

Appendix 1

Competing Centres

Key Town Centre Pipeline Schemes

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| <p>Birmingham</p> <ul style="list-style-type: none"> • Martineau Galleries Phase 2 - Priory Square, a major mixed use development that has outline planning consent for c.61,873 sqm gross of retail floorspace and John Lewis currently considering anchoring the scheme. • Arena Central has outline planning permission for a large leisure led development which will include c.23,226 sqm gross retail floorspace. |
| <p>Stafford</p> <ul style="list-style-type: none"> • Full planning permission has been granted for approximately 1,672 sqm retail floorspace as part of the retail and office scheme at Tipping Street. • An application has been submitted for a leisure-based scheme at Stafford Riverside will also include c.1,858 sqm of retail floorspace. |
| <p>Kidderminster</p> <ul style="list-style-type: none"> • Approximately 4,645 sqm retail floorspace is under construction at Weavers Wharf Retail Park. |
| <p>Telford</p> <ul style="list-style-type: none"> • A 3,809 extension to Primark is currently under construction. • Telford also has an aspirational growth strategy, which will be delivered through the Central Telford AAP, proposing c.70,000 sqm of comparison floorspace. |
| <p>Lichfield</p> <ul style="list-style-type: none"> • Planning permission has been granted for c.22,297 sqm retail floorspace as part of the Friarsgate shopping centre development although this is currently on hold. • Planning consent has also been granted for c.1,579 sqm retail floorspace in the Tesco Extra development at Church Street. |
| <p>Cannock</p> <ul style="list-style-type: none"> • Outline planning consent is currently being sought for a mixed use town centre scheme known as Avon Plaza which is likely to involve a reasonably substantial amount of new retail floorspace along with leisure uses, offices and residential units. An application was submitted in April 2009 and there is currently no timescale as to when the development will be delivered. |
| <p>Sutton Coldfield</p> <ul style="list-style-type: none"> • Full planning has been granted for c5,956 sqm retail floorspace at The Avenue although the developer, Cala Land Investments has gone into receivership. |
| <p>Tamworth</p> <ul style="list-style-type: none"> • Proposals for an extension to the Gungate Precinct are currently at the application stage. • There are also pre-application discussions relating to a c.1,394 sqm supermarket at the Bolebridge Garage site. |
| <p>Redditch</p> <ul style="list-style-type: none"> • None |
| <p>Solihull</p> <ul style="list-style-type: none"> • None |

Source: Promis, EGI and discussions with Local Authorities (March, 2009)

Appendix 2 - Summary of current UDP policies

| Policies | Wolverhampton UDP (June 2006) |
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| Retail Hierarchy | Sub-Regional Centre |
| | Town Centres |
| | District Centres |
| | Local Centres |
| Retail Area | <p>Wolverhampton City Centre has a defined shopping quarter with primary and secondary frontages and mixed use activity frontages.</p> <p>The town centres (Bilston & Wednesfield) also have defined primary shopping areas.</p> |
| Site Allocations | <p>Wolverhampton: A very large Strategic Regeneration Area (SRA) is situated to the south of Wolverhampton, and includes the southern part of the City Centre. There are also 24 Opportunity Development Sites (across 8 larger areas which are defined in policy for various types of development) and a designated 'City Centre Retail Core Expansion Area'.</p> <p>Bilston: Another SRA (c.40 hectares) is located directly south of Bilston (Bilston Urban Village, c. 1,300 new homes, c.49,000 sqm of employment space). Bilston also has five development/refurbishment sites and an area designated for remodelling/refurbishment of Market Way/Markets Area.</p> <p>In Wednesfield the 'Lichfield Road Area' is designated for appropriate development and regeneration.</p> <p>There are also four mixed-use (including Housing) sites within the Borough.</p> |
| Other town centre uses | <p>Wolverhampton City Centre policy CC7 relates to a 'Cultural Quarter' (focus of cultural and leisure activities). CC8 is 'University Quarter' (comprising the 2 University of Wolverhampton City Centre Campuses) and CC7 is 'Learning Quarter' (aim is to introduce new innovative learning facilities of national and regional significance). West Park is a designated HE21 'Historic Park and Garden' and there are several R1 and R3s, 'Recreational Open Spaces'. There are two areas of 'Defined Business Area' and an area designated as 'ABCD Warehouse Quarter'. Policy CC3 refers to City Centre Housing (priority is to encourage retention of existing housing).</p> |

