous high street stores, provision for public spaces and the incorporation of leisure, food and drink establishments. Links to Dartmouth Park will also be established and strengthened. It is proposed not to extend the Primary Shopping Area beyond that currently defined in the Adopted UDP as the retail core. This will allow existing retail commitments to be built out and ensure that a compact town centre is maintained, with future increases in floor space being achieved through redevelopment of existing areas in a more intensive format.

- **Office Sector**

The stimulation of the town's office sector will provide new sustainably located employment within the town centre including All Saints Phase I & II and the North Lyng Office, whilst also providing modernised and centralised services including the new College and Police Station. The focus for this development will be within the defined ~~town~~ **Strategic Centre outside of the Primary Shopping Area, on the edge of the Centre and within the office growth corridor linking the Strategic Centre with Junction One of the M5.** ~~on the edge of the defined primary shopping area, though there is opportunity within the "wider West Bromwich Town Centre" to accommodate projected levels of growth if opportunities at Junction One and along the metro corridor are considered.~~

- **Eastern Gateway**

The Eastern Gateway presents the opportunity to provide interest in the form of high quality mixed use development incorporating retail, office, living, leisure and civic services to the east of the Primary Shopping Area, thus increasing the offer of the Town Centre. Redevelopment of the Eastern Gateway will enable the refurbishment of sections of the existing built form with the provision of significant, new office space and housing with potential for public realm improvements, the creation of integrated public spaces and the strengthening of linkages to Dartmouth Park.

- **Lyng / Carter's Green and Greets Green**

Redevelopment of the Lyng area will provide sustainable urban living on the edge of the Town Centre with access to high quality retail, office employment, leisure, recreation, cultural facilities and multiple modes of public transport. The development of urban living in the Carter's Green and Greets Green area will intensify the residential population, benefit

from and improve the vitality of businesses and facilities within the Town Centre and Carter's Green District Centre.

Creating Sustainable Communities

- 2.6 The West Bromwich Town Centre of 2026 will be shaped by the principles of fostering sustainable communities through the provision of mixed housing, employment, retail, leisure, culture, recreational opportunities, high quality services and facilities to meet the needs of a mixed community. Key service providers, including education and health will be pivotal in ensuring that physical improvements to infrastructure are delivered.

The Economy, Employment and Centres

- 2.7 Sustained economic growth will be promoted through the pursuit of a balanced economy by means of providing a greater variety of high quality town centre and employment uses within a tightly defined primary shopping area and expanded town centre as well as safeguarding and promoting high quality employment uses at strategically accessible locations. Developing the role of the centre as a visitor destination and encouraging a greater variety of evening time activities, including family friendly activities / venues and residential development within the core area will increase economic vitality and strengthen West Bromwich as a strategic centre. Accessibility to the strategic highway network, the locational advantage in relation to Birmingham City Centre and the efficiency of the public transport infrastructure are major strengths, which will assist in attracting future investment to the Town Centre.
- 2.8 The Joint Core Strategy Centre Policy **CEN3** provides figures for the growth in retail and office floorspace within West Bromwich Centre, these are:
- Comparison Shopping
45,000 sq ms gross to 2021, with an additional 20,000 sq ms gross by 2026
 - Convenience Shopping
4,800 sq ms net
- Most of the quantum of floorspace is incorporated within existing commitments up to 2021.
- Offices
220,000 sq ms by 2026

Transport and Accessibility

- 2.9 **The West Bromwich Area Action Plan will set out** ~~The provision of~~ a balanced transportation strategy with emphasis on prioritising and improving accessibility for pedestrians and cyclists within the town centre will support its growth. In addition, the growth of the town centre will also be assisted by improvements to existing infrastructure including public transport and highways alterations that will provide greater accessibility to vehicles from the strategic highway network.

Environmental Infrastructure

- 2.10 The strategy for the design of new development, streets and places within the Town Centre will be key in setting the standard for the improvement of the built environment. The provision of new spaces and squares coupled with public realm, pedestrian, cycle and green linkage improvements will support the creation of a high quality, legible and permeable townscape.

2.11 **Potential Development Partners and Mechanisms**

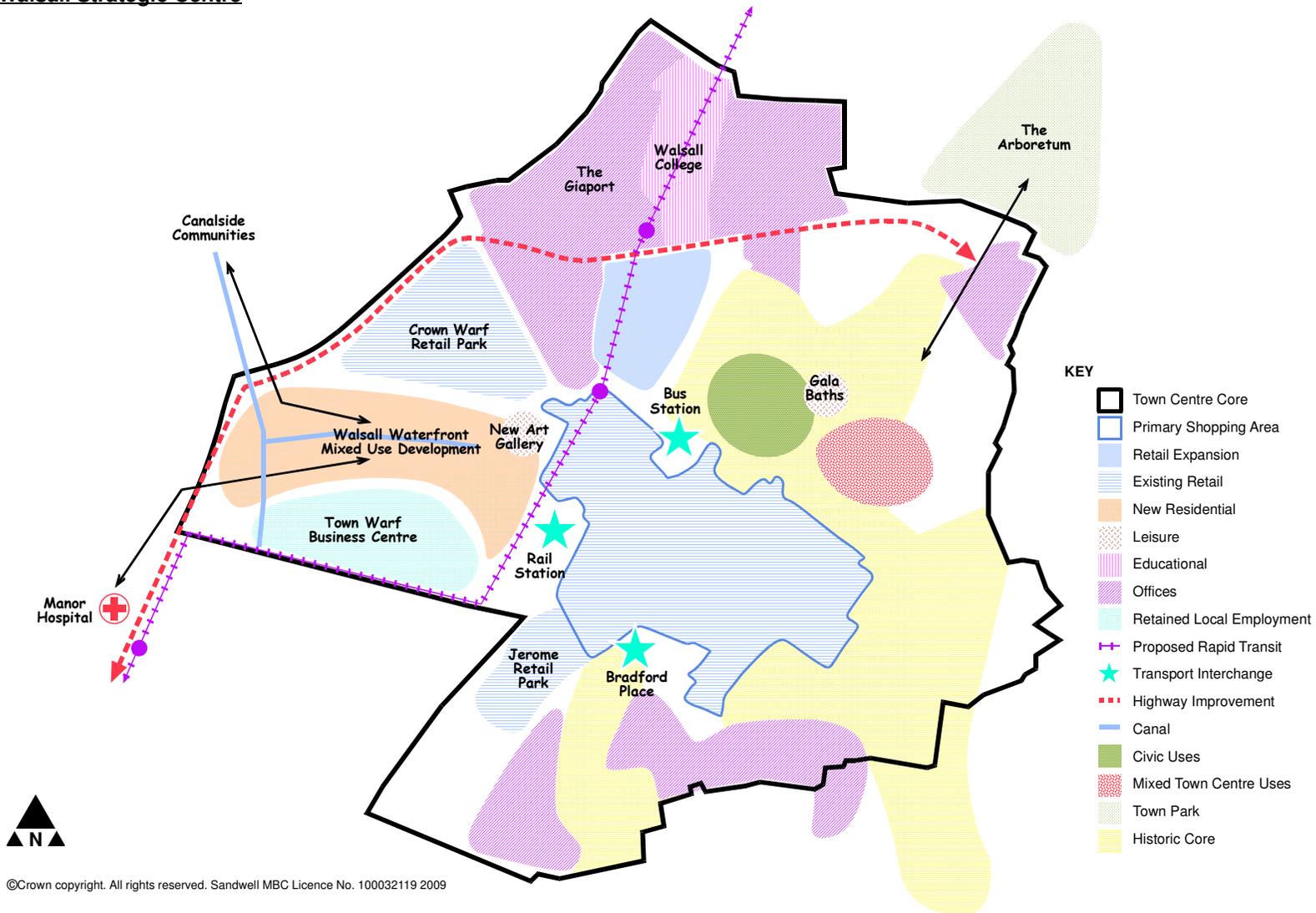
Mechanisms:

- West Bromwich AAP
- Site Allocations and Delivery DPD
- Local Transport Plan

Partners:

- Landowners and developers
- Centro/Network Rail/WMT
- Advantage West Midlands
- Sandwell Primary Care Trust
- Local Education Authority
- Urban Living

Walsall Strategic Centre



©Crown copyright. All rights reserved. Sandwell MBC Licence No. 100032119 2009

New designation 'Conservation Area' to be shown on diagrams and added to Key as appropriate.

