

Churchfields Masterplan

August 2011



Supplementary Planning Document

As part of the **Réwyre** Initiative, Wyre Forest District Council, in Partnership with the Homes & Communities Agency and Worcestershire County Council, teamed up with MADE to bring together expert designers to prepare this draft Masterplan. This team includes:



Phil Jones Associates
Transport Planning Consultants



n o d e
Urban design consultants

This draft masterplan is also supported by:



Homes &
Communities
Agency



worcestershire
county council



CONTENTS

- i) Preface (p.3)
- 1) Introduction – Vision (p.6)
- 2) Appreciating the Context (p.10)
- 3) Opportunities and Constraints (p.33)
- 4) Consultation (p.34)
- 5) The Strategic Framework (p.35)
- 6) Design Principles (p.36)
- 7) Character Areas (p.54)
- 8) The Masterplan (p.61)
- 9) Delivery and Implementation (p.62)
- 10) Funding Mechanisms (p.63)
- 11) Phasing (p.64)
- 12) Planning Applications (p.65)
- 13) Contacts (p.66)

LIST OF FIGURES

- Fig 1: Site location plan (p.7)
- Fig 2: Statutory heritage designations (p.12)
- Fig 3: Heritage assets and character groups (p.14)
- Fig 4: Buildings to be retained/redeveloped/reviewed (p.15)
- Fig 5: Existing land uses (p.17)
- Fig 6: Land ownerships (p.19)
- Fig 7: Access limitations (p.21)

- Fig 8: Improving connectivity (p.21)
- Fig 9: Bus routes serving Churchfields and key pedestrian/cycle links (p.23)
- Fig 10: Topography (p.25)
- Fig 11: Stour Valley Corridor (p.26)
- Fig 12: Landscape, ecology, and open space (p.27)
- Fig 13: Flood zones (p.28)
- Fig 14: Gateways, edges, nodes and landmarks (p.31)
- Fig 15: DP1 - Connectivity (p.37)
- Fig 16: Possible New vehicle links (p.39)
- Fig 17: Indicative Blackwell Street Bypass (p.39)
- Fig 18: New street hierarchy - including possible vehicle links (p.39)
- Fig 19: DP2 - Open space and topography (p.41)
- Fig 20: DP3 - Character areas (p.43)
- Fig 21: DP4 - Frontages (p.45)
- Fig 22: DP5 - New public spaces (p.47)
- Fig 23: DP6 - Heritage assets (p.49)
- Fig 24: DP7 - High quality architecture (p.51)
- Fig 25: DP8 - Vibrant communities (p.53)
- Fig 26: Snapshot of character areas (p.55)
- Fig 27: Churchfields Historic Quadrant (p.56)
- Fig 28: Clensmore Street South (p. 57)
- Fig 29: St. Mary’s and Waterfront West (p.58)
- Fig 30: Churchfields North (p.59)
- Fig 31: Hurcott Road (p.60)
- Fig 32: Churchfields Masterplan (p.61)
- Fig 33: Approximate Site Phasing Plan (p.64)





C Churchfields



PREFACE

Kidderminster Regeneration Prospectus & ReWyre Initiative

The ReWyre Initiative was launched in September 2009 with the publication of a Regeneration Prospectus for Kidderminster. Key agencies including Wyre Forest District Council (WFDC), Worcestershire County Council (WCC), Homes & Communities Agency (HCA) and British Waterways came together to make a commitment to regenerate Kidderminster through the signing of a Memorandum of Understanding.

The Prospectus had been developed following extensive public consultation and debate which has been well documented. It highlights the importance of four key 'action areas' which include the Town Centre (A); Comberton Hill (B); Churchfields (C); and the former British Sugar Site (D).

The Prospectus also highlighted four key themes that emerged strongly in public consultation, these are: Jobs; Transport; Homes and Communities; and Design and Environmental Quality. These themes will prove crucial to this Masterplan.

'C' is for Churchfields: Through the development of the Prospectus a new vision of Churchfields as an "urban village" of mixed housing, business and community uses emerged.

In terms of **homes and communities**, the focus is clearly on the creation of new homes and the creation of a quality urban environment. Following the launch of the ReWyre Initiative, the HCA recognised Churchfields as one of a limited number of priority housing locations in the West Midlands. The aim is to recreate a residential community around a host of existing and new community assets.

In **design** terms, the aim is to make the most of the area's key built and environmental assets which include Listed Buildings and the Staffordshire & Worcestershire Canal Conservation Area. It is also about driving forward design quality in line with the District Council's Design Quality SPG with the creation of connected layouts and appropriate block structures.

In terms of access to **jobs** there is emerging provision for small

scale office and business use, community facilities and a local retail centre. Otherwise the focus is on improving links to the town centre and Crossley Park as major nearby employment centres.

For **transport** the focus is on better connecting Churchfields into the wider town including new access points to the ring road, tackling the congestion and air quality problems of Blackwell Street and providing new links across the canal and ring road to Crossley Park and the town centre respectively. It is intended that these new links will deliver improved public transport, walking, and cycling accessibility.

Despite being within 500 metres of the town centre, and adjacent to one of the main arterial routes into Kidderminster, the Churchfields and Horsefair area has the sense of being cut off from the wider town. This is compounded by the fact that there is currently only one route in and out of the area for traffic.

Individual communities such as Grasmere Close are uninviting to visitors and accessibility through the wider area is limited. It can be threatening and opportunities for natural surveillance and security are reduced through poor definition of public and private space.

The 'urban village' concept aims to create a vibrant, connected and welcoming neighbourhood with a network of complementary commercial and residential communities.



Birds eye view: The urban village concept illustrated in the Prospectus, Sept. 2009



Role of Planning & Economic Development

Wyre Forest District Council has a key role in providing the planning policy framework and determining planning applications for development in the area.

Characterised by complex brownfield sites and land ownerships, Churchfields faces multiple challenges including accessibility, air quality, and social and economic deprivation.

A range of businesses currently occupy the site. Many are on short term tenancies and the North Worcestershire Economic Development & Regeneration Team will need to assist with any relocation.

It is important to ensure a comprehensive approach that safeguards against the piecemeal development of sites. To do otherwise would be to risk minimising the overall package of benefits that holistic development would provide.

Statutory Development Plan

Wyre Forest District Council has a legal duty to prepare a development plan for the district. The Local Development Framework Core Strategy, adopted in December 2010, sets out the number of homes and the amount of land for industry and commerce to be built across the District.

The next stage in the production of the Local Development Framework (LDF) is the creation of a more detailed development blueprint to include policies for particular sites. The Kidderminster Central Area Action Plan will provide the detail for Churchfields and will allocate sites for different uses such as housing, business, community uses and commercial uses such as retail and leisure.

Purpose of the Masterplan

Masterplanning is a means of exploring how an area could develop in more detail i.e. understanding what currently exists and outlining what could be done. It provides a more detailed and focussed engagement and exploration exercise.

The Masterplan can perform two main roles. Firstly, it can provide an evidence base to inform the development of the Kidderminster Central Area Action Plan. Secondly, it can set out a detailed design framework to guide new development. In relation to the latter, a Masterplan can guide, challenge and inform the determination of planning applications.

Delivering the Masterplan

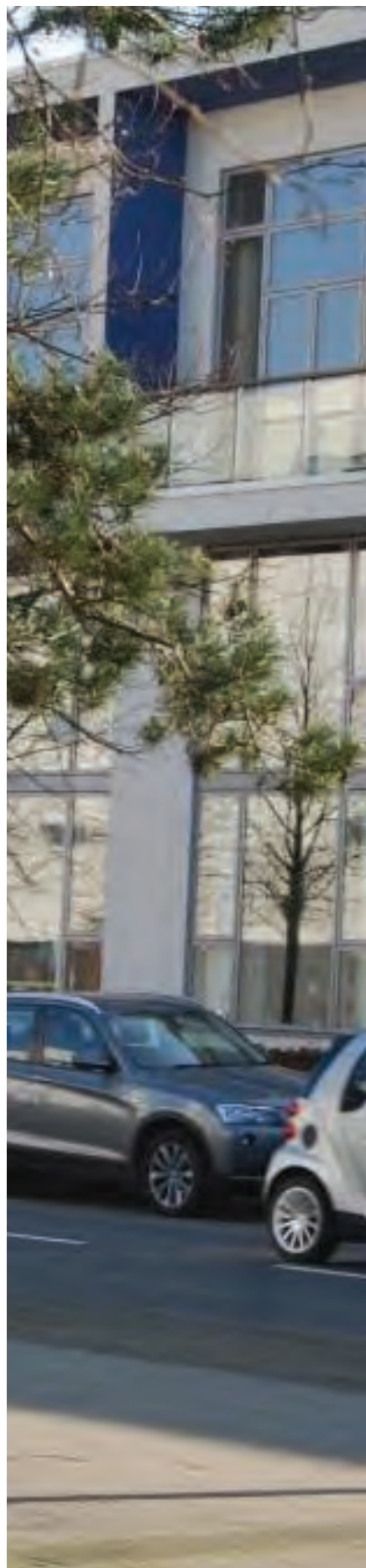
In 2009/10, the District Council and the HCA agreed to jointly fund the development of a masterplan in order to address the above issues and provide a positive, proactive framework.

In 2010, Midlands Architecture & Designed Environment (MADE) were commissioned to undertake the masterplan on behalf of the ReWyre Initiative. The 'client team' includes WFDC, HCA and WCC Highways.

Bellway Homes and Asda have announced their visions through separate pre-application consultation. These are separate and not endorsed by the masterplan under development by MADE.

Masterplan Status

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



Structure

The structure of the masterplan is as follows:

1. Introduction: background to the area and the masterplan.
2. Appreciating the physical, social and economic context: summarises the analysis of the site, surroundings and planning policy.
3. Opportunities and constraints: identifies the area's key opportunities and constraints, based on the findings of section 2.
4. Consultation: details the process of engaging with the public and statutory consultees.
5. Strategic framework: establishes design principles and urban structure for the area.
6. Detailing the Place: Character areas will be defined in order to establish more detailed design principles on individual sites.
7. Delivery and implementation: will consider issues of phasing, and requirements for applying for planning permission.
8. Contacts: lists the important contacts associated with this project.

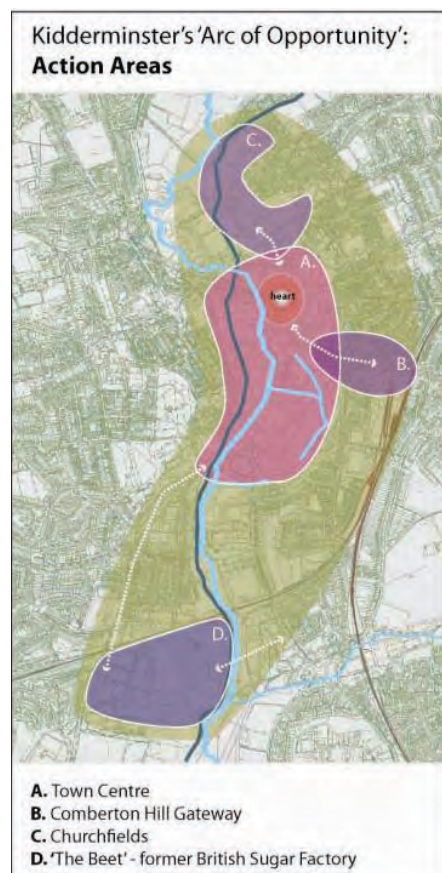
1. INTRODUCTION

Background

This masterplan has been prepared by MADE on behalf of the ReWyre Board and Wyre Forest District Council. The document has been adopted as a Supplementary Planning Document (SPD) providing design policies and guidance for the regeneration of the area.

The masterplan has been developed following several periods of public consultation. Two public consultation weekends were held in November 2010 and February 2011. These explored the rationale for the masterplan, site area and overall vision. The draft masterplan was prepared having full regard to the findings of this engagement with the local community. The findings of the consultation are highlighted within the relevant sections of the plan. A consultation period on the draft masterplan was held over six weeks between May and July 2011 jointly with the consultations on the preferred options stage Kidderminster Central Area Action Plan and Site Allocations & Policies Development Plan Documents.

The masterplan area (see figure 1) is located to the north of Kidderminster Town Centre. It has been highlighted as an important housing-led mixed use regeneration site. Following consultation the site boundary was extended to include St George's Park and adjacent land at Crossley Park with the area now covering more than 30 ha.



The Churchfields area is accessed from a single point at the junction of Broad Street, Stourbridge Road, Blackwell Street and Radford Avenue. This is a congestion hotspot and suffers from poor air quality and is a designated Air Quality Management Area (AQMA). Public transport in the area is poor and limited to the A451. The disconnected road network means that it is difficult for public transport to penetrate the area. Walking and cycling links to the town centre are indirect and unwelcoming.

Outputs



A masterplanning process should lead to:

The creation of a three dimensional plan which presents proposals or aspirations for the development of:

- buildings
- street blocks
- public spaces
- streets
- landscape
- approaches to parking and servicing

The masterplan does not go as far as designing buildings.

The spatial masterplan is expressed in diagrams, land use plans, models and explanatory images as well as in words.

It needs to be supported by the data gathered during preparation and demonstrate how it relates to the implementation strategy.



Fig 1: The site area plan: The Churchfields Masterplan area edged red with key development areas highlighted



AIMS - The Masterplan must be:

Visionary - Raise aspirations and provide a vehicle for consensus building and implementation.

Deliverable - take account of implementation and delivery routes and integrate with the land use planning system, yet challenge it.

Flexible - provide the basis for negotiation and dispute resolution and be adaptive to changing circumstances.

Participatory - provide stakeholders the opportunity to fully engage.

It should aim to rethink existing neighbourhoods and create new ones.

OBJECTIVES

The masterplan sets out planning and design principles and aims to enable a coherent and informed approach to the future masterplanning of the area in order to ensure high quality design.

The masterplan will:

- Ensure development is based on a sound understanding of local character and circumstances, especially given the historic context set by the canal conservation area and nearby Listed Buildings and historic churches.
- Establish the relevant planning and design policies that will influence and shape the form of development.
- Establish key principles to guide sustainable development.



- Give certainty to interested developers and investors about the expectations of the local planning authority and wider community.

- Make provision for the delivery and phasing of development.

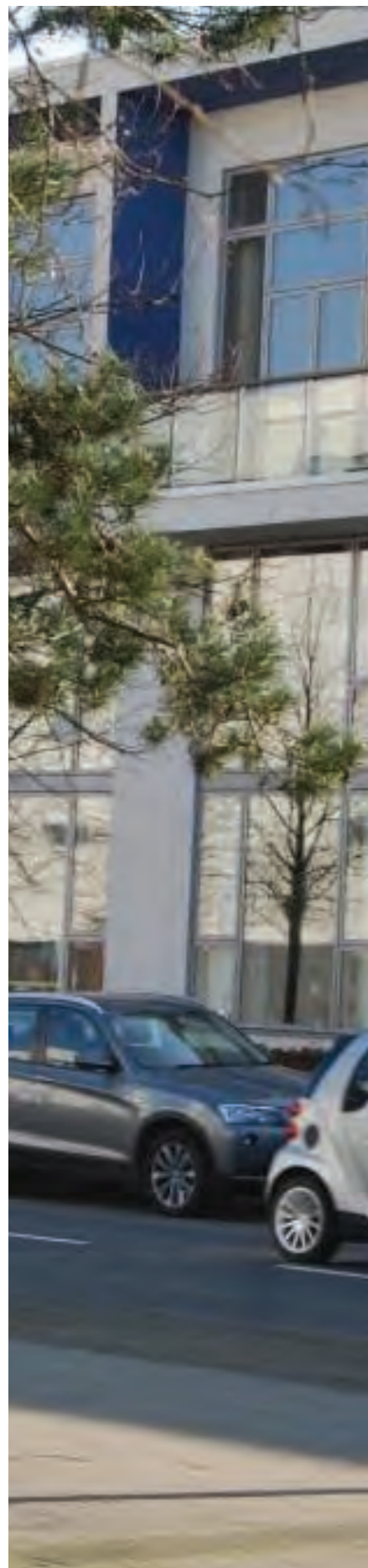
SPECIFIC OBJECTIVES include:

- 1) Show how streets, squares and open spaces are to be connected.
- 2) Define the height, bulk and massing of buildings.
- 3) Suggest relationships between buildings and public spaces.
- 4) Determine the activities and land uses to take place in the area.*
- 5) Identify movement patterns for people on foot, or by bicycle, car or public transport, as well as looking at the needs of service and refuse vehicles.
- 6) Relate to the physical form of the site to social, economic and cultural contexts and take account of needs of people living and working in the area.
- 7) Show ways in which new neighbourhoods can be incorporated into existing communities, as well as built and natural environments.

* The Masterplan suggests activities. However, these aspects of the plan will need to be ratified through the Kidderminster Central Area Action Plan as the formal Development Plan Document. In the meantime, in all other respects, the Masterplan provides appropriate design guidance that is capable of being adopted as formal planning policy in the form of a Supplementary Planning Document.

VISION FOR CHURCHFIELDS:

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



2) APPRECIATING THE CONTEXT

Area description

The area is an eclectic mix of housing, industry, warehousing, offices, retail, open spaces, car sales and community uses but the individual elements are disconnected and serve to create poor relationships creating an uninviting environment.

It has been subject to several periods of insensitive comprehensive redevelopment. To the west this involved replacing historic communities to make way for large factories and in the east the creation of 1960s high rise homes at Grasmere Close.

The final act was the creation of the town centre ring road in the 1960s/ 70s which tore through the area. This severed the neighbourhood from the town centre. St Mary's Street was closed to concentrate traffic on Blackwell Street, and the important link from St Mary's Church to the town centre via Church Street was severed. Blackwell Street itself, one of the main arterial routes of the town, was cut in two by the ring road.

Whilst there are a number of very strong heritage assets



including the canal conservation area and Listed Buildings, such as the Grade 1* Listed St Mary's Church, you have to search them out as the area currently turns its back on its key assets. Despite being highly visible from the ring road, St Mary's Church lacks a sense of place that belies its medieval origins.

The area benefits from changes in levels which offer distant views and increases the prominence of landmarks in their setting, whilst offering the opportunity to impact positively on the landscape through sensitively designed development atop the ridges of the Stour valley.

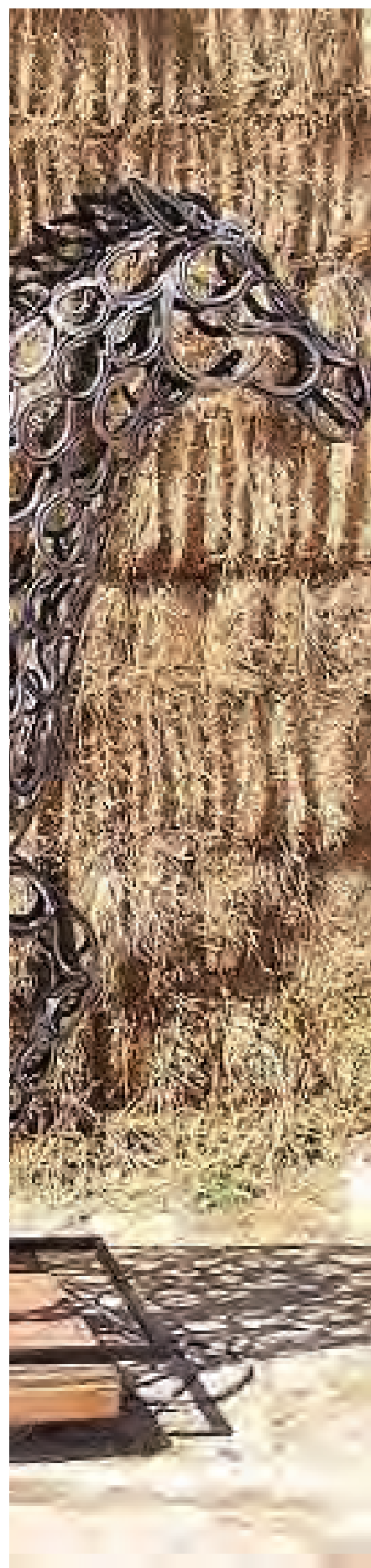
The River Stour and Staffordshire & Worcestershire Canal offer a strong linear landscape influence, with the Stour having a wider impact through the defining topography of the valley sides. From the wetlands of the Puxton Marsh SSSI in the west the land rises towards the east of the area through a series of marked ridges.

Despite a rich and varied landscape, the character of the area is strongly influenced by social, economic and environmental deprivation. The majority of the area falls within one of the most deprived wards of Worcestershire and Broad Street is recognised as one of the 'Areas of Highest Need'.

The following sections explore individual elements of the area's context in more detail, these are:

- Historic
- Land Use
- Land Ownership
- Movement and Access
- Topography
- Landscape, Ecology, and Open Space
- Gateways, Edges, Nodes, and Landmarks

Historic context



Churchfields in context:1880s

The medieval St Mary's Church sits in a prominent position and was the centre of a community around Dudley Street, Churchfields and Duke Street (now the public meeting rooms to Duke House). St Mary's school used to be located adjacent to the church before moving to Stoney Lane around the 1970s.

The grain of development was fine with terraced streets reflecting the topography running north south radiating from Dudley Street. This street (now cut off by CMS Vauxhall dealership and Kwik Fit) was a key street connecting to Church Street and the town centre. The only trace of the street now is a short spur off Blackwell Street in the Horsefair.

The junction of Dudley Street and Blackwell Street continues to have a strong sense of enclosure and space. The place is framed by landmarks such as the Old Peacock PH and three storey Georgian properties which befit the site's heritage as an important junction. A number of the critical landmark buildings that framed this sense of place remain throughout the area. This is illustrated a little further north from Dudley Street at the Horsefair which historic mapping indicates was one of the most

significant public spaces in the town. Presumably this reflects its historic significance as a place where horses were once traded.

Elsewhere, the larger buildings associated with industry tended to straddle the River Stour and the Staffordshire & Worcestershire Canal. This made sense as part of a legible landscape where industry needed the resources of the River Stour and the canal for transport.



Churchfields in context: 2010

The above plan illustrates how the area's fine grain and legibility has been lost. The Tomkinson Carpet factory off Churchfields was the only major carpet factory located outside the River Stour valley bottom.

The following images and plans illustrate the heritage assets within the area with a photo montage identifying examples of how important heritage buildings can be refurbished and used in a productive manner, whilst still protecting their historic fabric.



Fig 2: Statutory Heritage Designations



Green Street, Kidderminster - precedent for conversion



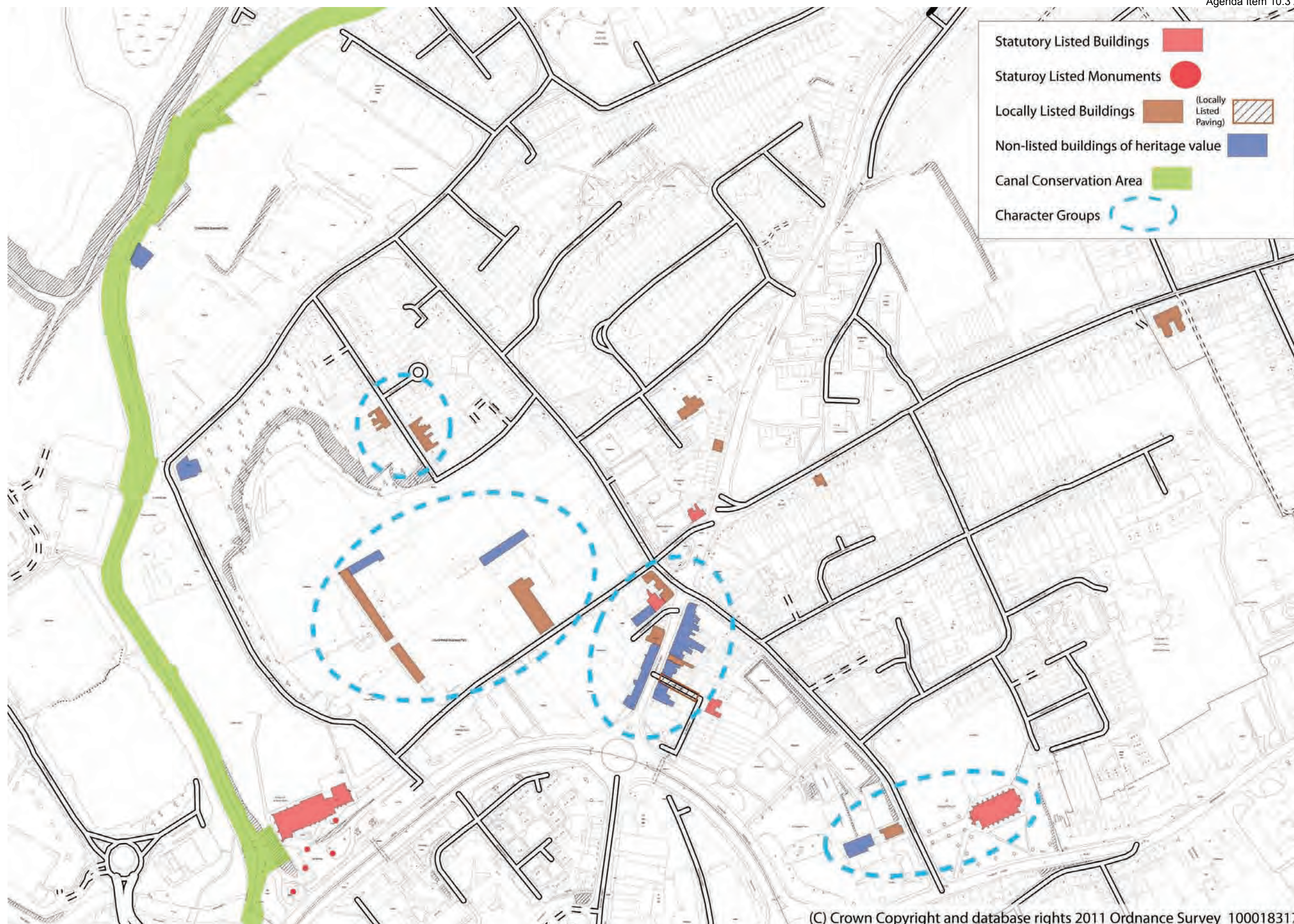


Fig 3: Heritage assets and character groups

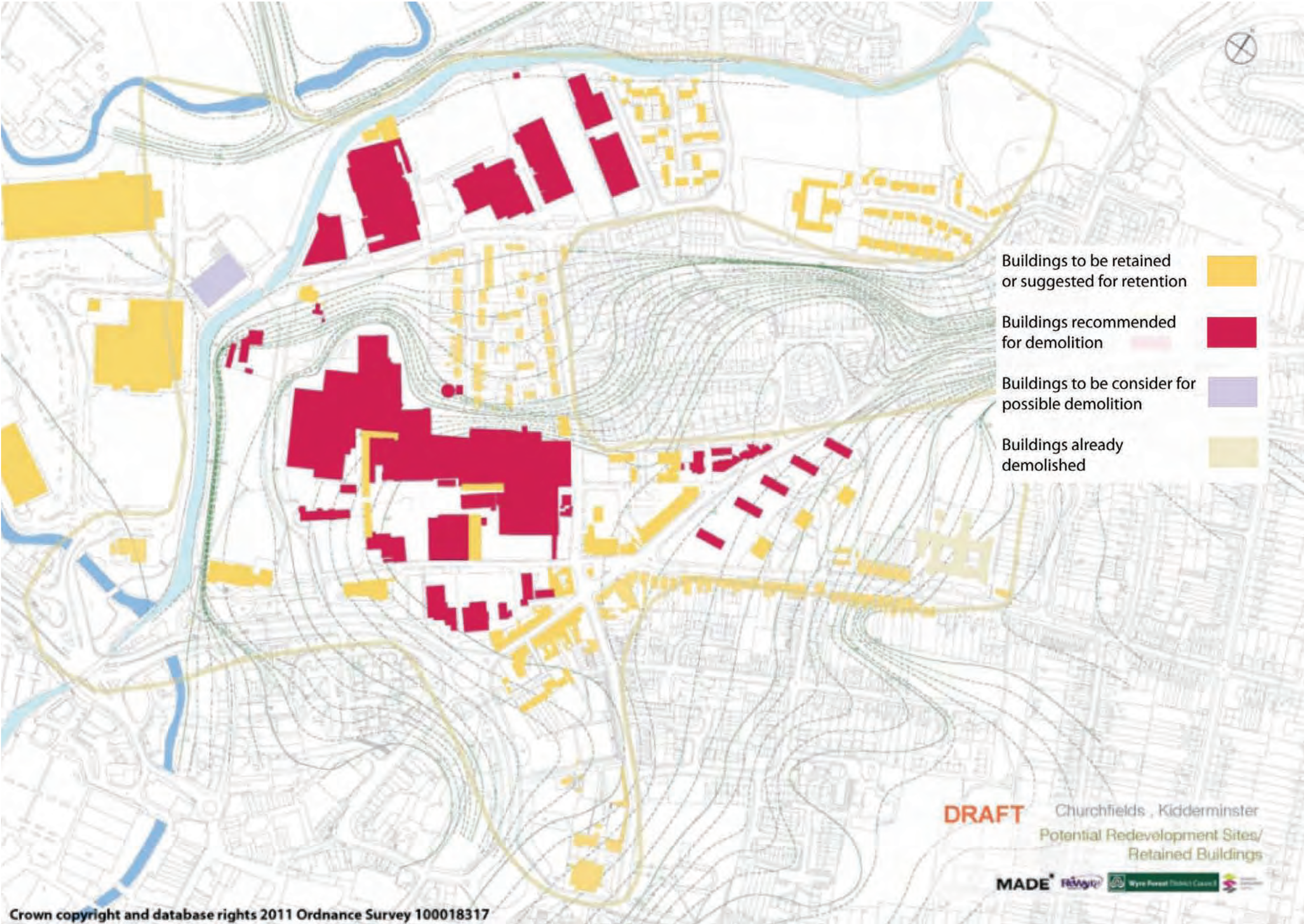


Fig 4: Buildings to be retained/redeveloped/reviewed

Land Use

The Churchfields area is focussed on a designated local centre of specialist and convenience retailing along Blackwell Street and at Horsefair. To the west is an extensive area of historic industry in the form of two former carpet factories now sub-divided and in temporary uses. Other small scale workshops and business premises exist in this area.

There are extensive car sales which front onto the ring road and back onto Churchfields. This creates a very industrial edge to Churchfields and the access to the two prominent churches of St Mary's and Trinity. The east of the area is characterised by suburban residential and 1960s high rise developments.

There is also a significant formal park at St George's and a number of defining open spaces on the edge of the neighbourhoods. To the west this is defined by the linear corridor of the canal and river and to the east by St George's churchyard and park and Baxter Gardens.

To the north and east the adjoining character is residential with some business premises interspersed. To the north west is Puxton Marsh SSSI and to the west is Crossley Park including an extensive retail park. To the south beyond the ring road is the town centre which is approximately a 10 minute walk.

The area's position on the north west facing slopes of the valley side offers distant views over the valley to wooded escarpments and fields beyond.



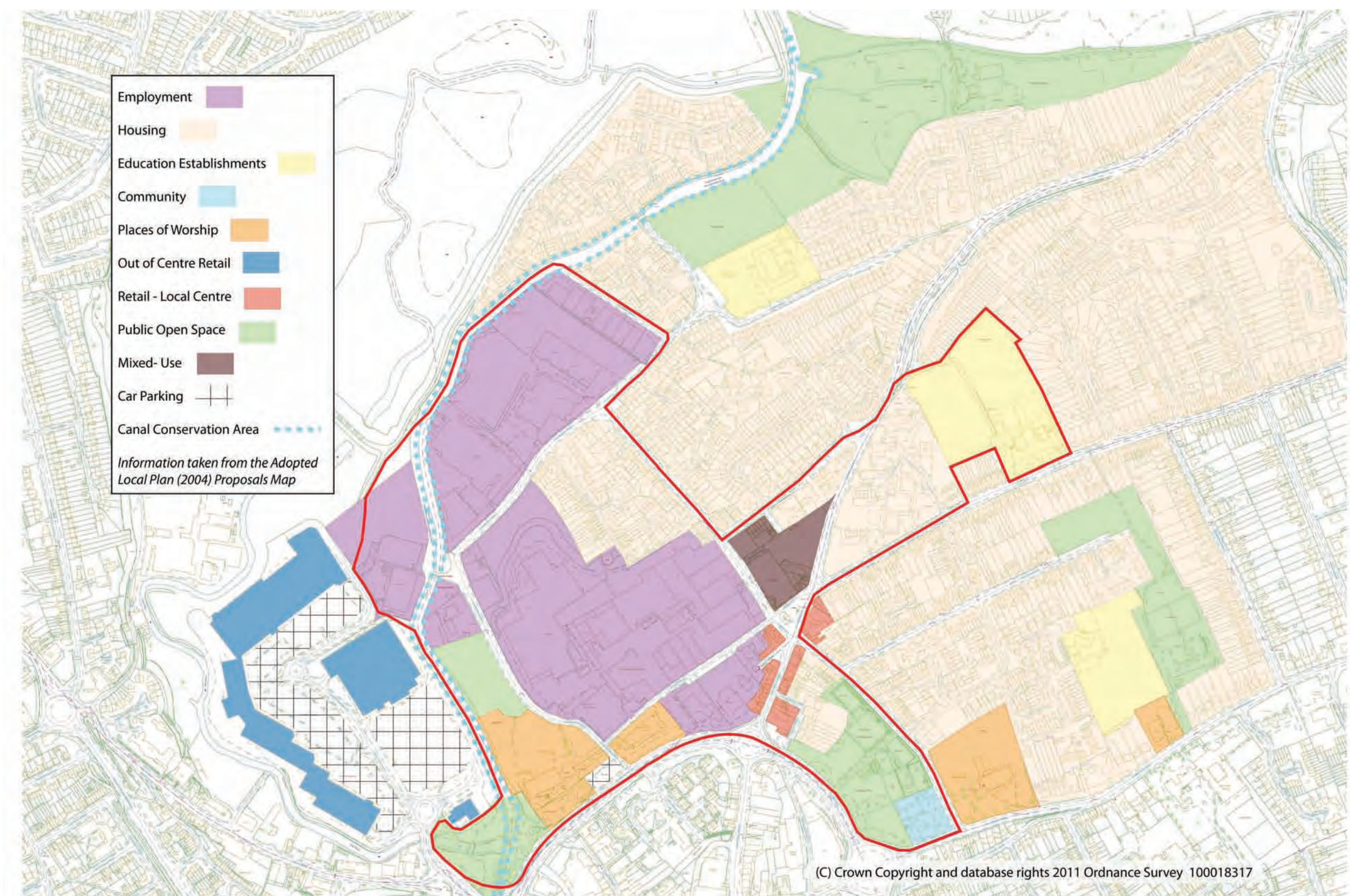


Fig 5: Existing land uses

Land Ownership

The majority of the masterplan area is owned by three principal interests:

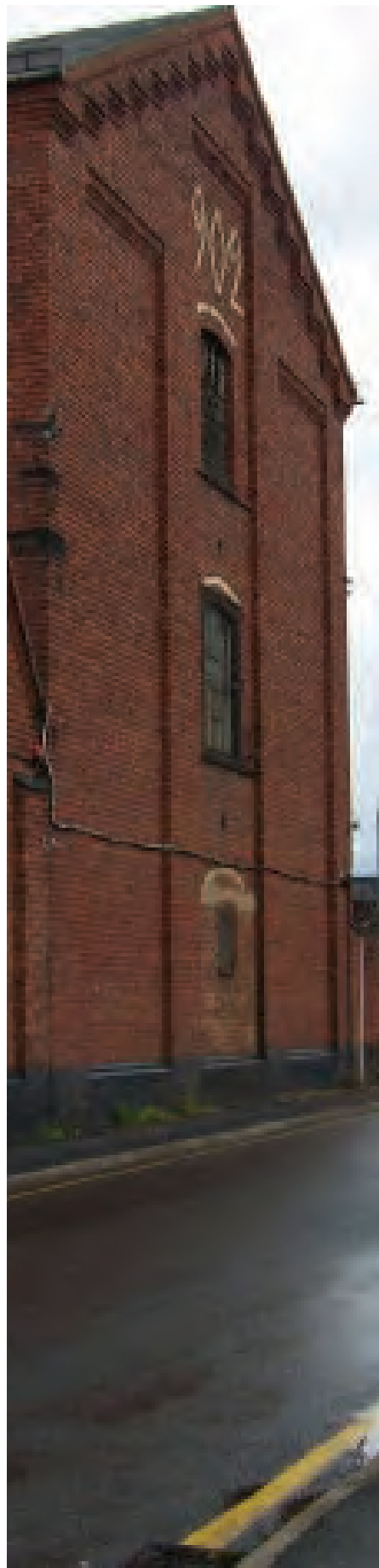
1) Kidderminster Property Investments (KPI) have assembled the largest part of the redevelopment site and specifically the main industrial premises at Churchfields, Clensmore and Stoney Lane. They also own the land at CMS car dealership fronting the ring road that will be important for the future transport infrastructure of the area. This single land ownership is significant as it minimises the potential barriers to delivery.

2) Community Housing Group own the land at the Grasmere Close estate that is anticipated to form the first phase of the area's redevelopment.

3) Local Authority land - Worcestershire County Council own the land at the former Sladen Middle School and Wyre Forest District Council own smaller sites in Churchfields, Clensmore and Crossley Park.

Elsewhere, other smaller parcels of land are in private ownership.

Finally, the car park associated with the Royal Mail at Crossley Park will be important in facilitating the proposed new bridge link to Churchfields.