| Policies | Walsall Council (March 2005) |
|-------------------------------|---|
| Retail Hierarchy | Main Town Centre |
| | District Centres |
| | Local Centres |
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| Retail Area | Defined primary shopping areas for the town and district centres. |
| Site Allocations | <p>Walsall Town Centre: six designated Development Opportunity ('DO') sites:</p> <p>WA8, WA9 & WA12 – retail uses not permitted (except small-scale complementary activities in WA12) only leisure, office or residential;</p> <p>WA10 – allocated for major comparison goods retail investment and A2/A3/A4 uses;</p> <p>WA11 – seeks improvement of existing retail units and some non-retail development.</p> <p>WA13 – seeks mix of retail, residential, B1(a) offices, hotel and leisure uses.</p> <p>Aldridge: two 'DO' sites (AL4&5) both primarily for retail, with some residential or leisure.</p> <p>Bloxwich: seven sites, two of which are for retail (BX6I&II); others include a mix of retail, office, service, leisure and/or residential uses.</p> <p>Brownhills: ten sites - BR8I-IV are opportunities for retailing or other appropriate town centre development; BR9I-VI are leisure, service and community development opportunities.</p> <p>Darlaston: four sites (DA5.1-5.4), all of which are designated for housing.</p> <p>Willenhall: seven sites (WH4I-VII) proposed for different uses, including car parking, retail and a mixture of services, leisure, residential, and transport facilities.</p> <p>There are two local centre development/investment opportunities in, Bentley, Blakenall, Moxley, New Invention and Pelsall and one each in Coalpool/Ryecroft, Lane Head, Lazy Hill, Leamore, Pleck, Streets Corner and The Butts.</p> |
| Other town centre uses | <p>Policy WA3 states that "outside the primary shopping area, and on upper floors within it, the Council will encourage business/service uses, offices, leisure, community uses and...residential development." Policy WA4 refers to Walsall College of Art and Technology and its further development, including potential for new sport and leisure facilities.</p> <p>Aldridge: has a large area of 'Urban Open Space' (LC1) and five areas of 'Proposed Environmental Improvement' (AL2). Land for a rail station and park&ride facilities are identified (AL6).</p> <p>Bloxwich: 'Urban Open Space' is identified at three locations, two of which are identified for 'Proposed Environmental Improvements' (BX5 I & IV). There is a leisure centre in the south-east of the Centre. Policy BX9 refers to relocating the rail station closer to the centre.</p> <p>Brownhills: Two sites are identified under policy BR6 relating to public art displays. BR10 is a site for a transport interchange including a rail/Metro station.</p> <p>Darlaston: DA6 encourages improved leisure and entertainment, health, and community facilities will be encouraged within and close the centre. There is a significant area of 'Urban Open Space' present.</p> <p>Willenhall: More than half the centre is designated as 'Industrial Regeneration Areas'. WH5 identifies a site for a rail station and provision of park & ride facilities.</p> |

| Policies | Sandwell UDP (April 2004) |
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| Retail Hierarchy | Main Town Centre |
| | Town Centres |
| | District Centres |
| | Local Centres |
| Retail Area | West Bromwich has a defined 'Retail Core'. Four of the seven town centres (Cradley Heath, Cape Hill, Bearwood and Wednesbury) also have a defined 'Retail Core' and mixed use areas. Blackheath, Great Bridge and Oldbury do not. |
| Site Allocations | <p>West Bromwich: Proposal site WBPr1 is allocated for the relocation of the bus station and converting the Ringway to two-way. Site WBPr4 (c. 0.7 hectares) is the site of the old bus station and is allocated for The Public, a centre for the creative use of technology. Site WBPr5 is allocated as a public square, to be integrated with The Public. All of the above proposals have subsequently been developed. Sites WBPr2 (c. 2.1 hectares) and WBPr3 (c. 2 hectares) are allocated for retail, or other uses if they adhere to Policy WB1. Site WBPr6 (c. 14.3 hectares) is allocated primarily for retail. Site WBPr7 (c. 1.54 hectares) is allocated for mixed uses, excluding retail and residential. Sites WBPr8 (c. 2.1 hectares) and WBPr9 (c. 1.3) are allocated for B1 business use. Site WBPr10 (c. 1 hectare) is allocated for business/possible leisure/community uses.</p> <p>Bearwood: The northern half of the designated town centre is outside of the retail core but is covered by Policy B4 - Mixed Use Areas, with appropriate uses listed as retail, leisure, food and drink, community and residential development.</p> <p>Blackheath: Site BHPPr5 (c. 0.3 hectares), BHPPr11 (c. 0.1 hectares) and BHPPr14 (0.12 hectares) are allocated for retail or other town centre related uses subject to policy BH3. Around the outside of the town centre boundary are six small areas (BHPPr1, 2, 3, 4, 7, 8) designated for mixed use development, allocated for a mix of office, leisure, community or residential development with two further sites designated exclusively for residential development (BHPPr6, 12). Areas are also designated for traffic and environmental Improvements (BHPPr10) and car parking (BHPPr9).</p> <p>Cape Hill: CAPr1 refers to a development site on which the Windmill Centre has subsequently been built. CAPr2 is a development site (c. 0.17 hectares) designated for shopping and A3 uses which has also been fulfilled. CAPr3 is a proposed public car park.</p> <p>Cradley Heath: Proposal site CHPr1, allocated for retail, has been developed and is now occupied by Tesco.</p> <p>Great Bridge: Five mixed use proposal sites (GBPr1, 3, 6, 7 and 8) that are allocated for a variety of uses, including retail, two of which are outside the town centre boundary. Two sites on the edge of the town centre boundary are allocated for residential development (GBPr4 and 5). GBPr2 is allocated for car parking.</p> <p>Oldbury: Three retail development sites (OLPr1, 3, 4) within town centre boundary. A small mixed use development site (OLPr5) is allocated for community, civic or education uses. To the north of the boundary is a mixed use site (OLPr6) proposed for a leisure-led development. Also allocated sites for a New Civic Square (OLPr2), six residential areas (OLPr7, 9, 11, 12, 13, 17) and three business (B1) areas (OLPr14-16).</p> <p>Wednesbury: A large site (WEPr1) designated for retail development has been developed by Morrisons. An adjoining site (WEPr3) allocated for a bus station has also been developed accordingly. A residential site is located within the town centre boundary (WEPr5), with another one located just outside (WEPr3). A site (WEPr4) allocated for Civic/Community/Leisure uses is also just outside the boundary.</p> |