Add footnote to say "The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change."

Change Key to say "Strategic" Centre Core not "Town" Centre

3. Walsall Strategic Centre

Vision

By 2026 Walsall town centre will have been regenerated as a sub-regional focus for the local economy and the community. It will provide its catchment area with an attractive choice of comparison shopping and leisure, entertainment and cultural facilities, as well as supporting a thriving office market. Walsall will also support modern town centre living. The centre will bring all of these activities together in a vibrant, safe, attractive and accessible environment that combines local heritage with modern design.

3.1 Features

- An established sub-regional shopping comparison centre, with a range of multiple and independent retailers, with opportunities for future development and investment.
- A large and popular market and a range of foodstores
- A centre for nightlife and cultural facilities (including the New Art Gallery). with scope for further investment in entertainment facilities and
- A centre for public and professional offices, with some commercial offices with need for development but currently lacking an active office market
- Canal frontages
- Includes a major Technical College, which has been relocated to an expanded site
- A compact centre containing several pedestrianised areas and with strong linkages to its immediate surroundings
- A generally attractive and characterful centre, combining historic buildings and modern architecture, but with some areas in obvious need of investment
- A focus for bus services covering the borough and providing links to surrounding areas
- Location at the centre of a rail network, with considerable potential for improvement and expansion
- Excellent strategic access to the motorway network via the M6, M5 and M6 Toll
- A package of highways improvements and associated measures has recently been completed in the town centre.

3.2 **Opportunities**

- Major opportunity for comparison retail development on the former Shannon's Mill site and around Digbeth.
- Opportunities for leisure, residential and office development at the Gigaport and Walsall Waterfront sites.
- Large-scale, high quality development opportunities within and on the edge of the ring road available to attract additional investment.
- Sites with permission for around 450 – 500 new homes, with potential for additional residential development elsewhere in the centre.
- Replacement swimming pool and associated facilities.
- Improved links between the main public transport facilities to enhance Walsall as a transport interchange.
- Improved links with places and facilities beyond the ring road.
- Maintenance and restoration of built heritage.

3.3 **Creating Sustainable Communities**

- The type and tenure of housing provided will take into account evidence of need in a revised Housing Needs Study.
- The primary and secondary educational needs of people moving into the town centre can be accommodated at existing schools or through the Building Schools for the Future program.
- A new college of further education has recently been completed in Littleton Street.
- Manor Hospital redevelopment in progress
- There will be a need to review further initiatives in primary care

3.4 **The Economy, Employment and Centres**

- ~~Figures from the RSS Phase 2 Revision indicate that an additional 60,000sqm gross comparison retail floorspace between 2006-2021 and an additional 25,000sqm between 2021-2026 should be planned for the town centre (although developments intended to meet requirements after 2021 should not be granted before 2016).~~
- The 8,000 sqm of net convenience floorspace referred to in CEN3 is expected to be delivered in Walsall Town Centre through existing commitments. For the most part this new floorspace will be provided by the Tesco supermarket

on the former Walsall College of Art & Technology site and the Walsall Waterfront development.

- In terms of office development, the 220,000 sqm of B1 (a) floorspace between 2006 and 2026 referred to in CEN3 will be directed to the Waterfront north and Gigaport schemes.
- The **Primary Shopping Area** will remain the preferred location for retail development in the town centre and the town centre boundary will continue to provide opportunities for development which can extend and complement the role of the centre.
- There is a need for more leisure facilities and venues to serve all sections of the community and boost the evening economy. In particular there is no cinema and no major entertainment venue. There is also a need for hotel and conference facilities.
- Detailed proposals for the town centre might be taken forward in future through an AAP but (having been updated for the Core Strategy) the Adopted UDP is considered generally sufficient to provide a local policy framework at least in the short term.

3.5 **Transportation and Accessibility**

- The ring road in the north and west of the town centre has recently been improved.
- Improvements to transport interchange facilities are planned.
- High quality rail links to London and other towns and cities are being investigated. A study will explore various rapid transit options to link Walsall to Birmingham, Wolverhampton, Sutton and Brownhills/Lichfield.
- A network review of public transport will result in improved services across the catchment area, particularly in terms of quality of provision and off-peak services to support enhanced employment, shopping and also entertainment roles for the centre
- Pedestrian links between the centre and its surroundings need to be improved, to link in the Manor Hospital and major employment areas, such as the office corridor, but also to make the most of the proximity to nearby residential areas.

3.6 **Environmental Infrastructure**

- Encourage design of new development which complements and improves the built environment, historic environment and townscape of this area rich in cultural heritage assets and enhances local distinctiveness and a sense of place.
- Canal frontage improvements

- Focus on civic and other town centre squares including public realm at Walsall Waterfront as well as bringing the Arboretum up to Green Flag status.

3.7 **Waste**

- Waste management facilities which are compatible or complementary to town centre uses (for example facilities serving or ancillary to existing uses) will be permitted in the retained employment areas such as Town Wharf Business Park.
- New Town Centre developments should address waste as a resource and minimise waste wherever possible. Development proposals should demonstrate how waste arising from demolition, excavation and construction, and waste that will arise during the lifetime of the development, will be managed.
- Where applicable, provision should be made for managing contaminated soils arising from land remediation.