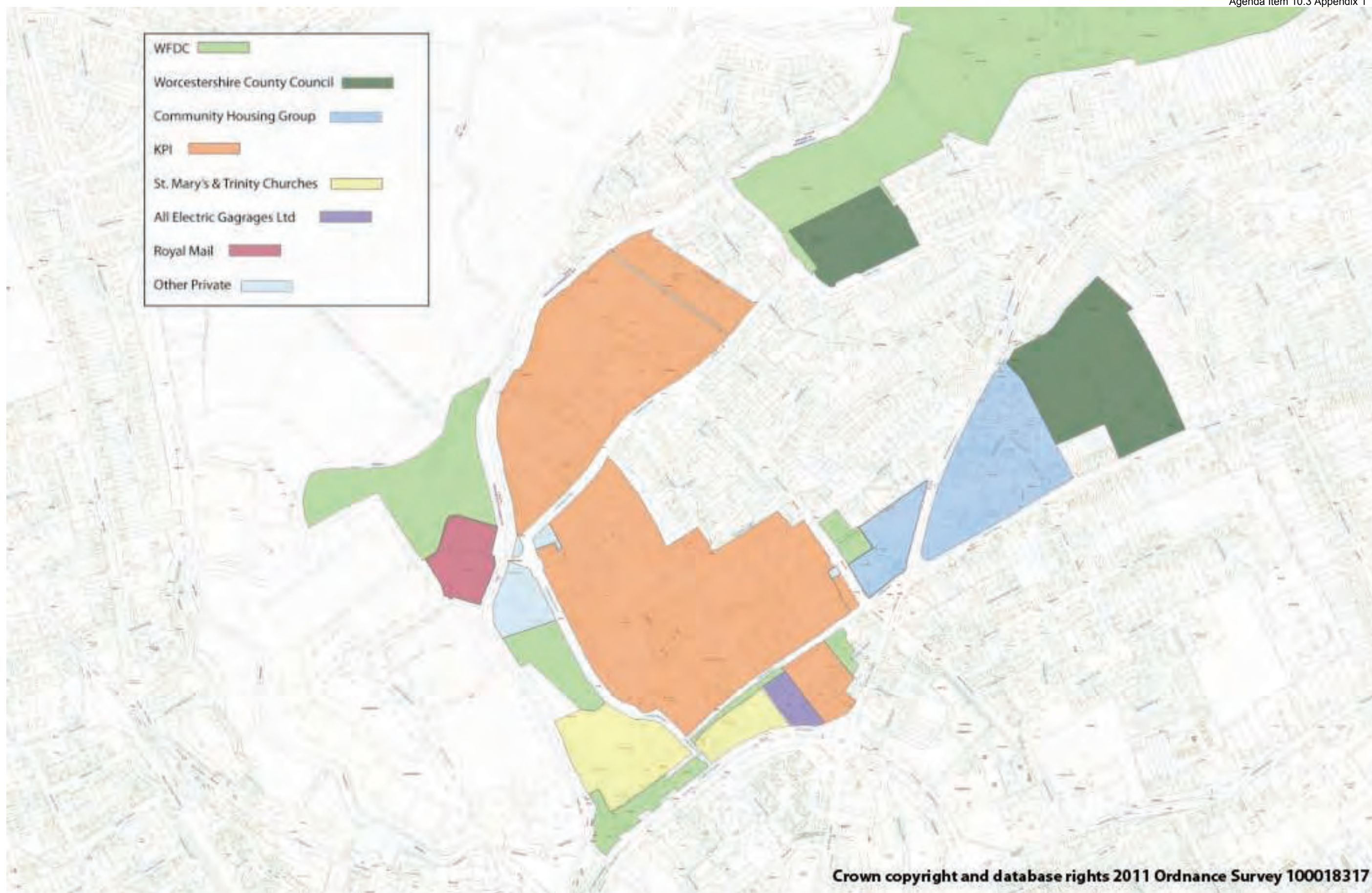


Fig 6: Land ownerships

Movement and Access

Highway Network

The Churchfields area has a number of movement and access issues. The area is accessed from the ring road by one main arterial route (Blackwell Street), which is often congested and is identified as an AQMA. Through the masterplan, opportunities exist to explore the provision of new access points to allow a choice of movement to and from the masterplan area by a variety of travel modes.

The Churchfields area is bordered to the south by the St Mary's Ringway section of the A456 Kidderminster Ring Road. This engineered dual carriageway forms the principal route through Kidderminster and around the town centre, and this section carries some 20,000 vehicles per day. There is congestion at peak periods at the roundabout junction with Blackwell Street and the traffic signals at Carpet Trades Way.

To the east of the area is the A451 Blackwell Street/Stourbridge Road which carries some 10,000 vehicles per day and forms one of the main radial routes of the town, leading to Stourbridge and the Black Country. Blackwell Street is narrow with inadequate footways and is a designated AQMA, due to the high levels of nitrogen dioxide. This is a consequence of the relatively high volumes of traffic, the narrow space between the buildings and traffic congestion at the junctions with the ring road and the Horsefair.

Blackwell Street/Stourbridge Road joins Broad Street, Churchfields and Radford Avenue at the triangular space of the Horsefair, with Radford Avenue forming a link to the next radial route to the east, the A456 Birmingham Road. The Radford Avenue/Stourbridge Road/Blackwell Street junction is controlled by traffic signals with pedestrian facilities.

Although only the eastern side of the Horsefair is busy, the two-way routes around the space and the parking in the centre mean that there is little room left over for non-highway functions, although a public art scheme is planned for the site.

Improving the access, movement and permeability of the whole masterplan area is one of the key themes of the SPD. Development will need to open up the access to the site and allow better connections to, and within, the area. Options to enable this to happen (such as linking over to Crossley Retail Park and providing a new access point from the ring road) are discussed later in the document.*

Wyre Forest District Council will continue to work closely with Worcestershire County Council and developers to identify options for improving access to the Churchfields and Horsefair area for motorised modes from adjacent areas.

** The Churchfields masterplan is a design framework to guide the future development of the area. The specific transport proposals present in this document are ambitions for the area and have been developed using specialist transport advice. However, at this stage they are indicative and have not been fully tested. Specific proposals will need to be supported by technical evidence to show their impacts on the wider traffic network.*



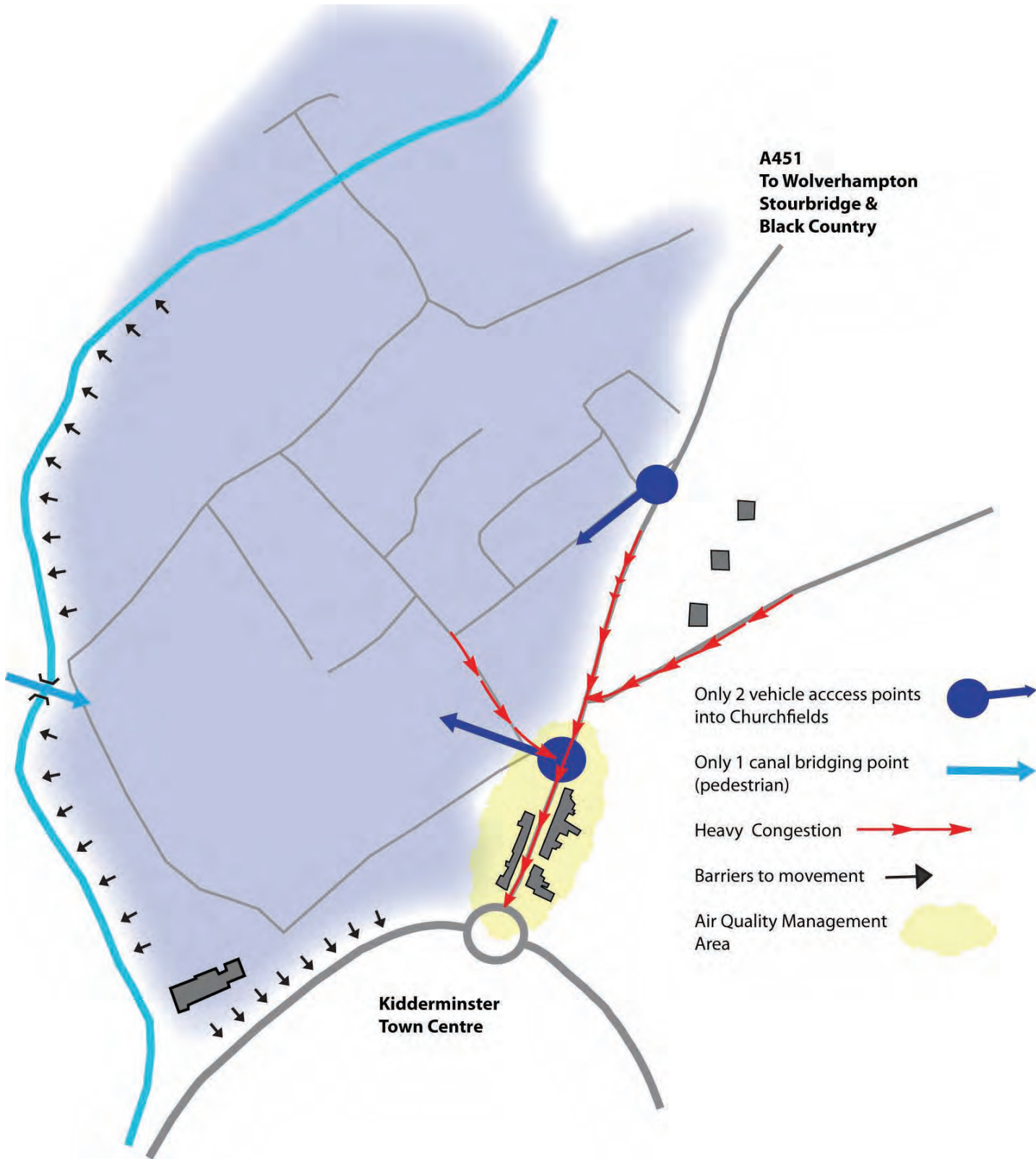


Fig 7: Limited access opportunities leads to congestion

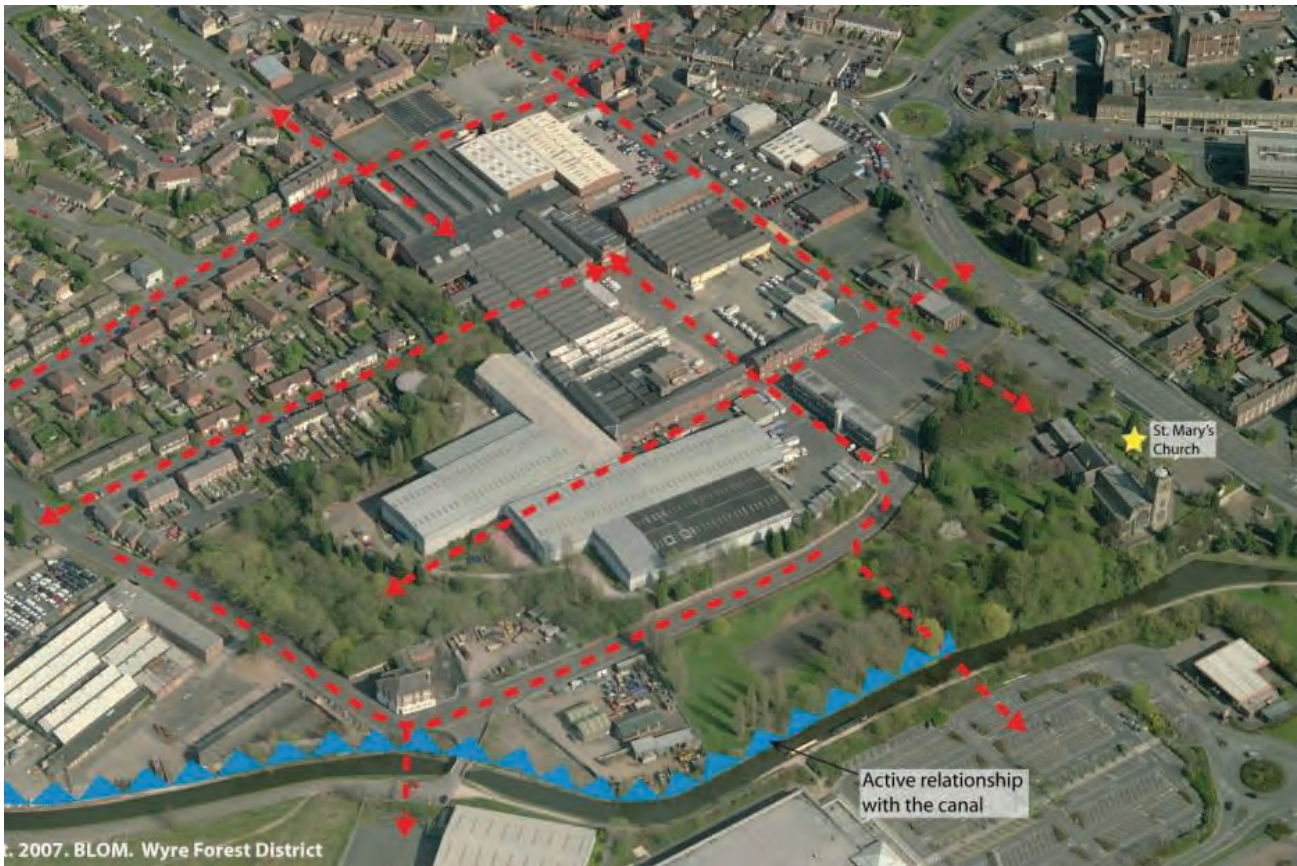


Fig 8: Improving connectivity through the area

Movement and Access

Pedestrian, Cycle, and Public Transport

Within the masterplan area itself, the low levels of traffic mean that walking and cycling conditions are reasonable, except on Blackwell Street, and there are footways along all of the routes. Although there are some personal security issues, particularly after dark, the canal towpath forms a reasonably attractive route into to the town.

Crossing or negotiating the routes that border the area is more difficult, however. The ring road forms a substantial barrier between Churchfields and the town centre, with crossing only being possible at the underpasses at the Blackwell Street roundabout and near St Mary's Church, and via the towpath of the canal that passes beneath the traffic signal junction with Carpet Trades Way. All of these routes are highly unwelcoming to pedestrians.

Routes across the canal are limited to Lime Kiln Bridge, at the lock near to the ring road and via the Waterside Grange estate to the north. None of these routes are particularly welcoming.

Stourbridge Road and Blackwell Street are less of a barrier to movement, although formal crossing opportunities are limited to a pelican crossing near the Hurcott Road flats and pedestrian facilities at the signalised junction of Blackwell Street and Radford Avenue.

Footways along Blackwell Street are narrow and the heavy traffic makes this an unpleasant place to walk through, although pedestrian volumes are high as this is a key route into the town centre for much of north Kidderminster.

There are no dedicated cycling facilities within the masterplan area, although the canal towpath is designated as part of the

National Cycle Network. There is also a pleasant traffic-free route leading to the Marlpool Estate via the flood defence bund across the Stour valley.

Public transport in the masterplan area is limited to the 30 minute frequency No.9 bus route along Stourbridge Road/Blackwell Street, which extends to Caunsell/Cookley. There is also the twice daily No.580 service along Hurcott Road/Blackwell Street to Kinver. When the Crossley Retail Park site was opened a bus service was funded by the developer, linking the site with the town centre via Carpet Trades Way, but this did not prove to be viable once the initial subsidy had ended, due to the limited patronage and the congestion at the ring road junction.

All of the local bus services terminate in the town centre to the south of the masterplan area but, as noted above, the walking links to the town centre are poor.



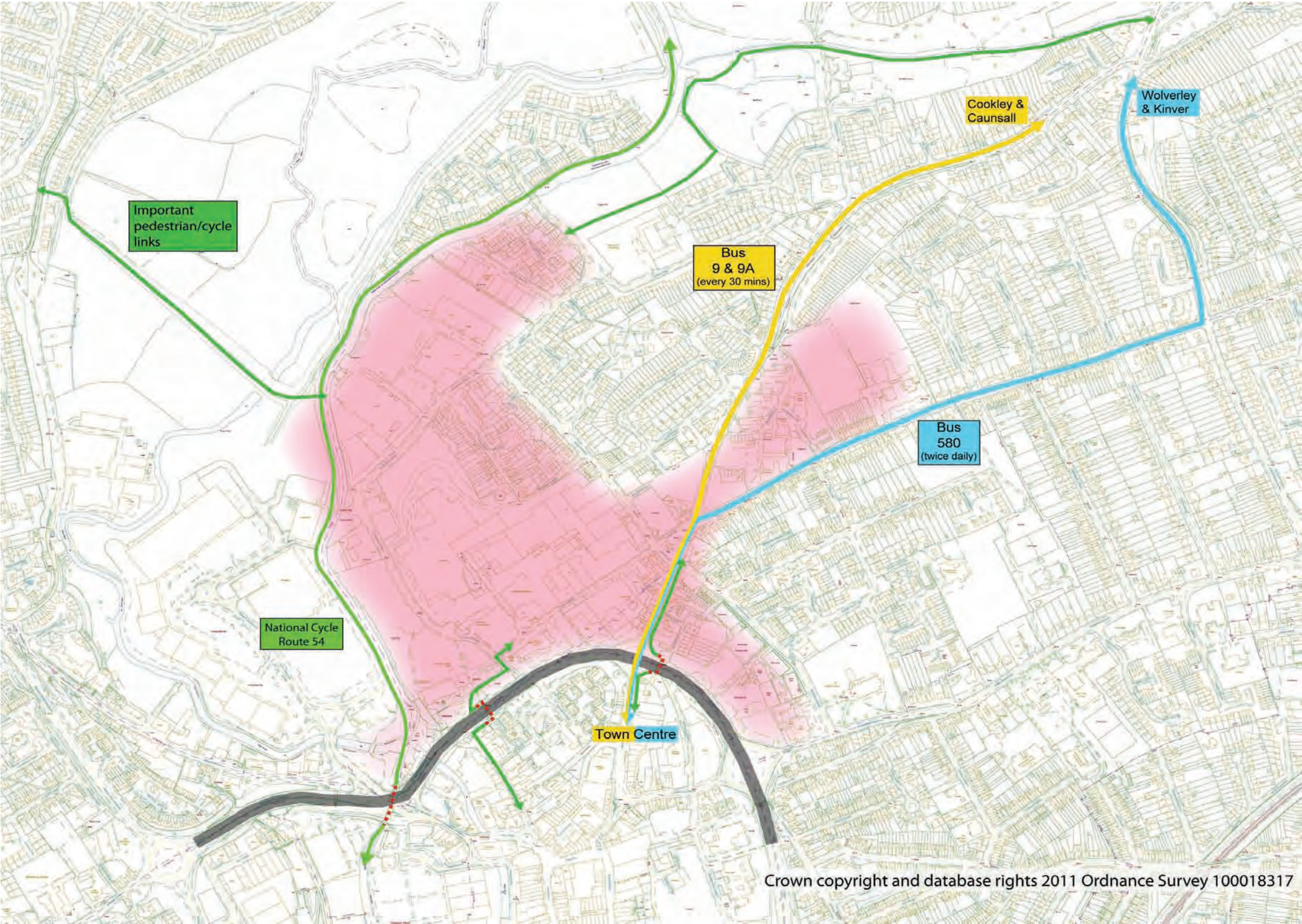


Fig 9: Bus routes serving Churchfields and key pedestrian/cycle links

Topography

The area is strongly influenced by the River Stour Valley, with quite a dramatic change in levels from the higher ground in the east to the river bed in the west. There are a series of three plateaus within the area with two ridges running through the area marking the separation between these areas. Sandstone ridges are a characteristic of the town's underlying geology, although within the landscape of Churchfields, they are characterised by soft vegetation or retaining walls.



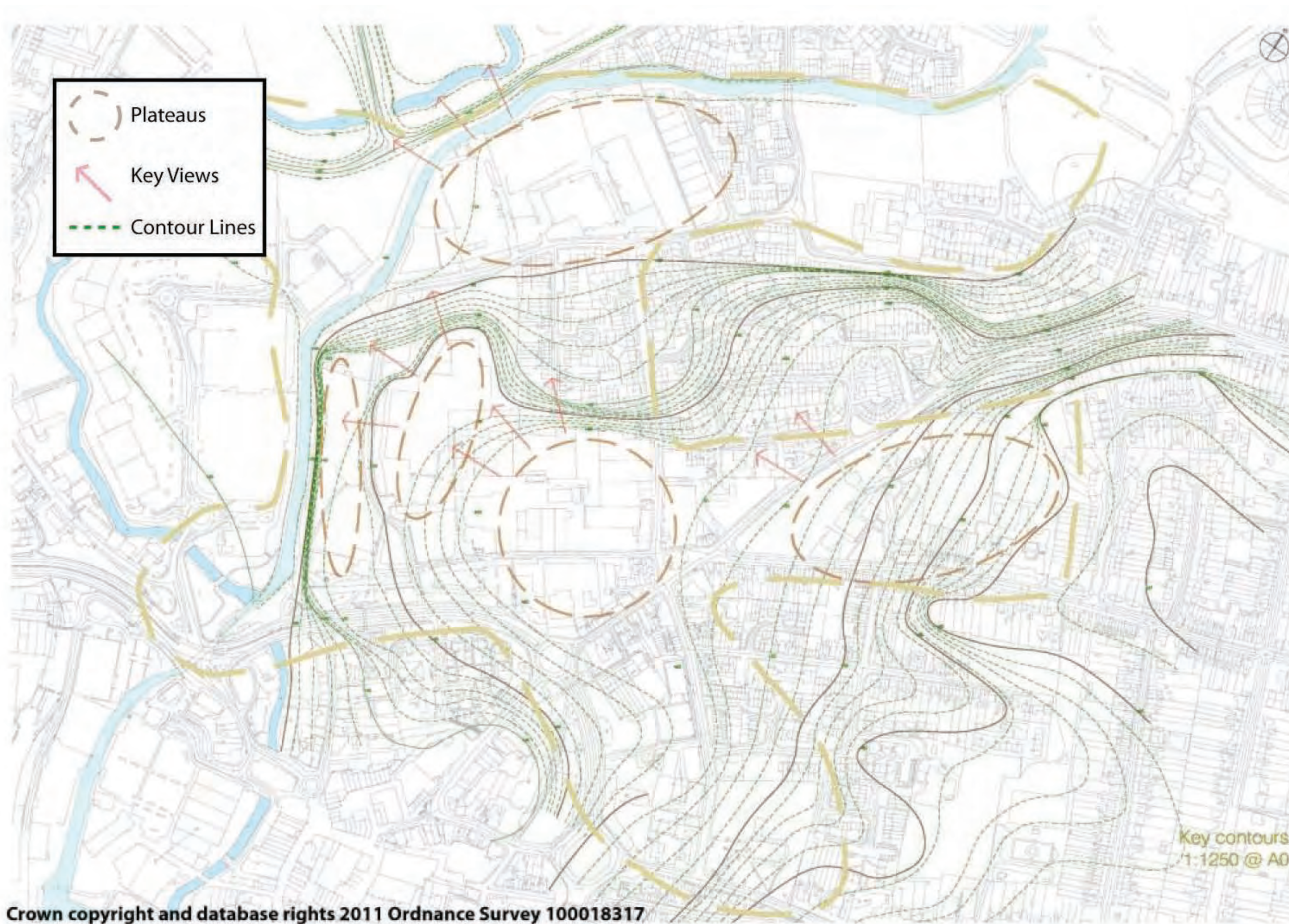


Fig 10: Topography

Landscape, Ecology and Open Space

To the north west of the area, the sites are strongly influenced by the Puxton Marsh SSSI. The area benefits from distant views of the surrounding rolling Worcestershire countryside.

Suburban housing areas are characterised by mature trees within private gardens and the street scene. However, the majority of the opportunity sites are extensive former carpet factory premises that are largely devoid of vegetation on the interior except for soft edges on the periphery of the sites i.e. either to the canal (the former Georgian Carpets factory) and the ridge running to the west and north of the former Tomkinsons factory.

The area includes the formal St George's Park with a strong community focus through the 'Friends of St George's Park' group. There are also two major church cemeteries at St George's and the medieval St Mary's Church.

The Staffordshire & Worcestershire Canal has a heavily vegetated green edge which almost gives it a semi-rural feel that belies its urban setting. This is more the result of neglect than design with much development turning its back on the canal. As a result there are low levels of natural surveillance and a high incidence of anti-social behaviour.

The area is well served by a range of strategic open spaces around its edge. These provide community, sport and recreation opportunities for residents. They include St George's Park (within the masterplan area), Springfield Park to the north and Baxter Gardens to the east of the master plan area.

There are opportunities to enhance

provision for play and recreation within the interior of the masterplan area. In addition, significant off-site improvements may be sought for playing fields at Springfield Park and Sion Hill as a means of improving facilities serving the community. These opportunities will be explored and developed as part of the plan making process.

Biodiversity

The many green corridors and open spaces in the Churchfields area provide good opportunities to preserve and enhance biodiversity. The areas position within the Stour Valley Corridor further underlines the importance of preserving these links through the site and beyond.

The canal is an important green corridor that runs close to, and in parallel with, the river Stour. However, it must be recognised that the canal traditionally had an urban/industrial heritage and environment and the lack of built development now apparent leads to issues of anti-social behaviour. It will be important to consider the biodiversity habitat of the canal side areas in the face of new development. However, this must be carefully balanced with the need to provide an active frontage and natural surveillance on to the canal.

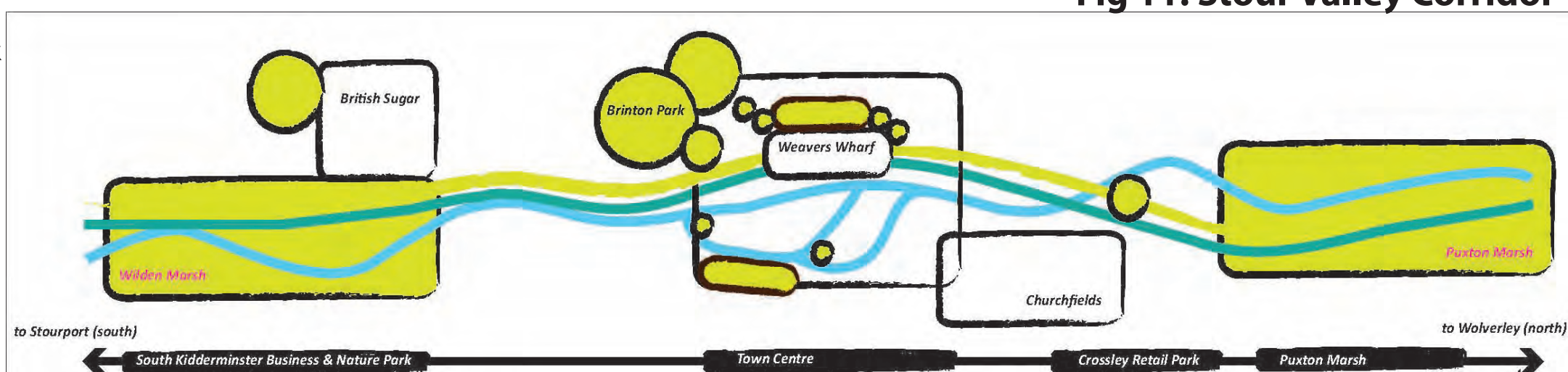


Fig 11: Stour Valley Corridor



Fig 12: Landscape, ecology, and open space



Mature trees and green space reflect the edge of the former Tomkinson factory and create a link through the area.

Water Management & Flood Risk

Most of the Churchfields masterplan area falls outside of the River Stour floodplain. However, a small area of land west of the canal at Crossley Retail Park falls within Flood Zone 3 and a small edge adjacent to the canal of the Churchfields North site is within Flood Zone 2.

A Strategic Flood Risk Assessment was undertaken as part of the evidence base for the Local Development Framework and the adopted Core Strategy contains policies on Water Management. Policy CP02: Water Management states that appropriate mitigation and construction methods will be required for development in areas with known surface water flooding issues. It also states that Sustainable Urban Drainage Systems (SUDS) will need to be incorporated within new developments and they should be informed by the Water Cycle Strategy.

The emerging Site Allocations & Policies Document also contains a section on water management, flood risk, and SUDS.

New developments in the Churchfields area will need to take into account the following advice in regards to water management:

- PPS25: Development and Flood Risk
- Strategic Flood Risk Assessment
- Water Cycle Strategy
- Water Framework Directive
- River Severn River Basin Management Plan

All new development in flood risk areas will be expected to produce a flood risk assessment as part of any planning application in line with the advice in PPS25.

Ground Water & Contamination

The Churchfields area overlies a principal aquifer of regional strategic importance and falls within the Source Protection Zone 3 of a public water supply borehole. Therefore, this area is within a hydrologically sensitive setting.

As Churchfields has been a significant industrial area for over 100 years, there are likely to be issues of contamination. New development will need to ensure that contamination is fully addressed and appropriate remediation measures are taken to preserve this sensitive area.

This is in line with adopted Core Strategy policy CP01: Delivering Sustainable Development Standards.



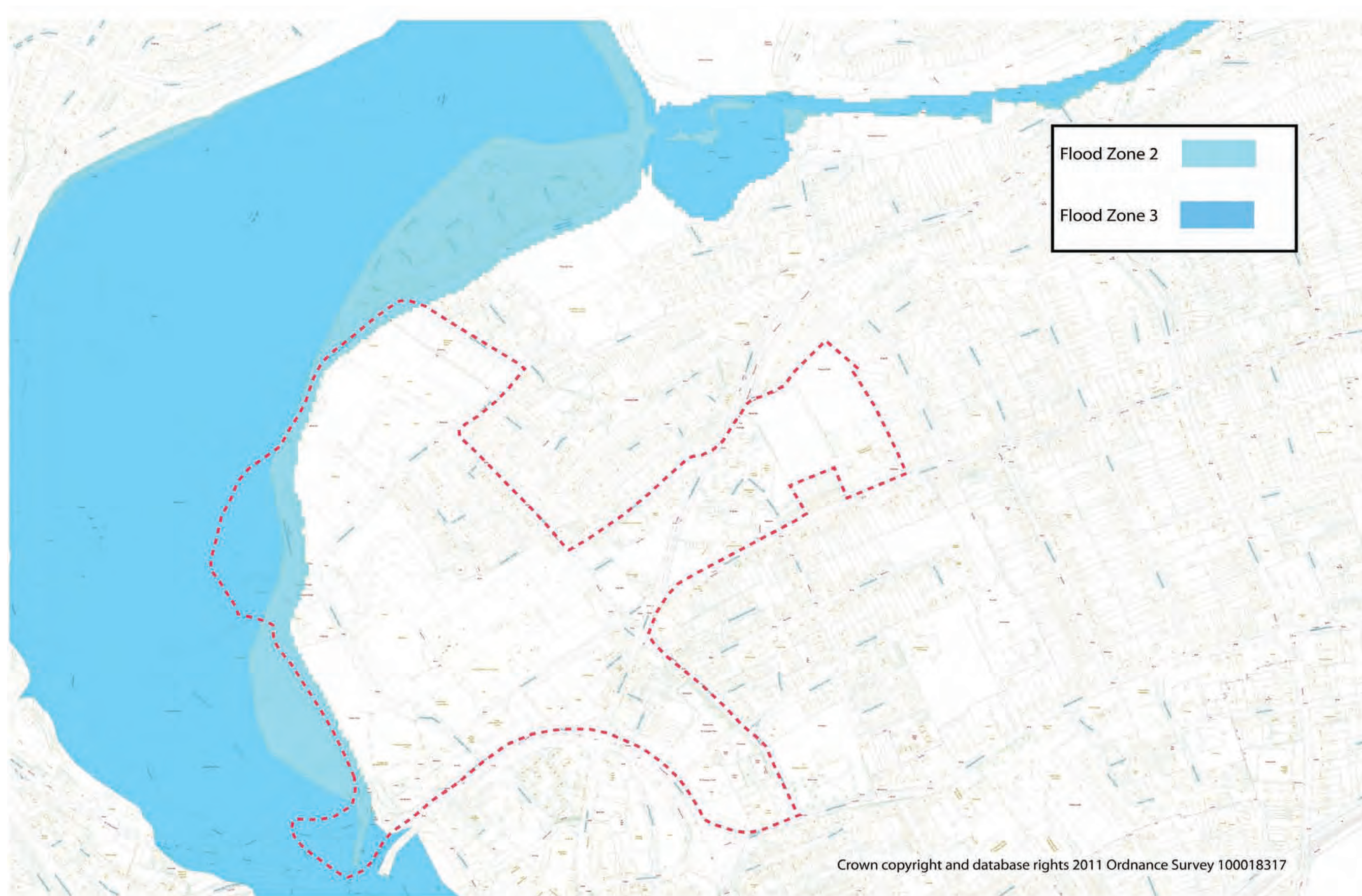


Fig 13: Flood zones

Gateways, Edges, Nodes and Landmarks

In an inner urban environment, the green edge strangely lacks human activity and natural surveillance. It screens and hides the community behind it. Poor levels of natural surveillance and high levels of deprivation in the surrounding communities serve to create an unsociable edge space that does not support positive human interaction with their surroundings.

This edge serves to deter visitors from accessing the surrounding area. Similar characteristics exist beyond the confines of the canal and river at Grasmere Close. Here, the heavy vegetation on the edge of the estate, coupled with the development design which lacks active frontages onto the street, works to quite a similar effect as the canalside.

The key gateway from the north (A451) is characterised by the 1960s multi-storey housing estate. This is then immediately followed by the congestion along Blackwell Street which results in poor air quality locally.

The congestion and poor quality pedestrian environment in Blackwell Street give rise to an ageing retail experience with many properties in a poor state of repair. This is highly visible at one of the town's main arterial access points. The 'state' of Blackwell Street and the Horsefair (the shopping area) is a common source of critical comment from townsfolk. However, the actual built fabric there is generally of good quality heritage value with a number of landmark buildings serving to highlight the historic importance of this key arrival space. Historically it was a key place of exchange of goods and trade etc.

From the south the area is accessed directly from the Town Centre ring road where visitors are greeted by congestion and a severed street. The ring road cuts Blackwell Street in half and has resulted in a heavily trafficked roundabout forming a poorly defined space which lacks enclosure.



From the east, the site is accessed from Radford Avenue with its impressive St George's Church (designed by Sir Gilbert Scott) and the adjacent park. The approach from the A456 to the north east via Radford Avenue is defined by suburban terraced housing on the approach to the local centre. A secondary access to the Churchfields area via Hurcott Road provides a high quality Edwardian approach but on the descent into the main masterplan area becomes characterised by the 1960s high rise blocks at Grasmere Close.

From the west there is no direct access over the river and canal for vehicles. As a result the largest part of the area to the west of the A451 feels like an island with a single point of access via the Horsefair.

Around 20,000 vehicles a day pass to the south of the masterplan area along the ring road. This route offers views of St Mary's Church, but few will have any knowledge of what lies behind.

In urban design terms, a large part of the masterplan area is ill-defined with blank edges lacking activity, and in consequence, opportunities for natural surveillance, positive exchange and commercial vibrancy are limited.

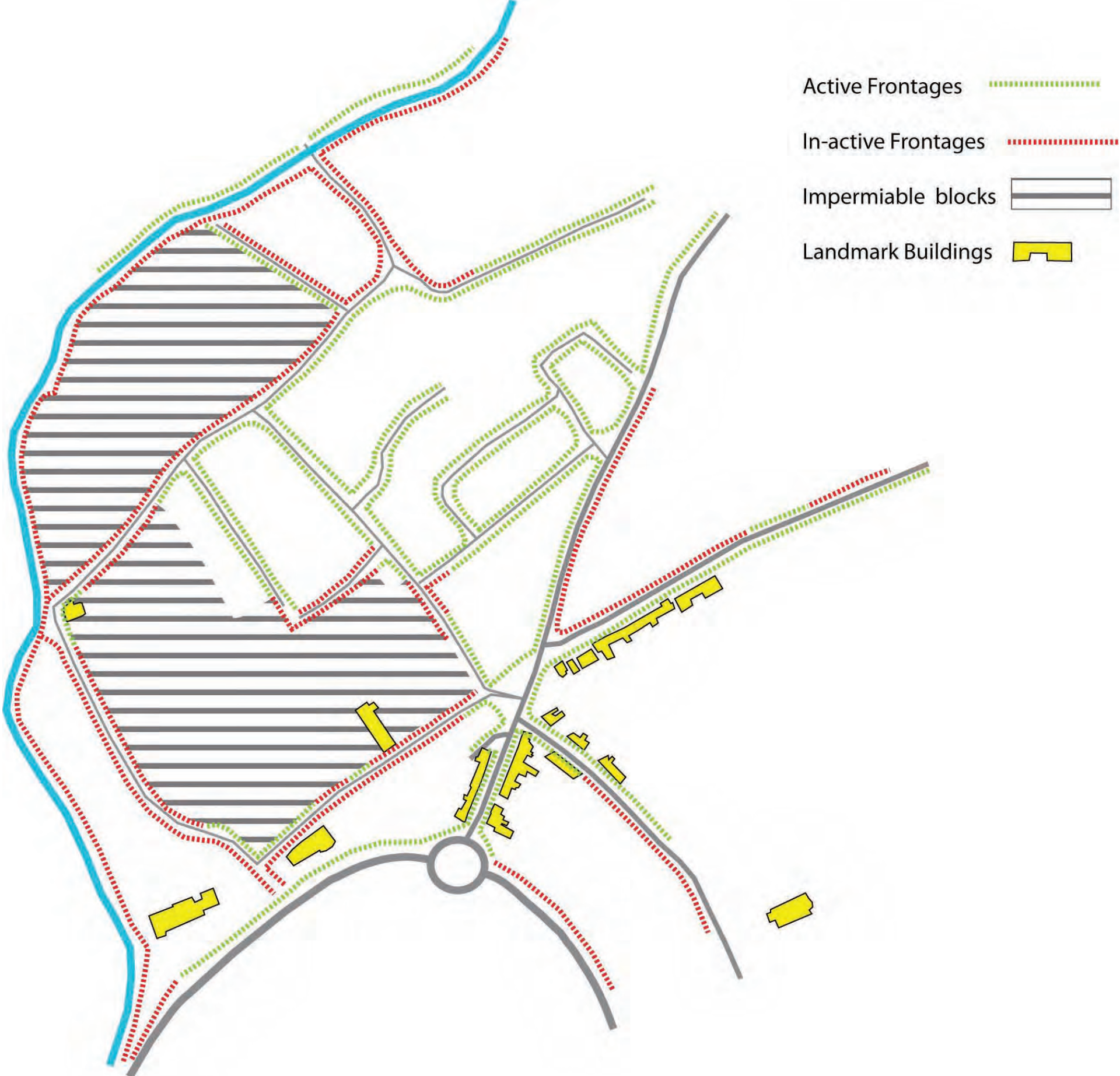


Fig 14: Edges, frontages and key landmarks

Planning Policy

Wyre Forest District Local Development Framework continues to be developed. The Core Strategy was adopted in December 2010 and this sets the strategic framework for development including the overall quantum of housing, industry and commercial development that needs to be provided for within the District to 2026. This draft masterplan has been prepared having full regard to the provisions of the Core Strategy and the Wyre Forest District Design Quality SPG.