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| | <p>There is also a retail development area in Smethwick High Street and mixed use proposal sites exist in Smethwick High Street (2) and Old Hill (1).</p> |
| <p>Other town centre uses</p> | <p>West Bromwich: The whole of the town centre is designated as a strategic regeneration site. Along the southern edge of the boundary are a conservation area, site of local importance for nature conservation and a wildlife corridor.</p> <p>Bearwood: N/A</p> <p>Blackheath: There is a proposed eastern bypass, the creation of which is cited as a major influence on several of the proposed development sites.</p> <p>Cape Hill: Four mixed use areas (Local Policy CA5) in which retail, leisure, food and drink, community development and residential development will all be deemed appropriate on a case by case basis.</p> <p>Cradley Heath: A mixed use area (Local Policy CH3) is located in both the north and south sections of the town centre, where a range of retail, commercial, residential, service uses and other non-shopping uses will be encouraged.</p> <p>Great Bridge: A section of the main through road is designated for proposed traffic & environmental improvements and the area around the River Tame is a designated community open space and wildlife corridor.</p> <p>Oldbury: Two business zones and three community open spaces are outlined. There is also a conservation area, area of archaeological importance, and new road layouts.</p> <p>Wednesbury: A large site around the retail core is designated as mixed use area (WE3). Also a conservation area (WE4).</p> |

| Policies | Dudley UDP (October 2005) |
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| Retail Hierarchy | Strategic Town Centre |
| | Town Centres |
| | District Shopping Centres |
| | Local Shopping Centres |
| Retail Area | <p>Dudley has a defined Retail Core and protected frontages. Policy also sets out potential prime retail frontages and a priority retail renewal area;</p> <p>The Town Centres have a defined Retail Core and protected frontages;</p> <p>All District and Local Shopping Centres have assigned protected frontages.</p> |
| Site Allocations | <p>Dudley, Stourbridge and Halesowen are divided into labelled 'Development Blocks' each with their own policies, and also include 'Major Opportunity Area/ Development Sites' (9, 7 and 2 respectively). Dudley also has two 'Priority Retail Renewal Areas' (DTC(ii)).</p> <p>Dudley: Priority to attract a new foodstore in range of 5,000-8,000 sqm gross, with redevelopment of c. 15,000 sqm gross of mixed comparison shopping, proposed for Flood Street/King Street area.</p> <p>Halesowen: could support a further 4,500 sqm gross floorspace of additional mixed comparison shopping within or on the edge of the Centre.</p> <p>Stourbridge: could support a further 4,500 sqm gross floorspace of additional mixed comparison shopping within or on the edge of the centre. A modern foodstore of c. 7,000 sqm gross plus some comparison retail is proposed for the land on and adjacent to Angel Passage (B08).</p> |
| Other town centre uses | <p>Dudley: New high quality office development will be supported (EE4) as will specialities, based on the service sector. The tourist attraction area around Castle Hill is to be improved so as to substantially increase visitors. There is a large area designated as a 'Cultural Quarter' (DTC2 ix, x & vi) and a large are of 'Linear Open Space' (SO2) in the north, including the 'Castle Hill Special Landscape Heritage Area' (HE3). Routes for Midland Metro (AM6 and DTC1) and passenger rail (DTC1) are also designated.</p> <p>Halesowen: There are two small and two large areas of 'Protected Open Space' (HTC1) in the west of the centre, one of which includes a 'Local Park' (SO6). On the western edge is an area designated for 'Housing' (H1). A 'Transport Interchange' (AM9 & HTC1) is located in the centre.</p> <p>Stourbridge: The Council wishes to promote Stourbridge as a 'Centre for the Arts'. A large swathe of 'Linear Open Space' (SO2) exists in the north of the centre, much of which is flood plain and contains within it the river which is designated for enhancement (STC1), several 'Sites of Local Importance for Nature Conservation' (NC5) and a conservation area (HE4). Much of the town centre is also a conservation area. There is a small are of 'Protected Open Space' (STC1) around St. Thomas's Church and there are also four primary Public spaces' (STC1). There is a 'Transport Interchange' (AM9 & STC1) with a bus and train station.</p> |