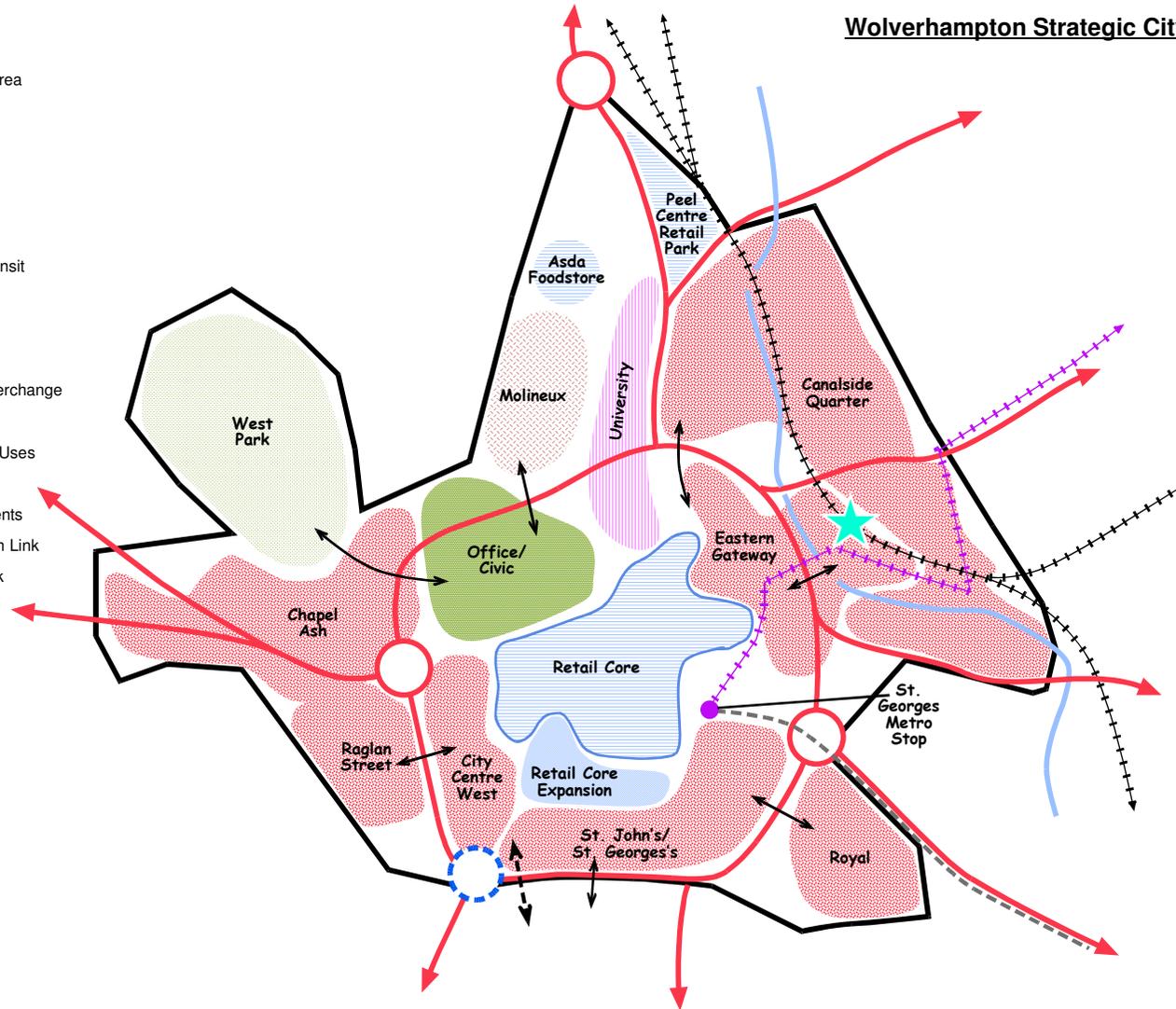
3.8 **Minerals**

- Mineral resources should be safeguarded. Major new developments on sites of 5ha and over should demonstrate that mineral resources have not been needlessly sterilised

KEY

-  Town Centre Core
-  Primary Shopping Area
-  Retail Expansion
-  Existing Retail
-  Leisure
-  Educational
-  Highway Network
-  Proposed Rapid Transit
-  Metro
-  Canal
-  Rail Network
-  Public Transport Interchange
-  Civic Uses
-  Mixed Town Centre Uses
-  Open Space
-  Junction Improvements
-  Improved Pedestrian Link
-  New Pedestrian Link

Wolverhampton Strategic City Centre



©Crown copyright. All rights reserved. Sandwell MBC Licence No. 100032119 2009

Extent of Peel Centre, placement of the symbol for the Transport Interchange, smoothing of the route of the proposed Metro line. New designation 'Conservation Area' to be shown on diagrams and added to Key as appropriate.

Add footnote to say "The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change."

4. Wolverhampton City **Strategic** Centre

Vision

By 2026 Wolverhampton will be served by an established, confident City Centre with a wide variety of quality shops and cultural attractions, 21st century offices, urban living and a city-scale public transport interchange. A modern public realm network and vibrant Canalside quarter will have made the compact City Centre attractive to walkers and cyclists. Historic areas will provide an enhanced, well maintained built environment which will be attractive to visitors, commercial businesses and residents.

Features and Opportunities

4.1 **Features**

- Excellent accessibility to the motorway network via the M6 to the east and M54 to the north, and to M5 to the south via A41 and A4123.
- Mainline railway station providing fast and frequent services to London and a wide range of destinations, including Birmingham, Manchester, Liverpool, Scotland and Wales. Focus for bus and metro services serving Wolverhampton and the Black Country.
- A proposed new Metro link to the Railway station and new Metro line to serve Wednesfield and Walsall.
- Good bus links to and within the City Centre offering people an attractive, frequent, convenient and affordable service.
- A level and mix of short stay car parking that supports the City economy.
- An established sub regional shopping function providing a substantial retail offer with a range of high street shops and independent retailers.
- A thriving and dynamic City Centre University campus
- A compact centre offering a high quality and well sign-posted network of pedestrianised streets.
- Wide range of civic, administrative, leisure and cultural activity including theatres, art gallery, cinema, cafes and restaurants, parks and open squares and sports facilities, including central swimming baths and Wolverhampton Wanderers FC Molineux stadium.
- One of the highest concentration of cultural heritage assets in the Black Country, with a large number of listed buildings and conservation areas and non-designated buildings of heritage value
- A number of significant development and regeneration projects including the Learning Quarter, St Johns Urban Village, the Canalside Quarter, Retail core expansion, the Royal development area, the Broad Street / Stafford Street Townscape Heritage Initiative area, Molineux / Wolverhampton City Archives, City public transport Interchange and major foodstore led mixed-use development at Raglan Street.

4.2 **Opportunities**

- Continued growth and expansion of Wolverhampton City Centre, to provide a high quality shopping, cultural and leisure environment. To significantly develop the office and service sector role of the City centre, and to increase the resident population.
- To maximize the existing environmental quality of the City Centre, in particular the rich built heritage and canals.
- Maximize the potential of underused fringe areas including outmoded employment locations.

- Explore the potential to develop a Black Country Sports Arena and Conference Centre (a “Sports Beacon”) within easy reach of the public transport interchange, which could attract major sports events and conferences and become the “home” for major clubs.

Development requirements

Housing Commitments (April 2009)	2130 dwellings
Additional Housing Capacity	1100 dwellings
Of which:	
2009-16	0 dwellings
2016-26	1100 dwellings
Total Estimated Housing Capacity up to 2026	3230 dwellings
Comparison retail development 2006-26	100,000 sq metres (gross)
Of which:	
2006 - 21	70,000 sq metres (gross)
2021-26	30,000 sq metres (gross)
Convenience retail development 2009-26	10,800 sq metres (net)
Of which:	
2009-16	9,400 sq metres (net)
2016-21	100 sq metres (net)
2021-26	1,300 sq metres (net)
Office development 2009-26	220,000 sq metres

- 4.3 The majority of the City Centre development needs will be focussed into key regeneration opportunity areas. For other parts of the City a strategy of consolidation and investment will be more appropriate. The broad locations of these areas are shown on the City Centre spatial strategy diagram and detailed land use proposals will be provided in the Wolverhampton City Centre Area Action Plan (AAP). These areas are based on the distinctive character areas or quarters identified in the 2006 Wolverhampton Unitary Development Plan.
- 4.4 The strategy for the City Centre accommodates major comparison retail, office and leisure development within the ring road, making the most of linkages with the existing retail core, the cultural quarter and civic / administrative functions. Office and high density residential activity will be directed to an arc of redevelopment opportunity on the north-eastern, eastern and southern fringe of the City centre. This reflects the opportunities created by economic and social change and long standing regeneration initiatives along the canal and rail corridor. The approach also results from the physical constraints to major re-development to the west and north of the ring road (for example associated with stable residential areas around West Park), with the exception of the Raglan Street Site.

4.5 The key proposals for the different parts of the City Centre are set out below:

- **Retail Core.** This area is the focus for retail activity in the City Centre but also contains a range of bars, restaurants and offices. The retail offer is based on Dudley Street and the Mander and Wulfrun Centres. The strategy for this area is to consolidate and improve the existing offer and maximising linkages with the Retail Core Expansion area. There will be a focus on ongoing public realm improvements, a broadening of the existing retail offer to accommodate specialist retailing and encouraging small scale redevelopment opportunities where they come forward. This area corresponds to the Shopping Quarter / Primary Shopping Area as identified in the UDP and the detailed boundary will be reviewed as part of the City Centre AAP.
- **Retail Core Expansion.** The Retail Core Expansion will provide a new high quality retail and leisure cluster and will represent a major uplift to the City's retail and leisure offer of 45,557sqm gross. It will provide for the majority of additional City Centre comparison shopping needs to 2021 by delivering an additional 40,030sqm gross comparison retail floorspace. Planning permission for this development was granted in 2006 and the development will be key in attracting further investment into the City Centre. This proposal reflects the 2006 planning permission and corresponds to the boundary of the City Centre Retail Core Expansion Area as identified in the UDP.
- **St Johns / St Georges.** This area forms the southern part of the City Centre. It contains the grade II* Listed St Johns Church and its grounds, the City Library, learning quarter, metro terminus and Sainsbury foodstore incorporating the grade II listed former St Georges Church. The area surrounding St Johns Church in the square contains buildings of high quality, many being former Georgian townhouses that are now listed, and occupied primarily for office activity. The St Georges area is more mixed in terms of the quality of its public realm but acts as a key gateway into the City Centre. The strategy for the area is to bring back vitality through economic and social regeneration. This will be achieved through continuing public realm improvements and development of mixed use schemes, such as new houses and homes, new shopping, food and drink, office and learning facilities. This area broadly corresponds to the St Johns Urban Village Quarter.
- **All Saints / Royal.** This area consists of the All Saints residential area around Vicarage Rd, Gordon St and Raby St and the Royal Hospital and former Bus garage buildings fronting the Ring Road to the north. It accommodates the grade II listed Royal Hospital and other historic buildings in the Cleveland Road Conservation area, and a former Bus Depot. This forms an important gateway to the City Centre from the south east. Within the residential area there is a high level of vacancy and the area suffers from a poor image with a deteriorating housing stock. The strategy for the area is to create a sustainable residential community based on housing led mixed use development including part demolition and retention of existing historic buildings to also provide offices, primary health care centre and ancillary service activity. This area broadly reflects the All Saints / Royal Hospital Quarter.