Adopted Core Strategy	
DS01	Development Locations
DS02	Kidderminster Regeneration Area
DS05	Phasing and Implementation
CP01	Delivering Sustainable Development Standards
CP02	Water Management
CP03	Promoting Transport Choice and Accessibility
CP04	Providing Affordable Housing
CP05	Delivering Mixed Communities
CP07	Delivering Community Wellbeing
CP09	Retail and Commercial Development
CP11	Quality Design and Local Distinctiveness
CP13	Providing A Green Infrastructure Network
CP14	Providing Opportunities for Local Biodiversity & Geodiversity
CP15	Regenerating the Waterways

Draft Kidderminster Central Area Action Plan	
Policy 1	Sites for Housing
Policy 2	Mixed Use
Policy 3	Retail Development
Policy 6	Edge-of-Centre and Out-of-Centre Retailing
Policy 7	Employment Development
Policy 10	Sustainable Transport
Policy 11	Walkable Town
Policy 12	Urban Design Key Principles
Policy 13	Public Realm
Policy 14	Ring Road Framework
Policy 15	Ring Road Character Areas
Policy 16	Staffordshire & Worcestershire Canal
Policy 18	Green Infrastructure
Policy 19	Churchfields Masterplan
Policies 20 to 26	Churchfields Masterplan Sites

Draft Site Allocations & Policies	
Policy 3	Financial Viability Policy
Policy 5	Specialist Housing
Policy 11	Protecting and Enhancing Local Retail Services
Policy 14	Sustainable Transport
Policy 15	Parking
Policy 19	Implementation of SUDS
Policy 22	Providing a Green Infrastructure Network
Policy 23	Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
Policy 24	Heritage Assets
Policy 26	Landscaping and Boundary Treatment



3) OPPORTUNITIES AND CONSTRAINTS

Constraints

The top five constraints are:

- i) Access, traffic and parking - barriers to movement.
- ii) Environmental quality.
- iii) Out-of-centre location limits land use options.
- iv) Land ownership.
- v) Delivery issues.

Turning 'Challenges' into 'Opportunities'

The top five key opportunities are:

- i) Improve links to the Town Centre and Crossley Park.
- ii) Create a series of connected spaces and squares.
- iii) Support and strengthen the town centre.
- iv) Improve traffic capacity at Blackwell Street.
- v) Incorporate heritage assets - canal and buildings.
- vi) Ensure development form respects topography.

Improving access to jobs in nearby retail and service centres is a key ambition of the masterplan. The plan serves to support and strengthen the town centre by creating additional homes and residents to provide additional vitality and spending capacity in the centre. At the same time it will also serve to do the same for the complementary 'local centre' of Blackwell Street/Horsefair as a small-scale retail environment serving the local needs of the Churchfields neighbourhood and specialist shopping.

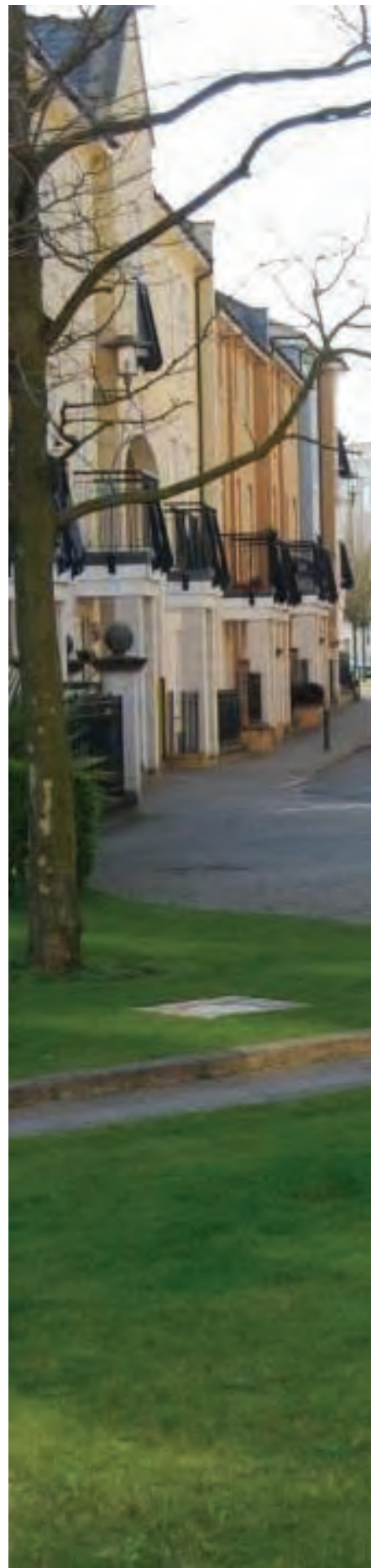
CHALLENGES



INTO



OPPORTUNITIES



4) COMMUNITY CONSULTATION



Extensive consultation on the Kidderminster Prospectus was undertaken during 2008/09 that established the idea of Churchfields as an urban village and focus for new homes.

This masterplan has involved two further periods of public consultation including a series of workshops and two roadshow events.

Phase 1: Issues and Options Consultation, took place in November 2010 with a special 'pop up shop' in Blackwell Street.

Phase 2: Concepts and Ideas Consultation was held at the Salvation Army, Jerusalem Walk in February 2011, at which initial concepts were presented to the local community. Over the course of the two events the consultation team met over 250 people.

There has been continuous engagement with public and private sector stakeholders, including local councillors, professional officers, and the business community.

The consultation events provided some excellent and productive feedback that has been pivotal in the development of the plan

for the area.

The top 5 issues highlighted by the local community were:

1. Improve connections to the town centre and around the area.
2. Regenerate the Horsefair and improve the retail area.
3. Solve traffic and congestion issues.
4. Provide new homes to replace industry.
5. Improve community facilities.

A separate consultation report is available as an Appendix to this report.

Draft Masterplan Consultation

A six week consultation period on the draft masterplan took place between May and July 2011. Written notifications were sent to stakeholders and statutory bodies and adverts were taken out in the local press. Staffed exhibitions were also held at the, Kidderminster market, the Rowland Hill Centre, Kidderminster, the former Lloyds Garage, Stourport, and Bewdley Museum, Bewdley.

A total of 103 responses were received from 47 respondents. All of the comments were taken into account by the District Council when producing the final version of the masterplan. An individual response to each comment was also supplied.



5) THE STRATEGIC FRAMEWORK

The design guidance for the Churchfields area is set out below and is based on the key urban design objectives and development principles as set out in the Wyre Forest District Design Quality SPG (2004).

Urban design objectives

Successful streets, spaces, villages, towns and cities tend to have characteristics in common. These factors have been analysed to produce principles or objectives of good urban design. These objectives should be followed and will be fundamental in creating a successful new urban village for Churchfields

Character

The development of the site should create a place with its own identity and promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture within the Churchfields area of Kidderminster.

Continuity and enclosure

The development should promote the continuity of street frontages and the enclosure of space by clearly defining private and public areas.

Quality of the public realm

The development should promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.

Ease of movement

The development should promote accessibility and local permeability by making a place that is connected and easy to

move through, putting people before traffic and integrating land uses and transport.

Legibility

The development should help to promote legibility by providing recognisable routes, intersections and landmarks to help people find their way around.

Adaptability

The development should demonstrate how sustainable principles of urban design are met including issues of adaptability allowing development to respond to changing social, technological and economic conditions.

Diversity

The development should promote diversity and choice through a mix of compatible uses that work together to create viable places that respond to local needs.

6) DESIGN PRINCIPLES

The development principles below articulate how the urban design objectives can be achieved and set out acceptable land uses and aspects of development form.

Design Principle 1 (DP1): 'Improve connectivity'*

- Create a new one-way link road from the ring road to Churchfields to relieve Blackwell Street of half its traffic to deal with congestion and air quality.
- Make effective use of existing infrastructure such as Clensmore Street - linking it to Crossley Park and the ring road.
- Provide a bridge link to Crossley Park for all traffic with particular benefit for public transport.
- Provide pedestrian/ cycle bridges across the canal to link Churchfields to Crossley Park and Puxton Marsh.
- Introduce street level crossings over the ring road to the town centre, including the link to Church Street.
- Give greater priority to pedestrians and cyclists to and through the area.
- Create a connected and legible street pattern.
- Create a hierarchy of town, district, local and pedestrian streets characterised by distinct building forms, landscaping treatments, activities and sense of enclosure.

DP1: Consultation Feedback

This was the most important issue for local people, so the Masterplan makes this the first principle.

** The Churchfields masterplan is a design framework to guide the future development of the area. The specific transport proposals present in this document are ambitions for the area and have been developed using specialist transport advice. However, at this stage they are indicative and have not been fully tested. Specific proposals will need to be supported by technical evidence to show their impacts on the wider traffic network.*





Fig 15: DP1 - Connectivity



Proposed Transport Links

The main highway proposal involves changes at the junction of Blackwell Street and the ring road and consists of:

- Replacing existing roundabout junction with traffic signals and incorporating at-grade crossings over the ring road.
- Making Blackwell Street one-way southbound, enabling footways to be widened and on-street parking to be introduced.
- Constructing a new one-way link from the ring road to Churchfields to carry traffic away from the town centre.
- Introducing of one-way traffic around the Horsefair, enabling carriageways to be reduced in width and the central public space to be enlarged. Crossings will be provided to enable this important space to be accessed on foot.

These measures will relieve congestion and improve air quality along Blackwell Street. They will also provide much improved access to the masterplan area.

Other proposed highway improvements are:

- Connection of Clensmore Street to the ring road at a left-in, left-out junction. This will provide additional accessibility to the masterplan area;
- Construction of a vehicular bridge across the canal adjacent to the existing Lime Kiln Bridge.

These links will enable the development of business space on District Council land to the west of the canal. They will also improve accessibility to Churchfields to and from the west, as well as providing a second access to the Crossley Retail Park, relieving congestion at the Carpet Trades Way/ring road junction. New connections will also enable bus routes to be established to connect Churchfields with the town centre through the Crossley

Retail Park, maximising patronage and long term viability.

Key improvements are proposed to the walking and cycling network, namely:

- An at-grade crossing of the ring road opposite St Mary's Church, reinstating the historic link between the town centre, the church and the canal.
- Pedestrian and cycle bridges across the canal to the west, linking directly to the Crossley Retail Park and to the north, providing improved connectivity to the northern parts of the town via the existing link to the Marlpool Estate.

The District Council has worked closely with Worcestershire County Council on developing these initial transport proposals.

Movement Hierarchy

Figure 18 shows the proposed movement hierarchy of the new and existing links within the masterplan area and its surroundings. This hierarchy generally indicates the nature of the principal journeys being made along the routes – between towns, between districts and locally.

Overlaid on this movement hierarchy is the place hierarchy – some of these streets are more important than others in terms of their local place-making functions. This will be reflected in the character and detailed design of the routes.

For example, although Broad Street has a district-wide function serving much of the Churchfields area, it is a residential street with an excessively wide carriageway and where traffic speed needs to be reduced and place functions need to be enhanced. It is therefore proposed that this route should be enhanced as a 'DIY Street', with residents being involved in the traffic calming/landscape improvements.

Fig 16: Possible new vehicle links



**Fig 17:
Indicative
Blackwell
Street
bypass**

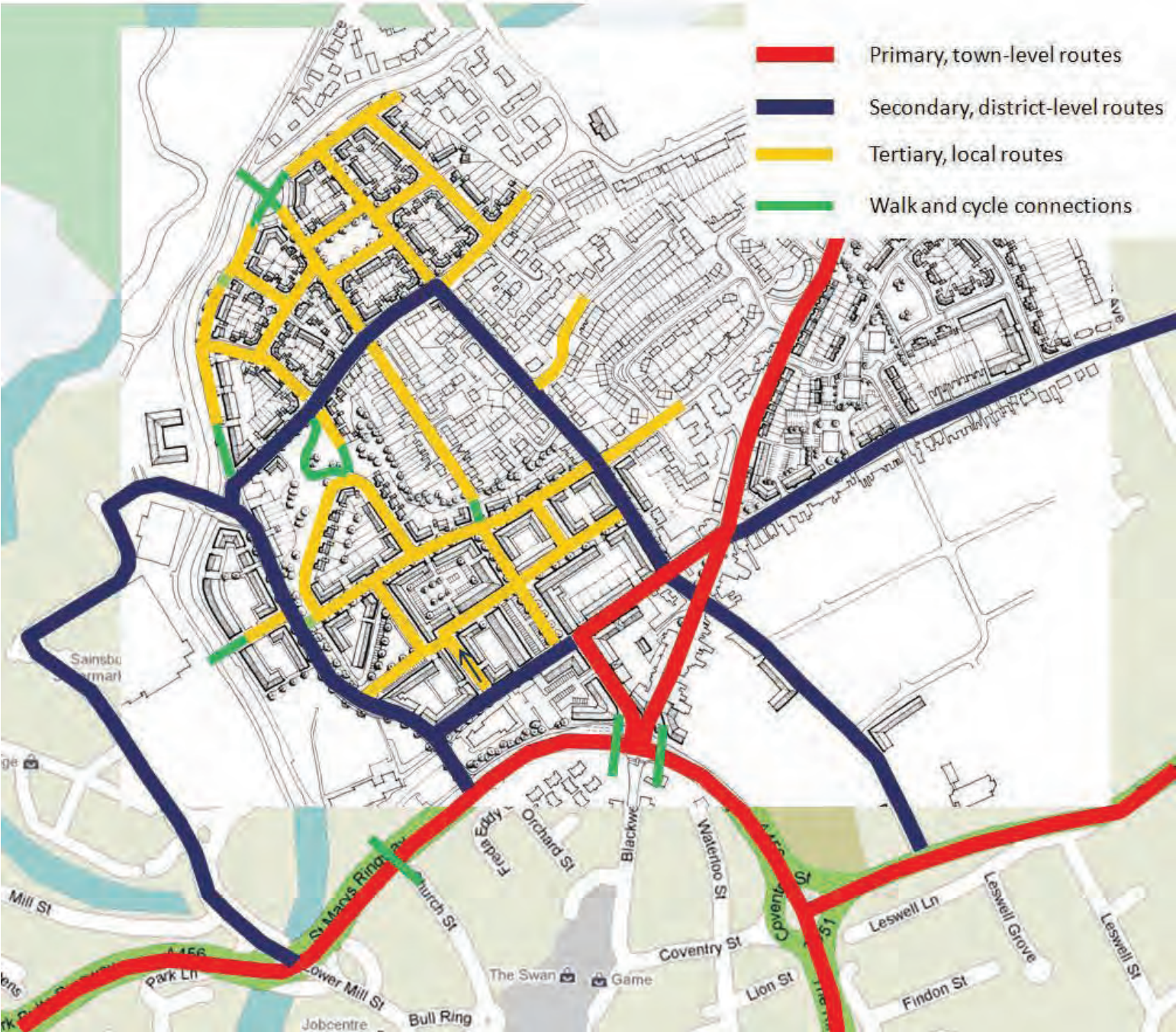


Fig 18: New street hierarchy - including possible new links



Design Principle 2 (DP2): 'Utilise the open space network and topography for visual interest and recreation'

- Adapt house types to account for topography.
- Maximise views across the valley.
- Create prominent architecture to define the area.
- Safeguard and strengthen the coherence of green infrastructure including the ridges that define the valley and the edge of character areas.
- Create a complementary network of sport, play and recreation opportunities both within and serving the masterplan area.

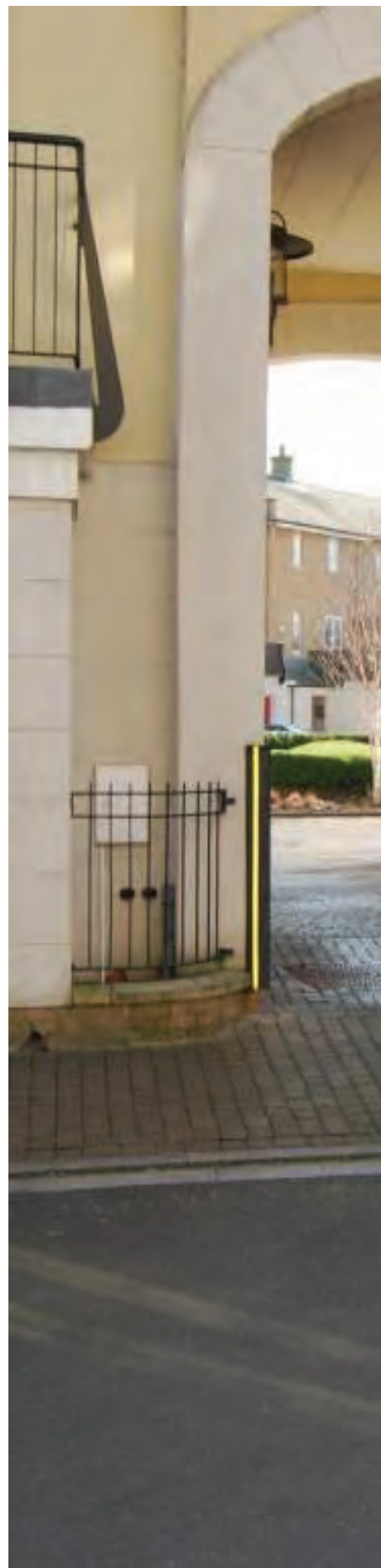
DP2: Consultation Feedback

Not specifically in the top 5 issues, but most people regarded the surrounding open space network to be the areas most important asset and asked for better connections to be made with green spaces.





Fig 19: DP2 - Open space and topography



Design principle 3: 'Creation of character areas and a legible development'

- Provide five new character areas to define place.
- Selective use of landmark buildings to terminate vistas and define active spaces and junctions.
- Integrate heritage assets and open spaces to strengthen character.
- Integrate a variety of multi-functional spaces and squares to define character.
- Make the most of landmarks, views and vistas.
- Plan for phasing - the sites will need to be developed in stages. Different developers can leave their own mark, but they must work within the guidelines of the masterplan and make an appropriate contribution towards the area-wide benefits package.

DP3: Consultation Feedback

Heritage proved to be a contentious issue. Although people were exceptionally proud of their area and the history of Churchfields, the feeling was that the past was holding back the area.

The wider public view in Kidderminster, however, was that Churchfields was a special place that needed to preserve its historic value.

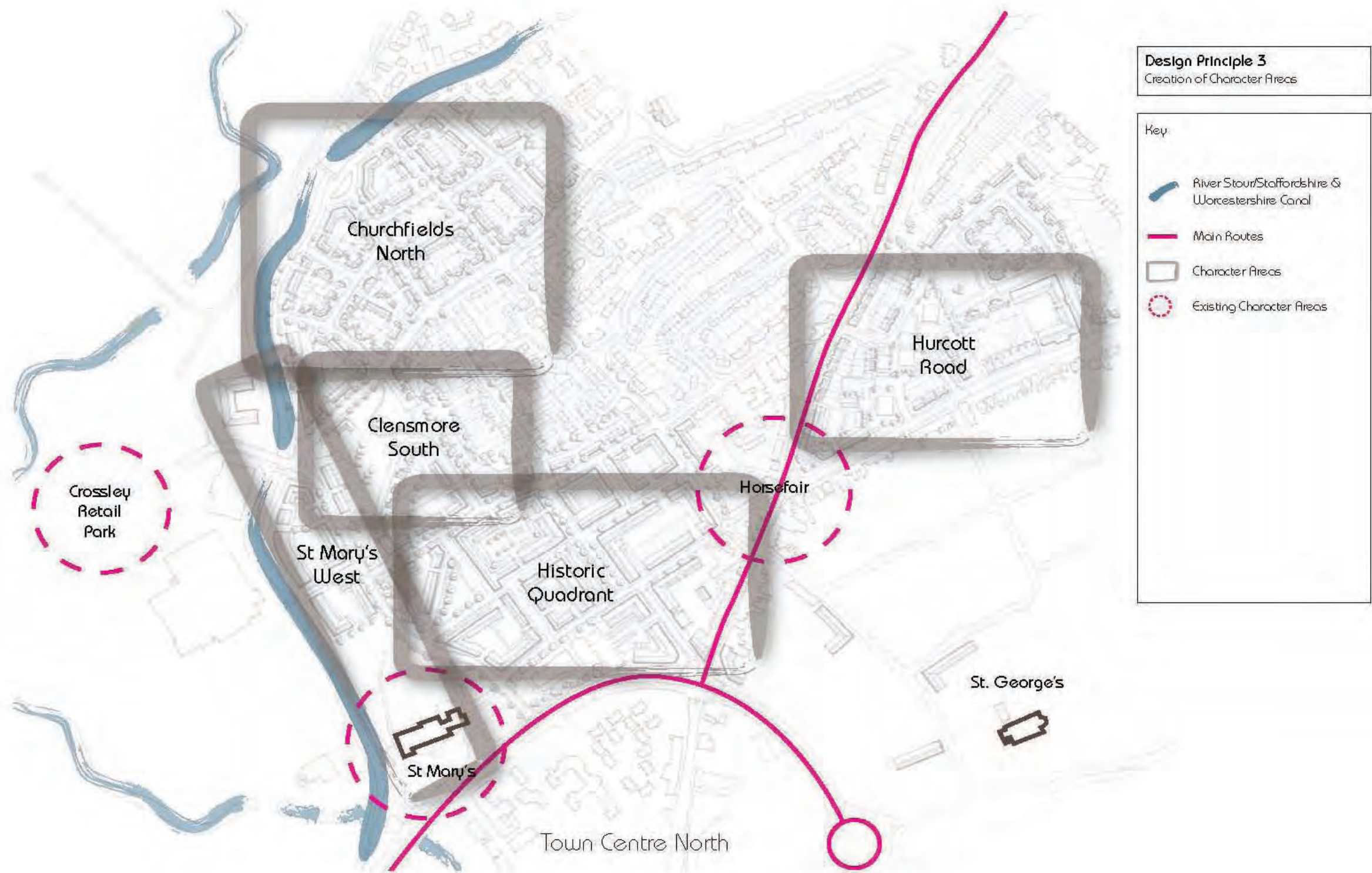


Fig 20: DP 3 -Character areas

Design Principle 4: 'Provide a positive frontage to the Staffordshire & Worcestershire Canal'

- All development should front onto the canal by one or more of the following techniques:
 1. Multi-modal street frontages (essential at least in part on the main development site at the former Georgian Carpet factory).
 2. Pedestrian public right of way in front of development (publicly adopted or privately owned/ maintained) with high quality and private parking courts at the rear.
- Ensure the architectural treatment of buildings relates well to the waterside setting and offers a richness and variety of style and modulation.
- Create a safe, secure, and crime free environment with quality surface treatment and quality landscape treatment and appropriate levels of pedestrian lighting.
- Without prejudice to the above, make appropriate provision for biodiversity (on and/or off site) to enhance the green infrastructure network in the area .
- Explore the scope for residential moorings within the waterside developments at Crossley Park and Clensmore.

DP4: Consultation Feedback

The public was unanimous in their view that the canal was of outstanding natural and historic beauty.

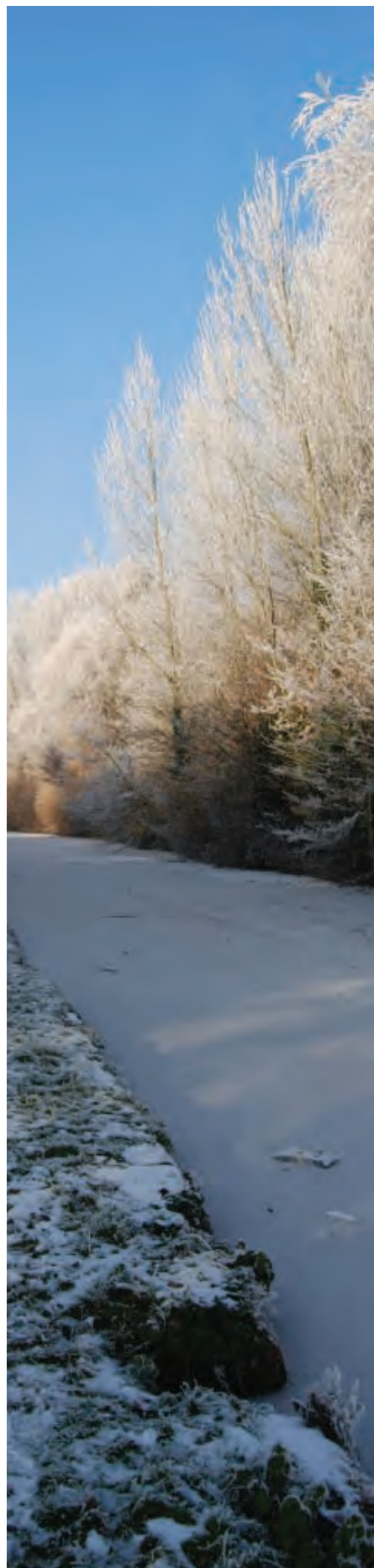




Fig 21: DP4 - Frontages

Design Principle 5: 'Create a series of new public spaces'

- Create spaces within each of the development sites to provide green links with the wider landscape setting.
- Enlarge and improve the public space at the Horsefair.
- Streets should be designed as a series of connected spaces with a sense of enclosure and providing legible and direct routes for all modes of travel.
- Define public space with active edges including living room windows. They should be Secure by Design and ensure the backs of properties are private.
- Create active edges and avoid the creation of streets and spaces characterised by blank walls and fences - they will not be supported.
- Fully utilise the space between Trinity Church, St Mary's Parish Church and the canalside to create a coherent public space and car park facing a downgraded ring road (boulevard).

DP5: Consultation Feedback

The perception of social problems and fear of crime was a strong theme when people talked about Horsefair. The physical regeneration and improvements to Horsefair with the development of quality public spaces could help to regenerate the area by shifting the perception that this is a problem area and kick start the regeneration.





Fig 22: DP5 - New public spaces



Design Principle 6: 'Integrate existing heritage assets into new development'

- Protect, reuse and enhance the setting of all Listed Buildings (including locally listed) e.g. the 1902 building and other heritage buildings of complementary group value.
- Safeguard and enhance the open spaces at St Mary's Parish Church and St George's Church.
- Sensitively incorporate historic areas including the Staffordshire & Worcestershire Canal Conservation Area and Blackwell Street/ Horsefair local centre.
- A townscape heritage initiative or similar should be used to enhance existing shop fronts.

DP6: Consultation Feedback

See feedback under DP3.



Fig 23: DP6 - Heritage assets

Design Principle 7: 'High quality architecture and finish'

- Building forms should respond positively to context with variety, rhythm and richness across the area and internally within larger developments.
- Ensure mass and land use reflects the location within the layout including key junctions and spaces and the hierarchy of streets.
- The larger and more important the street and/ or space the greater the height and mass that may be appropriate to create an appropriate sense of enclosure and vibrancy.
- Apply a design code to a specification agreed by the District Council based on the Design Quality Supplementary Planning Guidance.
- Incorporate Secure by Design principles to reduce opportunities for crime and anti-social behaviour
- Incorporate high quality materials in the design of street furniture, surfaces and landscaping including semi-mature planting.
- Demonstrate sustainability, adaptability and flexibility of use.
- Incorporate energy efficiency and renewable energy measures
- Incorporate water efficiency measures, including SUDS
- Incorporate or make a contribution towards public art in the local neighbourhood





Fig 24: DP7 - High quality architecture

Design Principle 8: 'Vibrant mixed communities'

- Combine layouts, building form, orientations and land uses to maximise vibrancy at strategically positioned nodes and along key movement corridors.
- Provide a mix of tenures and types of housing within residential developments. This includes specialist housing for elderly care.
- Integrate community facilities and commercial development at every opportunity.
- Safeguard, enhance and improve connections to community assets including the local centre, meeting rooms, religious buildings, open spaces and Puxton Marsh SSSI.
- Provide a more attractive environment for boaters including opportunities for mooring along the canal.
- Serve to strengthen the vitality and viability of the town centre as the main employment, retail and service centre by improving links for new residents and business.
- Suitably incorporate car parking to include a variety of approaches appropriate to site context including on-street, in-plot, shared parking, parking courts, multi-functional squares and undercroft parking.
- Care should be taken with parking courts to ensure they are secure by design and are private spaces that have an intrinsic residential amenity value.



Design Principle 9: 'Deliverable and realistic'

Proposals that fail to demonstrate consistency with the design principles of this masterplan will be refused unless the applicant can demonstrate very special circumstances in terms of viability

DP8: Consultation Feedback

The development of new housing to create a 'vibrant and mixed community', was supported by the local community. However, this needs to be consistent with the environmental carrying capacity of the area. The community expressed concerns about the rise in people demanding new facilities and increasing traffic. Development needs to be appropriate in scale to Churchfields and capacity will be considered further as part of the delivery and implementation strategy within the masterplan.



Fig 25: DP8 - Vibrant communities

7) CHARACTER AREAS

The area has been broken down into five character areas:-

- Churchfields Historic Quadrant
- Clensmore Street South
- St Mary's and Waterfront West
- Churchfields North
- Hurcott Road

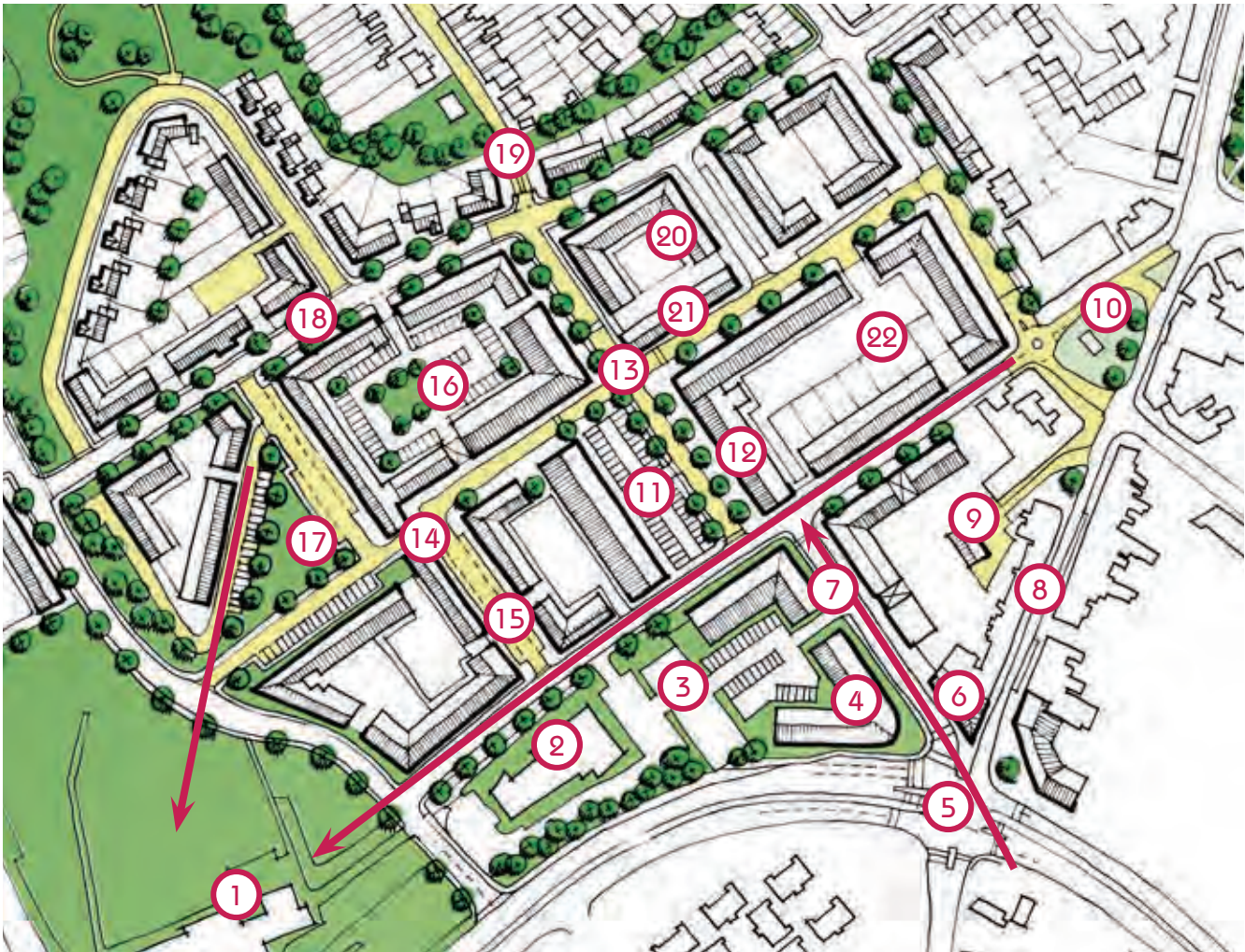


Fig 26: Snapshot of Character Areas

Churchfields Historic Quadrant

The character of this area is influenced by the industrial and building heritage. This area will have a mix of uses including residential, offices, commercial, hotel, small-scale retail, and leisure uses.

An industrial urban feel to the area will be created through the retention of historic buildings. New development will create a tight urban form based on an urban grid. Some routes will provide important sightlines to St Mary's Church, while landmark buildings will terminate others. Development will tend to be back of footway with parking provided on street and in rear parking courtyards. A new public car park will be provided at the centre of this area as well as new and improved public spaces at the Horsefair and behind what was historically Duke's Place.



- 1) Maintain views towards St Mary's Church
- 2) Retain church/ community facility
- 3) Car parking at centre of block
- 4) Potential new hotel to provide new landmark building at gateway to Churchfields
- 5) Removal of roundabout and provision of new signalized junction
- 6) New landmark building at junction of Blackwell Street
- 7) New one-way link – North West
- 8) New one- way link – South West. Pavements to be widened and provision of on street parking
- 9) New mews style development
- 10) New public space at the Horsefair
- 11) Potential new on street public parking
- 12) Retention of 1902 building – conversion to new office space
- 13) Raised table giving greater priority to pedestrians
- 14) Maintain pinch point between locally listed buildings
- 15) Provision of on-street parking
- 16) Provision of courtyard parking to reduce impact on street scene
- 17) Creation of new green public space overlooked and enclosed by surrounding development. The creation of a new vista to St Mary's Church
- 18) New tree lined street connecting Broad Street with Clensmore Street
- 19) Pedestrian/ cycle connection to York Street
- 20) New residential development
- 21) Retention of building of heritage value
- 22) New mixed use development



Fig 27: Churchfields Historic Quadrant



Clensmore Street South

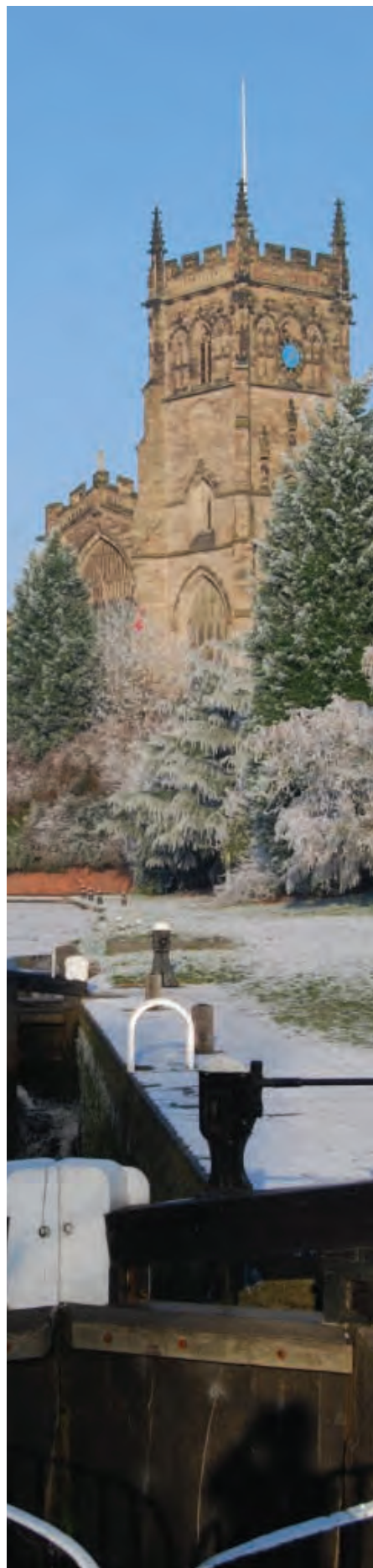
The character of this area is influenced by the topography of the site and views across the Stour Valley. This area should include a mix of residential properties including detached, semi-detached and terraced. A new pedestrian and cycle route should connect development from the Churchfields Historic Quadrant down to Clensmore Street. A pedestrian connection should also be maintained to York Street. A new park should be provided which is well overlooked by surrounding development.



- 1) Retention of retaining wall and mature landscape
- 2) Creation of residential block taking into account the topography of the site and splendid views
- 3) Shared surface road – pedestrian priority
- 4) New pedestrian link
- 5) New pedestrian link
- 6) New residential development at lower level to provide good natural visual surveillance of new public space
- 7) Trees to be selectively thinned to create usable public space
- 8) New residential development fronting onto public open space and Clensmore Street
- 9) Retention of mature landscape
- 10) Innovative architecture to take into account change in levels. Provision of terraced garden
- 11) Provision of landmark building to terminate vista
- 12) New residential development to complete perimeter block

→
Provision of visual connections with canal

Fig 28: Clensmore Street South



St Mary's and Waterfront West

The character of this area is influenced by the dominance of St Mary's Church and its landscape setting as well as views down onto the Staffordshire & Worcestershire Canal. New development adjacent to the canal should provide an active frontage onto it and increased natural surveillance. A new pedestrian/ cycle bridge link should be provided across the Staffordshire & Worcestershire Canal to improve connectivity to Crossley Retail Park. The area should include a mix of uses including residential, commercial and leisure uses.

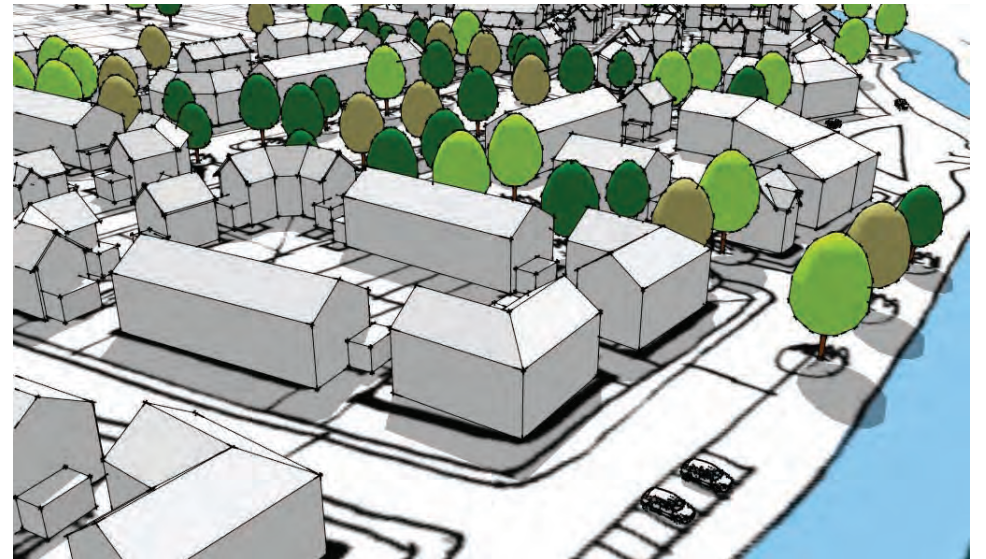


- 1) Protection of green space that provides setting for St Mary's Church
- 2) New pedestrian/ cycle link across canal to Crossley retail park
- 3) Mixed use development to front onto the canal
- 4) Development to front onto Clensmore Street
- 5) Provision of new tree planting on Clensmore Street
- 6) Provision of courtyard parking
- 7) New landmark building
- 8) Provision of new multi-modal bridge to improve connectivity
- 9) New commercial development on opposite side of the canal

Fig 29: St. Mary's and Waterfront West

Churchfields North

Residential development in Churchfields North should front onto the canal to provide good natural visual surveillance. The provision of a traffic-calmed street will allow vehicular access to front doors, creating activity and security. Visual and physical connections should be provided from Clensmore Street to the canal in order to reinforce the importance of the canal. A new central space will also help to meet some of the recreational needs of the proposed development including the need for children's play space.

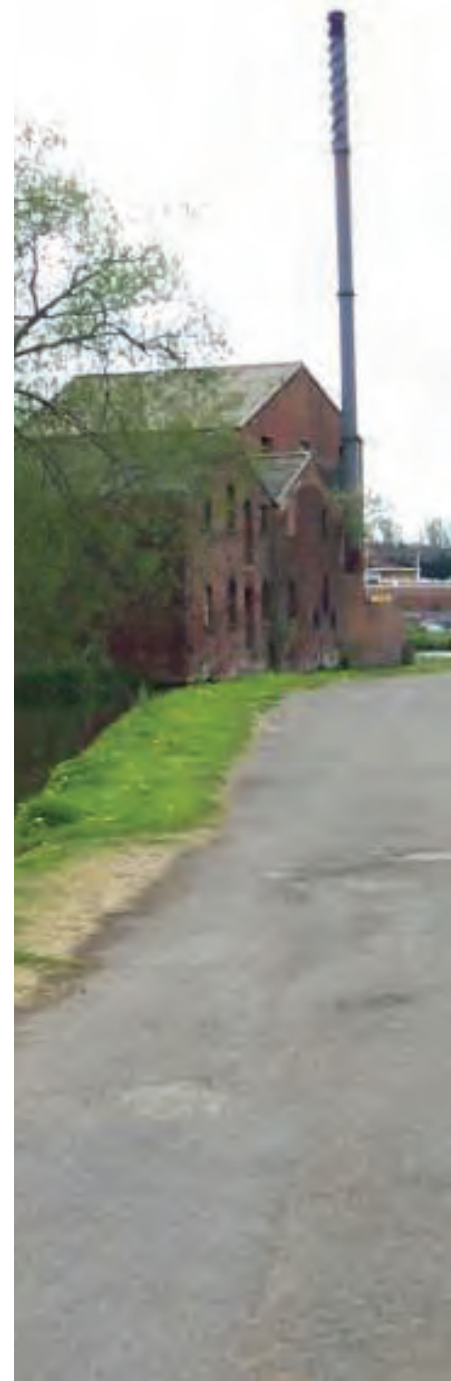


- 1) Provision of a new pedestrian/ cycle bridge
- 2) Provision of a new arrival space
- 3) Shared surface street adjacent to the canal to allow access to front doors
- 4) Provision of on street parking
- 5) Development to back onto high wall to form an enclosed perimeter block
- 6) Provision of secure perimeter blocks that are small to improve overall connectivity
- 7) Provision of new central open space to include children's play facilities
- 8) Create visual and physical connections with canal from Clensmore Street
- 9) Provision of mews style development
- 10) Provision of landmark corners to provide a gateway to Churchfield North
- 11) Provision of new landmark Apartment building with potential mixed use on the ground floor
- 12) Provision of pedestrian and cycle route alongside the canal
- 13) Varied street type alongside the canal to allow vehicular access along small stretches to improve pedestrian priority.



Provision of visual connections with canal

Fig 30: Churchfields North



Hurcott Road

The development site at Hurcott Road has the opportunity to be developed out for new residential development incorporating a new medical centre and care home. Consideration needs to be given to providing positive frontage to both Stourbridge Road and Hurcott Road. Opportunities also exist to improve connectivity between these two important routes. The provision of a new central open space should be provided which is well overlooked by surrounding development



- 1) New landmark building at the corner of Hurcott Street and Horsefair
- 2) Retention of residential tower blocks
- 3) Residential development fronting onto Stourbridge Road
- 4) Potential creation of new links and public open space
- 5) New open space well overlooked by residential development
- 6) Secure perimeter blocks overlooking new streets
- 7) Development to back onto existing housing to ensure no inactive edges
- 8) Provision of on-plot parking
- 9) New medical centre with courtyard parking
- 10) New care home

→
Potential Links

Fig 31: Hurcott Road

8) THE MASTERPLAN



Fig 32: Churchfields Masterplan

9) DELIVERY & IMPLEMENTATION

Viability

Bruton Knowles were appointed by Wyre Forest District Council to provide commercial property advice in relation to the suitability, viability and delivery of the Masterplan proposals in the context of current market conditions.

Bruton Knowles have appraised the component areas of the Masterplan and have concluded that the proposed uses are sustainable in terms of both viability and market appeal, and currently deliver positive land values.

Whilst overall land values are considered positive, in some instances these will be close to viability thresholds in the current market, due to the impact of high abnormal costs required for site preparation to remove existing uses and resolve historic contamination. However, this should not hinder development coming forward or preclude the delivery of the proposed highways/infrastructure works outlined in the Masterplan. It is therefore essential that a flexible approach to viability and delivery is adopted, alongside the prioritisation of infrastructure requirements and alignment of financial contributions with a mix of funding sources.

Infrastructure Prioritisation

Highways and infrastructure proposals are an integral component of the master plan, restoring access and resolving existing highways problems. Bruton Knowles consider that the proposals are deliverable, although some cooperation from landowners will be required.

The total costs to deliver the indicative highway and infrastructure requirements set out in the Masterplan is understood to be in the region of £4.2m. This is considered reasonable for a regeneration

project of the size of Churchfields

However, it is acknowledged that there will be a limit to the amount that can be levied through S106 or Community Infrastructure Levy contributions without breaching viability.

Therefore infrastructure has been prioritised accordingly, to give certainty and confidence to developers and landowners. The priority infrastructure project for Churchfields is the proposed works to St Mary's Ringway and the more generic highways improvements/pedestrian links to the wider Churchfields area.

Further infrastructure priorities will be considered alongside the phasing of individual sites to ensure that delivery of vital infrastructure does not constrain development.

Review



10) FUNDING MECHANISMS

It is recognized that market conditions are subject to change, and that these circumstances can impact on the viability of development. Consequently, in order to achieve the master plan there will be a requirement for a flexible approach to negotiations at planning application stage to ensure viability and that the delivery of an acceptable scheme is not constrained or delayed.

Planning obligations

A legal agreement under Section 106 of the Town and Country Act (1990) (as amended) will be required which could contain provisions including financial contributions in the following priority order:

- Off-site highway works.
- Public Transport (for commercial development).
- Affordable housing (for proposals involving residential development).

Additional Section 106 contributions will also be sought as part of site specific proposals to include (in alphabetical order):

- Drainage Infrastructure.
- Education.
- Off-site improvements to cycle and pedestrian routes.
- Open space, play provision and maintenance.
- Public art.
- Upgrade of Police Post.

The above priorities reflect the core design principles for the site and the adopted Wyre Forest District Planning Obligations SPD.

The District Council recognises that the economics of residential development may mean that not all of the expectations can be delivered directly from the developers via s.106 contributions. In this respect, any departure from this masterplan and associated DPD policies will need to be robustly justified with an open book viability exercise. It will also be necessary to demonstrate that the attainment of the overall masterplan objectives will not be adversely compromised or prejudiced.

Other funding mechanisms

Whilst post recession funding options for regeneration delivery have been reduced, a range of new funding sources are evolving that are applicable to regeneration schemes.

The District Council will consider utilising a blend of funding sources to assist in delivery, including Tax Increment Funding (TIF) and New Homes Bonus (NHB) when relevant legislation is in place.

11) PHASING

In terms of the phasing of the development, it is anticipated that Grassmere Close and the most northern area adjoining the Staffordshire and Worcestershire Canal as being the initial points of regeneration, with the development phasing moving southwards towards the ring road with the later part of the regeneration in the areas close to St Mary's Church.

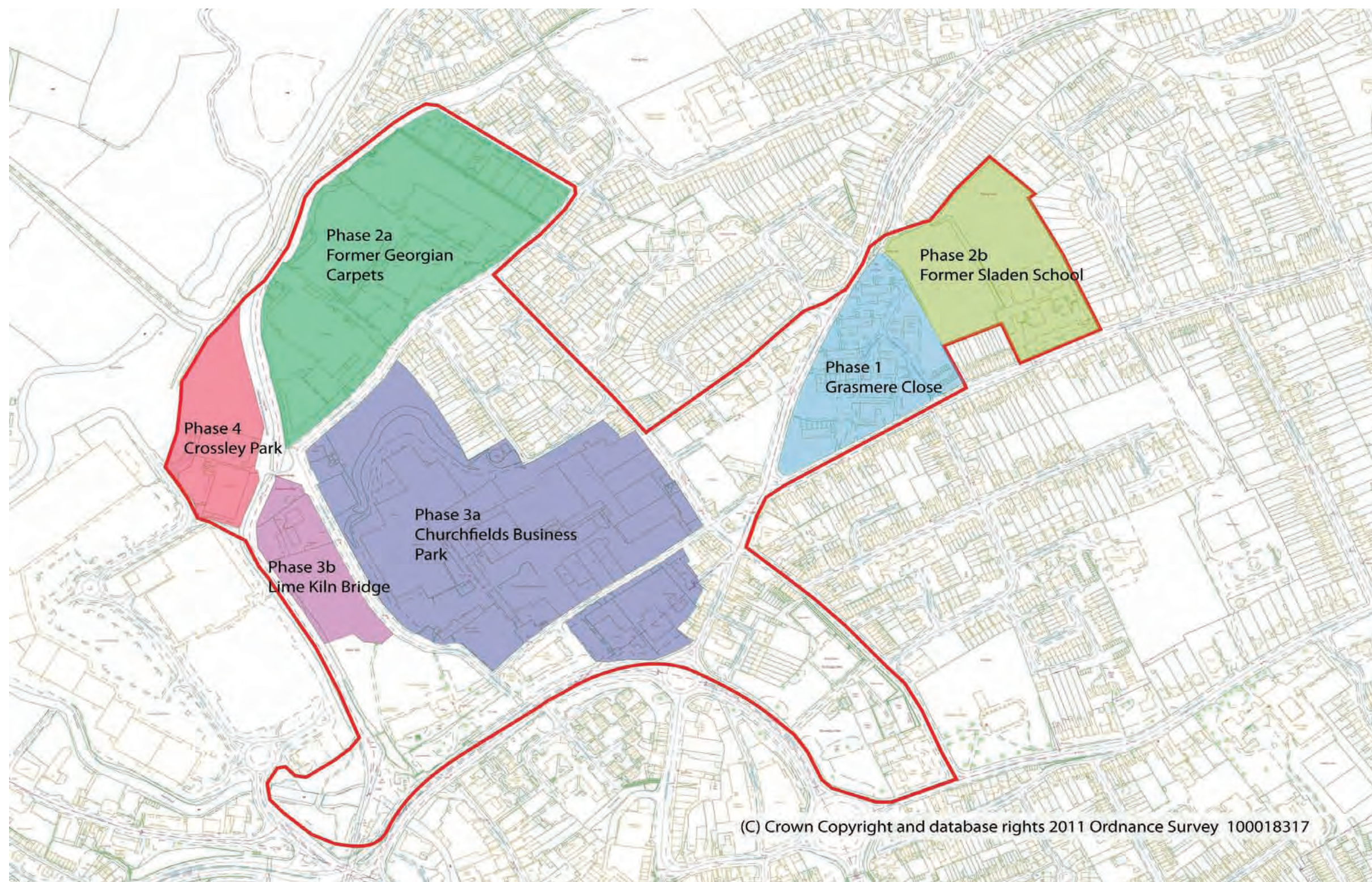


Fig 33: Approximate Site Phasing Plan

12) PLANNING APPLICATIONS

Planning applications will be expected to comply with the Wyre Forest District Council Local Development Framework, including the Adopted Core Strategy (2010), the emerging Development Plan Documents, and all relevant Supplementary Planning Documents and Guidance.

Design and Access Statement

It is a formal requirement for a design and access statement to accompany most types of planning application. 'Guidance on information requirements and validation' indicates that statements should explain the design thinking and principles that have informed the development and how access issues have been dealt with. In short, a statement should detail:

Use - what buildings and spaces will be used for.

Amount - how much will be built on site.

Layout - how the buildings and public and private spaces will be arranged on the site, and the relationship between them and the buildings and spaces around the site.

Scale - how big the buildings and spaces will be (their height, width and length).

Landscaping - how open spaces will be treated to enhance and protect the character of a place.

Appearance - what the buildings and spaces will look like.

Access - why the access points and routes have been chosen, and how the site responds to road layout, including how everyone can get to and move through the place on equal terms.

Design - how the proposed design of the development will deal with any potential conflicts between the proposed use on the site and the activities taking place in the public open spaces. It must also ensure that development will not unreasonably affect the current recreational activities enjoyed by the community.

The Commission for Architecture and the Built Environment (CABE) has produced best practice guidance on 'Design and Access Statements: how to write, read and use them' (2006).

Landscape strategy

Developers will be expected to provide information as to how the landscape will be maintained during the establishment period (usually five years).

Achieving sustainable design

It will be essential that planning applications clearly demonstrate how the development meets standards set by the Sustainable Development Supplementary Planning Guidance and supporting checklist. It should also meet the sustainability criteria set out in the adopted Core Strategy and emerging Development Plan Documents.



13) CONTACTS

For more information on the ReWyre Initiative and the Regeneration Prospectus, as well as other regeneration initiatives and sites, please visit our website at www.wyreforestdc.gov.uk.

If you are a landowner, developer or investor interested in regeneration opportunities within the Churchfields Masterplan area, please contact the Regeneration Team at:

Email: regeneration@wyreforestdc.gov.uk

Telephone: 01562 732192

For more information on the Wyre Forest Local Development Framework, including the Kidderminster Central Area Action Plan Development Plan Document, then please also visit the website above.

Alternatively you can contact the Planning Policy Team at:

Planning Policy
Wyre Forest District Council
Duke House
Clensmore Street
Kidderminster
DY10 2JX

Or why not send us an e-mail or give us a call:

E-mail: Planning.policy@wyreforestdc.gov.uk

Telephone: 01562 732928



Agenda Item 10.3
Appendix 2

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
Ahmed S	CMSPD81	Support.	Support is noted.
Asda Stores Ltd	CMSPD21	We would highlight the need for consistency between the Site Allocations & Policies DPD, the Kidderminster Central Area Action Plan DPD and the Churchfields Masterplan SPD e.g. regarding the development of new light and general industrial uses within the Churchfields Business Park area.	Noted. Both the KCAAP and the Site Allocations & Policies DPDs are at Preferred Options stage and are still being developed. Alterations to the typing error regarding Policy 7 shall be made and the wording clarified at the next stage of the DPDs to ensure a consistent approach.
Asda Stores Ltd	CMSPD23	The two purposes of the Masterplan are noted as an evidence base and design framework. Setting in place the vision and mechanism to achieve the comprehensive development of a major regeneration project is not included. To this end the Masterplan does not fulfil the intended role of such a SPD.	In its role as a design framework for the area the masterplan puts in place a vision for comprehensive development and highlights how individual development sites could link together. Further information will be provided on viability and delivery in due course. The District Councils adopted and emerging LDF documents are also an important delivery mechanism.
Asda Stores Ltd	CMSPD24	Asda and Bellway Homes have entered into legal agreements with Kidderminster Property Investors, who own the majority of the area covered by the Masterplan. The SPD document expressly states that the Asda and Bellway proposals presented for Churchfields are not endorsed at all. The delivery of the Masterplan is completely compromised by the unwillingness of the Masterplan consultant and client team to meaningfully engage with such a crucial stakeholder as the majority landowner.	The District Council recognise the proposals presented by Asda and Bellway and have consistently engaged with both parties throughout the masterplanning process. Furthermore, the proposals currently put forward by Bellway are in general conformity with the vision of the masterplan (subject to detailed planning considerations). However, the vision for Churchfields is part of a wider strategy for Kidderminster which includes the Core Strategy, Kidderminster Central Area Action Plan DPD, and the Site Allocations and Policies DPD. These documents identify a more sequentially preferable site and

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			approach for a major retail development that is within Kidderminster's Primary Shopping Area.
Asda Stores Ltd	CMSPD25	<p>These are design only and not delivery orientated.</p> <p>Guidance, as per 'Creating Successful Masterplans' by CABE, states the Masterplan should have three main elements:</p> <ol style="list-style-type: none"> 1. Community Involvement 2. Design Management 3. Delivery <p>On Implementing your Masterplan CABE advocate managing implementation from the outset and developing mechanisms to deliver quality. Neither are prevalent in the SPD.</p>	<p>Noted. The masterplan includes significant sections on appreciating the context of the area and highlighting the key issues and opportunities to help improve quality. The Design Principles then set out the key principles to help deliver this quality. The District Council is also developing the Site Allocations & Policies and Kidderminster Central Area Action Plan DPDs that will further help to deliver quality developments in this area. The Design Quality SPG also provides key mechanisms for assessing and delivering quality.</p>
Asda Stores Ltd	CMSPD26	<p>The statement in the Masterplan should be read in conjunction with the comments we have made regarding Page 4 -Delivering the Masterplan, i.e. that WFDC should take fully into account the consistency between the content of the Masterplan and the proposals by Asda and Bellway and consider what are the alternative options to bring about the early delivery of housing and access to serve the comprehensive regeneration of the whole area.</p>	<p>The District Council recognise the proposals presented by Asda and Bellway and have consistently engaged with both parties throughout the masterplanning process. Furthermore, the proposals currently put forward by Bellway are in general conformity with the vision of the masterplan (subject to detailed planning considerations) insofar as it proposes a housing-led development . However, the vision for Churchfields is part of a wider strategy for Kidderminster which includes the Core Strategy, Kidderminster Central Area Action Plan DPD, and the Site Allocations and Policies DPD. These documents identify a more sequentially preferable site and</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			approach for a major retail development that is within Kidderminster's Primary Shopping Area.
Asda Stores Ltd	CMSPD27	The proposed one way system is considered by many experts including Worcestershire County Council, the Highway Authority, not to be workable. Furthermore the one way system will not resolve the Air Quality Management issue on Blackwell Street.	<p>The masterplan has been created with specialist highway engineer expertise and the process has included the County Council's highways team. All proposals would require a detail assessment, but at this stage the County Council has not discounted any of the proposals presented.</p> <p>The masterplan's indicative vision would appear to cut the standing traffic on Blackwell Street by around half and would therefore lead to a significant improvement to air quality in this area. Of course this again needs to be tested.</p>
Asda Stores Ltd	CMSPD28	<p>Market Appraisal</p> <p>This states that "A market appraisal and viability assessment is being carried out for the Masterplan...". The crucial word is "is", and therefore as is acknowledged in the SPD the content of the Masterplan may change. It is therefore premature to consult upon a document that could fundamentally change following the outcome of the market appraisal and viability assessment. The Masterplan process has not been completed as recommended by CABE. The key elements that are missing are:</p> <ol style="list-style-type: none"> 1. Delivery model. 2. Funding strategy 	<p>The Churchfields Masterplan is primarily being prepared as a design framework Supplementary Planning Document that will be used to guide and challenge planning applications in this area. As part of this process a market appraisal and viability assessment has been carried out. The masterplan has been prepared with ongoing market appraisal advice this is reflected within the proposals included.</p> <p>The masterplan will support the Kidderminster Central Area Action Plan which will be a key delivery mechanism. The KCAAP includes site phasing information and it is appreciated that this information</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		3. Timetable for staged implementation 4. Management and maintenance strategy.	was not included in the draft masterplan.
Asda Stores Ltd	CMSPD29	At page 8 it states that an Objective of the Masterplan is to "Give certainty to interested developers and investors about the expectations of the local planning authority and wider community". Nothing specific has been included at Page 63 to 'give certainty'.	The intention of the masterplan is provide certainty through setting out a clear vision and guiding principles for the regeneration of the area. In regard to the Planning Obligations, the masterplan provides certainty by setting out the priorities for financial contributions. This is explored in more detail in the Planning Obligations SPD. The District Council will discuss contributions in more detail as part of specific discussions on development sites as they are progressed. This will of course take into account considerations of viability and a flexible approach will be taken.
Bala Mrs S	CMSPD82	Support.	Support is noted.
Baylie Mrs S	CMSPD72	Support.	Support is noted.
Begum Miss S J	CMSPD84	Support.	Support is noted.
Begum Miss S S	CMSPD83	Support.	Support is noted.
Bell Cannon Owain	CMSPD11	Support the idea of St. Mary's Church being an important community facility. However, strongly recommend that adequate parking facilities are made available in this area to help serve the church.	Noted. The Churchfields Historic Quadrant character area chapter on page 56 states that a new public car park should be provided at the centre of this area. Furthermore, Design Principal 8 on page 52 states the importance of incorporating car parking in a

Agenda Item 10.3
Appendix 2

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			variety of ways - including on-street and within multi-functional spaces.
Bonnett Mrs A	CMSPD22	<p>Under the Wyre Forest schools review local residents were assured that the land could only be used for educational purposes, as it had a covenant on it. This land has a large area which provided excellent sports facilities, to cover it with houses is not good.</p> <p>There are lots of houses but no new schools, surely the County Council should allocate some land for at least one new school. St. Mary's and St. George's are both running at capacity.</p>	<p>We are not aware of any such covenant of the land, however, we will refer the matter to Worcestershire County Council as the land owner.</p> <p>Although the redevelopment of this site may mean the loss of the existing sports facilities, Policy 22 of the Kidderminster Central Area Action Plan states that compensation for the loss of the playing fields will be expected.</p> <p>Regarding school provisions, the District Council has been in consultation with Worcestershire County Council as the Local Education Authority throughout the masterplanning process.</p>
Booker Mrs J	CMSPD8	<p>Concerned that residents with a boundary bordering the former Sladen School site have not been consulted and were unaware that this was included as part of the masterplan.</p> <p>Questions why the existing footpath to the rear (north) of the site is not included on the masterplan. It isn't owned by the Council so it is to be gained by them? Also question regarding a private vehicle track at the end of the footpath that is used to access their property - this is private and shouldn't be used by anyone on the</p>	<p>There have been a number of public consultation events regarding the Churchfields masterplan that have taken place over the past 6 months. These have been publicised through leaflets and newspaper articles. However, we have not directly written to all residents bordering potential development sites as this is the strategic planning stage and there are no specific development proposals. When and if, a planning application is submitted for this site detailing specific proposals then all neighbouring properties</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		<p>new development.</p> <p>The masterplan doesn't qualify the type and style of buildings - the only information is for the canal side area (Churchfields North?).</p>	<p>will be contacted and their views sought.</p> <p>The footpath at the rear of the former Sladen School site is on land owned by the County Council who have been involved in the development of the masterplan. The masterplan shows this footpath being closed. Regarding the vehicle access to your property, it is not proposed for this to provide any access to this site.</p> <p>The masterplan will not go into the detail of specific types and styles of building. The purpose of the masterplan is to set out the overall design principles for the area and show how suitable development could fit on individual sites. The plans you may have seen are likely to be those associated with the planning application for the canalside area ('Churchfields North') submitted by a private developer for that site. This detail does not yet exist for the other areas of the masterplan.</p>
Booker Mrs J	CMSPD9	<p>Wishes to see more consideration of the capacity of local schools in the area to ensure that they can meet the demand create through new housing development.</p>	<p>Noted. The District Council has been in consultation with Worcestershire County Council as the Local Education Authority throughout the masterplanning process. In addition to this, future developments on sites in the area will be expected to make financial contribution towards education. Furthermore, the LEA will have an obligation to provide school places.</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
British Waterways	CMSPD30	BW welcomes the references to "...very strong heritage assets including the canal conservation area..." and the "...Staffordshire and Worcestershire Canal offer a strong linear landscape influence..."	Noted and support welcomed.
British Waterways	CMSPD31	Enhancement of the canal corridor, towpath and access to the towpath to improvement natural surveillance and should encourage use of this traffic free route to the town centre and improve the perception of the canal environment by users.	Noted and support welcomed.
British Waterways	CMSPD32	This section does not mention the opportunities available to enhance the biodiversity of the Staffordshire and Worcestershire Canal corridor.	Noted. Provide additional wording in this section to highlight the opportunities for enhancing biodiversity of the canal. However, this will need to be carefully balanced with the need for increased natural surveillance and the recognition of the canal's urban/industrial nature and heritage.
British Waterways	CMSPD33	The canal should not only be seen as a heritage asset. It is a multifunctional asset for the Churchfields area.	Noted and agreed. The opportunity of "Incorporate heritage assets – canal and buildings" is intended to reflect the ambition to increase the prominence of the canal and encourage its use.
British Waterways	CMSPD34	The canal infrastructure areas can connect surrounding neighbourhoods. BW would welcome the opportunity to be involved in the design of the pedestrian bridge and the bridge crossing shall need to comply with a number of principles.	Noted. The District Council would welcome the early involvement of British Waterways.
British Waterways	CMSPD35	BW would welcome the opportunity to be involved in the design of any bridge and it shall need to comply	Noted. The District Council would welcome the early involvement of British Waterways.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		with some of BW's key principles and standards.	
British Waterways	CMSPD36	<p>Individual waterways and water spaces need to be viewed as an integral part of a wider network, and not in isolation. Water should not be treated as just a setting or backdrop for development but as a space and leisure and commercial resource in its own right.</p> <p>Waterways themselves should be the starting point for consideration of the development and use of the water and waterside land – look from the water outwards, as well as from the land to the water.</p> <p>There is a general demand for residential moorings as people seek alternative ways to live.</p>	Noted and agreed. The ambition of the District Council is to increase the prominence of the canal and encourage its use.
British Waterways	CMSPD37	<p>BW welcomes the sensitive incorporation of the Staffordshire and Worcestershire Canal as a historic area.</p> <p>Inland waterways are successfully being used as tools in place-making and place-shaping; in re-branding; in confidence-building; in attracting and generating investment; and in improving the quality of life in areas undergoing transformational change through regeneration, renewal and growth.</p>	Noted and agreed.
British	CMSPD38	BW consider that there is a need for planning policies	Noted. The principle included in the masterplan is

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
Waterways		to recognise the need for the development of new facilities used in connection with water-based transport, tourism, leisure and recreation, therefore this requirement within the policy is welcomed.	strengthened by the policies and guidance contained within the Kidderminster Central Area Action Plan - Preferred Option.
British Waterways	CMSPD39	<p>BW welcomes the proposals for new development adjacent to the canal to provide an active frontage and increased natural surveillance.</p> <p>Waterways themselves should be the starting point for consideration of the development and use of the water and waterside land – look from the water outwards, as well as from the land to the water. New waterside development needs to be considered holistically with the opportunities for water-based development, use and enhancement. Improve the appearance of the site from the towing path and from the water at boat level, and enhance the environmental quality of the waterway corridor.</p> <p>BW would welcome the opportunity to be involved in the design of the pedestrian bridge and the bridge crossing shall need to comply with a number of principles.</p>	Noted and support welcomed. The District Council would welcome the early involvement of British Waterways through the progression of more detailed proposals.
British Waterways	CMSPD40	BW welcomes the proposals for new development adjacent to the canal to provide an active frontage and increased natural surveillance.	Noted and support welcomed. The District Council would welcome the early involvement of British Waterways through the progression of more detailed proposals.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		<p>Waterways themselves should be the starting point for consideration of the development and use of the water and waterside land - look from the water outwards, as well as from the land to the water. New waterside development needs to be considered holistically with the opportunities for water-based development, use and enhancement. Improve the appearance of the site from the towing path and from the water at boat level, and enhance the environmental quality of the waterway corridor.</p> <p>BW would welcome the opportunity to be involved in the design of the pedestrian bridge and the bridge crossing shall need to comply with a number of principles.</p>	
Bromwell Mrs K	CMSPD85	Support.	Support is noted.
Chester Properties GP Ltd	CMSPD97	<p>At present the access junction to Crossley Park suffers greatly from congestion during peak periods as there are no alternative vehicular access routes.</p> <p>We are concerned that a road link that can be used by all vehicles to connect Churchfields and Crossley Retail Park might create additional congestion. We cannot see evidence that these matters have been addressed and need to be assured that impacts on the retail park have been considered.</p>	Comments noted. The Churchfields Masterplan is a design framework to guide the future development of the area. The transport schemes included present the ambitions for this area and have been developed using specialist transport advice. The proposals shown are indicative at this stage and have not been fully tested. It is recognised that specific transport proposals need to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		It is not clear who owns the land needed for the proposed road link and bridge. Similarly, it is not clear how the proposed access routes would be paid for.	
Childe Mrs V	CMSPD86	Support.	Support is noted.
Clement Mrs M	CMSPD5	Churchfields quadrant has the feel of a village centre. The multicultural community in the area has so much to offer. The area could be used for a variety of cultural food outlets and provide opportunities for families and friends to eat and socialise together. The historic buildings, especially the Public House, could be a focal point. A pedestrian only environment would create a safe, more relaxed environment. Adult shops and tattoo parlour should be relocated. Retailers should have space to display wares outside.	Support is welcomed and noted. The District Council is keen to enhance the status and function of the Horsefair area as a local centre.
Coal Authority	CMSPD10	No specific comments to make on this document at this stage.	Noted.
Core11	CMSPD3	<p>Page 7 - The Churchfields site plan must identify the greenspace provision and pathways.</p> <p>Page 8 - Specific Objectives - Open space and connections must identify provision for adapting the local walking and cycling routes with the eventual Wyre Forest green corridors as per the vision of the Wyre Forest District Green Infrastructure Study (Jan 2010,</p>	<p>Existing open space provision within the area is identified within the Landscape, Ecology and Open Space chapter on page 26. The key pathways are indicated in the Movement and Access chapter on page 22.</p> <p>Design Principle 1 'Improve Connectivity' on page 36 states that greater pedestrian and cycle priority</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		p.8).	should be given in the area, linking the town centre, Churchfields, the canal, and Puxton Marsh.
English Heritage	CMSPD2	English Heritage welcomes the Council's initiative in seeking to map a future for this important part of central Kidderminster. We would support the vision set out on Page 9 of the draft Masterplan.	Noted and support welcomed.
English Heritage	CMSPD6	Strongly supports the better integration of St Mary's Church with the town centre by making the ring road less of an obstacle.	Noted and support welcomed.
English Heritage	CMSPD20	No objection to the demolitions shown on Fig 4 (page 15) of the draft Masterplan. They are an opportunity to restore the area to echo the former dense and complex townscape.	Noted.
English Heritage	CMSPD99	The design principles set out on page 36 are generally sound and English Heritage would particularly support the identification of character areas on pages 42 and 43 and the intention set out in Design Principle 6 to integrate existing heritage assets into new development. In connection with the latter we would agree with the identification of buildings proposed for retention shown on Fig 24 on page 49.	Noted and support welcomed.
Environment Agency	CMSPD56	There is no reference within this document to contamination issues and groundwater protection. Given the industrial heritage of the area, contamination issues are likely to arise regularly and will ultimately influence the cost and phasing of the re-development.	Noted. Add reference to contamination and ground water issues in the document and provide links to CP01.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		A link to the Core Strategy Policy CP01 could be provided to highlight the need for appropriate remediation measures.	
Environment Agency	CMSPD58	It should be noted that where heritage buildings are to be refurbished/retained (p11, 'Design Principle 6'), contamination issues must still be adequately addressed.	Noted. Add reference to contamination and ground water issues in the document.
Environment Agency	CMSPD59	The proposed multi-modal bridge over the canal would be likely to require the installation of piled foundations. The Royal Mail site is the site of historic landfill site and these works could act as a rapid contamination migration pathways. The EA raises concerns at this stage until further details are provided.	Noted. Further investigation into the details of the proposed bridge will be required at a later stage. We will continue to keep the Environment Agency informed of any future developments in respect to this.
Environment Agency	CMSPD60	It is acknowledged that the Churchfields area was not identified in your Water Cycle Strategy (WCS) as an area of constraint in terms of sewerage or sewage treatment. The Masterplan could acknowledge that this issue was addressed in the WCS and the importance of protecting water quality.	Noted. Add wording to highlight the Water Cycle Strategy.
Environment Agency	CMSPD61	Planning authorities have a duty under the Water Framework Directive to take account of the River Basin Management Plans and can help deliver WFD objectives. Planning policies and activities can ensure that new development does not create adverse pressures on the water environment that could	Noted. Add references to the Water Framework Directive and the River Basin Management Plans.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		<p>compromise our ability to meet WFD objectives.</p> <p>We would suggest that further consideration is given to the WFD priorities within the document, including reference to water quality and the other environmental issues.</p>	
Environment Agency	CMSPD62	<p>For any new development early liaison between the developer, local planning authorities and the water company is essential to ensure that the relevant engineering infrastructure is in place(as opposed to quantity of water available through the company's water abstractions) to allow water to be supplied to new developments. This work can have long lead in times making early discussions essential to ensure there are no delays later down the line.</p>	<p>Noted. The District Council will continue to consult and liaise with the relevant water company on development plans.</p>
Environment Agency	CMSPD63	<p>Context for Plan - <i>The majority of the area is located within Flood Zone 1, based on our Flood Zone Map. The Flood Zone 2 ('medium probability') extent meets the western boundary of the area. The River Stour and Kidderminster Flood Alleviation Scheme (FAS) is located to the West of the area. A small part of the Masterplan area located to the West of the canal is located within Flood Zone 3 ('high probability').</i></p> <p>We note that the Flood Zones have been acknowledged on page 26 of the document and a reference has been made to your Council's Strategic</p>	<p>Noted. The flood zone line will be removed from this map as it is to display land uses.</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		Flood Risk Assessment (SFRA). In addition, we note that the Flood Zone has been marked on Figure 5. (p17) (although this is perhaps not clear from the key), and in more detail on Figure 14 'Flood Zones' (p29).	
Environment Agency	CMSPD64	<p>No reference to the need for new development to consider flood risk issues and hazard scenarios. Any development proposed should be appropriate for the flood risk, not increase flood risk and provide flood risk betterment where appropriate.</p> <p>Only parts of this area may be developable and this would need to be further informed by a detailed Flood Risk Assessment.</p>	Noted. Include additional wording in the masterplan to highlight the need to consider flood risk and hazard scenarios for new development.
Environment Agency	CMSPD65	<p>Design Principle 4 refers to exploring the scope for residential moorings within the waterside development at Crossley Park and Clensmore. Depending on the scale and engineering technique required, the Lime Kiln Bridge site may be more appropriate to investigate potential for proposed moorings from a flood risk/river corridor perspective.</p> <p>However, this would require careful consideration from a groundwater protection perspective and any further consideration of the proposal would need to be informed by more detailed assessment - this should be acknowledges in the document.</p>	Noted. Include additional text in the masterplan document to highlight the need to detailed flood risk and ground water investigation for new development.
Environment	CMSPD66	If there is any proposed re-profiling of the ground levels	Noted. This issue is probably too detailed for the

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
Agency		<p>within the area close to the western boundary by the canal then care should be taken to consider the flood levels for the Stour river model.</p> <p>Any proposals should be considered in relation to the level 2 SFRA, being careful to note that the lowering of ground levels may mean there is a more significant impact as a result of any overtopping or breach of the flood embankment.</p>	<p>masterplan but will be crucial when designs/plans for parts of the masterplan area are developed further. Consider adding further wording to the masterplan to highlight the need to consider flood risk. Furthermore, all development in flood risk areas will be required to provide a Flood Risk Assessment.</p>
Environment Agency	CMSPD67	<p>There is no reference to surface water runoff/flooding or a drainage strategy for the Masterplan area, as previously advised. We would like to see further detail on this issue/developer requirements included within the document and would be happy to meet to discuss this with you.</p>	<p>Noted. Policies and guidance on water management, including SuDS and drainage are contained within the adopted Core Strategy and Site Allocations and Policies - Preferred Options. These are applicable to the Churchfields masterplan area. The Planning Obligations section on p.63 includes 'drainage infrastructure' in the list of priorities.</p>
Environment Agency	CMSPD68	<p>We welcome the reference to development making provision for biodiversity to enhance the green infrastructure network in the area. Any development needs to ensure that there is no encroachment/impact to the floodplain of the River Stour, its corridor, the Puxton marshes SSSI and their buffering habitats.</p>	<p>Noted. Both Natural England and Worcestershire Wildlife Trust have been consulted on the masterplan.</p>
Environment Agency	CMSPD69	<p>We have previously advised that a surface water drainage strategy is undertaken for the Masterplan area and that consideration is given to incorporating SuDS techniques into the final Masterplan, linked to amenity</p>	<p>Noted. The Masterplan is being created as a design framework and therefore the inclusion of a surface water drainage strategy would be too detailed at this stage. However, policies and guidance on water</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		and open space provision.	management, including SuDS and drainage are contained within the adopted Core Strategy and Site Allocations and Policies - Preferred Options. These are applicable to the Churchfields masterplan area. Further assessment of drainage will need to be completed as part of more detailed development proposals.
Environment Agency	CMSPD70	We welcome the reference to drainage infrastructure in the section on 'Planning Obligations'. However, it is unclear what financial contribution may be sought and when it would be required, as there is no detail in the Masterplan to an overall drainage plan/strategy for the area.	As the masterplan is a design framework the document has not gone into detail regarding planning obligation requirements. These requirements will be discussed as part of more detailed development proposals as they come forward. Furthermore, policies and guidance on water management, including SuDS and drainage are contained within the adopted Core Strategy and Site Allocations and Policies - Preferred Options. The District Council also has a Supplementary Planning Document dealing with Planning Obligations which features guidance on contributions towards Sustainable Drainage Systems as well as flood defence and mitigation measures.
Environment Agency	CMSPD100	We would recommend that water efficiency measures are also referred to in this bullet point linked to the water efficiency target provided in policy CP01 of the adopted Core Strategy.	Noted. Include additional wording to make reference to water efficiency.
Griffiths B	CMSPD87	I object to the closure of Blackwell Street as this will affect my business and can see no need for this.	Noted. The draft masterplan does not propose to close Blackwell Street. Instead it is looking to turn into a one-way street (travelling south towards the town

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			centre) and provide a new north-bound road off the existing ring road.
Homes & Communities Agency	CMSPD19	<p>The Homes & Communities Agency has worked closely with the council on the development of the Churchfields Masterplan.</p> <p>It is encouraging to see that the masterplan will allow for the redevelopment of the area, including affordable housing.</p> <p>The HCA highly regards the Councils community engagement process.</p>	Noted and support welcomed.
Hussain Mr Syed Abrar	CMSPD73	Support.	Support is noted
Hussain Mr Syed Ashfik	CMSPD88	Support.	Support is noted.
Kaur Mrs R	CMSPD74	This represents a great vision for the future of the Churchfields area. I believe that The Horsefair will also benefit from the proposed development of Churchfields. In my view the Churchfields Masterplan document will facilitate a community led regeneration of the entire area. I believe in sustainable development and I fully support the Council's proposals for this part of Kidderminster.	Support is noted.
Khatun Miss S F	CMSPD89	Support.	Support is noted.