- **Eastern Gateway.** This area provides a focus for leisure and cultural activities, education uses and creative industries. It also contains the Bus Station, Mainline railway station and proposed metro station. The strategy for this area is for significant high quality mixed use development centred around a new public transport interchange, phase one of which has already received planning permission. This will include major office, retail leisure and residential development. This area is made up of parts of the Canalside Quarter and the eastern part of the City Centre Cultural Quarter.
- **Canalside Quarter.** The Canalside Quarter lies to the north and east of the City Centre. It is a longstanding area of comprehensive economic and physical regeneration, taking advantage of canalside development opportunities and maximising the reuse of historic buildings and features in the Union Mill Conservation Area. The area acts as a gateway into the City Centre from the north, including the west Coast railway line, canal corridor and is adjacent to the A449 Stafford Road. The strategy for this area is to build on current initiatives to provide a wide range of sustainable land uses including residential-led, leisure and employment. A number of key schemes such as Low Level Station and Springfield Brewery have planning permission. Improved access links will be required to secure integration with the rest of the City Centre. The north-western part of the area is occupied by a mix of businesses and commercial activity and provides a major opportunity to transform the northern approach to the City Centre. The phasing of development will have regard to the need to remove any constraints to the regeneration of sites.
- **University.** The University campus plays a key role in supporting the City and regional economy. The strategy for this area is to continue to provide high quality teaching, learning and research facilities and a high quality campus environment.
- **Molineux Stadium.** The Molineux is the home of Wolverhampton Wanderers Football Club. The stadium has been subject to major investment in recent years and the strategy for the area is for the consolidation and further development of the facilities.
- **Office / Civic Quarter.** This area is dominated by the Civic Centre, St Peters Church and major office uses both within and on the edge of the ring road. The strategy for this area recognises the potential to intensify existing activity through the reuse of vacant sites and the upgrading of existing outdated office accommodation, playing a crucial role in contributing towards the delivery of the RSS B1(a) Office requirements for the strategic centre. There will be continued enhancement of the public realm and historic buildings in the Wolverhampton City Centre Conservation Area.
- **Chapel Ash.** This area corresponds to the Chapel Ash Quarter in the 2006 UDP. This area contains an important vibrant shopping function and cluster of service activity centred around Chapel Ash, serving the needs of the local community to the west of the city centre. The strategy for this area is based on retaining the area as a focus for speciality shops, and other service activities, together with associated retail, business, leisure and housing development. This area also contains the Raglan Street site which has planning permission for a high quality mixed use development providing a major new foodstore, housing and leisure uses with strong links to the city centre retail core. Opportunities to support heritage led regeneration in the conservation area are being taken through the Chapel

Ash / Darlington Street conservation area Partnership Scheme. Improved links to the City Centre.

- **West Park.** West Park is the largest area of open space adjacent to the City Centre and meets a range of recreational and amenity needs. It is the focus of the Park Conservation Area and recognised as one of the finest Victorian parks in the country by virtue of its inclusion on the English Heritage Register of Parks and Gardens. It is an area of high townscape value and forms the backdrop to attractive residential areas containing many fine historic houses. There will be continued investment in the facilities and enhanced pedestrian links to the City Centre.
- **City Centre West.** This area contains a range of retail and service activity and a number of development opportunities particularly to the south. This area can accommodate significant high quality mixed use development including retail, offices and leisure activity through the creation of a new quarter for the City Centre.

4.6 The Economy, Employment and Centres

- 70,000sqm of gross comparison retail floorspace will be delivered by 2021. The vast majority of this will be met by existing commitments (50,500sqm), which includes the Summer Row retail core expansion development (41,030sqm). Further floorspace will be provided by pipeline schemes of strategic importance such as the mixed-use development as part of the Wolverhampton Interchange scheme to provide a new bus and railway station. From 2021-2026 capacity for a further 30,000sqm of gross comparison floorspace might emerge.
- In terms of convenience retail provision, 10,800sqm net of floorspace will be delivered over the plan period in Wolverhampton City Centre. Current commitments ~~will~~ can meet the majority of this requirement for large-scale convenience goods floorspace, most notably by a major foodstore at Raglan Street and at the retail core expansion area development. The delivery of floorspace will continue to be monitored over the plan period, having regard where necessary to updated need forecasts and central government policy advice.
- It is important to ensure that, as the city centre is the main focus for higher-order comparison provision, there is not an over-concentration of large scale foodstore provision in the city centre. This will be done in order to ensure that polarisation of food shopping provision does not undermine the network of Town Centres in the Black Country, especially Bilston and Wednesfield, whose vitality and viability is reliant upon ensuring their convenience retail offer (Policy CEN3 and CEN4).
- 220,000sqm of B1(a) Office floorspace will be provided within or on the edge of the Strategic Centre.
- The retail and office floorspace requirements will be delivered by the Wolverhampton City Centre Area Action Plan.
- The City Centre will also be the focus for other centre uses, such as Hotels, commercial leisure and entertainment facilities such as cinemas as well as community facilities.

4.7 **Creating Sustainable Communities**

- There is currently a small resident population in the City Centre. City centre living is likely to appeal more to younger, professional households. However, it will be important to create mixed, sustainable communities with sufficient affordable housing to meet local needs, and to avoid a predominance of “buy-to-let” accommodation. Type of housing provided will be limited by high density and mixed use nature of sites available.
- There is currently adequate access to GP surgeries in all parts of the City centre for existing or potential housing. The proposed Primary Health Care facility at the Royal Hospital site will further enhance existing provision.
- Continual improvement of Wolverhampton University
- Completion of City Centre Learning Quarter

4.8 **Transport and Accessibility**

- Implementation of Interchange proposals
- City centre metro loop
- Further enhance and improve pedestrian / cycle links to West Park
- **Implementation of highway improvements** and review the opportunities to improve pedestrian and cycle crossing facilities across the ring road, road traffic capacity requirements and the environmental improvements, including planting strategies that could be implemented along the ring road ‘corridor’.

4.9 **Environmental Infrastructure**

- New development should incorporate design which complements and improves the built environment, historic environment and townscape of this area rich in cultural heritage assets and aim to enhance local distinctiveness and a sense of place. Opportunities for heritage-led regeneration should also be realised.
- This centre contains eight designated conservation areas and a significant concentration of listed buildings including the grade I listed St Peter’s Church. Development of the settlement of Wolverhampton dates back to Saxon times and possibly earlier and the survival of archaeological remains, above and below ground, from all periods since is a possibility when redevelopment is under consideration.
- Further opportunities for heritage-led regeneration should also be explored including area based grant schemes and refurbishment / re-use of historic buildings at risk.
- Given a lack of green open space in the east of the City Centre, where new residential development will be concentrated, there is a need to create valuable amenity space for new residents, employees and visitors, maximising use of the canal corridor e.g. Broad Street Basin, and to improve pedestrian / cycle links to Fowlers Playing Fields (see RC2).
- Public realm improvements across the City Centre are required to increase its attractiveness and strengthen key links between different parts of the City
- Improve the setting of important existing buildings

- Take opportunities to create new nesting and foraging habitats for existing populations of Black Redstart and birds of prey.

Delivery

MECHANISMS	PARTNERS
Wolverhampton City Centre Area Action Plan	Land / property owners, developers and businesses
Stafford Road Technology Corridor Area Action Plan	Centro / Network Rail / WMT / other transport operators
Local Transport Plan	Advantage West Midlands
	Wolverhampton Development Company
	University of Wolverhampton
	Registered Social Landlords
	Wolverhampton City Primary Care Trust

Investment

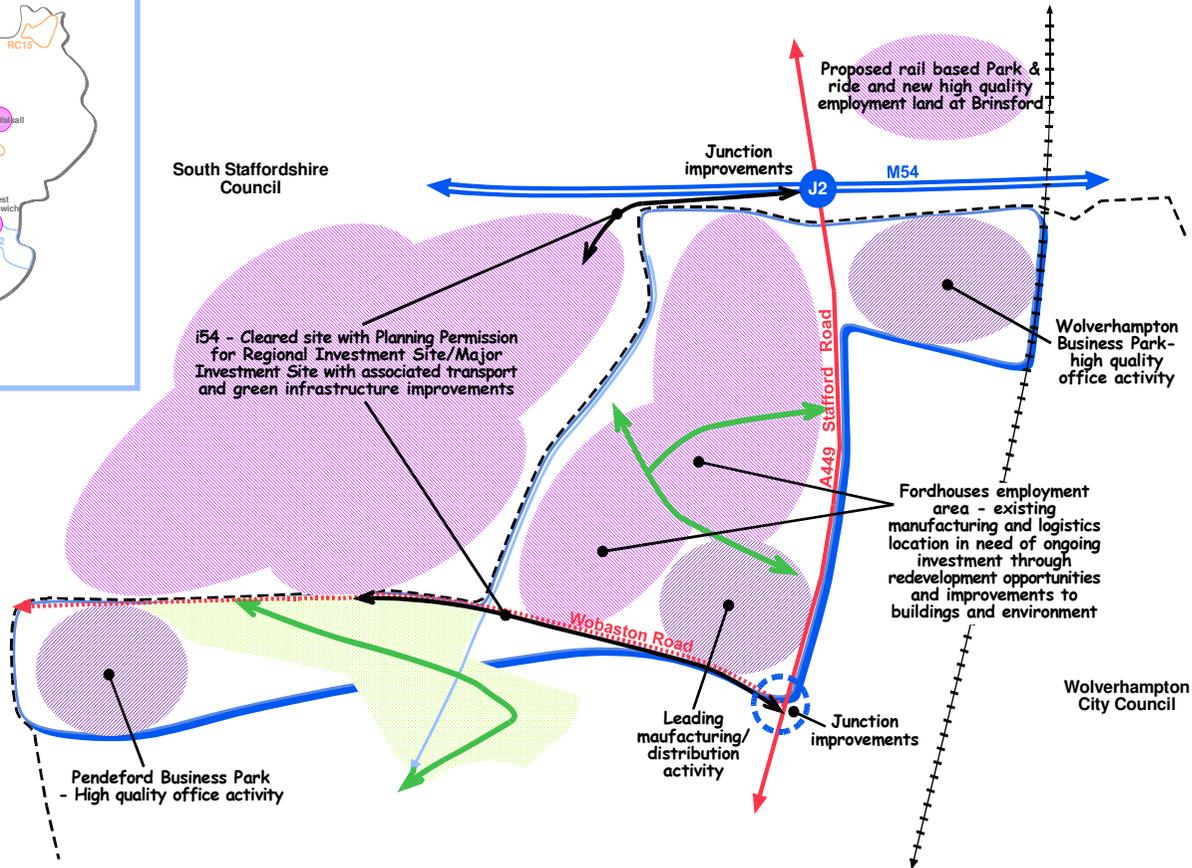
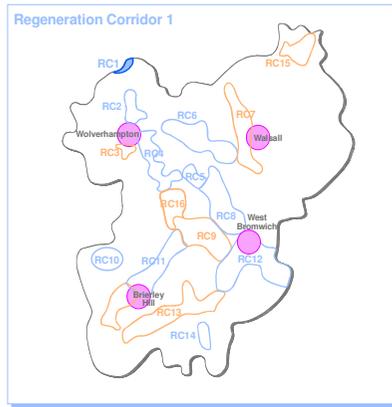
- Secured DfT investment in new transport interchange
- Development partner in place for Retail Core expansion

Add footnote to say "The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change."

Add "Strategic" Park and Ride to Brinsford label.

Black Country Joint Core Strategy

Regeneration Corridor 1 - Pendeford - Fordhouses



5. Regeneration Corridor 1: Pendeford and Fordhouses

Vision

By 2026 this area of Pendeford and Fordhouses, together with the i54 site, will have fulfilled its potential to become one of the premier high quality employment locations in the West Midlands, and a focus for leading edge, high technology industry in the Wolverhampton to Telford High Technology Corridor. The Corridor has key locational advantages with adjacent access to the national motorway network (M54, M6 & M6 Toll), a substantial local labour force and a historic canalside location. These locational advantages will be enhanced by progressive redevelopment and environmental improvements to the Fordhouses industrial area and by public transport and road improvements. Strong links between high technology industry and the education sector (notably the University of Wolverhampton) will have increased skill levels and created new job opportunities for local people, ensuring that the benefits of investment are felt in local communities and sustainable transport patterns are maintained.

Features and Opportunities

5.1 Features

- Excellent access to the motorway network via Junction 2 of the M54 and good access to Wolverhampton City Centre via Stafford Road, although subject to peak period congestion
- High quality office activity at Wolverhampton Business Park and Pendeford Business Park
- Home to leading manufacturing / aerospace occupiers such as Goodrich Actuation Systems and Hs Marston Aerospace Ltd.
- i54 Regional Investment Site / Major Investment Site with planning permission on adjoining land mainly within South Staffordshire
- Important heritage resource of the linear conservation area designation based on the late 18th century Staffordshire & Worcestershire canal.
- Major wildlife corridor running along the Staffordshire & Worcestershire canal, linking the South Staffordshire countryside with the urban area.

5.2 Opportunities

- Falls within the Black Country North Employment Land Investment Corridor and is a key location within the Wolverhampton to Telford High Technology Corridor
- Large-scale, high quality employment development opportunities available to attract additional investment
- Further bus service improvements planned to link Wolverhampton City Centre to i54
- Potential Rail-based Park & Ride site with bus service improvements immediately to the north, in South Staffordshire

5.3 Land Use Figures

Total Existing Employment Land	61 Ha
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	19 20 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	41 ha
Additions to employment land through existing development opportunities (RELS April 2009)	10 ha
Total Gross Employment Land at 2026	71 ha
<i>Long term supply of land for new employment development through recycling of gross employment land</i>	<i>34 ha</i>

5.4 Creating Sustainable Communities

- Employment opportunities offered by new developments should create links to the local community to enhance the local skills base and create job opportunities.

5.5 The Economy, Employment & Centres

- The focus in this part of the growth network is to build on the strengths of the area in providing high quality accommodation and environment for leading edge, high technology industry.
- The area has a number of redevelopment opportunities focused around the motorway junction and adjacent to the i54 proposal. There are also a few development plots remaining at the Wolverhampton Business Park.
- 19 Ha of the existing employment land is considered to be of existing high quality standard. The Employment Sites Study (2009) identifies the area as having the potential for 34 Ha of land to come forward in the long term for development, with 10 Ha currently available. The remaining employment land has no significant weaknesses and has the potential to be high quality over the plan period following general external and environmental improvements.
- The delivery of the i54 site (a site of approximately 96 Ha, expected to provide around 6,000 jobs) could be the catalyst for the redevelopment of the wider area and should be prioritised. Improving the accessibility of the employment areas should also be explored.

5.6 Transportation & Accessibility

- Tackling existing congestion is a priority along the Stafford Road and Wobaston Road, particularly if we are to achieve the successful redevelopment of the area. Schemes such as the improvements proposed to Junction 2 of the M54 and the Wobaston Road / Stafford Road junction in association with the i54 proposal are essential.
- Improving the accessibility of employment areas, as well as the canal, in terms of public transport, cycling and walking will be explored as they will

- have positive impacts in terms of reducing congestion, improving air quality and creating a high quality environment. These will include public transport and general highway improvements along Wobaston Road and Stafford Road particularly to improve access to i54.