Agenda Item 10.3
Appendix 2

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
Knight S	CMSPD75	I as a shop owner in Blackwell Street do Not want the street turned into a Dead-end . It will be disconnected from the town centre even more and traffic congestion on the ring road can only get worse. Please don't condemn our community of shops to a slow death!	Noted. The draft masterplan does not propose to close Blackwell Street. Instead it is looking to turn into a one-way street (travelling south towards the town centre) and provide a new north-bound road off the existing ring road.
Lawson J	CMSPD7	Overall paperwork and documentation well presented and helpfully explained. We all ought to be more active in development and supporting transport action plans to make people come to Wyre Forest area.	Support is welcomed and noted.
Maffei T	CMSPD90	Support.	Support is noted.
McCarthy & Stone Retirement Lifestyles Ltd	CMSPD98	<p>We commend the Council for its acknowledgement of the District's ageing population profile and its support for specialist accommodation for the elderly within the LDF. However, the KCAAP and Churchfield Masterplan do not have specific policies that support specialist housing.</p> <p>Given the extent of need in the District, planning policy documents at all levels should positively support the delivery of specialised accommodation for older people. As the majority of the sites in both the KCAAP and Churchfield Masterplan are in close proximity to Kidderminster, they are ideally suited to a use such as specialist housing for the elderly.</p> <p>We feel that Chapter 3) Opportunities and Constraints</p>	Noted. Include additional wording in the masterplan to highlight that specialist housing for the elderly would be an acceptable use in the area.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		<p>could be supplemented with the following text;</p> <p><i>" The plan serves to support and strengthen the town centre by creating additional homes and residents to provide additional spending capacity in the centre. The Council will support developments which provide specialist housing for the elderly given the eminent suitability of the Churchfields area to serve the needs of elderly persons and the growing demand for such developments within the District.</i></p>	
Middleton Mrs M	CMSPD91	Support.	Support is noted.
Natural England	CMSPD101	We would welcome increased recognition of valuable green infrastructure assets in the section on Landscape, Ecology and Open Space (p26). Where redevelopment sites are adjacent to these assets we would welcome early input into their design in order to minimise risks and capitalise on opportunities.	Noted. The areas green infrastructure assets will continue to be recognised in both the masterplan and the KCAAP. We would welcome the involvement of Natural England as individual development sites progress.
Natural England	CMSPD102	<p>Support Design Principles 1,2,4 and 5 and the enhancement of green infrastructure and improved access to it.</p> <p>Recommended promoting renewable energy in Design Principle 7.</p>	Noted and support welcomed. Insert additional wording to make reference to renewable energy.
Natural England	CMSPD103	Whilst this section of the SPD reads very positively, we are aware that the recent planning application for this	The District Council have been working with the applicant to secure the positive treatment of this

Agenda Item 10.3
Appendix 2

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		site, reference 11/0163/FULL, proposed an extremely narrow strip between the canal and buildings. The canal is designated as a Special Wildlife and it is important that the redevelopment of this area protects and enhances its function as a wildlife corridor.	canalside area as part of the proposed redevelopment. The District Council continue will work will applicants on all future proposals.
Parsons S	CMSPD92	These proposals may mean the end of my employment here. I have been with this shop for 15 years. Closing Blackwell Street will mean just more vandalism or worse. Why kill a community of shops? Do we need another supermarket?.	Noted. The draft masterplan does not propose to close Blackwell Street. Instead it is looking to turn into a one-way street (travelling south towards the town centre) and provide a new north-bound road off the existing ring road.
Ruffinato G	CMSPD76	Support.	Support is noted.
Sainsbury's	CMSPD41	Sainsbury's supports the objective to create better connectivity to the town centre and Crossley Retail Park. Support the creation of a pedestrian link between Churchfields and the retail park and the principal of a public transport link. However, there are strong reservations about this crossing being used by general vehicles.	Comments noted. The Churchfields Masterplan is a design framework to guide the future development of the area. The transport schemes included present the ambitions for this area and have been developed using specialist transport advice. The proposals shown are indicative at this stage and have not been fully tested. It is recognised that specific transport proposals need to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.
Sainsbury's	CMSPD42	The Sainsbury's store is effectively accessed by a cul-de-sac of Carpet Trades Way/Lower Mill St which has a traffic signal junction with A456 St Marys Ringway. It is important to understand that the Crossley Retail Park	Noted.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		suffers as a result of congestion on A456 and the lack of alternative vehicular access.	
Sainsbury's	CMSPD43	Land to the north of the retail park is no doubt required for a proposed vehicle connection. The road behind Sainsbury's, to which a new road may connect, is not currently part of the adopted highway. It is in private ownership so achieving a connection would be difficult.	Noted. The Churchfields Masterplan is a design framework to guide the future development of the area. The transport schemes included present the ambitions for this area which, albeit realistic from the District Council's perspective, will require further exploration as part of more detailed proposals. The District Council recognise that this road is currently in private ownership.
Sainsbury's	CMSPD44	The Churchfields Masterplan has looked at the issues of access to the Churchfields area without fully considering the negative impacts on the Crossley Retail Park. Our concern is that a road link for use by all vehicles (not just buses) would have unintended consequences - that is, it would create further traffic congestion and rat running.	Comments noted. The Churchfields Masterplan is a design framework to guide the future development of the area. The transport schemes included present the ambitions for this area and have been developed using specialist transport advice. The proposals shown are indicative at this stage and have not been fully tested. It is recognised that specific transport proposals need to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.
Sainsbury's	CMSPD45	The proposed vehicular bridge (near the existing Lime Kiln Bridge) would be acceptable for use by buses and would be controlled by rising bollards. A much more acceptable long term solution would be a	The proposed vehicular bridge needs to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		new road off A442 Franche Rd along the alignment of Puxton Lane, crossing the River Stour and connecting both the Crossley Retail Park and Churchfields	The viability of a new road connecting the A442 to Crossley Park would be questionable as it would be a significant and costly infrastructure project. Furthermore, access off the A442 down Puxton Lane would not be suitable in its current format and would require significant investment. This route would also pass through the Puxton Marsh SSSI which would have significant biodiversity and flood risk issues.
Sainsbury's	CMSPD46	The proposed Pedestrian/ Cyclist connection over the canal from Churchfields to the canal towpath and thence Sainsbury's is supported. The location of this crossing is acceptable as shown on Fig 16. The location shown on Fig 8 is different and is a less logical point of connection into Sainsbury's site.	Noted and support welcomed. The line shown on Fig 8 is purely for illustration and to display the need for improved connections through the site.
Sainsbury's	CMSPD47	One final point of comment is that on page 20 of the consultation document St Marys Ringway is purported to carry 28,000 vehicles/day, yet on page 30 this figure falls to 20,000 vehicles/day. We assume this latter figure is incorrect.	
Sainsbury's	CMSPD48	We support the principle of increasing connectivity and measures to allow pedestrians, cyclists and buses to travel from Churchfields through the retail park to the town centre. However, the proposed vehicular crossing for all vehicles will not link to the adopted highway, will cause 'rat running' and further congestion through the retail park. An alternative and more appropriate route is suggested.	A key principle of the masterplan is to improve connectivity through the area and beyond, and this includes private car journeys as well as public transport. The masterplan presents the ambitions for new connections in the area which attempt to relieve congestion both in Churchfields and the surrounding area by providing a greater choice of routes, and have been worked up using specialist transport

Agenda Item 10.3
Appendix 2

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			advice. However, it is recognised that this needs to be supported by technical evidence to show the wider impacts on traffic flows and appreciate that this needs to be justified in regard to the effect on Crossley Park.
Shaw A	CMSPD4	My comment is to approve of the plan and make the point that it is in my view the area that needs priority attention.	Support is welcomed and noted.
Sidhu A	CMSPD77	Support.	Support is noted.
Sidhu M	CMSPD93	Support.	Support is noted.
Sidhu S	CMSPD78	The plan for Churchfields is a very positive vision for the Churchfields/Horsefair area. However, the area designated by point 10 is currently allocated for car parking for local shops in the Horsefair but on the map it is shown as a 'new public space at the Horsefair'. This area is very important as a car parking facility for businesses, which rely on passing trade for up to 60% of their business. If those parking spaces are removed then they must be relocated onto the road.	Noted and support welcomed. The Horsefair triangle, indicated by point 10, has been identified as having the potential to be an improved public space. However, this does not mean that car parking cannot be included within this space. However, this a detailed issue and currently beyond the scope of the masterplan. Further investigation will be needed as more detailed proposals for the area are progressed.
Singh Sidhu S	CMSPD79	Support.	Support is noted.
Soni A	CMSPD94	Support.	Support is noted.
Sport England	CMSPD12	Object to the loss of the playing fields of the former school unless they are shown to be surplus to requirements for the duration of the core strategy, or they are replaced.	Noted. Policy 22 of the emerging Kidderminster Central Area Action Plan states that any new development of this site will be expected to provide compensation for the loss of the playing fields.

Agenda Item 10.3
Appendix 2

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			Furthermore, any capital from the sale of the playing fields by the County Council will be required to be invested back into local sports facilities.
Stickley A	CMSPD95	This proposal will destroy our passing trade, will do nothing to improve air quality due to high level of traffic to Asda. With no passing traffic at night the security risks will increase as it will be a backwater, it will mean the end of our business and will force us to lose employees.	Noted. The draft masterplan does not propose to close Blackwell Street. Instead it is looking to turn into a one-way street (travelling south towards the town centre) and provide a new north-bound road off the existing ring road.
Thomas T	CMSPD80	Support.	Support is noted.
Tozer T	CMSPD96	Support.	Support is noted.
Turvey Miss R J	CMSPD1	Wishes to see more being done to generate energy from renewable sources. Highlights the British Sugar Factory as a potential opportunity site for renewable energy including a training centre for renewable energy and a community eco market.	Noted. The District Council has policies in place to increase the amount of power which is generated from renewable resources.
West Mercia Police	CMSPD49	<p>Welcome the preparation of the Masterplan as it will provide an effective tool for guiding the regeneration of Churchfields.</p> <p>We are concerned that the proposals being advanced by ASDA and Bellway Homes appear to be disconnected from the masterplan preparation process. We urge ASDA and Bellway to engage with the Council to promote a single joint vision for the area.</p>	The masterplan preparation process has taken place with the continued and frequent engagement with both ASDA and Bellway Homes from the beginning. The scheme presented by Bellway for the Churchfields North site is in general conformity with the masterplan's vision insofar that it proposes a housing-led development. In regard to ASDA, the masterplan provides a fundamentally different approach to the vision for Churchfields and it is therefore not possible to provide a joint vision.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			However, the District Council will continue to liaise with ASDA.
West Mercia Police	CMSPD50	No objections to what is outlined in the masterplan as it works to address the current imbalance between pedestrians, cyclists, public transport and private vehicles. However, we advise that this does not result in adverse impacts on through traffic in Kidderminster.	Noted. All proposed changes to the highway network will need to meet the requirements and approval of Worcestershire County Council as the Highway Authority. The proposals are being put through a traffic model to assess the potential impact on traffic flows.
West Mercia Police	CMSPD51	<p>Welcome and support the commitment to creating a safe and secure environment along the frontage of the Staffordshire & Worcestershire Canal.</p> <p>We do however request that this commitment be reinforced through the insertion of additional wording requiring development to contribute towards creating a crime free canal environment.</p>	Noted and support welcomed. The 'Landscape, Ecology and Open Space' and 'Gateways, Edges, Nodes, and Landmarks' sections of the masterplan provide additional wording to the effect that a lack of natural surveillance leads to anti-social behaviour.
West Mercia Police	CMSPD52	<p>We accordingly request the following amendment to the third bullet point of Design Principle 4:</p> <p>- Create a safe, secure and crime free environment with...</p>	Noted. The wording of this principle will be amended.
West Mercia Police	CMSPD53	WMP and HWFRS therefore request that Design Principles 5 and 7 include direct references to Secured by Design. The adopted Core Strategy (December 2010), SAPPOP, and the KCAPPOP all contain references in their design policies to designing out	Noted. Wording relating to Secured by Design to Design will be added to Principle 5 & 7.

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		crime and disorder. Including the direct references to Secured by Design in the CMSPDCP would ensure consistency across the Council's LDF.	
West Mercia Police	CMSPD54	<p>We are concerned about the intention to create parking courts as part of the regeneration proposals. We therefore advise that parking courts should not be included as part of the regeneration proposals.</p> <p>Notwithstanding this advice, if it is the intention of the Council and its partners to proceed with including parking courts then they meet Secured by Design Standards.</p>	Noted. Reflecting on urban design good practice there will be a range of parking options provided in the area. Private parking courts are likely to feature within the masterplan area, particularly with development of high densities and especially for apartment and office blocks. Wording will be added to the Design Principle to highlight the need for them to be Secure by Design.
West Mercia Police	CMSPD55	<p>HWFRS has no infrastructure requirements in respect of the Churchfields area.</p> <p>The proposed regeneration and associated population growth will increase demand for policing services i.e. it will generate more incidents. This will require the upgrade of the existing policing post.</p> <p>There should not be an assumption that WMP infrastructure will be provided outside the planning framework. Developer contributions is therefore key to the future fulfilment of WMPs statutory obligation to provide an effective police service.</p>	Noted. 'Police Post improvements' will be included into the list of planning obligation priorities. However, this will be subject to prioritisation along with other infrastructure requirements and will be decided on an individual case basis.
West Mercia Police	CMSPD57	In light of this, WMP and HWFRS request that the 'Planning obligations' subsection of the CMSPDCP	Noted. 'Police Post improvements' will be included into the list of planning obligation priorities. However,

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		<p>directly references the need for an enhanced Police Post for Churchfields via the suggested wording:</p> <ul style="list-style-type: none"> - Affordable Housing (for proposals involving residential development). - Police Post improvements. - Off-site improvements to cycle and pedestrian routes. <p>Developer contributions towards the enhancement of the Police Post would be in accordance with Regulation 122 of the Community Infrastructure Regulations 2010.</p>	<p>this will be subject to prioritisation along with other infrastructure requirements and will be decided on an individual case basis.</p>
Wolverley & Cookley Parish Council	CMSPD71	<p>Parish Council are concerned about proposals to develop Churchfields as it will mean building on the flood plain. This would worsen the flood risk in Wolverley.</p>	<p>Only a small part of the Masterplan area is within either Flood Zone 2 or 3, meaning that the majority of the proposed development area falls outside of the floodplain. Any development site that would have an impact on flood risk will require a flood risk assessment and be in conformity with the Environment Agency's standards. Furthermore, the District Council's Adopted Core Strategy and the emerging Site Allocations & Policies and Kidderminster Central Area Action Plan documents all include policies on water management.</p>
Worcestershire County Council - Transport	CMSPD13	<p>Suggest text is re-worded to read:</p> <p>"...of Blackwell Street and providing new walking,</p>	<p>Noted. References to new walking, cycling and passenger transport links are already made further down the paragraph. Wording regarding the</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
Policy & Strategy		<p>cycling and passenger transport links across the canal and ring road to Crossley Park..."</p> <p>Also suggest that the poor motorised traffic access could be covered as follows:</p> <p>"Wyre Forest District Council will continue to work closely with Worcestershire County Council and developers to identify options for improving access to the Churchfields and Horsefair area for motorised modes from adjacent areas."</p>	<p>continuing work between WFDC and WCC on motorised modes will be added to the Movement and Access section.</p>
Worcestershire County Council - Transport Policy & Strategy	CMSPD14	<p>Worcestershire County Council strongly opposes the identification of transport schemes in this document unless supported by technical evidence of their value. No formal assessment of any proposed transport interventions have yet taken place, so it as yet unknown whether these suggested solutions would deliver against the desired outcomes of this document.</p>	<p>The Churchfields Masterplan is a design framework to guide the future development of the area. The transport schemes included present the ambitions for this area and have been worked up using specialist transport advice and has involved members of the County Council's highways team.</p> <p>It is noted that these ambitions do not yet have the full technical evidence behind them to satisfy the County Council. However, they are important aspirations for the area which need to be recognised. Furthermore, the document is design-led and sets out key principles for Churchfields, it does not prescribe definite proposals. The designs are therefore only indicative. It is fully recognised that further exploration and evidence would be needed as part of the</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
			<p>development of more detailed proposals.</p> <p>Consider adding wording to the relevant sections to caveat the highway proposals to highlight the need for detailed study.</p>
Worcestershire County Council - Transport Policy & Strategy	CMSPD15	<p>Again, Worcestershire County Council strongly opposes the identification of transport schemes in this document unless supported by technical evidence.</p> <p>No formal assessment of any proposed transport interventions has taken place, so it is as yet unknown whether these suggested solutions would deliver against the desired outcomes in this document.</p> <p>No funds have been allocated through the LTP3 for enabling works for this site, therefore, all transport interventions (including new infrastructure and services) must be fully funded through contributions from developers.</p>	<p>See response to comment CMSPD14.</p> <p>It is noted that no funds have been allocated through the LTP3 for this site.</p>
Worcestershire County Council - Transport Policy & Strategy	CMSPD16	<p>Worcestershire County Council objects to the following statement:</p> <p>"The District Council is currently working closely with Worcestershire County Council on the detailed assessment of these proposals using their local traffic model."</p>	<p>Noted. No detailed assessment has yet been proposed, however, Steve Hawley and Karen Hanchett from WCC have been working with the Council's transport consultant to develop the indicative proposals. Suggest changing the wording of this statement to:</p> <p>"The District Council has worked closely with</p>

Summary of representations, officer comments and recommendations.

Reporting Name	ID	Summary of Response	Officer Response
		This is not the case, as no formal brief has been received from Wyre Forest District Council to test these assumptions properly, therefore WCC requests that this statement is removed from the document.	Worcestershire County Council on developing the initial transport proposals.
Worcestershire County Council - Transport Policy & Strategy	CMSPD17	WCC fully supports the downgrading / re-engineering of the ring-road to improve connectivity and enhance access to the town centre by sustainable modes of transport.	Noted and support welcomed.
Worcestershire County Council - Transport Policy & Strategy	CMSPD18	<p>Further recognition of the importance of walking, cycling and passenger transport links to the railway station from the Churchfields area is required to ensure sustainable travel modes are attractive.</p> <p>There does not appear to have been an assessment of the existing levels of accessibility to/from the site on foot, by bicycle or by passenger transport to local and strategic services and facilities. This is essential to provide a base case and develop a series of outcomes that the redevelopment should seek to achieve.</p>	<p>Design Principle 1 is about improving pedestrian and cycle permeability through the area and giving them greater priority, this includes the ambition to provide at-grade crossings over the ring road to improve access to the town centre and the railway station. The importance of these links are developed further through detailed policies in the Kidderminster Central Area Action Plan Preferred Options.</p> <p>As the masterplan is a design framework detailed assessments regard accessibility have not been undertaken. Further detail will be explored through the development of detailed proposals.</p>

Churchfields Masterplan

August 2011



Supplementary Planning Document

As part of the **Réwyre** Initiative, Wyre Forest District Council, in Partnership with the Homes & Communities Agency and Worcestershire County Council, teamed up with MADE to bring together expert designers to prepare this draft Masterplan. This team includes:



Phil Jones Associates
Transport Planning Consultants



n o d e
Urban design consultants

This draft masterplan is also supported by:



Homes &
Communities
Agency



worcestershire
council



CONTENTS

- i) Preface (p.3)**
- 1) Introduction – Vision (p.6)**
- 2) Appreciating the Context (p.10)**
- 3) Opportunities and Constraints (p.33)**
- 4) Consultation (p.34)**
- 5) The Strategic Framework (p.35)**
- 6) Design Principles (p.36)**
- 7) Character Areas (p.54)**
- 8) The Masterplan (p.61)**
- 9) Delivery and Implementation (p.62)**
- 10) Funding Mechanisms (p.63)**
- 11) Phasing (p.64)**
- 12) Planning Applications (p.65)**
- 13) Contacts (p.66)**

LIST OF FIGURES

- Fig 1: Site location plan (p.7)
- Fig 2: Statutory heritage designations (p.12)
- Fig 3: Heritage assets and character groups (p.14)
- Fig 4: Buildings to be retained/redeveloped/reviewed (p.15)
- Fig 5: Existing land uses (p.17)
- Fig 6: Land ownerships (p.19)
- Fig 7: Access limitations (p.21)

- Fig 8: Improving connectivity (p.21)
- Fig 9: Bus routes serving Churchfields and key pedestrian/cycle links (p.23)
- Fig 10: Topography (p.25)
- Fig 11: Stour Valley Corridor (p.26)
- Fig 12: Landscape, ecology, and open space (p.27)
- Fig 13: Flood zones (p.28)
- Fig 14: Gateways, edges, nodes and landmarks (p.31)
- Fig 15: DP1 - Connectivity (p.37)
- Fig 16: Possible New vehicle links (p.39)
- Fig 17: Indicative Blackwell Street Bypass (p.39)
- Fig 18: New street hierarchy - including possible vehicle links (p.39)
- Fig 19: DP2 - Open space and topography (p.41)
- Fig 20: DP3 - Character areas (p.43)
- Fig 21: DP4 - Frontages (p.45)
- Fig 22: DP5 - New public spaces (p.47)
- Fig 23: DP6 - Heritage assets (p.49)
- Fig 24: DP7 - High quality architecture (p.51)
- Fig 25: DP8 - Vibrant communities (p.53)
- Fig 26: Snapshot of character areas (p.55)
- Fig 27: Churchfields Historic Quadrant (p.56)
- Fig 28: Clensmore Street South (p. 57)
- Fig 29: St. Mary’s and Waterfront West (p.58)
- Fig 30: Churchfields North (p.59)
- Fig 31: Hurcott Road (p.60)
- Fig 32: Churchfields Masterplan (p.61)
- Fig 33: Approximate Site Phasing Plan (p.64)





C Churchfields



PREFACE

Kidderminster Regeneration Prospectus & ReWyre Initiative

The ReWyre Initiative was launched in September 2009 with the publication of a Regeneration Prospectus for Kidderminster. Key agencies including Wyre Forest District Council (WFDC), Worcestershire County Council (WCC), Homes & Communities Agency (HCA) and British Waterways came together to make a commitment to regenerate Kidderminster through the signing of a Memorandum of Understanding.

The Prospectus had been developed following extensive public consultation and debate which has been well documented. It highlights the importance of four key 'action areas' which include the Town Centre (A); Comberton Hill (B); Churchfields (C); and the former British Sugar Site (D).

The Prospectus also highlighted four key themes that emerged strongly in public consultation, these are: Jobs; Transport; Homes and Communities; and Design and Environmental Quality. These themes will prove crucial to this Masterplan.

'C' is for Churchfields: Through the development of the Prospectus a new vision of Churchfields as an "urban village" of mixed housing, business and community uses emerged.

In terms of **homes and communities**, the focus is clearly on the creation of new homes and the creation of a quality urban environment. Following the launch of the ReWyre Initiative, the HCA recognised Churchfields as one of a limited number of priority housing locations in the West Midlands. The aim is to recreate a residential community around a host of existing and new community assets.

In **design** terms, the aim is to make the most of the area's key built and environmental assets which include Listed Buildings and the Staffordshire & Worcestershire Canal Conservation Area. It is also about driving forward design quality in line with the District Council's Design Quality SPG with the creation of connected layouts and appropriate block structures.

In terms of access to **jobs** there is emerging provision for small

scale office and business use, community facilities and a local retail centre. Otherwise the focus is on improving links to the town centre and Crossley Park as major nearby employment centres.

For **transport** the focus is on better connecting Churchfields into the wider town including new access points to the ring road, tackling the congestion and air quality problems of Blackwell Street and providing new links across the canal and ring road to Crossley Park and the town centre respectively. It is intended that these new links will deliver improved public transport, walking, and cycling accessibility.

Despite being within 500 metres of the town centre, and adjacent to one of the main arterial routes into Kidderminster, the Churchfields and Horsefair area has the sense of being cut off from the wider town. This is compounded by the fact that there is currently only one route in and out of the area for traffic.

Individual communities such as Grasmere Close are uninviting to visitors and accessibility through the wider area is limited. It can be threatening and opportunities for natural surveillance and security are reduced through poor definition of public and private space.

The 'urban village' concept aims to create a vibrant, connected and welcoming neighbourhood with a network of complementary commercial and residential communities.



Birds eye view: The urban village concept illustrated in the Prospectus, Sept. 2009



Role of Planning & Economic Development

Wyre Forest District Council has a key role in providing the planning policy framework and determining planning applications for development in the area.

Characterised by complex brownfield sites and land ownerships, Churchfields faces multiple challenges including accessibility, air quality, and social and economic deprivation.

A range of businesses currently occupy the site. Many are on short term tenancies and the North Worcestershire Economic Development & Regeneration Team will need to assist with any relocation.

It is important to ensure a comprehensive approach that safeguards against the piecemeal development of sites. To do otherwise would be to risk minimising the overall package of benefits that holistic development would provide.

Statutory Development Plan

Wyre Forest District Council has a legal duty to prepare a development plan for the district. The Local Development Framework Core Strategy, adopted in December 2010, sets out the number of homes and the amount of land for industry and commerce to be built across the District.

The next stage in the production of the Local Development Framework (LDF) is the creation of a more detailed development blueprint to include policies for particular sites. The Kidderminster Central Area Action Plan will provide the detail for Churchfields and will allocate sites for different uses such as housing, business, community uses and commercial uses such as retail and leisure.

Purpose of the Masterplan

Masterplanning is a means of exploring how an area could develop in more detail i.e. understanding what currently exists and outlining what could be done. It provides a more detailed and focussed engagement and exploration exercise.

The Masterplan can perform two main roles. Firstly, it can provide an evidence base to inform the development of the Kidderminster Central Area Action Plan. Secondly, it can set out a detailed design framework to guide new development. In relation to the latter, a Masterplan can guide, challenge and inform the determination of planning applications.

Delivering the Masterplan

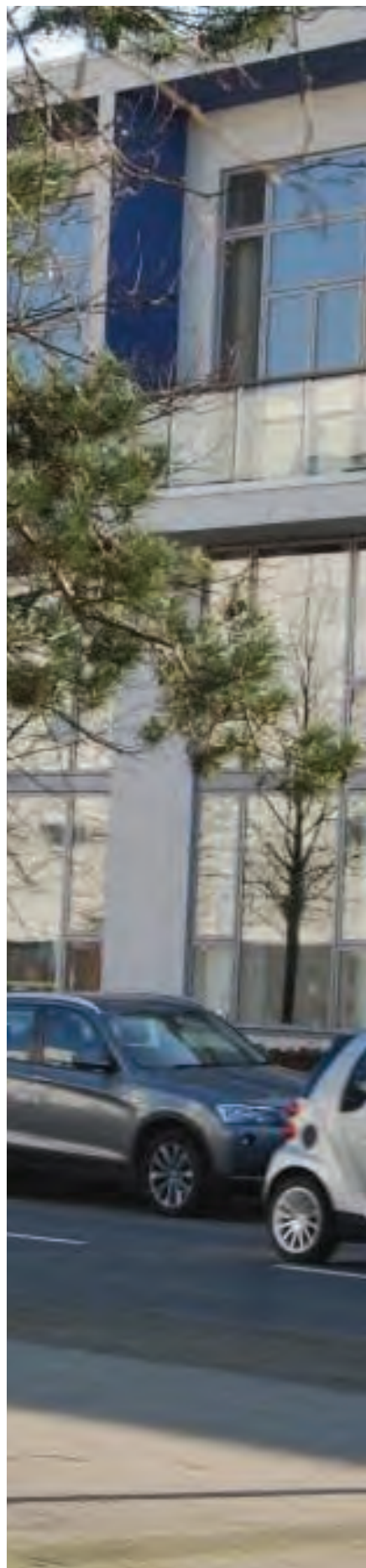
In 2009/10, the District Council and the HCA agreed to jointly fund the development of a masterplan in order to address the above issues and provide a positive, proactive framework.

In 2010, Midlands Architecture & Designed Environment (MADE) were commissioned to undertake the masterplan on behalf of the ReWyre Initiative. The 'client team' includes WFDC, HCA and WCC Highways.

Bellway Homes and Asda have announced their visions through separate pre-application consultation. These are separate and not endorsed by the masterplan under development by MADE.

Masterplan Status

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



Structure

The structure of the masterplan is as follows:

1. Introduction: background to the area and the masterplan.
2. Appreciating the physical, social and economic context: summarises the analysis of the site, surroundings and planning policy.
3. Opportunities and constraints: identifies the area's key opportunities and constraints, based on the findings of section 2.
4. Consultation: details the process of engaging with the public and statutory consultees.
5. Strategic framework: establishes design principles and urban structure for the area.
6. Detailing the Place: Character areas will be defined in order to establish more detailed design principles on individual sites.
7. Delivery and implementation: will consider issues of phasing, and requirements for applying for planning permission.
8. Contacts: lists the important contacts associated with this project.

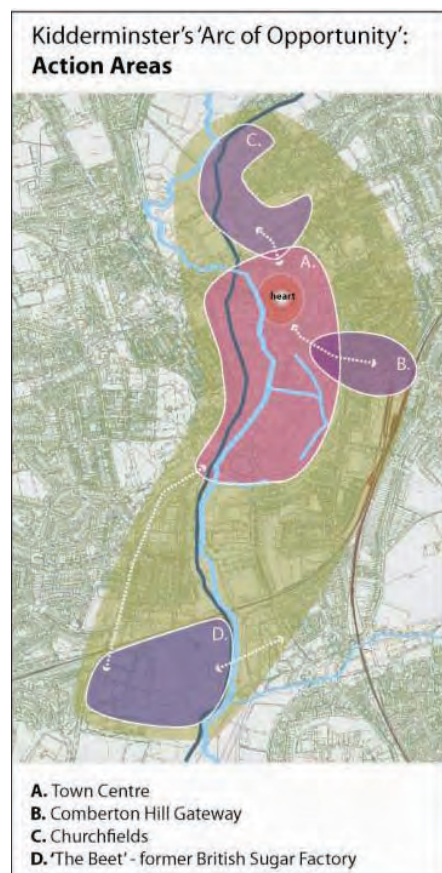
1. INTRODUCTION

Background

This masterplan has been prepared by MADE on behalf of the ReWyre Board and Wyre Forest District Council. The document has been adopted as a Supplementary Planning Document (SPD) providing design policies and guidance for the regeneration of the area.

The masterplan has been developed following several periods of public consultation. Two public consultation weekends were held in November 2010 and February 2011. These explored the rationale for the masterplan, site area and overall vision. The draft masterplan was prepared having full regard to the findings of this engagement with the local community. The findings of the consultation are highlighted within the relevant sections of the plan. A consultation period on the draft masterplan was held over six weeks between May and July 2011 jointly with the consultations on the preferred options stage Kidderminster Central Area Action Plan and Site Allocations & Policies Development Plan Documents.

The masterplan area (see figure 1) is located to the north of Kidderminster Town Centre. It has been highlighted as an important housing-led mixed use regeneration site. Following consultation the site boundary was extended to include St George's Park and adjacent land at Crossley Park with the area now covering more than 30 ha.



The Churchfields area is accessed from a single point at the junction of Broad Street, Stourbridge Road, Blackwell Street and Radford Avenue. This is a congestion hotspot and suffers from poor air quality and is a designated Air Quality Management Area (AQMA). Public transport in the area is poor and limited to the A451. The disconnected road network means that it is difficult for public transport to penetrate the area. Walking and cycling links to the town centre are indirect and unwelcoming.

Outputs



A masterplanning process should lead to:

The creation of a three dimensional plan which presents proposals or aspirations for the development of:

- buildings
- street blocks
- public spaces
- streets
- landscape
- approaches to parking and servicing

The masterplan does not go as far as designing buildings.

The spatial masterplan is expressed in diagrams, land use plans, models and explanatory images as well as in words.

It needs to be supported by the data gathered during preparation and demonstrate how it relates to the implementation strategy.



Fig 1: The site area plan: The Churchfields Masterplan area edged red with key development areas highlighted



AIMS - The Masterplan must be:

Visionary - Raise aspirations and provide a vehicle for consensus building and implementation.

Deliverable - take account of implementation and delivery routes and integrate with the land use planning system, yet challenge it.

Flexible - provide the basis for negotiation and dispute resolution and be adaptive to changing circumstances.

Participatory - provide stakeholders the opportunity to fully engage.

It should aim to rethink existing neighbourhoods and create new ones.

OBJECTIVES

The masterplan sets out planning and design principles and aims to enable a coherent and informed approach to the future masterplanning of the area in order to ensure high quality design.

The masterplan will:

- Ensure development is based on a sound understanding of local character and circumstances, especially given the historic context set by the canal conservation area and nearby Listed Buildings and historic churches.
- Establish the relevant planning and design policies that will influence and shape the form of development.
- Establish key principles to guide sustainable development.



- Give certainty to interested developers and investors about the expectations of the local planning authority and wider community.

- Make provision for the delivery and phasing of development.

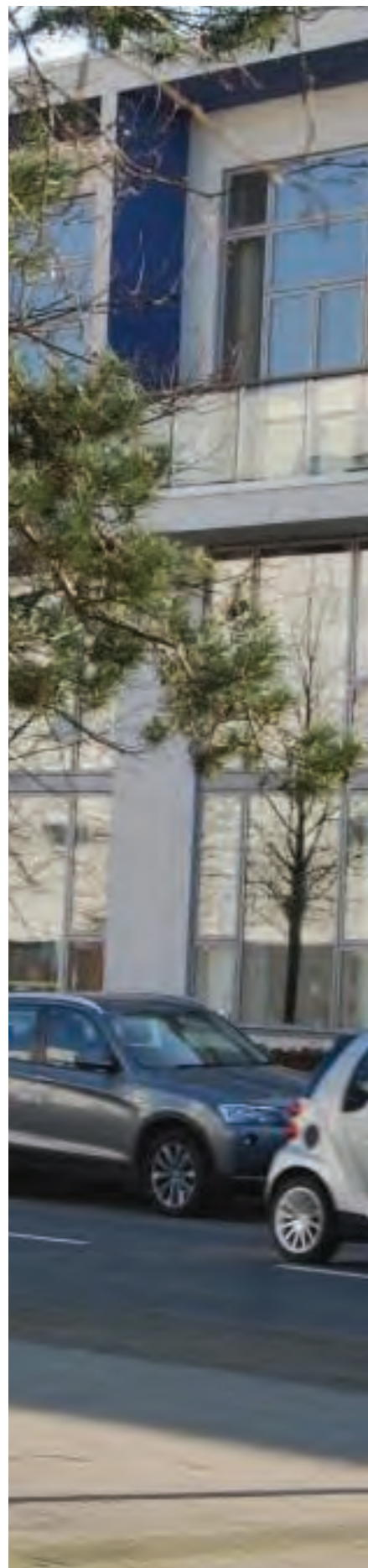
SPECIFIC OBJECTIVES include:

- 1) Show how streets, squares and open spaces are to be connected.
- 2) Define the height, bulk and massing of buildings.
- 3) Suggest relationships between buildings and public spaces.
- 4) Determine the activities and land uses to take place in the area.*
- 5) Identify movement patterns for people on foot, or by bicycle, car or public transport, as well as looking at the needs of service and refuse vehicles.
- 6) Relate to the physical form of the site to social, economic and cultural contexts and take account of needs of people living and working in the area.
- 7) Show ways in which new neighbourhoods can be incorporated into existing communities, as well as built and natural environments.

* The Masterplan suggests activities. However, these aspects of the plan will need to be ratified through the Kidderminster Central Area Action Plan as the formal Development Plan Document. In the meantime, in all other respects, the Masterplan provides appropriate design guidance that is capable of being adopted as formal planning policy in the form of a Supplementary Planning Document.

VISION FOR CHURCHFIELDS:

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



2) APPRECIATING THE CONTEXT

Area description

The area is an eclectic mix of housing, industry, warehousing, offices, retail, open spaces, car sales and community uses but the individual elements are disconnected and serve to create poor relationships creating an uninviting environment.

It has been subject to several periods of insensitive comprehensive redevelopment. To the west this involved replacing historic communities to make way for large factories and in the east the creation of 1960s high rise homes at Grasmere Close.

The final act was the creation of the town centre ring road in the 1960s/ 70s which tore through the area. This severed the neighbourhood from the town centre. St Mary's Street was closed to concentrate traffic on Blackwell Street, and the important link from St Mary's Church to the town centre via Church Street was severed. Blackwell Street itself, one of the main arterial routes of the town, was cut in two by the ring road.

Whilst there are a number of very strong heritage assets



including the canal conservation area and Listed Buildings, such as the Grade 1* Listed St Mary's Church, you have to search them out as the area currently turns its back on its key assets. Despite being highly visible from the ring road, St Mary's Church lacks a sense of place that belies its medieval origins.

The area benefits from changes in levels which offer distant views and increases the prominence of landmarks in their setting, whilst offering the opportunity to impact positively on the landscape through sensitively designed development atop the ridges of the Stour valley.

The River Stour and Staffordshire & Worcestershire Canal offer a strong linear landscape influence, with the Stour having a wider impact through the defining topography of the valley sides. From the wetlands of the Puxton Marsh SSSI in the west the land rises towards the east of the area through a series of marked ridges.

Despite a rich and varied landscape, the character of the area is strongly influenced by social, economic and environmental deprivation. The majority of the area falls within one of the most deprived wards of Worcestershire and Broad Street is recognised as one of the 'Areas of Highest Need'.

The following sections explore individual elements of the area's context in more detail, these are:

- Historic
- Land Use
- Land Ownership
- Movement and Access
- Topography
- Landscape, Ecology, and Open Space
- Gateways, Edges, Nodes, and Landmarks

Historic context



Churchfields in context: 1880s

The medieval St Mary's Church sits in a prominent position and was the centre of a community around Dudley Street, Churchfields and Duke Street (now the public meeting rooms to Duke House). St Mary's school used to be located adjacent to the church before moving to Stoney Lane around the 1970s.

The grain of development was fine with terraced streets reflecting the topography running north south radiating from Dudley Street. This street (now cut off by CMS Vauxhall dealership and Kwik Fit) was a key street connecting to Church Street and the town centre. The only trace of the street now is a short spur off Blackwell Street in the Horsefair.

The junction of Dudley Street and Blackwell Street continues to have a strong sense of enclosure and space. The place is framed by landmarks such as the Old Peacock PH and three storey Georgian properties which befit the site's heritage as an important junction. A number of the critical landmark buildings that framed this sense of place remain throughout the area. This is illustrated a little further north from Dudley Street at the Horsefair which historic mapping indicates was one of the most

significant public spaces in the town. Presumably this reflects its historic significance as a place where horses were once traded.

Elsewhere, the larger buildings associated with industry tended to straddle the River Stour and the Staffordshire & Worcestershire Canal. This made sense as part of a legible landscape where industry needed the resources of the River Stour and the canal for transport.



Churchfields in context: 2010

The above plan illustrates how the area's fine grain and legibility has been lost. The Tomkinson Carpet factory off Churchfields was the only major carpet factory located outside the River Stour valley bottom.

The following images and plans illustrate the heritage assets within the area with a photo montage identifying examples of how important heritage buildings can be refurbished and used in a productive manner, whilst still protecting their historic fabric.

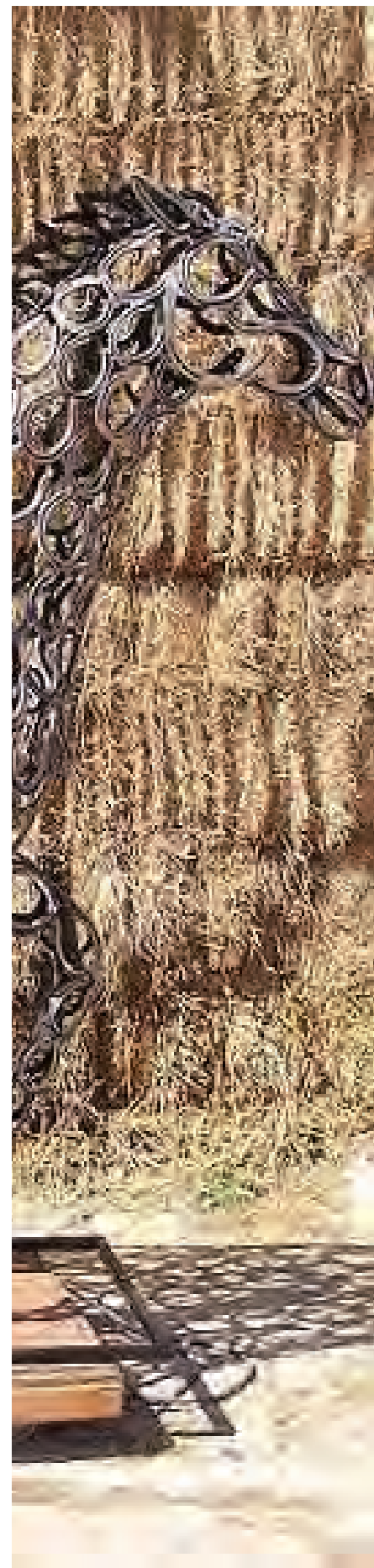




Fig 2: Statutory Heritage Designations



Green Street, Kidderminster - precedent for conversion



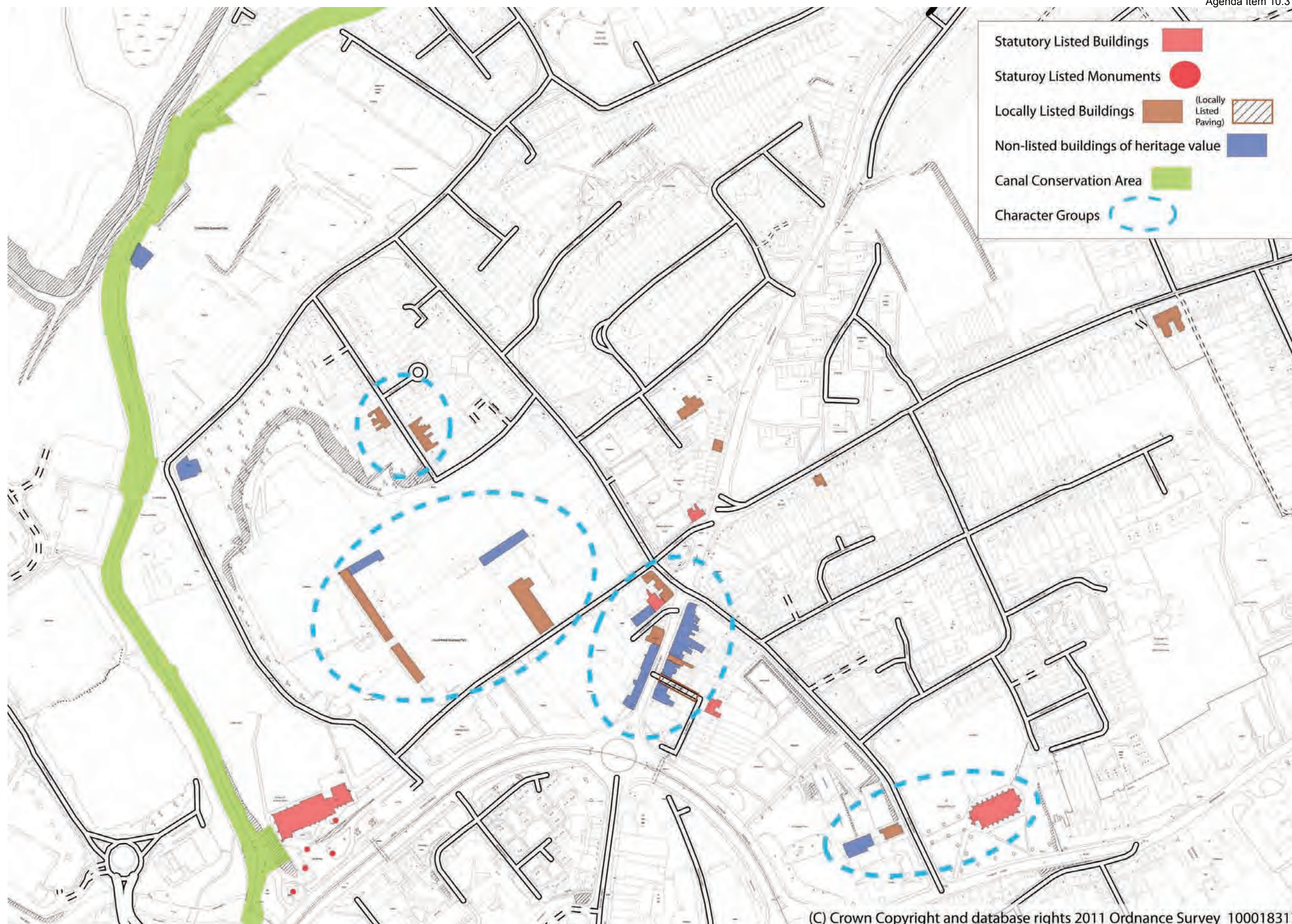


Fig 3: Heritage assets and character groups

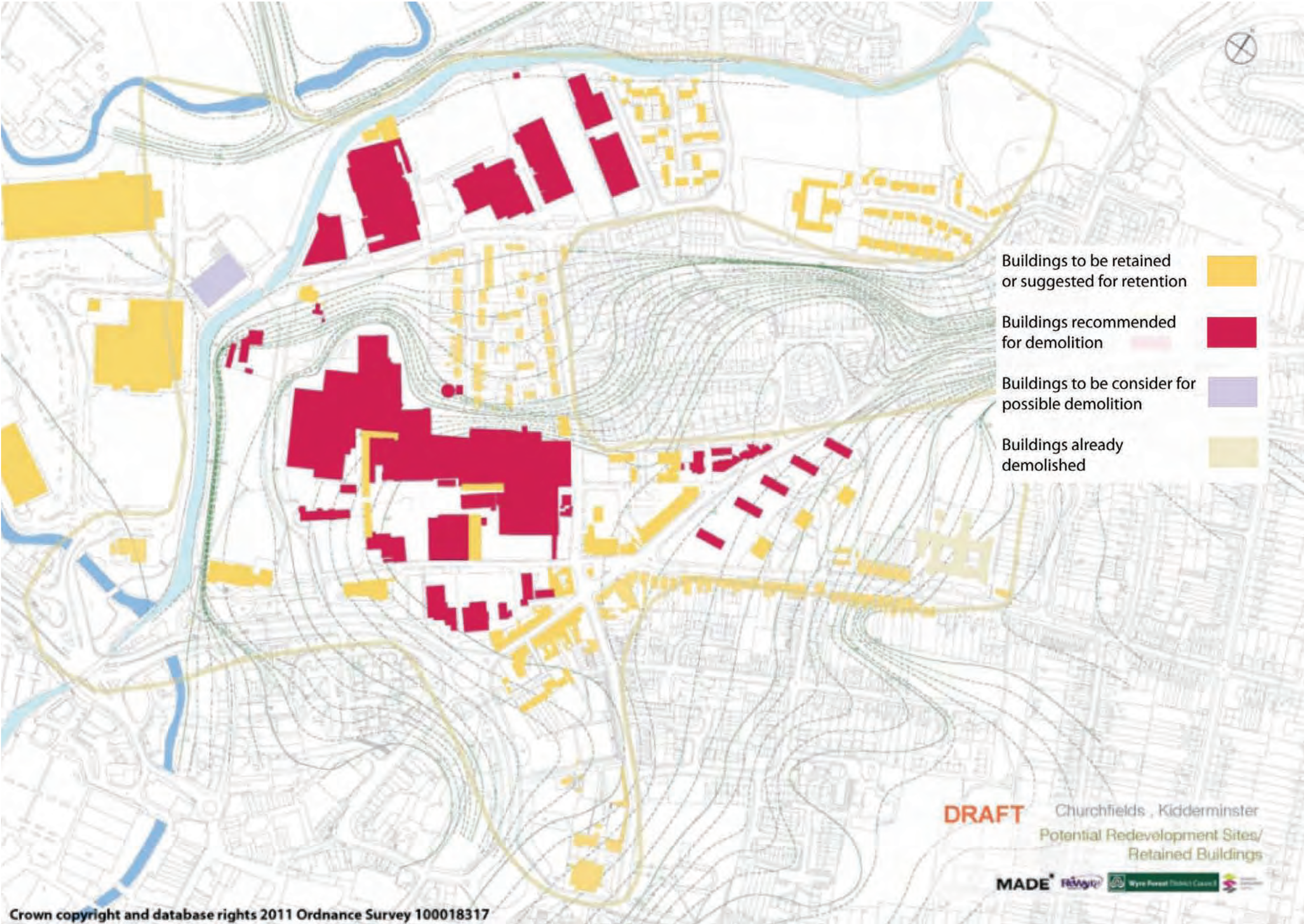


Fig 4: Buildings to be retained/redeveloped/reviewed

Land Use

The Churchfields area is focussed on a designated local centre of specialist and convenience retailing along Blackwell Street and at Horsefair. To the west is an extensive area of historic industry in the form of two former carpet factories now sub-divided and in temporary uses. Other small scale workshops and business premises exist in this area.

There are extensive car sales which front onto the ring road and back onto Churchfields. This creates a very industrial edge to Churchfields and the access to the two prominent churches of St Mary's and Trinity. The east of the area is characterised by suburban residential and 1960s high rise developments.

There is also a significant formal park at St George's and a number of defining open spaces on the edge of the neighbourhoods. To the west this is defined by the linear corridor of the canal and river and to the east by St George's churchyard and park and Baxter Gardens.

To the north and east the adjoining character is residential with some business premises interspersed. To the north west is Puxton Marsh SSSI and to the west is Crossley Park including an extensive retail park. To the south beyond the ring road is the town centre which is approximately a 10 minute walk.

The area's position on the north west facing slopes of the valley side offers distant views over the valley to wooded escarpments and fields beyond.



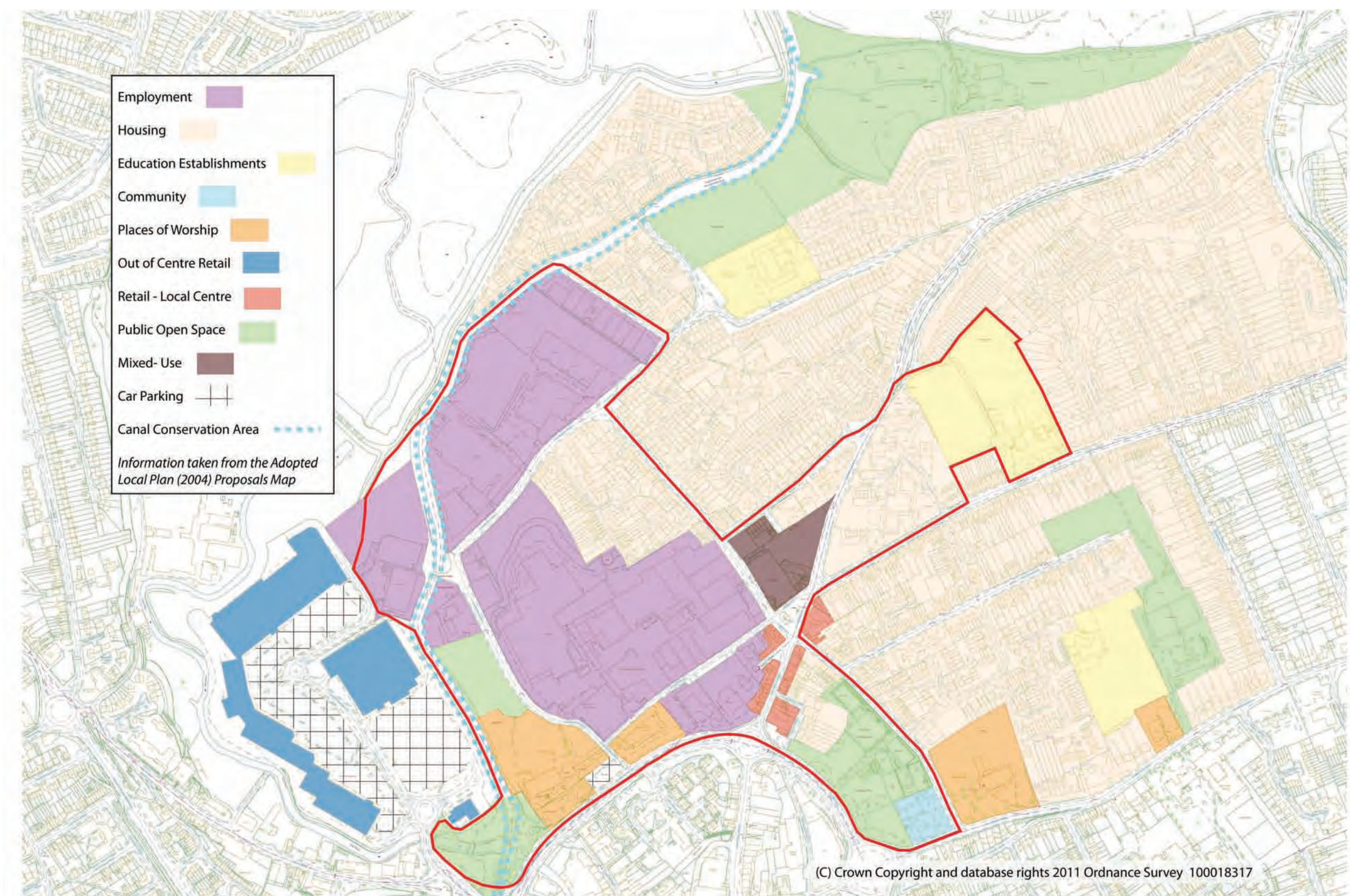


Fig 5: Existing land uses

Land Ownership

The majority of the masterplan area is owned by three principal interests:

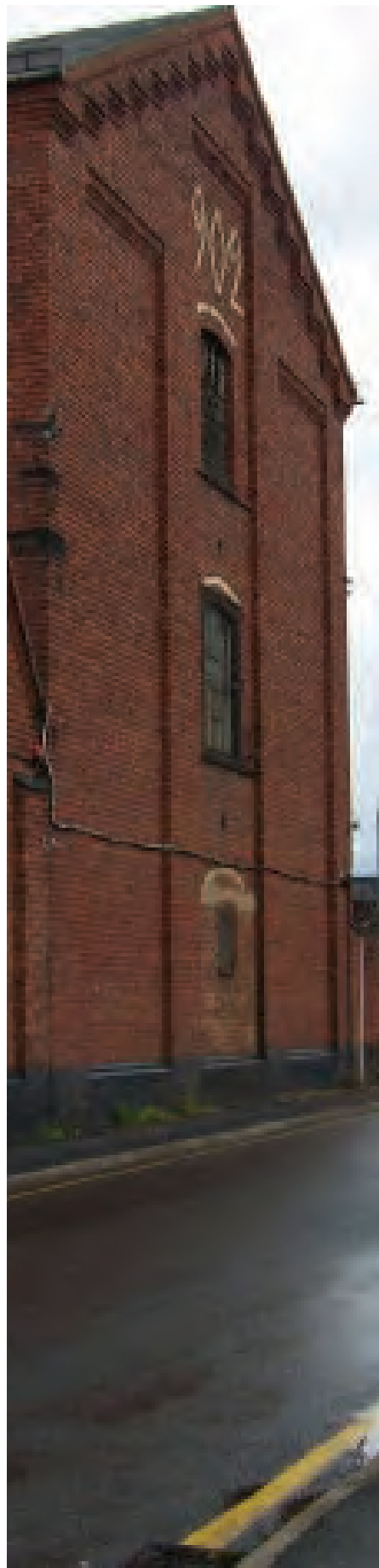
1) Kidderminster Property Investments (KPI) have assembled the largest part of the redevelopment site and specifically the main industrial premises at Churchfields, Clensmore and Stoney Lane. They also own the land at CMS car dealership fronting the ring road that will be important for the future transport infrastructure of the area. This single land ownership is significant as it minimises the potential barriers to delivery.

2) Community Housing Group own the land at the Grasmere Close estate that is anticipated to form the first phase of the area's redevelopment.

3) Local Authority land - Worcestershire County Council own the land at the former Sladen Middle School and Wyre Forest District Council own smaller sites in Churchfields, Clensmore and Crossley Park.

Elsewhere, other smaller parcels of land are in private ownership.

Finally, the car park associated with the Royal Mail at Crossley Park will be important in facilitating the proposed new bridge link to Churchfields.



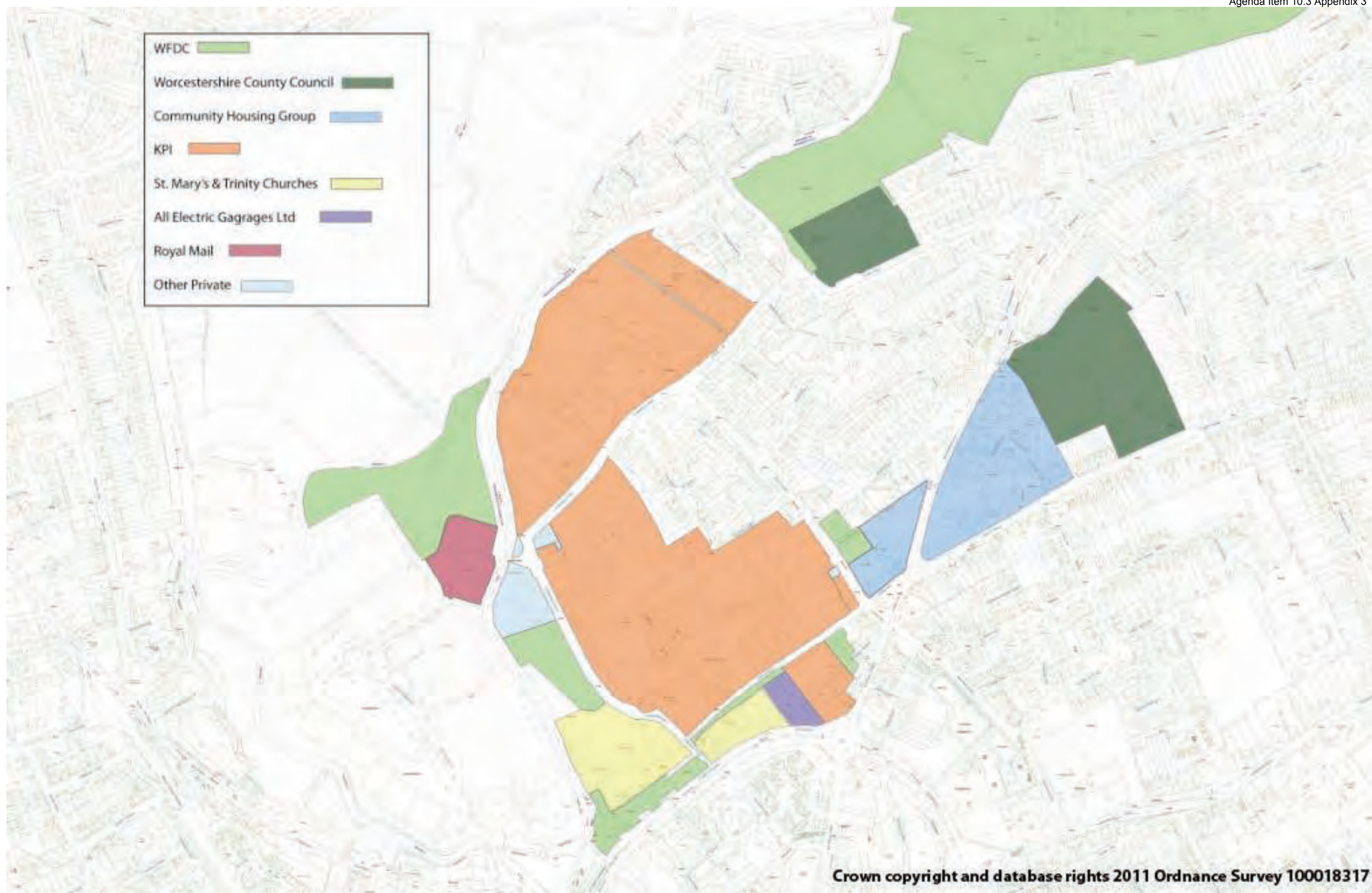


Fig 6: Land ownerships

Movement and Access

Highway Network

The Churchfields area has a number of movement and access issues. The area is accessed from the ring road by one main arterial route (Blackwell Street), which is often congested and is identified as an AQMA. Through the masterplan, opportunities exist to explore the provision of new access points to allow a choice of movement to and from the masterplan area by a variety of travel modes.

The Churchfields area is bordered to the south by the St Mary's Ringway section of the A456 Kidderminster Ring Road. This engineered dual carriageway forms the principal route through Kidderminster and around the town centre, and this section carries some 20,000 vehicles per day. There is congestion at peak periods at the roundabout junction with Blackwell Street and the traffic signals at Carpet Trades Way.

To the east of the area is the A451 Blackwell Street/Stourbridge Road which carries some 10,000 vehicles per day and forms one of the main radial routes of the town, leading to Stourbridge and the Black Country. Blackwell Street is narrow with inadequate footways and is a designated AQMA, due to the high levels of nitrogen dioxide. This is a consequence of the relatively high volumes of traffic, the narrow space between the buildings and traffic congestion at the junctions with the ring road and the Horsefair.

Blackwell Street/Stourbridge Road joins Broad Street, Churchfields and Radford Avenue at the triangular space of the Horsefair, with Radford Avenue forming a link to the next radial route to the east, the A456 Birmingham Road. The Radford Avenue/Stourbridge Road/Blackwell Street junction is controlled by traffic signals with pedestrian facilities.

Although only the eastern side of the Horsefair is busy, the two-way routes around the space and the parking in the centre mean that there is little room left over for non-highway functions, although a public art scheme is planned for the site.

Improving the access, movement and permeability of the whole masterplan area is one of the key themes of the SPD. Development will need to open up the access to the site and allow better connections to, and within, the area. Options to enable this to happen (such as linking over to Crossley Retail Park and providing a new access point from the ring road) are discussed later in the document.*

Wyre Forest District Council will continue to work closely with Worcestershire County Council and developers to identify options for improving access to the Churchfields and Horsefair area for motorised modes from adjacent areas.

** The Churchfields masterplan is a design framework to guide the future development of the area. The specific transport proposals present in this document are ambitions for the area and have been developed using specialist transport advice. However, at this stage they are indicative and have not been fully tested. Specific proposals will need to be supported by technical evidence to show their impacts on the wider traffic network.*



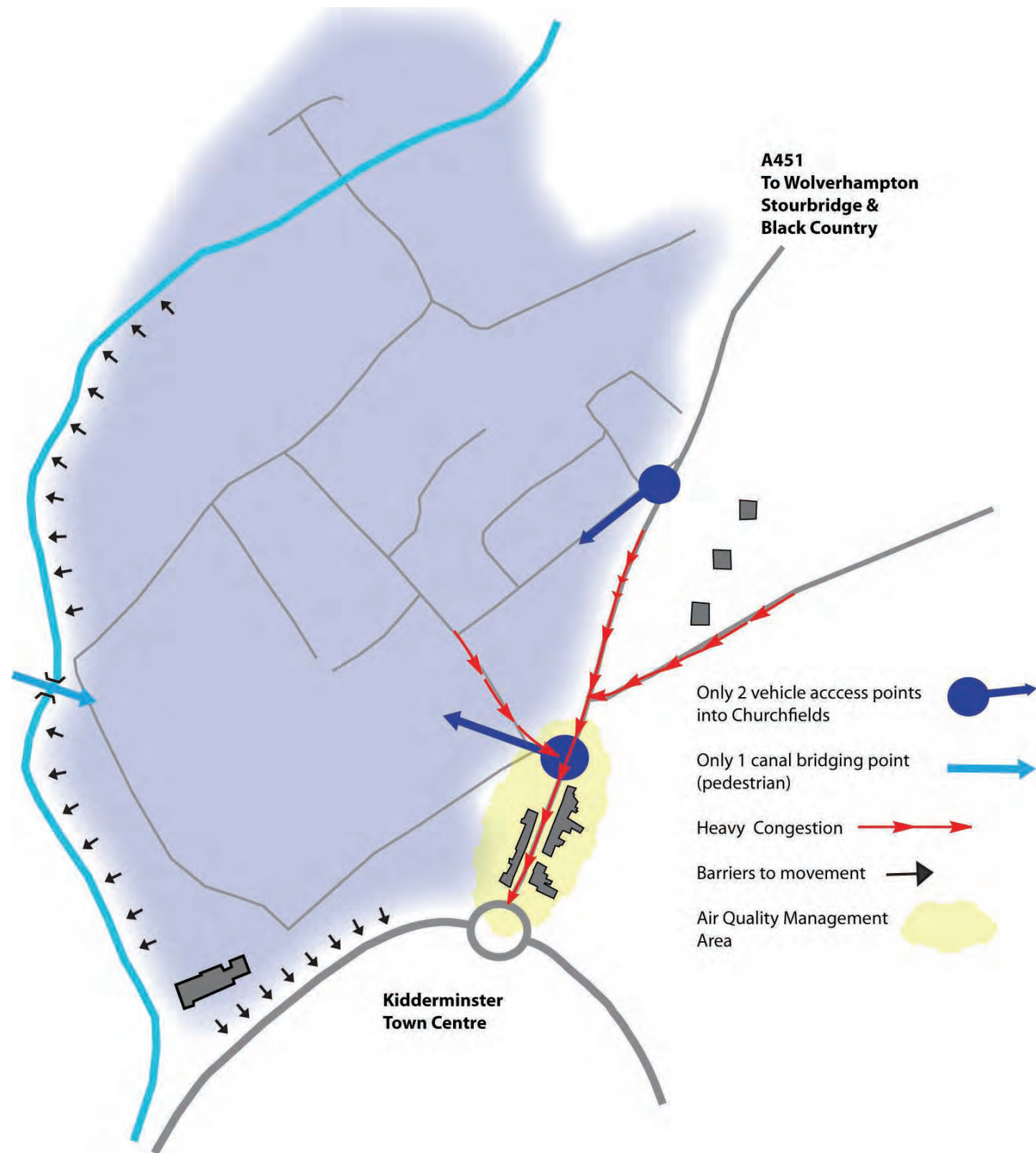


Fig 7: Limited access opportunities leads to congestion

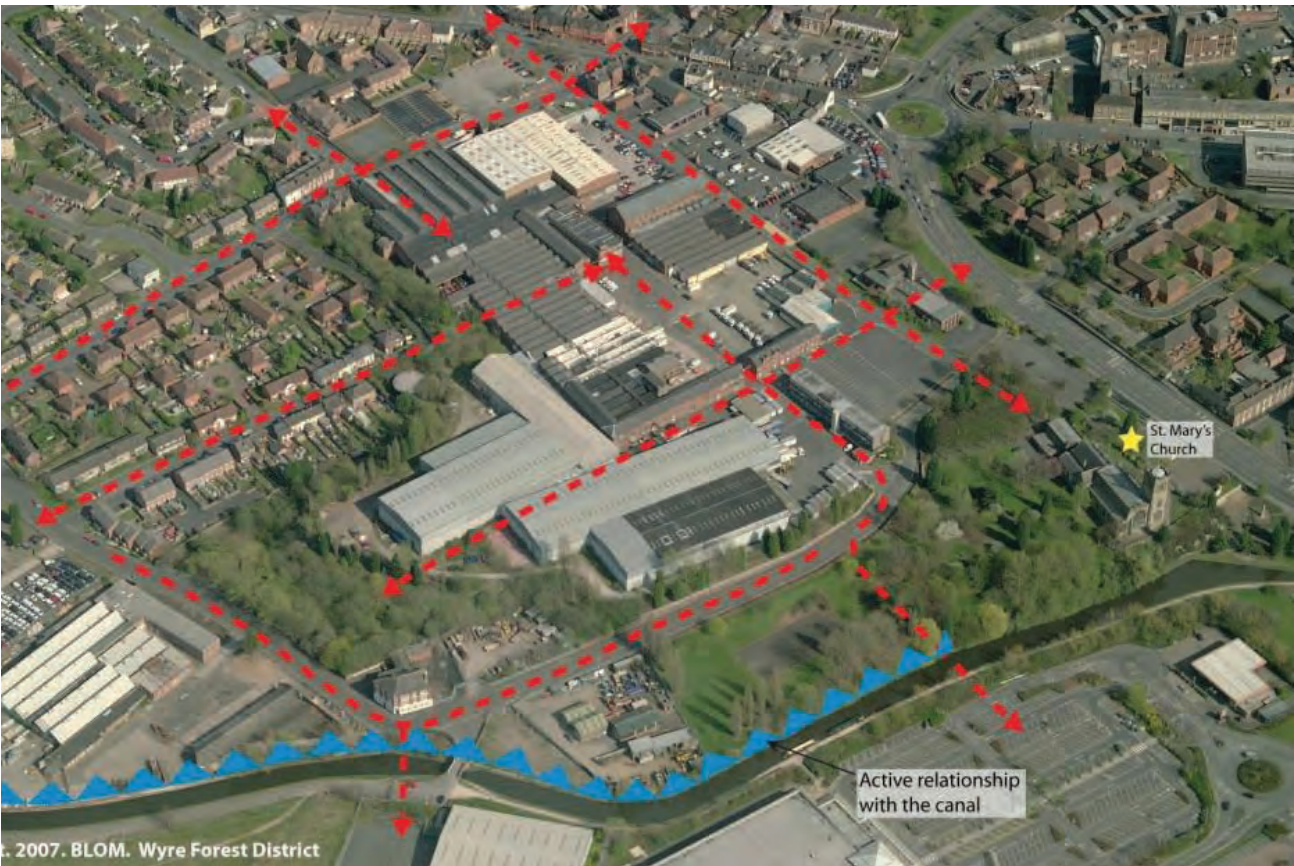


Fig 8: Improving connectivity through the area

Movement and Access

Pedestrian, Cycle, and Public Transport

Within the masterplan area itself, the low levels of traffic mean that walking and cycling conditions are reasonable, except on Blackwell Street, and there are footways along all of the routes. Although there are some personal security issues, particularly after dark, the canal towpath forms a reasonably attractive route into to the town.

Crossing or negotiating the routes that border the area is more difficult, however. The ring road forms a substantial barrier between Churchfields and the town centre, with crossing only being possible at the underpasses at the Blackwell Street roundabout and near St Mary's Church, and via the towpath of the canal that passes beneath the traffic signal junction with Carpet Trades Way. All of these routes are highly unwelcoming to pedestrians.

Routes across the canal are limited to Lime Kiln Bridge, at the lock near to the ring road and via the Waterside Grange estate to the north. None of these routes are particularly welcoming.

Stourbridge Road and Blackwell Street are less of a barrier to movement, although formal crossing opportunities are limited to a pelican crossing near the Hurcott Road flats and pedestrian facilities at the signalised junction of Blackwell Street and Radford Avenue.

Footways along Blackwell Street are narrow and the heavy traffic makes this an unpleasant place to walk through, although pedestrian volumes are high as this is a key route into the town centre for much of north Kidderminster.

There are no dedicated cycling facilities within the masterplan area, although the canal towpath is designated as part of the

National Cycle Network. There is also a pleasant traffic-free route leading to the Marlpool Estate via the flood defence bund across the Stour valley.

Public transport in the masterplan area is limited to the 30 minute frequency No.9 bus route along Stourbridge Road/Blackwell Street, which extends to Caunsell/Cookley. There is also the twice daily No.580 service along Hurcott Road/Blackwell Street to Kinver. When the Crossley Retail Park site was opened a bus service was funded by the developer, linking the site with the town centre via Carpet Trades Way, but this did not prove to be viable once the initial subsidy had ended, due to the limited patronage and the congestion at the ring road junction.

All of the local bus services terminate in the town centre to the south of the masterplan area but, as noted above, the walking links to the town centre are poor.



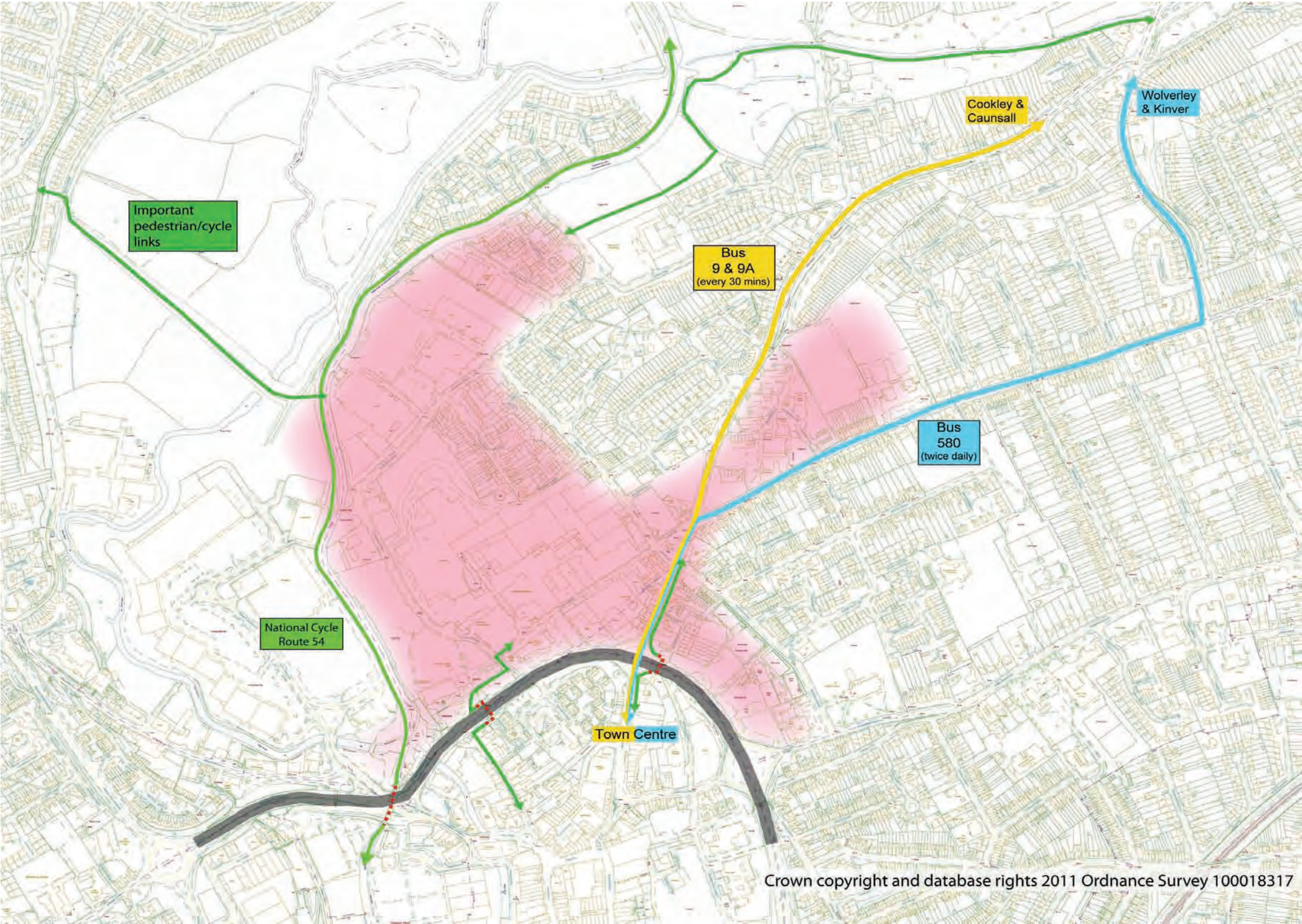


Fig 9: Bus routes serving Churchfields and key pedestrian/cycle links

Topography

The area is strongly influenced by the River Stour Valley, with quite a dramatic change in levels from the higher ground in the east to the river bed in the west. There are a series of three plateaus within the area with two ridges running through the area marking the separation between these areas. Sandstone ridges are a characteristic of the town's underlying geology, although within the landscape of Churchfields, they are characterised by soft vegetation or retaining walls.