5.7 Environmental Infrastructure

- The Staffordshire & Worcestershire canal and the existing open spaces form the backbone of the Environmental Infrastructure in the area and should be prioritised for enhancement.
- There are also opportunities for further enhancement and creation of Environmental Infrastructure, such as biodiversity networks and open spaces (identified as issues in this Corridor in the EIG), as sites and areas come forward for development. This should be linked to ongoing improvements to the environment of the Fordhouses industrial area. The redevelopment of this area will also need to enhance the setting of the adjacent conservation area with distinctive design solutions which exploit canalside locations.
- Whilst benefiting from relatively good cycle links, enhanced facilities should be provided as areas are redeveloped and the potential for improved cycle route provision along the Stafford Road should be explored.
- Flood Zones 2 and 3 exist within the area, therefore it will be important to maintain the openness and wildlife value of Waterhead Brook, which runs through Fordhouses industrial area, and the drainage function of playing fields along its route. The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. In most of this Corridor, further investigation is required to ascertain the most suitable SUDs techniques to apply.
- The value of a high quality environment is important in attracting high value occupiers to employment areas, such as has been achieved at Wolverhampton Business Park. It will be particularly important to maximise high quality design / environmental improvements to sites fronting Stafford Road and the canal as they are key gateways to the City.

Delivery

MECHANISMS	PARTNERS
Stafford Road Corridor AAP	Existing businesses and potential occupiers
Local Transport Plan	Landowners and Developers
EIG Phase 2	Advantage West Midlands
	Wolverhampton Development Company
	Centro

5.8 Investment

- Advantage West Midlands has invested in i54. Anticipated outputs include 6,000 jobs created, 96ha employment land, 2 million sq ft of industrial floor space and 376,000 sq ft mixed use

6. Regeneration Corridor 2: Stafford Road

Vision

This Corridor connects the leading edge business hub around Junction 2 of the M54 to the City and University Centre of Wolverhampton, with its own flagship of the innovative future of the Black Country – *Wolverhampton Science Park* – at its heart. By 2026, the Corridor will symbolise the new Black Country where high quality homes and knowledge-based business comfortably share a high quality environment with fast, reliable public transport access to the exciting and expanding University-led City Centre of Wolverhampton.

Employment land close to the Stafford Road will have fulfilled its potential to become a high quality employment location with a focus on innovation and knowledge-based industry, through extension of the Wolverhampton Science Park and progressive improvements to the Dunstall Hill and Wulfrun Trading Estates. Strong links between high technology industry and the education sector will have increased skill levels and created new job opportunities for local people. With the Corridor also benefiting from public transport improvements, the overall benefits of investment will be felt in local communities and sustainable transport patterns will be maintained.

New residential areas and amenities will be created, building on the positive aspects of local character and distinctiveness and providing opportunities to acknowledge the significant transport heritage that continues to have a powerful presence in the southern part of the corridor. A rejuvenated central area, including the canal, Fowlers Playing Fields and Park Village, will have improved access links to the area east of the railway line, where mixed new residential communities will have been created on surplus employment land. The Birmingham Canal will make a significant contribution towards promoting a new image of the Black Country, with its enhanced environment linking the Corridor to the City Centre.

Features and Opportunities

6.1 Features

- Good access to the national motorway network via Junction 2 of the M54 and to Wolverhampton City Centre via Stafford Road, although subject to peak period congestion
- High quality office and research & development activity at Wolverhampton Science Park
- Landmark Goodyear factory site with planning permission for mixed use redevelopment including creation of Neighbourhood Park.
- Strong and recognisable historic quality, including street pattern and key buildings, of the Park Village. Two monumental 19th century Listed railway viaducts and other historic railway infrastructure are significant landscape features in the southern half of the area.
- Poor quality social housing to the east now benefiting from housing renewal activity at Bushbury and Low Hill
- Birmingham Canal (Wolverhampton Level), a designated Conservation Area containing a large number of statutory Listed Buildings, runs through the southern half of the area, linking to the Canalside Quarter of the Wolverhampton City Centre. It is a major heritage anchor and wildlife corridor.
- Crown Street Energy from Waste Facility and Shaw Road HWRC.

- West Coast Rail Line runs through the centre of the area – a major wildlife corridor together with Fowlers Playing Fields

6.2 Opportunities

- Falls within the Black Country North Employment Land Investment Corridor
- Land available for expansion of Wolverhampton Science Park. Further improvements to bus services to link Wolverhampton City Centre to the i54 development
- New high quality and locally distinctive residential growth through redevelopment of poorly located employment activity to the east of the West Coast Rail Line
- Potential for declaration of Park Village as a Neighbourhood Renewal Area
- Wolverhampton Racecourse is a major leisure facility near to the regeneration corridor, with planning permission for expansion and enhanced facilities.

Spatial Strategy

- 6.3 The strategy will build upon the strengths of the area as a strategic employment location, but also on emerging land use changes to make this a place for high quality residential communities.
- 6.4 This Corridor will play a key role in ensuring the City has the right quality and amount of strategic high quality employment land. This approach focuses employment development in the central area of the Corridor and builds on the strengths of its location, which is highly accessible to the national Motorway network. It also seeks to replicate and expand the success of Wolverhampton Science Park, which is at the heart of the central employment area.
- 6.5 New residential communities will help change the image of the eastern half of the Corridor. High quality residential developments will replace outdated and poorly located employment land (access is significantly constrained by the railway line when compared to the central employment area). To attract AB households, extensive redevelopment with associated environmental and open space provision and improvements will be delivered through new development opportunities. Existing businesses will be encouraged to remain in the area where they compliment the regeneration proposals.
- 6.6 The phased redevelopment of poorer quality surplus employment land for housing will be planned in a comprehensive manner. It will have regard to the needs of individual businesses, issues of site assembly and any adverse ground conditions. The Stafford Road Corridor Area Action Plan, which also includes RC1, is being prepared to allocate sites in the light of more detailed evidence and local consultation, and to help secure the partnership and resources necessary to deliver the strategy.

6.7 Land Use Figures

Total Existing Employment Land	127 ha
Housing Commitments on Employment Land (April 2009)	770 dwellings (19 ha)
Housing proposals on surplus Employment Land (25 Ha at 35 dph gross)	873 dwellings (25 ha)
Of which:	
2009-16	0 dwellings
2016-26	873 dwellings
Total Estimated Housing Capacity 2009 to 2026	1643 dwellings
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	25 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	37 ha
Retained Gross Local Employment Land (Policy EMP3)	21 ha
Additions to employment land through existing development opportunities (RELS April 2009)	11 ha
Total Gross Employment Land at 2026	94 ha
<i>Long term supply of land for new employment development 12 ha</i>	
<i>Through recycling of gross employment land</i>	

6.8 Creating Sustainable Communities

- New residential areas fall between three local housing market areas (as defined in the Wolverhampton Housing Needs Study 2007), with a wide variety of needs for flats and houses of different sizes.
- EVOLVE Central Corridor (Park Village) and Northern Fringe (Showell Park) project areas closely adjoin this Corridor, providing opportunities for wider area regeneration and creation of a more balanced mix of housing types and tenures.
- Building Schools for the Future will provide new secondary schools at North Wolverhampton Academy and Heath Park High School which will serve this part of the Growth Network.
- There is currently reasonable access to all residential services in the area, although some areas of proposed new residential communities could be limited to 35-45 dph (net) to reflect accessibility requirements.
- Employment opportunities offered by new developments should create links to the local community to enhance the local skills base and create job opportunities

6.9 The Economy, Employment & Centres

- The Wolverhampton Science Park will provide a strong focus for future high quality employment development and investment in the area. Dunstall Hill and Wulfrun Trading Estates offer further opportunities, particularly to maintain a range of employment accommodation in the City. The potential to create

relocation zones for firms displaced as a result of change elsewhere in the Corridor will be explored.

- The Corridor has a number of redevelopment opportunities, mainly focused around Wolverhampton Science Park. 11 Ha of land is currently available for employment development.
- 25 Ha of the existing employment land is considered to be of high quality standard. The Employment Sites Study (2009) identifies the area as having the potential for 12 Ha of land to come forward for development in the long term. The remainder has no significant weaknesses, such as the Dunstall Hill and Wulfrun Trading Estates, and has the potential to be high quality over the plan period following general external and environmental improvements.
- A new neighbourhood centre providing local shopping facilities will be provided as part of the Goodyear site redevelopment. Other new residential areas may require enhanced local services which should be of a scale that complements the existing network of centres.