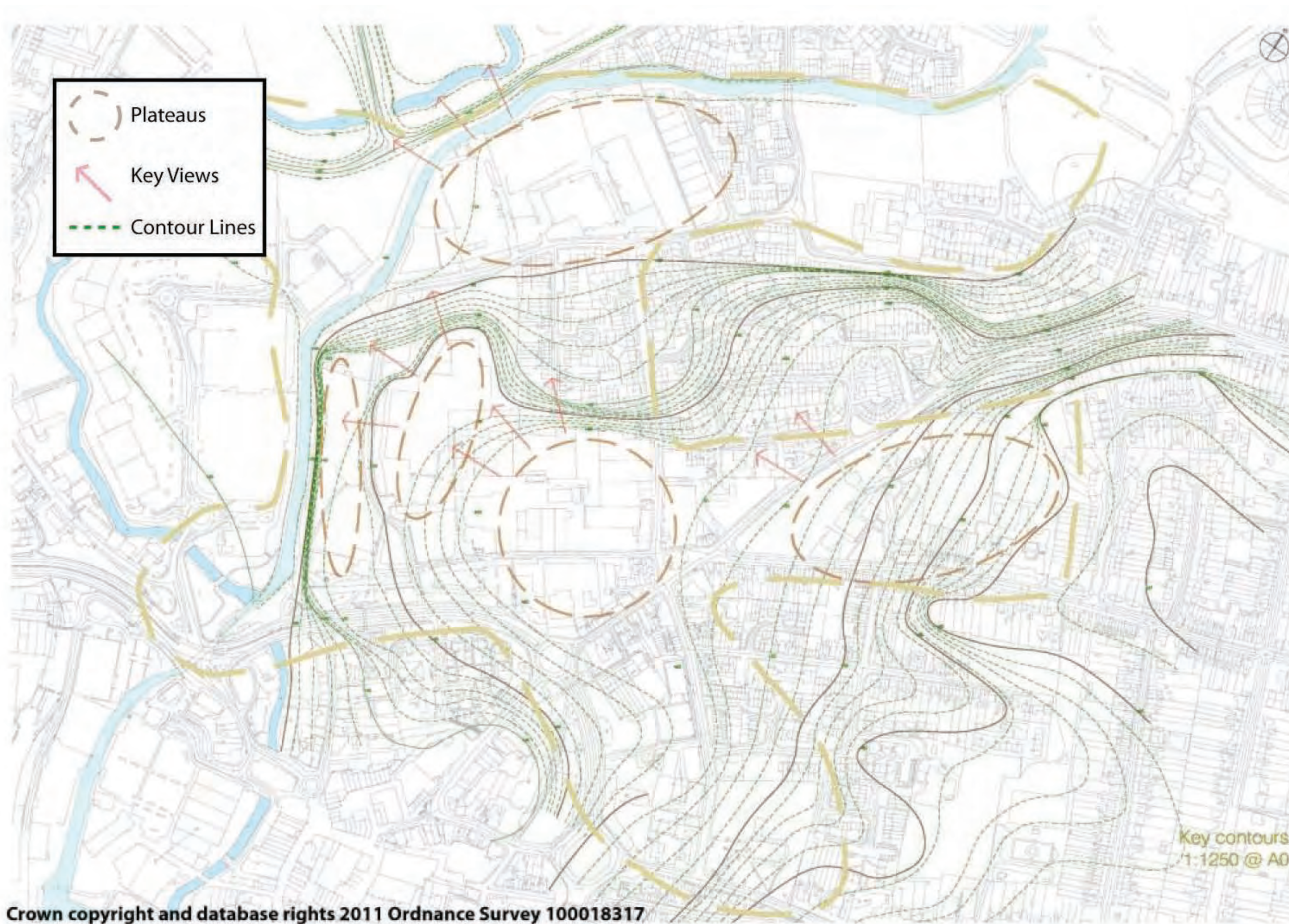


Fig 10: Topography

Landscape, Ecology and Open Space

To the north west of the area, the sites are strongly influenced by the Puxton Marsh SSSI. The area benefits from distant views of the surrounding rolling Worcestershire countryside.

Suburban housing areas are characterised by mature trees within private gardens and the street scene. However, the majority of the opportunity sites are extensive former carpet factory premises that are largely devoid of vegetation on the interior except for soft edges on the periphery of the sites i.e. either to the canal (the former Georgian Carpets factory) and the ridge running to the west and north of the former Tomkinsons factory.

The area includes the formal St George's Park with a strong community focus through the 'Friends of St George's Park' group. There are also two major church cemeteries at St George's and the medieval St Mary's Church.

The Staffordshire & Worcestershire Canal has a heavily vegetated green edge which almost gives it a semi-rural feel that belies its urban setting. This is more the result of neglect than design with much development turning its back on the canal. As a result there are low levels of natural surveillance and a high incidence of anti-social behaviour.

The area is well served by a range of strategic open spaces around its edge. These provide community, sport and recreation opportunities for residents. They include St George's Park (within the masterplan area),

Springfield Park to the north and Baxter Gardens to the east of the master plan area.

There are opportunities to enhance

provision for play and recreation within the interior of the masterplan area. In addition, significant off-site improvements may be sought for playing fields at Springfield Park and Sion Hill as a means of improving facilities serving the community. These opportunities will be explored and developed as part of the plan making process.

Biodiversity

The many green corridors and open spaces in the Churchfields area provide good opportunities to preserve and enhance biodiversity. The areas position within the Stour Valley Corridor further underlines the importance of preserving these links through the site and beyond.

The canal is an important green corridor that runs close to, and in parallel with, the river Stour. However, it must be recognised that the canal traditionally had an urban/industrial heritage and environment and the lack of built development now apparent leads to issues of anti-social behaviour. It will be important to consider the biodiversity habitat of the canal side areas in the face of new development. However, this must be carefully balanced with the need to provide an active frontage and natural surveillance on to the canal.

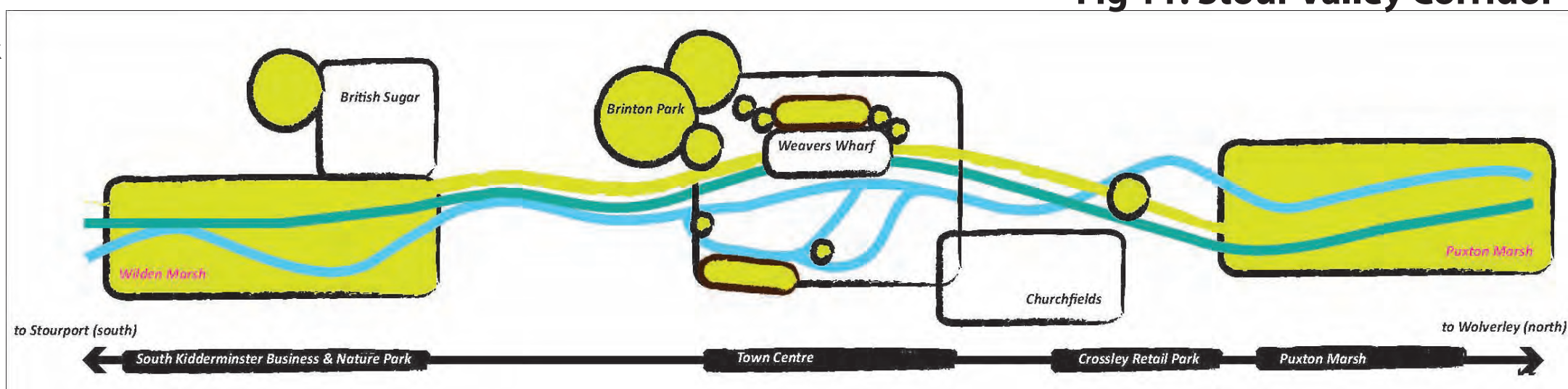


Fig 11: Stour Valley Corridor



Fig 12: Landscape, ecology, and open space



Poorly defined spaces



Consider relocating



Mature trees and green space reflect the edge of the former Tomkinson factory and create a link through the area.

Water Management & Flood Risk

Most of the Churchfields masterplan area falls outside of the River Stour floodplain. However, a small area of land west of the canal at Crossley Retail Park falls within Flood Zone 3 and a small edge adjacent to the canal of the Churchfields North site is within Flood Zone 2.

A Strategic Flood Risk Assessment was undertaken as part of the evidence base for the Local Development Framework and the adopted Core Strategy contains policies on Water Management. Policy CP02: Water Management states that appropriate mitigation and construction methods will be required for development in areas with known surface water flooding issues. It also states that Sustainable Urban Drainage Systems (SUDS) will need to be incorporated within new developments and they should be informed by the Water Cycle Strategy.

The emerging Site Allocations & Policies Document also contains a section on water management, flood risk, and SUDS.

New developments in the Churchfields area will need to take into account the following advice in regards to water management:

- PPS25: Development and Flood Risk
- Strategic Flood Risk Assessment
- Water Cycle Strategy
- Water Framework Directive
- River Severn River Basin Management Plan

All new development in flood risk areas will be expected to produce a flood risk assessment as part of any planning application in line with the advice in PPS25.

Ground Water & Contamination

The Churchfields area overlies a principal aquifer of regional strategic importance and falls within the Source Protection Zone 3 of a public water supply borehole. Therefore, this area is within a hydrologically sensitive setting.

As Churchfields has been a significant industrial area for over 100 years, there are likely to be issues of contamination. New development will need to ensure that contamination is fully addressed and appropriate remediation measures are taken to preserve this sensitive area.

This is in line with adopted Core Strategy policy CP01: Delivering Sustainable Development Standards.



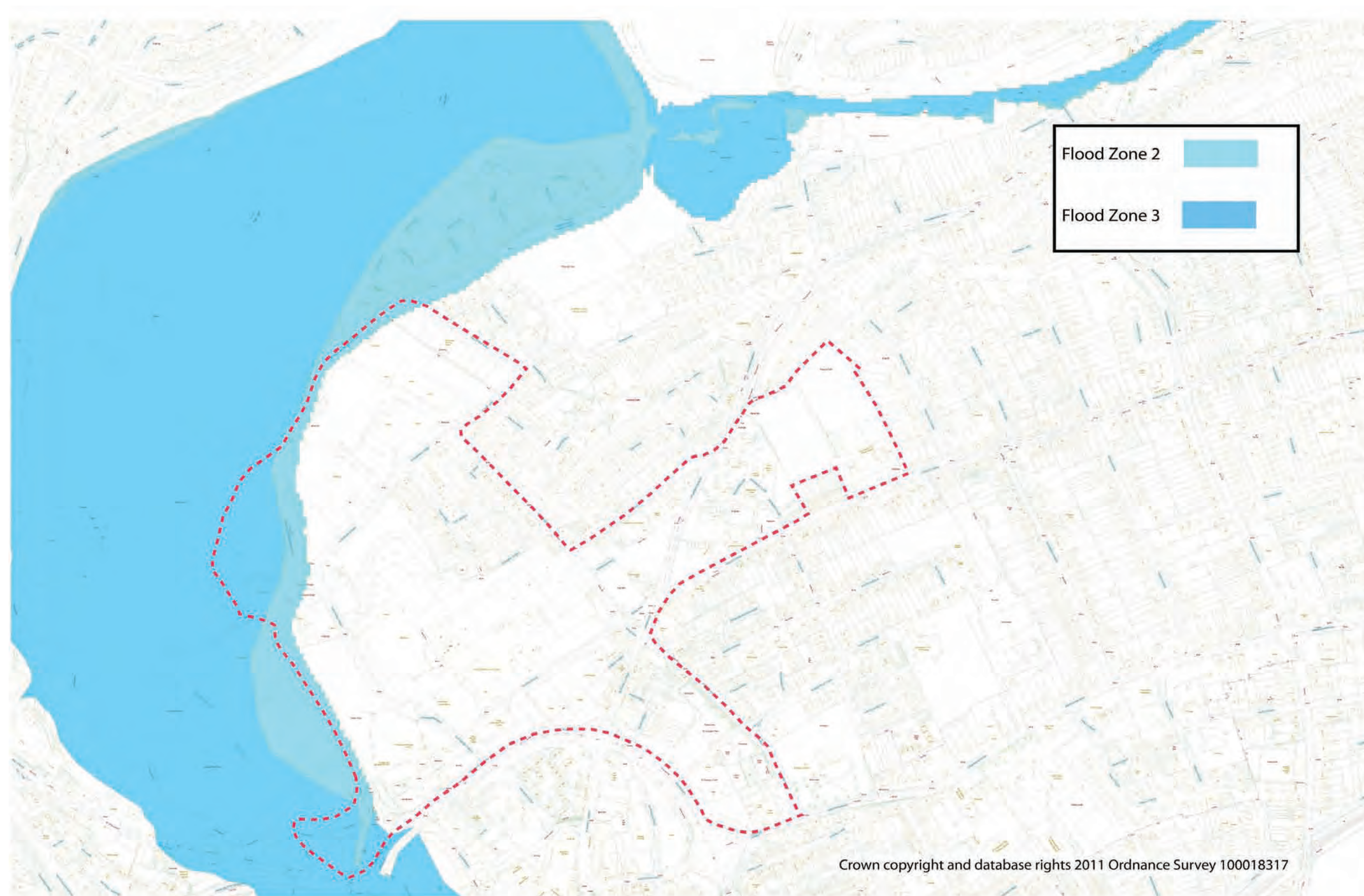


Fig 13: Flood zones

Gateways, Edges, Nodes and Landmarks

In an inner urban environment, the green edge strangely lacks human activity and natural surveillance. It screens and hides the community behind it. Poor levels of natural surveillance and high levels of deprivation in the surrounding communities serve to create an unsociable edge space that does not support positive human interaction with their surroundings.

This edge serves to deter visitors from accessing the surrounding area. Similar characteristics exist beyond the confines of the canal and river at Grasmere Close. Here, the heavy vegetation on the edge of the estate, coupled with the development design which lacks active frontages onto the street, works to quite a similar effect as the canalside.

The key gateway from the north (A451) is characterised by the 1960s multi-storey housing estate. This is then immediately followed by the congestion along Blackwell Street which results in poor air quality locally.

The congestion and poor quality pedestrian environment in Blackwell Street give rise to an ageing retail experience with many properties in a poor state of repair. This is highly visible at one of the town's main arterial access points. The 'state' of Blackwell Street and the Horsefair (the shopping area) is a common source of critical comment from townsfolk. However, the actual built fabric there is generally of good quality heritage value with a number of landmark buildings serving to highlight the historic importance of this key arrival space. Historically it was a key place of exchange of goods and trade etc.

From the south the area is accessed directly from the Town Centre ring road where visitors are greeted by congestion and a severed street. The ring road cuts Blackwell Street in half and has resulted in a heavily trafficked roundabout forming a poorly defined space which lacks enclosure.



From the east, the site is accessed from Radford Avenue with its impressive St George's Church (designed by Sir Gilbert Scott) and the adjacent park. The approach from the A456 to the north east via Radford Avenue is defined by suburban terraced housing on the approach to the local centre. A secondary access to the Churchfields area via Hurcott Road provides a high quality Edwardian approach but on the descent into the main masterplan area becomes characterised by the 1960s high rise blocks at Grasmere Close.

From the west there is no direct access over the river and canal for vehicles. As a result the largest part of the area to the west of the A451 feels like an island with a single point of access via the Horsefair.

Around 20,000 vehicles a day pass to the south of the masterplan area along the ring road. This route offers views of St Mary's Church, but few will have any knowledge of what lies behind.

In urban design terms, a large part of the masterplan area is ill-defined with blank edges lacking activity, and in consequence, opportunities for natural surveillance, positive exchange and commercial vibrancy are limited.

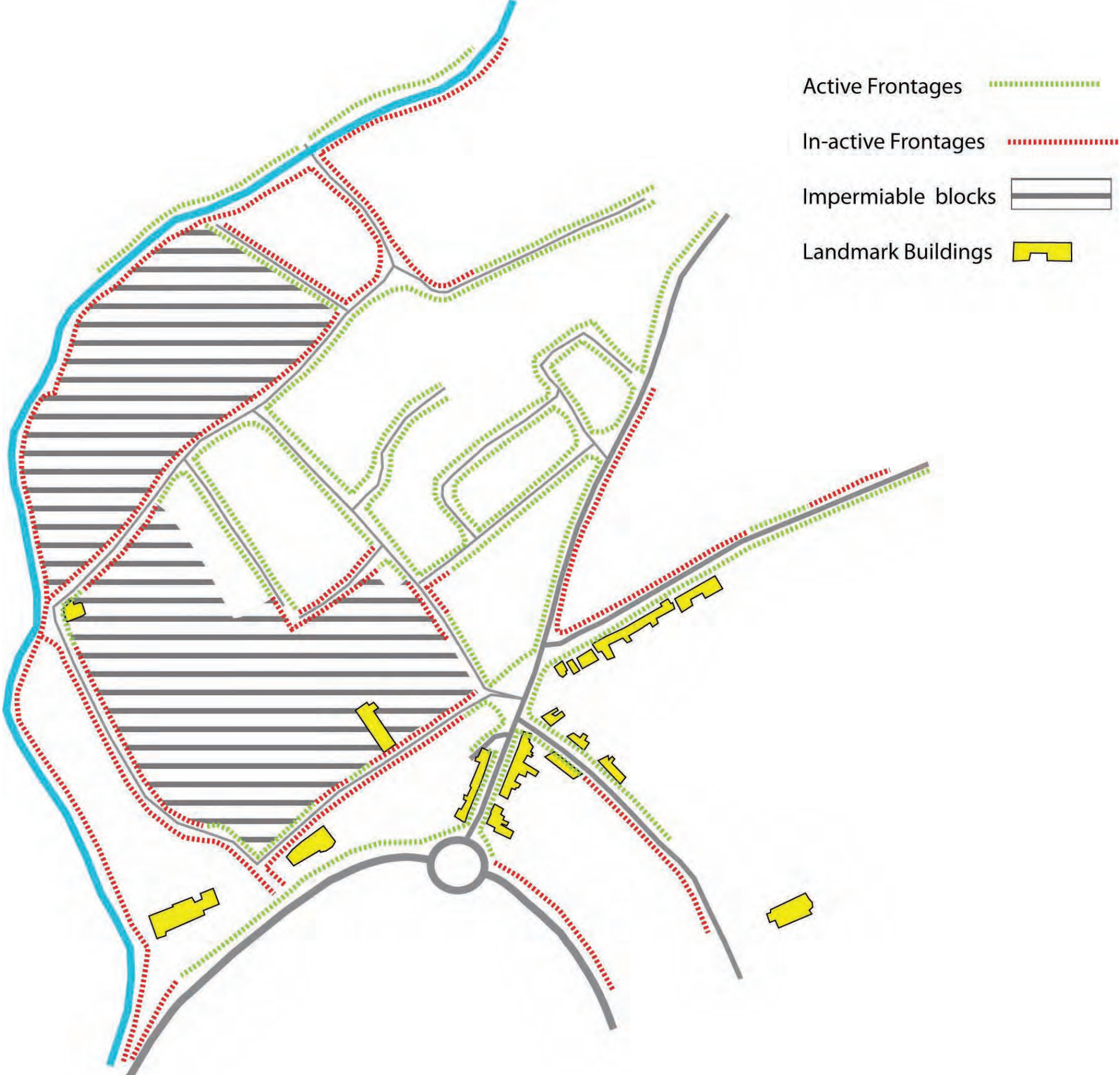


Fig 14: Edges, frontages and key landmarks

Planning Policy

Wyre Forest District Local Development Framework continues to be developed. The Core Strategy was adopted in December 2010 and this sets the strategic framework for development including the overall quantum of housing, industry and commercial development that needs to be provided for within the District to 2026. This draft masterplan has been prepared having full regard to the provisions of the Core Strategy and the Wyre Forest District Design Quality SPG.

Adopted Core Strategy	
DS01	Development Locations
DS02	Kidderminster Regeneration Area
DS05	Phasing and Implementation
CP01	Delivering Sustainable Development Standards
CP02	Water Management
CP03	Promoting Transport Choice and Accessibility
CP04	Providing Affordable Housing
CP05	Delivering Mixed Communities
CP07	Delivering Community Wellbeing
CP09	Retail and Commercial Development
CP11	Quality Design and Local Distinctiveness
CP13	Providing A Green Infrastructure Network
CP14	Providing Opportunities for Local Biodiversity & Geodiversity
CP15	Regenerating the Waterways

Draft Kidderminster Central Area Action Plan	
Policy 1	Sites for Housing
Policy 2	Mixed Use
Policy 3	Retail Development
Policy 6	Edge-of-Centre and Out-of-Centre Retailing
Policy 7	Employment Development
Policy 10	Sustainable Transport
Policy 11	Walkable Town
Policy 12	Urban Design Key Principles
Policy 13	Public Realm
Policy 14	Ring Road Framework
Policy 15	Ring Road Character Areas
Policy 16	Staffordshire & Worcestershire Canal
Policy 18	Green Infrastructure
Policy 19	Churchfields Masterplan
Policies 20 to 26	Churchfields Masterplan Sites

Draft Site Allocations & Policies	
Policy 3	Financial Viability Policy
Policy 5	Specialist Housing
Policy 11	Protecting and Enhancing Local Retail Services
Policy 14	Sustainable Transport
Policy 15	Parking
Policy 19	Implementation of SUDS
Policy 22	Providing a Green Infrastructure Network
Policy 23	Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
Policy 24	Heritage Assets
Policy 26	Landscaping and Boundary Treatment



3) OPPORTUNITIES AND CONSTRAINTS

Constraints

The top five constraints are:

- i) Access, traffic and parking - barriers to movement.
- ii) Environmental quality.
- iii) Out-of-centre location limits land use options.
- iv) Land ownership.
- v) Delivery issues.

Turning 'Challenges' into 'Opportunities'

The top five key opportunities are:

- i) Improve links to the Town Centre and Crossley Park.
- ii) Create a series of connected spaces and squares.
- iii) Support and strengthen the town centre.
- iv) Improve traffic capacity at Blackwell Street.
- v) Incorporate heritage assets - canal and buildings.
- vi) Ensure development form respects topography.

Improving access to jobs in nearby retail and service centres is a key ambition of the masterplan. The plan serves to support and strengthen the town centre by creating additional homes and residents to provide additional vitality and spending capacity in the centre. At the same time it will also serve to do the same for the complementary 'local centre' of Blackwell Street/Horsefair as a small-scale retail environment serving the local needs of the Churchfields neighbourhood and specialist shopping.

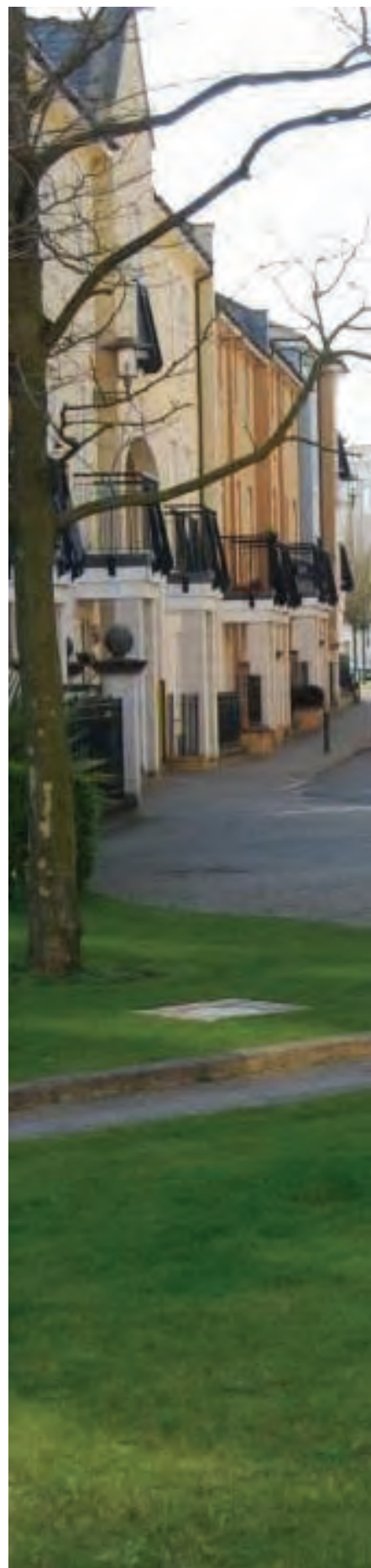
CHALLENGES



INTO



OPPORTUNITIES



4) COMMUNITY CONSULTATION



Extensive consultation on the Kidderminster Prospectus was undertaken during 2008/09 that established the idea of Churchfields as an urban village and focus for new homes.

This masterplan has involved two further periods of public consultation including a series of workshops and two roadshow events.

Phase 1: Issues and Options Consultation, took place in November 2010 with a special 'pop up shop' in Blackwell Street.

Phase 2: Concepts and Ideas Consultation was held at the Salvation Army, Jerusalem Walk in February 2011, at which initial concepts were presented to the local community. Over the course of the two events the consultation team met over 250 people.

There has been continuous engagement with public and private sector stakeholders, including local councillors, professional officers, and the business community.

The consultation events provided some excellent and productive feedback that has been pivotal in the development of the plan

for the area.

The top 5 issues highlighted by the local community were:

1. Improve connections to the town centre and around the area.
2. Regenerate the Horsefair and improve the retail area.
3. Solve traffic and congestion issues.
4. Provide new homes to replace industry.
5. Improve community facilities.

A separate consultation report is available as an Appendix to this report.

Draft Masterplan Consultation

A six week consultation period on the draft masterplan took place between May and July 2011. Written notifications were sent to stakeholders and statutory bodies and adverts were taken out in the local press. Staffed exhibitions were also held at the, Kidderminster market, the Rowland Hill Centre, Kidderminster, the former Lloyds Garage, Stourport, and Bewdley Museum, Bewdley.

A total of 103 responses were received from 47 respondents. All of the comments were taken into account by the District Council when producing the final version of the masterplan. An individual response to each comment was also supplied.



5) THE STRATEGIC FRAMEWORK

The design guidance for the Churchfields area is set out below and is based on the key urban design objectives and development principles as set out in the Wyre Forest District Design Quality SPG (2004).

Urban design objectives

Successful streets, spaces, villages, towns and cities tend to have characteristics in common. These factors have been analysed to produce principles or objectives of good urban design. These objectives should be followed and will be fundamental in creating a successful new urban village for Churchfields

Character

The development of the site should create a place with its own identity and promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture within the Churchfields area of Kidderminster.

Continuity and enclosure

The development should promote the continuity of street frontages and the enclosure of space by clearly defining private and public areas.

Quality of the public realm

The development should promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.

Ease of movement

The development should promote accessibility and local permeability by making a place that is connected and easy to

move through, putting people before traffic and integrating land uses and transport.

Legibility

The development should help to promote legibility by providing recognisable routes, intersections and landmarks to help people find their way around.

Adaptability

The development should demonstrate how sustainable principles of urban design are met including issues of adaptability allowing development to respond to changing social, technological and economic conditions.

Diversity

The development should promote diversity and choice through a mix of compatible uses that work together to create viable places that respond to local needs.

6) DESIGN PRINCIPLES

The development principles below articulate how the urban design objectives can be achieved and set out acceptable land uses and aspects of development form.

Design Principle 1 (DP1): 'Improve connectivity'*

- Create a new one-way link road from the ring road to Churchfields to relieve Blackwell Street of half its traffic to deal with congestion and air quality.
- Make effective use of existing infrastructure such as Clensmore Street - linking it to Crossley Park and the ring road.
- Provide a bridge link to Crossley Park for all traffic with particular benefit for public transport.
- Provide pedestrian/ cycle bridges across the canal to link Churchfields to Crossley Park and Puxton Marsh.
- Introduce street level crossings over the ring road to the town centre, including the link to Church Street.
- Give greater priority to pedestrians and cyclists to and through the area.
- Create a connected and legible street pattern.
- Create a hierarchy of town, district, local and pedestrian streets characterised by distinct building forms, landscaping treatments, activities and sense of enclosure.

DP1: Consultation Feedback

This was the most important issue for local people, so the Masterplan makes this the first principle.

** The Churchfields masterplan is a design framework to guide the future development of the area. The specific transport proposals present in this document are ambitions for the area and have been developed using specialist transport advice. However, at this stage they are indicative and have not been fully tested. Specific proposals will need to be supported by technical evidence to show their impacts on the wider traffic network.*





Fig 15: DP1 - Connectivity



Proposed Transport Links

The main highway proposal involves changes at the junction of Blackwell Street and the ring road and consists of:

- Replacing existing roundabout junction with traffic signals and incorporating at-grade crossings over the ring road.
- Making Blackwell Street one-way southbound, enabling footways to be widened and on-street parking to be introduced.
- Constructing a new one-way link from the ring road to Churchfields to carry traffic away from the town centre.
- Introducing of one-way traffic around the Horsefair, enabling carriageways to be reduced in width and the central public space to be enlarged. Crossings will be provided to enable this important space to be accessed on foot.

These measures will relieve congestion and improve air quality along Blackwell Street. They will also provide much improved access to the masterplan area.

Other proposed highway improvements are:

- Connection of Clensmore Street to the ring road at a left-in, left-out junction. This will provide additional accessibility to the masterplan area;
- Construction of a vehicular bridge across the canal adjacent to the existing Lime Kiln Bridge.

These links will enable the development of business space on District Council land to the west of the canal. They will also improve accessibility to Churchfields to and from the west, as well as providing a second access to the Crossley Retail Park, relieving congestion at the Carpet Trades Way/ring road junction. New connections will also enable bus routes to be established to connect Churchfields with the town centre through the Crossley

Retail Park, maximising patronage and long term viability.

Key improvements are proposed to the walking and cycling network, namely:

- An at-grade crossing of the ring road opposite St Mary's Church, reinstating the historic link between the town centre, the church and the canal.
- Pedestrian and cycle bridges across the canal to the west, linking directly to the Crossley Retail Park and to the north, providing improved connectivity to the northern parts of the town via the existing link to the Marlpool Estate.

The District Council has worked closely with Worcestershire County Council on developing these initial transport proposals.

Movement Hierarchy

Figure 18 shows the proposed movement hierarchy of the new and existing links within the masterplan area and its surroundings. This hierarchy generally indicates the nature of the principal journeys being made along the routes – between towns, between districts and locally.

Overlaid on this movement hierarchy is the place hierarchy – some of these streets are more important than others in terms of their local place-making functions. This will be reflected in the character and detailed design of the routes.

For example, although Broad Street has a district-wide function serving much of the Churchfields area, it is a residential street with an excessively wide carriageway and where traffic speed needs to be reduced and place functions need to be enhanced. It is therefore proposed that this route should be enhanced as a 'DIY Street', with residents being involved in the traffic calming/landscape improvements.

Fig 16: Possible new vehicle links



Fig 17:
Indicative
Blackwell
Street
bypass

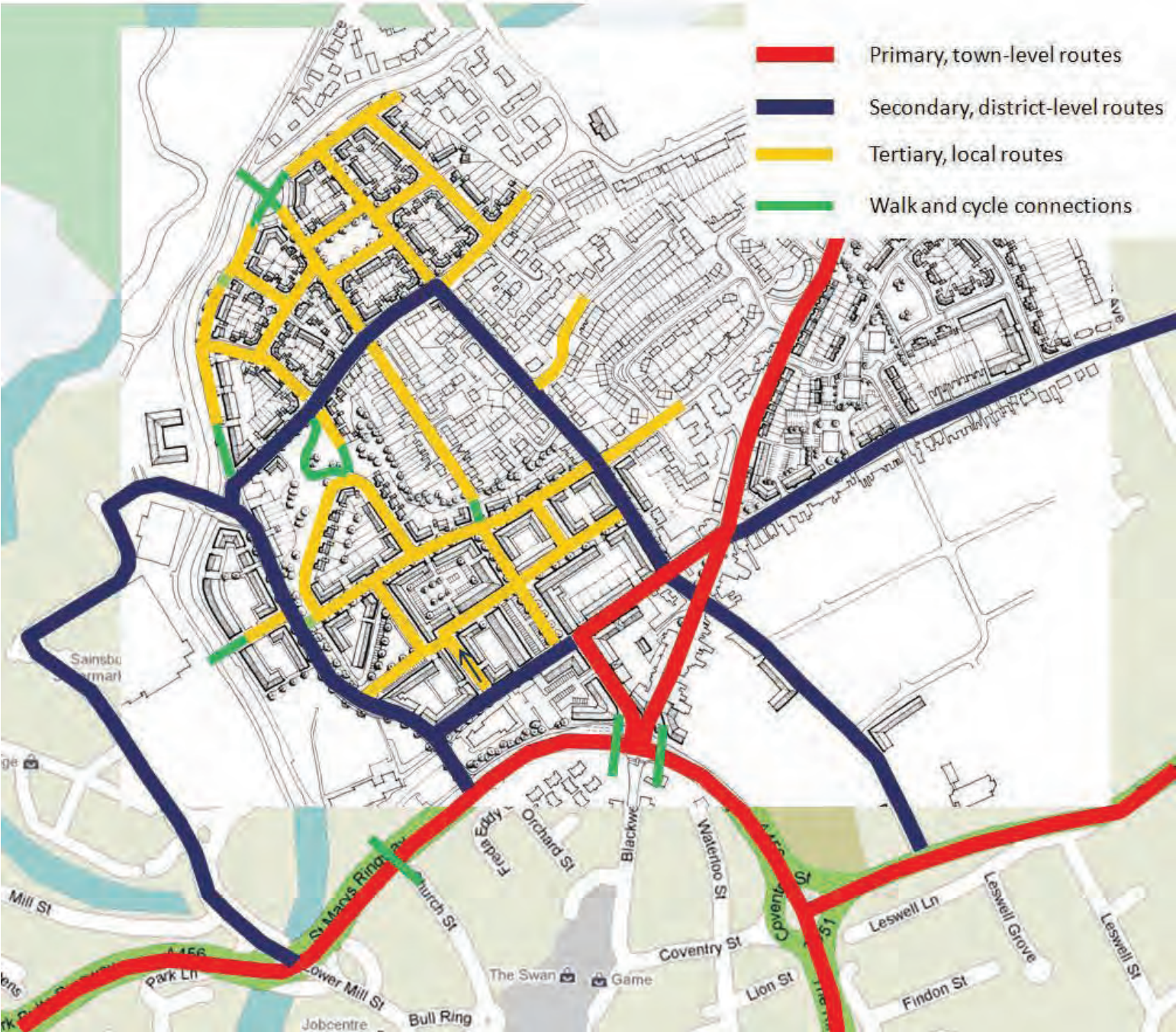


Fig 18: New street hierarchy - including possible new links



Design Principle 2 (DP2): 'Utilise the open space network and topography for visual interest and recreation'

- Adapt house types to account for topography.
- Maximise views across the valley.
- Create prominent architecture to define the area.
- Safeguard and strengthen the coherence of green infrastructure including the ridges that define the valley and the edge of character areas.
- Create a complementary network of sport, play and recreation opportunities both within and serving the masterplan area.

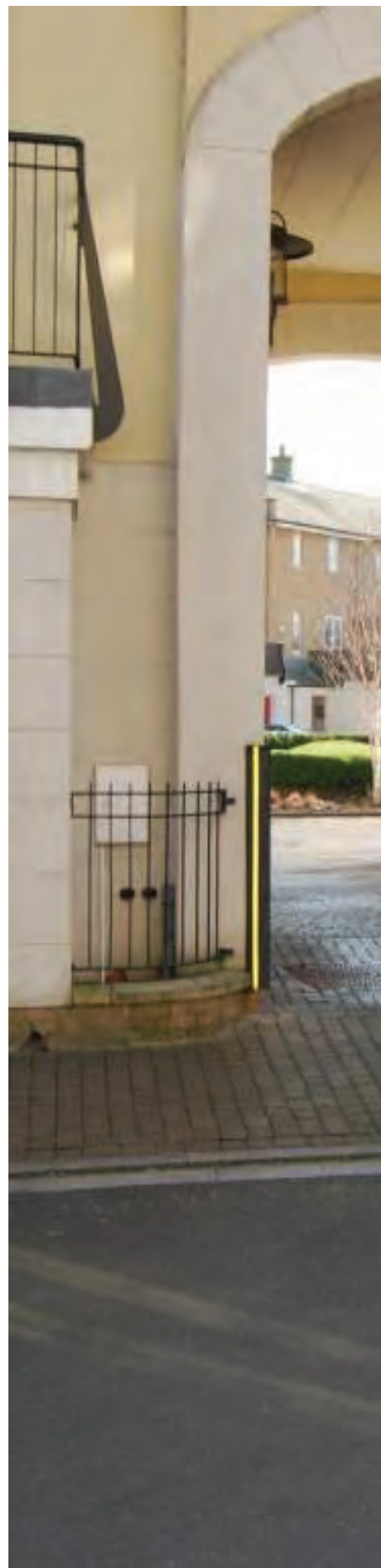
DP2: Consultation Feedback

Not specifically in the top 5 issues, but most people regarded the surrounding open space network to be the areas most important asset and asked for better connections to be made with green spaces.





Fig 19: DP2 - Open space and topography



Design principle 3: 'Creation of character areas and a legible development'

- Provide five new character areas to define place.
- Selective use of landmark buildings to terminate vistas and define active spaces and junctions.
- Integrate heritage assets and open spaces to strengthen character.
- Integrate a variety of multi-functional spaces and squares to define character.
- Make the most of landmarks, views and vistas.
- Plan for phasing - the sites will need to be developed in stages. Different developers can leave their own mark, but they must work within the guidelines of the masterplan and make an appropriate contribution towards the area-wide benefits package.

DP3: Consultation Feedback

Heritage proved to be a contentious issue. Although people were exceptionally proud of their area and the history of Churchfields, the feeling was that the past was holding back the area.

The wider public view in Kidderminster, however, was that Churchfields was a special place that needed to preserve its historic value.

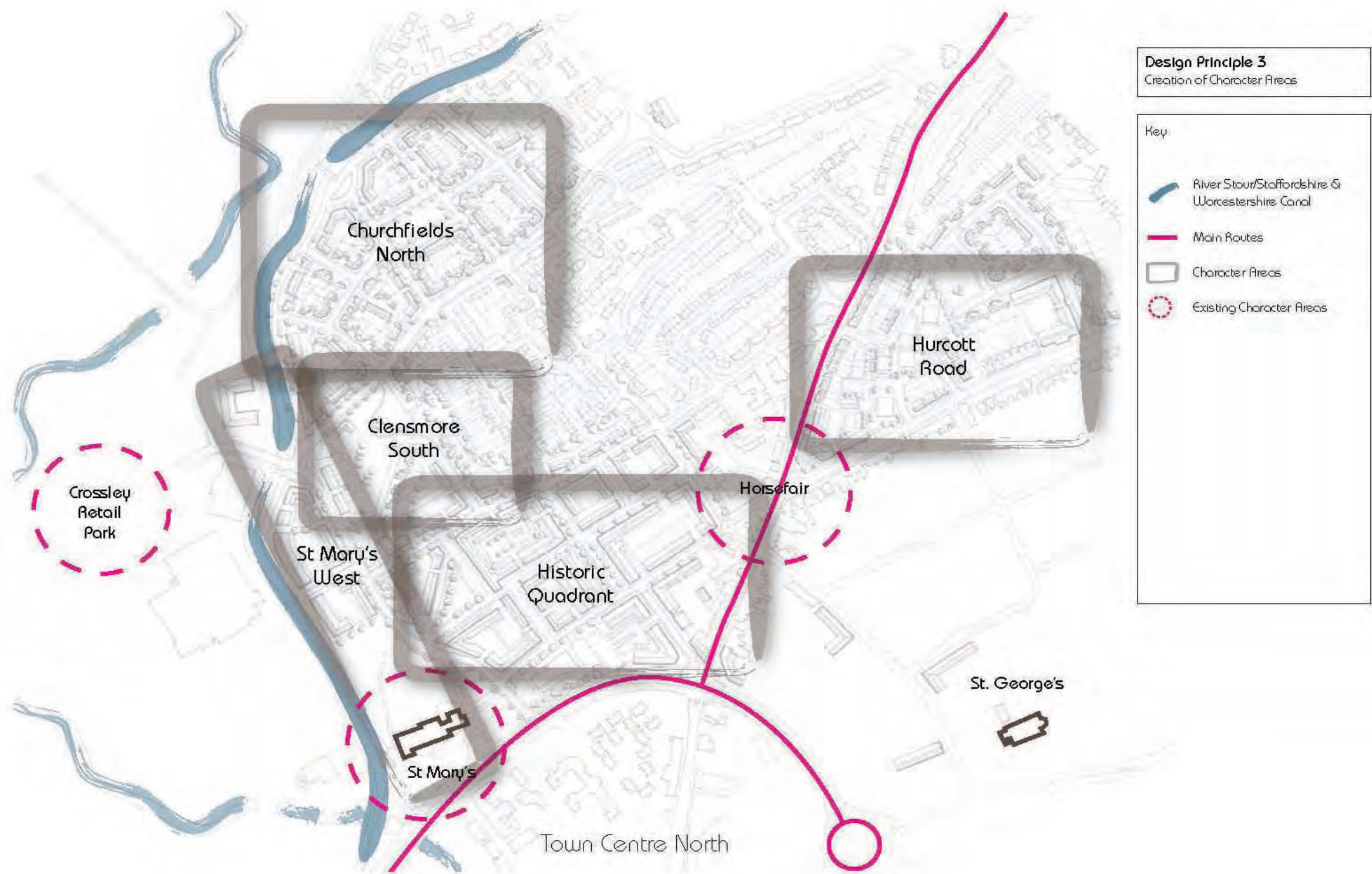


Fig 20: DP 3 -Character areas

Design Principle 4: 'Provide a positive frontage to the Staffordshire & Worcestershire Canal'

- All development should front onto the canal by one or more of the following techniques:
 1. Multi-modal street frontages (essential at least in part on the main development site at the former Georgian Carpet factory).
 2. Pedestrian public right of way in front of development (publicly adopted or privately owned/ maintained) with high quality and private parking courts at the rear.
- Ensure the architectural treatment of buildings relates well to the waterside setting and offers a richness and variety of style and modulation.
- Create a safe, secure, and crime free environment with quality surface treatment and quality landscape treatment and appropriate levels of pedestrian lighting.
- Without prejudice to the above, make appropriate provision for biodiversity (on and/or off site) to enhance the green infrastructure network in the area .
- Explore the scope for residential moorings within the waterside developments at Crossley Park and Clensmore.

DP4: Consultation Feedback

The public was unanimous in their view that the canal was of outstanding natural and historic beauty.

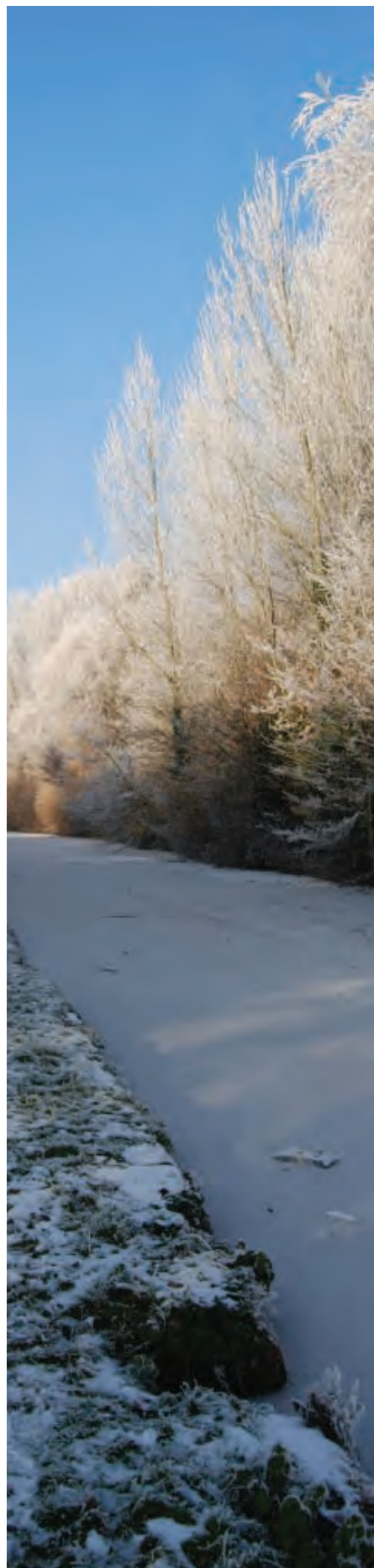




Fig 21: DP4 - Frontages

Design Principle 5: 'Create a series of new public spaces'

- Create spaces within each of the development sites to provide green links with the wider landscape setting.
- Enlarge and improve the public space at the Horsefair.
- Streets should be designed as a series of connected spaces with a sense of enclosure and providing legible and direct routes for all modes of travel.
- Define public space with active edges including living room windows. They should be Secure by Design and ensure the backs of properties are private.
- Create active edges and avoid the creation of streets and spaces characterised by blank walls and fences - they will not be supported.
- Fully utilise the space between Trinity Church, St Mary's Parish Church and the canal side to create a coherent public space and car park facing a downgraded ring road (boulevard).

DP5: Consultation Feedback

The perception of social problems and fear of crime was a strong theme when people talked about Horsefair. The physical regeneration and improvements to Horsefair with the development of quality public spaces could help to regenerate the area by shifting the perception that this is a problem area and kick start the regeneration.





Fig 22: DP5 - New public spaces



Design Principle 6: 'Integrate existing heritage assets into new development'

- Protect, reuse and enhance the setting of all Listed Buildings (including locally listed) e.g. the 1902 building and other heritage buildings of complementary group value.
- Safeguard and enhance the open spaces at St Mary's Parish Church and St George's Church.
- Sensitively incorporate historic areas including the Staffordshire & Worcestershire Canal Conservation Area and Blackwell Street/ Horsefair local centre.
- A townscape heritage initiative or similar should be used to enhance existing shop fronts.

DP6: Consultation Feedback

See feedback under DP3.



Fig 23: DP6 - Heritage assets



Design Principle 7: 'High quality architecture and finish'

- Building forms should respond positively to context with variety, rhythm and richness across the area and internally within larger developments.
- Ensure mass and land use reflects the location within the layout including key junctions and spaces and the hierarchy of streets.
- The larger and more important the street and/ or space the greater the height and mass that may be appropriate to create an appropriate sense of enclosure and vibrancy.
- Apply a design code to a specification agreed by the District Council based on the Design Quality Supplementary Planning Guidance.
- Incorporate Secure by Design principles to reduce opportunities for crime and anti-social behaviour
- Incorporate high quality materials in the design of street furniture, surfaces and landscaping including semi-mature planting.
- Demonstrate sustainability, adaptability and flexibility of use.
- Incorporate energy efficiency and renewable energy measures
- Incorporate water efficiency measures, including SUDS
- Incorporate or make a contribution towards public art in the local neighbourhood



Fig 24: DP7 - High quality architecture

Design Principle 8: 'Vibrant mixed communities'

- Combine layouts, building form, orientations and land uses to maximise vibrancy at strategically positioned nodes and along key movement corridors.
- Provide a mix of tenures and types of housing within residential developments. This includes specialist housing for elderly care.
- Integrate community facilities and commercial development at every opportunity.
- Safeguard, enhance and improve connections to community assets including the local centre, meeting rooms, religious buildings, open spaces and Puxton Marsh SSSI.
- Provide a more attractive environment for boaters including opportunities for mooring along the canal.
- Serve to strengthen the vitality and viability of the town centre as the main employment, retail and service centre by improving links for new residents and business.
- Suitably incorporate car parking to include a variety of approaches appropriate to site context including on-street, in-plot, shared parking, parking courts, multi-functional squares and undercroft parking.
- Care should be taken with parking courts to ensure they are secure by design and are private spaces that have an intrinsic residential amenity value.



Design Principle 9: 'Deliverable and realistic'

Proposals that fail to demonstrate consistency with the design principles of this masterplan will be refused unless the applicant can demonstrate very special circumstances in terms of viability

DP8: Consultation Feedback

The development of new housing to create a 'vibrant and mixed community', was supported by the local community. However, this needs to be consistent with the environmental carrying capacity of the area. The community expressed concerns about the rise in people demanding new facilities and increasing traffic. Development needs to be appropriate in scale to Churchfields and capacity will be considered further as part of the delivery and implementation strategy within the masterplan.



Fig 25: DP8 - Vibrant communities

7) CHARACTER AREAS

The area has been broken down into five character areas:-

- Churchfields Historic Quadrant
- Clensmore Street South
- St Mary's and Waterfront West
- Churchfields North
- Hurcott Road

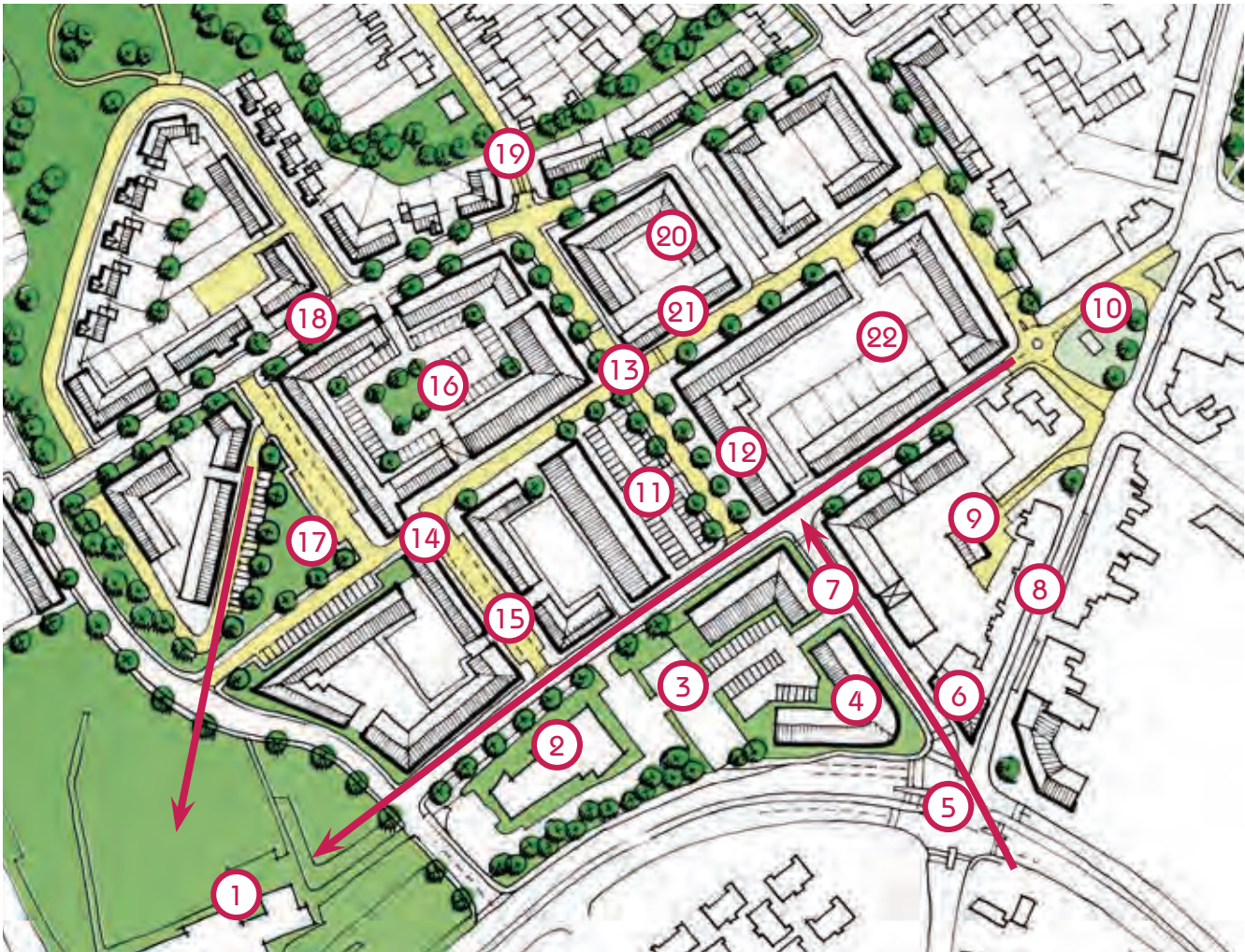


Fig 26: Snapshot of Character Areas

Churchfields Historic Quadrant

The character of this area is influenced by the industrial and building heritage. This area will have a mix of uses including residential, offices, commercial, hotel, small-scale retail, and leisure uses.

An industrial urban feel to the area will be created through the retention of historic buildings. New development will create a tight urban form based on an urban grid. Some routes will provide important sightlines to St Mary’s Church, while landmark buildings will terminate others. Development will tend to be back of footway with parking provided on street and in rear parking courtyards. A new public car park will be provided at the centre of this area as well as new and improved public spaces at the Horsefair and behind what was historically Duke’s Place.



- 1) Maintain views towards St Mary’s Church
- 2) Retain church/ community facility
- 3) Car parking at centre of block
- 4) Potential new hotel to provide new landmark building at gateway to Churchfields
- 5) Removal of roundabout and provision of new signalized junction
- 6) New landmark building at junction of Blackwell Street
- 7) New one-way link – North West
- 8) New one- way link – South West. Pavements to be widened and provision of on street parking
- 9) New mews style development
- 10) New public space at the Horsefair
- 11) Potential new on street public parking
- 12) Retention of 1902 building – conversion to new office space
- 13) Raised table giving greater priority to pedestrians
- 14) Maintain pinch point between locally listed buildings
- 15) Provision of on-street parking
- 16) Provision of courtyard parking to reduce impact on street scene
- 17) Creation of new green public space overlooked and enclosed by surrounding development. The creation of a new vista to St Mary’s Church
- 18) New tree lined street connecting Broad Street with Clensmore Street
- 19) Pedestrian/ cycle connection to York Street
- 20) New residential development
- 21) Retention of building of heritage value
- 22) New mixed use development



Fig 27: Churchfields Historic Quadrant



Clensmore Street South

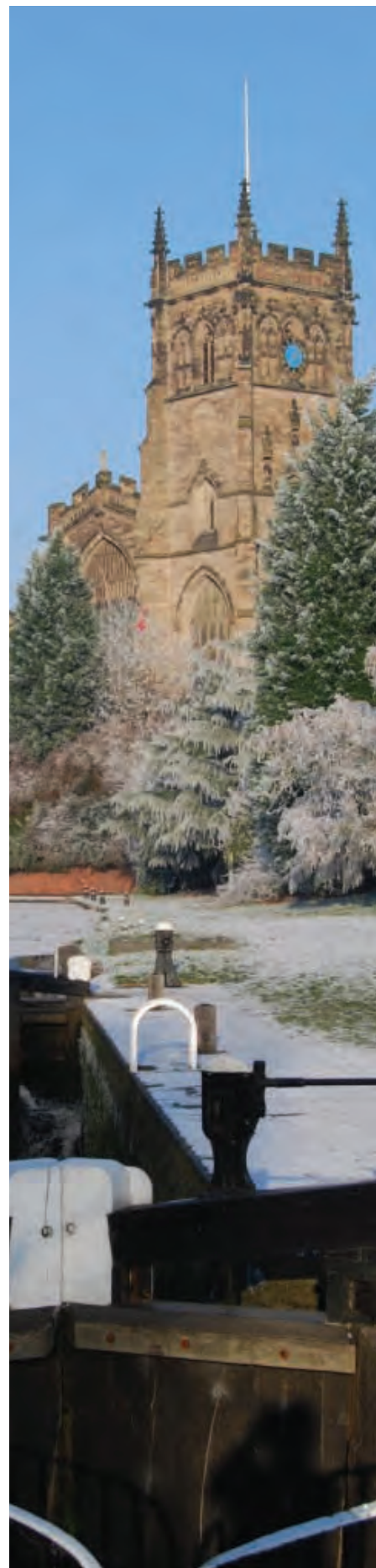
The character of this area is influenced by the topography of the site and views across the Stour Valley. This area should include a mix of residential properties including detached, semi-detached and terraced. A new pedestrian and cycle route should connect development from the Churchfields Historic Quadrant down to Clensmore Street. A pedestrian connection should also be maintained to York Street. A new park should be provided which is well overlooked by surrounding development.



- 1) Retention of retaining wall and mature landscape
- 2) Creation of residential block taking into account the topography of the site and splendid views
- 3) Shared surface road – pedestrian priority
- 4) New pedestrian link
- 5) New pedestrian link
- 6) New residential development at lower level to provide good natural visual surveillance of new public space
- 7) Trees to be selectively thinned to create usable public space
- 8) New residential development fronting onto public open space and Clensmore Street
- 9) Retention of mature landscape
- 10) Innovative architecture to take into account change in levels. Provision of terraced garden
- 11) Provision of landmark building to terminate vista
- 12) New residential development to complete perimeter block

→
Provision of visual connections with canal

Fig 28: Clensmore Street South



St Mary's and Waterfront West

The character of this area is influenced by the dominance of St Mary's Church and its landscape setting as well as views down onto the Staffordshire & Worcestershire Canal. New development adjacent to the canal should provide an active frontage onto it and increased natural surveillance. A new pedestrian/ cycle bridge link should be provided across the Staffordshire & Worcestershire Canal to improve connectivity to Crossley Retail Park. The area should include a mix of uses including residential, commercial and leisure uses.

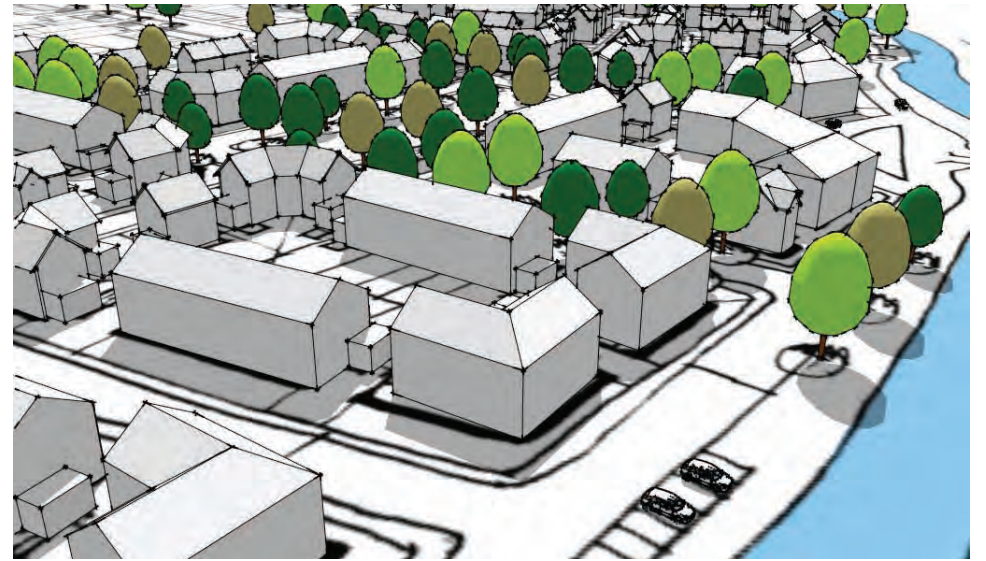


- 1) Protection of green space that provides setting for St Mary's Church
- 2) New pedestrian/ cycle link across canal to Crossley retail park
- 3) Mixed use development to front onto the canal
- 4) Development to front onto Clensmore Street
- 5) Provision of new tree planting on Clensmore Street
- 6) Provision of courtyard parking
- 7) New landmark building
- 8) Provision of new multi-modal bridge to improve connectivity
- 9) New commercial development on opposite side of the canal

Fig 29: St. Mary's and Waterfront West

Churchfields North

Residential development in Churchfields North should front onto the canal to provide good natural visual surveillance. The provision of a traffic-calmed street will allow vehicular access to front doors, creating activity and security. Visual and physical connections should be provided from Clensmore Street to the canal in order to reinforce the importance of the canal. A new central space will also help to meet some of the recreational needs of the proposed development including the need for children's play space.

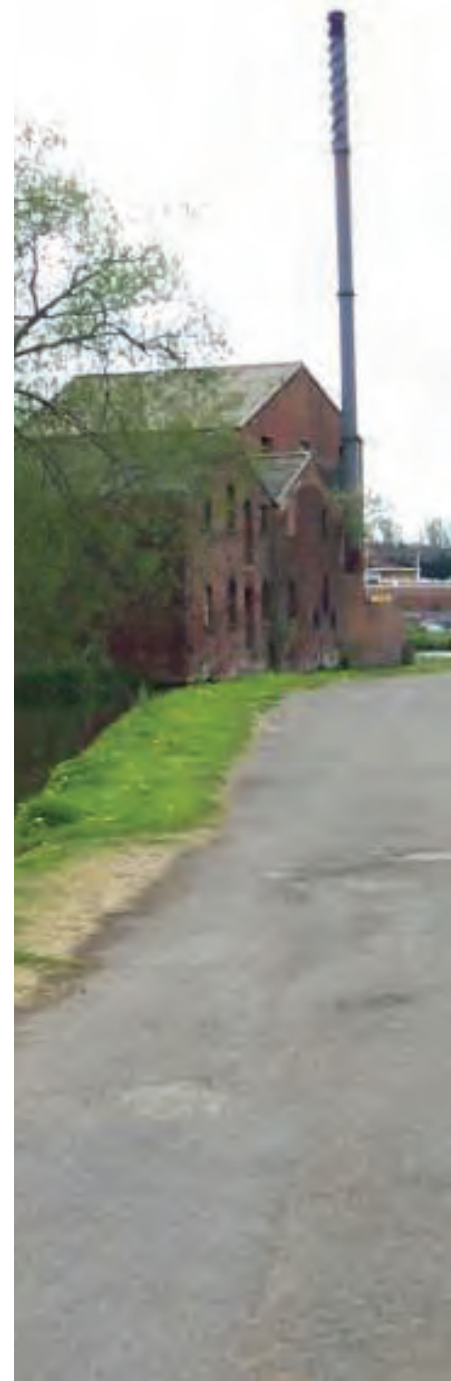


- 1) Provision of a new pedestrian/ cycle bridge
- 2) Provision of a new arrival space
- 3) Shared surface street adjacent to the canal to allow access to front doors
- 4) Provision of on street parking
- 5) Development to back onto high wall to form an enclosed perimeter block
- 6) Provision of secure perimeter blocks that are small to improve overall connectivity
- 7) Provision of new central open space to include children's play facilities
- 8) Create visual and physical connections with canal from Clensmore Street
- 9) Provision of mews style development
- 10) Provision of landmark corners to provide a gateway to Churchfield North
- 11) Provision of new landmark Apartment building with potential mixed use on the ground floor
- 12) Provision of pedestrian and cycle route alongside the canal
- 13) Varied street type alongside the canal to allow vehicular access along small stretches to improve pedestrian priority.



Provision of visual connections with canal

Fig 30: Churchfields North



Hurcott Road

The development site at Hurcott Road has the opportunity to be developed out for new residential development incorporating a new medical centre and care home. Consideration needs to be given to providing positive frontage to both Stourbridge Road and Hurcott Road. Opportunities also exist to improve connectivity between these two important routes. The provision of a new central open space should be provided which is well overlooked by surrounding development



- 1) New landmark building at the corner of Hurcott Street and Horsefair
- 2) Retention of residential tower blocks
- 3) Residential development fronting onto Stourbridge Road
- 4) Potential creation of new links and public open space
- 5) New open space well overlooked by residential development
- 6) Secure perimeter blocks overlooking new streets
- 7) Development to back onto existing housing to ensure no inactive edges
- 8) Provision of on-plot parking
- 9) New medical centre with courtyard parking
- 10) New care home

→
Potential Links

Fig 31: Hurcott Road

8) THE MASTERPLAN



Fig 32: Churchfields Masterplan

9) DELIVERY & IMPLEMENTATION

Viability

Bruton Knowles were appointed by Wyre Forest District Council to provide commercial property advice in relation to the suitability, viability and delivery of the Masterplan proposals in the context of current market conditions.

Bruton Knowles have appraised the component areas of the Masterplan and have concluded that the proposed uses are sustainable in terms of both viability and market appeal, and currently deliver positive land values.

Whilst overall land values are considered positive, in some instances these will be close to viability thresholds in the current market, due to the impact of high abnormal costs required for site preparation to remove existing uses and resolve historic contamination. However, this should not hinder development coming forward or preclude the delivery of the proposed highways/infrastructure works outlined in the Masterplan. It is therefore essential that a flexible approach to viability and delivery is adopted, alongside the prioritisation of infrastructure requirements and alignment of financial contributions with a mix of funding sources.

Infrastructure Prioritisation

Highways and infrastructure proposals are an integral component of the master plan, restoring access and resolving existing highways problems. Bruton Knowles consider that the proposals are deliverable, although some cooperation from landowners will be required.

The total costs to deliver the indicative highway and infrastructure requirements set out in the Masterplan is understood to be in the region of £4.2m. This is considered reasonable for a regeneration

project of the size of Churchfields

However, it is acknowledged that there will be a limit to the amount that can be levied through S106 or Community Infrastructure Levy contributions without breaching viability.

Therefore infrastructure has been prioritised accordingly, to give certainty and confidence to developers and landowners. The priority infrastructure project for Churchfields is the proposed works to St Mary's Ringway and the more generic highways improvements/pedestrian links to the wider Churchfields area.

Further infrastructure priorities will be considered alongside the phasing of individual sites to ensure that delivery of vital infrastructure does not constrain development.

Review



10) FUNDING MECHANISMS

It is recognized that market conditions are subject to change, and that these circumstances can impact on the viability of development. Consequently, in order to achieve the master plan there will be a requirement for a flexible approach to negotiations at planning application stage to ensure viability and that the delivery of an acceptable scheme is not constrained or delayed.

Planning obligations

A legal agreement under Section 106 of the Town and Country Act (1990) (as amended) will be required which could contain provisions including financial contributions in the following priority order:

- Off-site highway works.
- Public Transport (for commercial development).
- Affordable housing (for proposals involving residential development).

Additional Section 106 contributions will also be sought as part of site specific proposals to include (in alphabetical order):

- Drainage Infrastructure.
- Education.
- Off-site improvements to cycle and pedestrian routes.
- Open space, play provision and maintenance.
- Public art.
- Upgrade of Police Post.

The above priorities reflect the core design principles for the site and the adopted Wyre Forest District Planning Obligations SPD.

The District Council recognises that the economics of residential development may mean that not all of the expectations can be delivered directly from the developers via s.106 contributions. In this respect, any departure from this masterplan and associated DPD policies will need to be robustly justified with an open book viability exercise. It will also be necessary to demonstrate that the attainment of the overall masterplan objectives will not be adversely compromised or prejudiced.

Other funding mechanisms

Whilst post recession funding options for regeneration delivery have been reduced, a range of new funding sources are evolving that are applicable to regeneration schemes.

The District Council will consider utilising a blend of funding sources to assist in delivery, including Tax Increment Funding (TIF) and New Homes Bonus (NHB) when relevant legislation is in place.

11) PHASING

In terms of the phasing of the development, it is anticipated that Grassmere Close and the most northern area adjoining the Staffordshire and Worcestershire Canal as being the initial points of regeneration, with the development phasing moving southwards towards the ring road with the later part of the regeneration in the areas close to St Mary's Church.

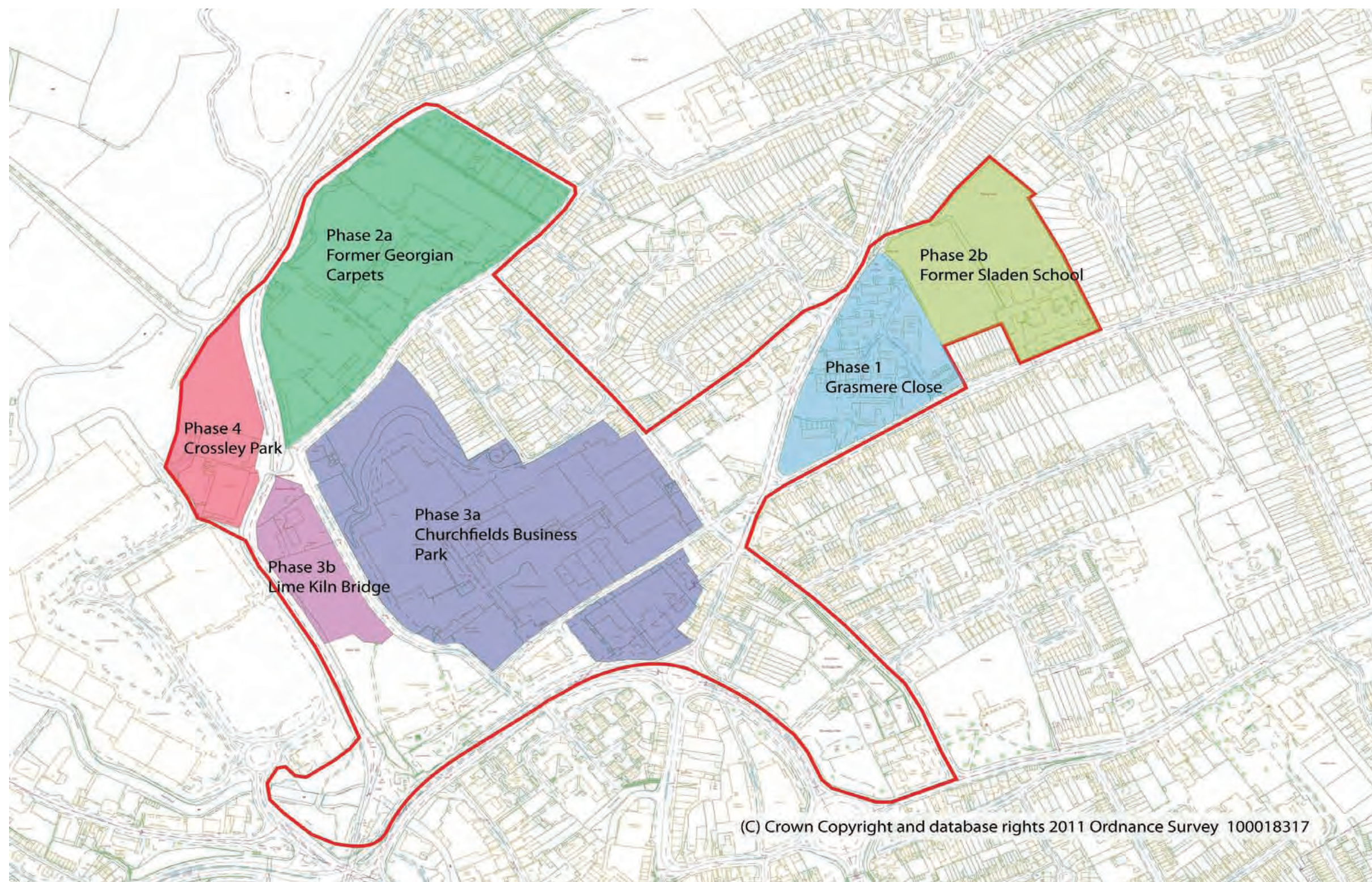


Fig 33: Approximate Site Phasing Plan



12) PLANNING APPLICATIONS

Planning applications will be expected to comply with the Wyre Forest District Council Local Development Framework, including the Adopted Core Strategy (2010), the emerging Development Plan Documents, and all relevant Supplementary Planning Documents and Guidance.

Design and Access Statement

It is a formal requirement for a design and access statement to accompany most types of planning application. 'Guidance on information requirements and validation' indicates that statements should explain the design thinking and principles that have informed the development and how access issues have been dealt with. In short, a statement should detail:

Use - what buildings and spaces will be used for.

Amount - how much will be built on site.

Layout - how the buildings and public and private spaces will be arranged on the site, and the relationship between them and the buildings and spaces around the site.

Scale - how big the buildings and spaces will be (their height, width and length).

Landscaping - how open spaces will be treated to enhance and protect the character of a place.

Appearance - what the buildings and spaces will look like.

Access - why the access points and routes have been chosen, and how the site responds to road layout, including how everyone can get to and move through the place on equal terms.

Design - how the proposed design of the development will deal with any potential conflicts between the proposed use on the site and the activities taking place in the public open spaces. It must also ensure that development will not unreasonably affect the current recreational activities enjoyed by the community.

The Commission for Architecture and the Built Environment (CABE) has produced best practice guidance on 'Design and Access Statements: how to write, read and use them' (2006).

Landscape strategy

Developers will be expected to provide information as to how the landscape will be maintained during the establishment period (usually five years).

Achieving sustainable design

It will be essential that planning applications clearly demonstrate how the development meets standards set by the Sustainable Development Supplementary Planning Guidance and supporting checklist. It should also meet the sustainability criteria set out in the adopted Core Strategy and emerging Development Plan Documents.

13) CONTACTS

For more information on the ReWyre Initiative and the Regeneration Prospectus, as well as other regeneration initiatives and sites, please visit our website at www.wyreforestdc.gov.uk.

If you are a landowner, developer or investor interested in regeneration opportunities within the Churchfields Masterplan area, please contact the Regeneration Team at:

Email: regeneration@wyreforestdc.gov.uk

Telephone: 01562 732192

For more information on the Wyre Forest Local Development Framework, including the Kidderminster Central Area Action Plan Development Plan Document, then please also visit the website above.

Alternatively you can contact the Planning Policy Team at:

Planning Policy
Wyre Forest District Council
Duke House
Clensmore Street
Kidderminster
DY10 2JX

Or why not send us an e-mail or give us a call:

E-mail: Planning.policy@wyreforestdc.gov.uk

Telephone: 01562 732928



Summary of Bruton Knowles' Master Planning Advice

Churchfields, Kidderminster

Churchfields occupies the northern gateway to Kidderminster having a dominant topographical position. The area has evolved in a piecemeal fashion and now comprises a mix of predominantly commercial and residential property. Primary industries have migrated to more suitable modern premises leaving the area dominated by secondary or tertiary industrial property occupied on short term contractual basis with the consequential detrimental affect that such occupation has on the area.

Churchfields is currently detached from the Kidderminster Town Centre by the ring road. The combination of the ring road and the Staffordshire and Worcestershire Canal which forms a barrier to the north and west has increased the isolation of the area, which in turn has not assisted its long term prosperity.

Bruton Knowles consider that the master plan proposals represent an opportunity to create a sustainable quarter of Kidderminster that reflects modern standards of Urban Design and a restoration of the link between Churchfields and Kidderminster town centre.

The component areas of the master plan propose uses sustainable in terms of viability and market appeal, with the potential to deliver some new 600 housing units, 5800 sq m (62,430 sq ft) of commercial space and other community and health uses. Bruton Knowles have appraised the component areas of the master plan and these currently deliver positive land values.

Significantly the current land values identified are close to the threshold land values beneath which a vendor will be reluctant to sell. This is due to the impact of high abnormal costs required for site preparation to the remove existing uses and resolve historic contamination. This should not though preclude the delivery of the proposed highways/infrastructure works if a priority for these works is established, S106 requirements realigned to assist in the funding of these works and a mix of funding options considered.

Highways and infrastructure proposals are an integral component of the master plan restoring access and resolving existing highways problems. We consider that the proposals are deliverable, although some cooperation from landowners will be required.

The infrastructure works are budgeted at £4.2 Million. These works comprise a traffic light solution to the Blackwell Street Roundabout and restoration of the Clensmore Street/St Mary's Ringway highway link, a new vehicular bridge linking Clensmore Street with Crossley Retail Park, two pedestrian bridges to cross the canal and general highways works/pedestrian links within the Churchfields area. The budget includes the estimated cost for land acquisition required to deliver these works. These costs should be considered against the wider Churchfields area (111 acres) as the intention of the works is to improve the area and not just the identified development areas. As such the costs are reasonable for a regeneration project of this size.

Priority should be given to the proposed works to St Mary's Ringway and the more generic highways improvements/pedestrian links to the wider Churchfields area. Ideally this should

Agenda Item No. 10.3

Appendix 4

be delivered once regeneration has commenced in the northern quarter and regeneration spreads southwards.

There are a number of sources to fund these works and the Council will no doubt carefully balance the value of potential s106 requirements against this funding need.

Post recession funding options for regeneration delivery are reduced, due mostly to the abolition of Regional Development Agencies. Nevertheless for the Churchfields area Wyre Forest District Council has the potential to prudentially borrow against land ownerships within the Churchfields Study area to further assist funding.

A range of new funding sources are evolving that are applicable to regeneration schemes and these should be considered, the most relevant being 'TIF Funding', 'New Homes Bonus' and Community Infrastructure Levy (CIL). 'TIF Funding' (Tax Increment Funding) is a mechanism for obtaining upfront public sector infrastructure funding by means of recovery of non-domestic rates from a project's occupiers. New Homes Bonus works along similar lines with the income stream from Council Tax revenues paying off upfront infrastructure funding. Community Infrastructure Levy is a tariff based contribution system that is currently being considered for the county as a whole.

In terms of the phasing of the regeneration we broadly see the Grasmere Close, Hurcott Road redevelopment as being the initial point of regeneration, followed by the most northern area adjoining the Staffordshire and Worcestershire Canal, with the regeneration phasing moving southwards towards the ring road with the later part of the regeneration in the areas close to St Mary's Church.