6.10 Transportation & Accessibility

- Tackling existing congestion is a priority along the Stafford Road for this regeneration corridor and RC1, particularly if we are to achieve the successful redevelopment of the area. Proposals such as public transport improvements along the Stafford Road to serve i54 are essential.
- Improving the accessibility of employment areas in terms of public transport, cycling and walking will be explored as they will have positive impacts in terms of reducing congestion and improving air quality along the Stafford Road and Cannock Road.
- Working with the Highways Agency, Staffordshire County Council and South Staffordshire District Council will be important in ensuring that the whole A449 corridor is considered to assist the management of traffic and improve conditions for public transport, cycling and walking.

6.11 Environmental Infrastructure

- It will be particularly important to maximise high quality design, retain existing landmark buildings and undertake environmental improvements to sites fronting Stafford Road, Cannock Road and other key gateways to the City, such as the Birmingham Canal. These improvements will be essential to attract investment, businesses and families to occupy new homes.
- Existing open spaces offer the opportunity to deliver environmental enhancements in the Corridor. To address open space deficiencies, a new Neighbourhood Park will be created as part of the Goodyear site redevelopment. Fowlers Playing Fields also needs to be subject to improvements to increase its use and accessibility to existing and proposed residential communities, as well as the canal. Green spaces, green roofs or street trees will need to be provided in new residential developments to combat risks from the heat island effect (see policies ENV5 and ENV6).
- The area has surviving remains, many still in use, of the early development of the transport infrastructure of Wolverhampton including several statutory listed railway and canal features and part of the Wolverhampton Locks conservation area. Steps will be taken to ensure that these sites are preserved and enhanced and opportunities to improve their use as educational and recreational resources will be exploited in the context of any new development.
- Important wildlife corridors exist along the Birmingham Canal (Wolverhampton Level) and the railway lines. New developments adjacent to these features offer

the opportunity to address biodiversity deficiencies in the area, as well as the wider enhancement and promotion of the canal network.

- Improvements to open spaces and the canal will help develop links to national and local cycle routes. The potential for improved cycle route provision along the Stafford Road will be explored.
- A small section of the Corridor falls within Flood Zones 2 and 3, at Oxley Brook, near the Goodyear site, and at Smestow Brook, near Wolverhampton Science Park and Park Village. The potential for deculverting should be explored as part of any Neighbourhood Renewal proposals for Park Village. The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. In most of this Corridor, further investigation is required to ascertain the most suitable SUDs techniques to apply.

6.12 Waste

- The Crown Street Energy from Waste Facility and Shaw Road HWRC (key facilities in terms of managing MSW) will be retained as part of the strategic network of waste management capacity in the Black Country (see Policy WM2).

Delivery

MECHANISMS	PARTNERS
Stafford Road Corridor Area Action Plan	Wolverhampton Development Company
EVOLVE Housing Market Renewal Prospectus	EVOLVE Housing Market Renewal Partnership
Potential for Park Village to be declared a Neighbourhood Renewal Area	Existing businesses and potential occupiers
	Advantage West Midlands
	Centro
	Landowners and Developers
	University of Wolverhampton
	Homes and Communities Agency

6.13 Investment

Potential Growth Point Funding for the Goodyear site, which will result in 28ha of remediated

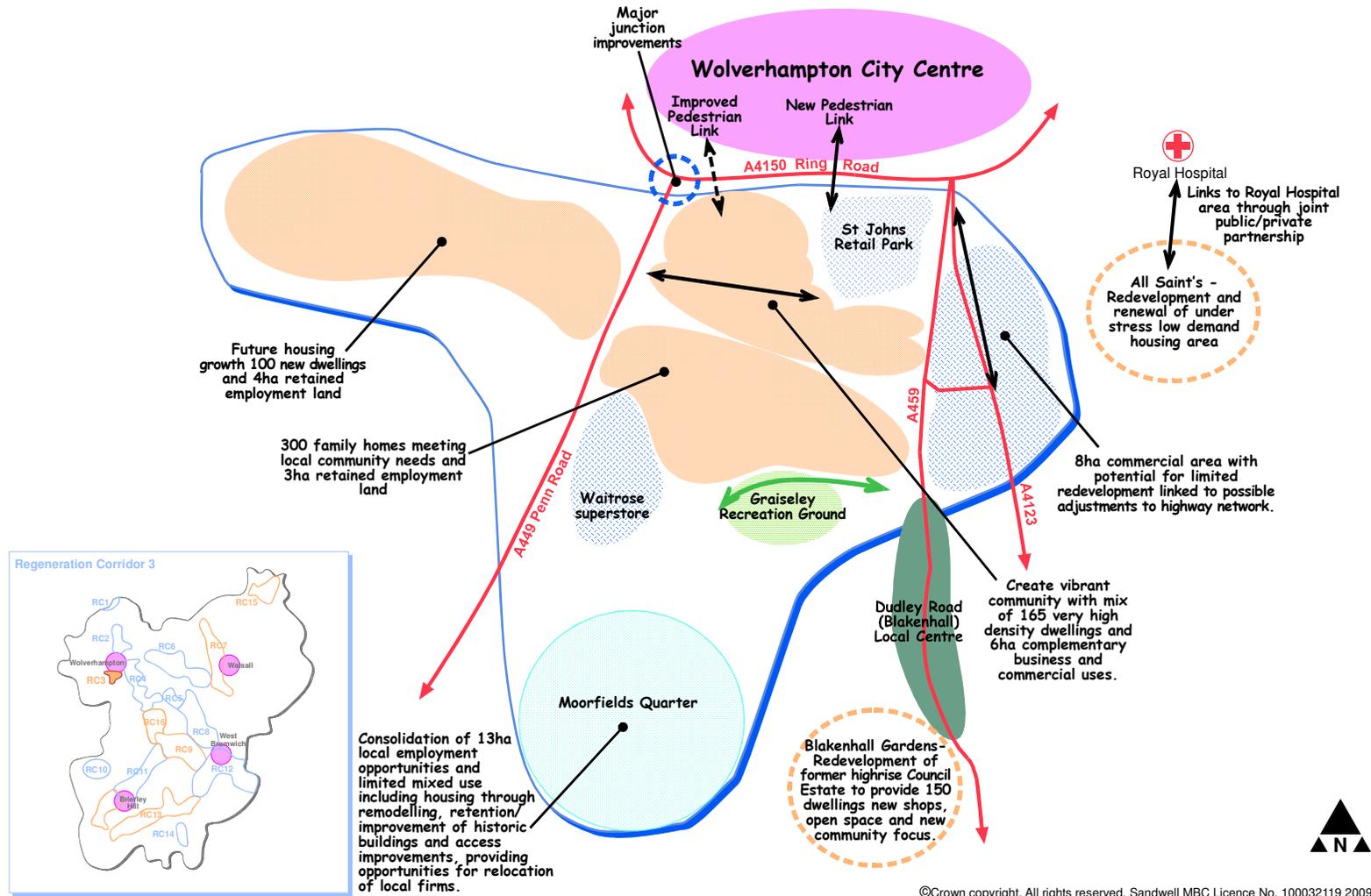
Add footnote to say "The delineation of boundaries within the diagrams and the figures provided are illustrative to give a broad indication of the scale of change."

Add "Around" before all housing and employment figures in Diagram.

Add "Strategic" to Wolverhampton City Centre references

Black Country Joint Core Strategy

Regeneration Corridor 3 - South of Wolverhampton City Centre



7. Regeneration Corridor 3: South of Wolverhampton City **Strategic Centre**

Vision

By 2026, this distinctive inner city area of traditional industry mixed with commercial and retail premises and fringed by low demand Victorian terraced and social housing, will have been transformed into a vibrant, mixed residential community with strong links to the City Centre (to the north) and to existing local communities to the south. The strong historic character of the area will be retained, with opportunities for new amenity open space and environmental improvements along the key pedestrian routes through the area linking it with the City Centre. A careful managed process of change will ensure that the most sustainable local employment uses are retained within the City Centre mixed use quarter and in the historic Moorfields Quarter, allowing outdated surplus land to be released for a mix of high density and family housing tailored to local needs and complementary business and commercial uses.

Features and Opportunities

7.1 **Features**

- High profile location adjacent to the City Centre Ring Road and containing three of the City's arterial routes - A449 Penn Road, A459 Dudley Road and A4123 Birmingham Road.
- Housing renewal and regeneration progressing to the east, in All Saints, to the south, in Blakenhall, and to the west, in Graisle.
- St Johns retail park to the north, the Waitrose superstore to the south-west and the Blakenhall / Dudley Road Local Centre to the east.
- Concentration of historic buildings, many statutorily listed, associated with the early development of the British motor car and cycle industries
- Graiseley Recreation Ground – attractive high quality Neighbourhood Park and Fellows Street Conservation Area.
- New St Luke's Primary School, Bromley Street has achieved BREEAM excellent status for its sustainable design.
- Cross Street South Eco-Homes development has achieved numerous awards for its environmental and sustainable features.

7.2 **Opportunities**

- Opportunities to introduce new quality, locally distinctive residential development into a low demand area through the transfer of poorly located employment activity.
- Refurbishment of the historically important Sunbeam Building complex on Pool Street which is a key landmark to the City Centre and potential catalyst to quality mixed use development.
- Remodelling of Moorfields Quarter employment area including refurbishment of historic industrial buildings and limited mixed use including housing.
- Blakenhall Gardens Regeneration Area with scope for new family housing and a new community focus to provide a mixed community and recreation facility replacing older outmoded facilities elsewhere in the area, new shops and open space to consolidate Dudley Road (Blakenhall) Local Centre.

- Potential to complement and link with City Centre regeneration, including the creation of high quality office and commercial environments in the Pool Street / St Johns area.
- Priority for Action within the All Saints and Blakenhall Community Development Area.

Spatial Strategy

- 7.3 The strategy seeks to build upon the existing strengths of the area, in particular its proximity to the city centre, strong historic character and the potential to bring forward development opportunities. The majority of the area is identified as a Priority for Action within the All Saints and Blakenhall Community Development Area (ABCD). The strategy will build upon this programme and carry forward key projects.
- 7.4 The northern part of the area will be transformed into an integrated residential and business community with excellent links into and within the area, and to the City centre. This process of transformation will build on landmark projects including a revitalised mixed use Sunbeam Building, and a phased programme of housing renewal and mixed use regeneration through opportunities created by the redevelopment of poor quality surplus employment space, The strategy also maximises the benefits of regeneration initiatives in adjacent areas including the City Centre and the Royal Hospital and Raglan Street sites.
- 7.5 The southern part of the area contains the Moorfields Quarter employment area. The strategy proposes the retention and improvement of this area to accommodate local businesses, and limited mixed use including housing.
- 7.6 A Wolverhampton City Centre Area Action Plan (AAP), which will cover the City Centre and RC3, is being prepared to allocate sites in the light of more detailed evidence and local consultation, and to help secure the partnership and resources necessary to deliver the strategy.

7.7 Land Use Figures

Total Existing Employment Land	41 ha
Housing Commitments on Employment Land (April 2009)	0 dwellings (0 ha)
Housing proposals on surplus Employment Land (12 ha at 35 dph gross + 3 ha at 50 dph gross) (15 ha) Of which:	563 dwellings
2009-16	0 dwellings
2016-26	563 dwellings
Total Estimated Housing Capacity 2009 to 2026	563 dwellings
Retained Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha
Potential Gross Strategic High Quality Employment Land (Policy EMP2)	0 ha

Retained Gross Local Employment Land (Policy EMP3)	26 ha
Additions to employment land through existing development opportunities (RELS April 2009)	0 ha
Total Gross Employment Land at 2026	26 ha
<i>Long term supply of land for new employment development through recycling of gross employment land (Policy EMP4)</i>	<i>7 ha</i>

Infrastructure

7.8 Creating Sustainable Communities

- New residential development areas fall within the Inner City Core housing market area (as defined in the Wolverhampton Housing Needs Study 2007), with particular needs identified for market flats and for a large amount of affordable housing of all types and sizes.
- Higher density housing concentrated in the northern part of the area closest to the City Centre as part of a mixed office / commercial quarter.
- The provision of larger family housing in higher quality environments, building on strong community ties, would help to retain local BME residents, and improve the socio economic mix. The area south of Pountney Street and around Graisleys Recreation Ground has the opportunity to meet these needs.
- All Saints Renewal Area to the east of the Regeneration Corridor a priority for renewing and some redevelopment of a low demand under stress housing area with a focus on improving the private rented housing sector. Potential for joint private / public sector partnership working as part of the redevelopment of the Royal Hospital site within the City Centre area.
- The relocated St Luke's Primary School has met the need for accessible primary school places in the area.
- The area is served by Colton Hills and Parkfield High Secondary Schools. The Building Schools for the Future proposals for the Bilston Academy will replace Parkfields High School. Need to improve public transport access from the area to this existing and proposed secondary school provision.
- There is currently adequate access to GP surgeries in all parts of the corridor with existing or potential housing. The proposed Primary Health Care facility at the Royal Hospital site will further enhance existing provision.

7.9 The Economy, Employment & Centres

- Managed approach to the redevelopment of employment premises in the northern and central parts of the area which recognises the needs of existing businesses including the potential for their relocation.
- It will be essential to retain and promote improvements to the Moorfields Quarter Industrial area, to ensure that sufficient local jobs are retained to support the local economy as large scale change progresses. This area contains some large manufacturing companies and has the potential to accommodate new investment through limited redevelopment and refurbishment of historic buildings.
- High density business and commercial development in the northern part of the area close to the City Centre ring road.

- Areas for new housing development have good access to local shopping facilities including access to fresh food (Policy Cen6).
- New investment in the Dudley Road (Blakenhall) Local Centre consolidated through new shops and open space at the Blakenhall Gardens redevelopment.
- Other retail development in the area to be small scale to meet the needs of the resident population as set out in Policy Cen6.

7.10 **Transportation & Accessibility**

- The Graiseley (northern) area will benefit from remodelling of the internal road network, in particular better east-west linkages between Penn Road and Birmingham Road.
- Improved pedestrian linkages through the area and to the City Centre. In particular the routes between new housing and mixed use development in the area across the ring road to the St Johns Church quarter of the City Centre and through the Moorfields Quarter.
- Potential remodelling of the Birmingham New Road / Dudley Road junctions, and the Lea Road / Penn Road junction.

7.11 **Environmental Infrastructure**

- There has recently been major investment in the area's three main parks – Graiseley Recreation Ground, Dixon Street Playing Fields and Pheonix Park, as a key element of the ABCD project. A new network of local open space and recreation facilities is required both to serve new housing. The PPG17 Study identifies the need for additional open space in this area and we will plan for 15% of land within housing growth areas to be used for open space purposes. Remaining open space needs that cannot be provided on site will be met by off-site contributions.
- A Heritage Audit and detailed historic characterisation work has been carried out in the area, which forms a strong basis for protecting and enhancing the historic character of the area as long term change progresses. The area has many surviving buildings which were built to accommodate the emerging cycle, motorcycle and motor car industries in the late 19th and early 20th centuries.
- The Fellows Street conservation area has benefited from improvements in recent years including grant aided repairs to individual properties and enhancements to the recreation ground. A review of the boundaries of this conservation area should be undertaken.
- The western part of the Corridor is affected by a culvert and limited groundwater flooding. The flood risk associated with potential development options for the Corridor has been adequately addressed through a Level 2 SFRA and Sequential Test report. Further investigation is required to ascertain the most suitable SUDs techniques to apply in the Corridor.
- Green spaces, green roofs or street trees will need to be provided in new residential developments to combat risks from the heat island effect (see policies ENV5 and ENV6).

7.12 **Delivery**

MECHANISMS	PARTNERS
Wolverhampton City Centre Area Action Plan	Land-owners and firms

All Saints and Blakenhall Community Development (NDC)	Developers
	Advantage West Midlands
	Registered Social Landlords
	Centro
	Homes and Communities Agency

7.13 **Investment**

- Potential to bid for heritage funding for improvements in the Moorfields Quarter