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WYRE FOREST DISTRICT COUNCIL

CABINET MEETING
25 AUGUST 2005

STC.4: Draft Development Brief
Bridge Street Basins Link, Stourport

OPEN ITEM	
COMMUNITY STRATEGY THEME	Better Environment
CORPORATE PLAN THEME:	Managing the Local Environment
KEY PRIORITY:	Forward Planning
CABINET MEMBER:	Councillor James Dudley
RESPONSIBLE OFFICER:	Head of Planning, Health and Environment
CONTACT OFFICER:	Ken Harrison (x2557) Email: ken.harrison@wyreforestdc.gov.uk
APPENDICES	<p>Appendix 1: Public Consultation Draft Supplementary Planning Document (SPD) – Development Brief for Bridge Street Basins Link**</p> <p>Appendix 2: Sustainability Appraisal of Development Brief Proposals*</p> <p>Appendix 3: Proposed Consultation Arrangements*</p> <p>* All of the Appendices have been placed in the Party Group Rooms **Appendix 1 will be copied to each Cabinet Member</p> <p>Public inspection copies are available on request. See front cover for contact details.</p>

1. PURPOSE OF REPORT

- 1 To inform Cabinet about the proposed Development Brief (supplementary planning document) in support of Local Plan Policy STC.4 (Bridge Street Enhancement Area) and associated public consultation arrangements.
- 2 To seek Cabinet approval of the Draft Supplementary Planning Document as the basis for public consultation.

2. RECOMMENDATION

The Cabinet is asked to DECIDE that:

- 1 The Draft STC.4 Bridge Street Supplementary Planning Document set out at Appendix 1 to the Cabinet report and the accompanying Draft Sustainability Appraisal (Appendix 2) be agreed as the basis for public consultation commencing on 5th September and closing on the 17th October 2005.
- 2 The Head of Planning, Health and Environment be authorised to finalise the public consultation arrangements as outlined at Appendix 3.

3. BACKGROUND

- 1 The Local Development Scheme (LDS) for the District came into effect on the 27th March 2005. This sets out the Council's programme of work in respect of planning policy formulation over the next 3+ years. A development brief for site STC.4 (Bridge Street) is identified for preparation during 2005. Specifically the LDS indicates that public consultation will take place during September and October with adoption for December 2005. This timeframe underlines the Council's commitment to the on-going regeneration of Stourport-on-Severn.
- 2 The purpose of a supplementary planning document is to support a policy (or policies) of the Local Plan. In this respect, Policy STC.4 reads:

“Proposals involving the STC.4 area shall:

 - i) Provide for a suitable mix of uses to include:*
 - a) at ground floor street frontage:*

small-scale retail (A1) or food and drink (A3) uses and;
 - b) above or to the rear:*

office (B1) or residential (C3) uses;
 - ii) Preserve or enhance the character of Bridge Street, the Basins and the River Severn and;*
 - iii) Improve connectivity between the town centre and the basins.”*
- 3 Cabinet will be aware that there are currently a number of regeneration opportunities within and around Stourport-on-Severn town centre. These include Lichfield Basin, Severn Road and improvements to the canal basins (Heritage Lottery Fund). The timing of this work fits well within this context.
- 4 Implementation will involve working closely with Stourport Forward, Advantage West Midlands, British Waterways and land owners whilst making the most of the funding opportunity presented by the Market Towns Initiative to help realise the potential and enhance the character of the Conservation Area.

4. KEY ISSUES

New Planning System

- 1 The Planning and Compulsory Purchase Act 2004 has resulted in Supplementary Planning Documents (formerly known as Supplementary Planning Guidance) now being fully regulated. Consequently, once adopted the proposed 'Development Brief' can be afforded considerable weight in the development control process. The two main benefits of preparing a brief for the site are firstly to improve the effectiveness and certainty of the planning and development process and secondly to improve the quality of development.
- 2 The 2004 Act places a requirement on the District Council to prepare a Sustainability Appraisal concurrently with any proposals for Supplementary Planning Documents. This process involves an assessment of the economic, social and environmental implications of the proposals. The Sustainability Appraisal must be made available for public comment as part of the consultation process and a public consultation draft is provided at Appendix 2.

Preparing a Supplementary Planning Document

- 3 A scoping paper was produced in May 2005 and subject of a Briefing Paper presented to the Environment and Economic Regeneration Policy and Scrutiny Panel on the 21st July 2005. Members of the Panel were invited to comment and make suggestions on the emerging proposals.
- 4 The scoping paper was circulated to key stakeholders including Stourport Town Council, the Civic Society, Town Centre Forum, Stourport Forward, the County Council, English Heritage, British Waterways and Advantage West Midlands, during May. A total of 31 comments were submitted by six organisations. A summary of the responses and a commentary on how they have helped to inform the preparation of the draft brief formed Appendix B to the Environment & Economic Regeneration Policy and Scrutiny Panel Briefing Paper.
- 5 Following the initial scoping work, all of the land owners, businesses and residents from within the STC.4 area were invited to an informal meeting on the 20th July 2005. This provided an opportunity for Officers to explain the background to the proposals to those most affected by any redevelopment. The majority of the eleven attendees welcomed the Council's broad aspirations for the area.
- 6 Officers have been working closely with a Kidderminster firm of architects (Howl Associates) brought in to draft possible layouts and sketch illustrations of how the site could look. Detailed options have been drawn up in consultation with British Waterways, 'Advantage West Midlands' and the Wyre Forest Highways Partnership Unit. The three preferred options are incorporated into the draft development brief. The options enable wider participation in the decision making process whereby it is envisaged that the public can help to establish a 'preferred' approach.

Draft Development Brief & Public Consultation

- 7 The draft brief (Appendix 1) highlights the challenges and opportunities presented by the site. At 0.5 hectare (1acre), the site is relatively small yet is occupied by a range of business and small-scale residential properties. Whilst being a complex site, it is considered that a suitable scheme of commerce and housing (with much improved townscape) can be achieved that could have positive spin-offs for the town centre and tourism economy.
- 8 It is proposed that the Draft Development Brief will form the basis of a six-week public consultation period starting on the 5th September and closing on the 17th October 2005. Consultation will be undertaken in line with the Council's Draft Statement of Community Involvement and further information is provided at Appendix 3.
- 9 Following the close of public consultation in October, responses received will be considered by the Head of Planning, Health and Environment and a final draft will be prepared. This is due to be considered by the Environment and Economic Regeneration Policy and Scrutiny Panel on the 23rd November followed by Cabinet on the 24th November 2005. Ultimately, it is proposed that the Supplementary Planning Document will be adopted at a meeting of Full Council on the 14th December 2005.

5. FINANCIAL IMPLICATIONS

- 5.1 The costs of preparing and publishing the Bridge Street Supplementary Planning Document can be met from within existing budget.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 There are no legal issues arising from this proposed consultation. The proposed Supplementary Planning Document supports District Local Plan Policy STC.4 and there are no implications under Section 17 of the Crime and Disorder Act.

7. RISK MANAGEMENT

- 7.1 The sketch proposals contained in the draft development brief may prove controversial amongst local residents and business as they suggest significant changes to the local environment. Otherwise there are no risk management issues.

8. CONCLUSION

- 1 A Supplementary Planning Document for site STC.4 will provide additional certainty and help to ensure a high quality development. The draft for consultation covers the key issues normally expected within a Supplementary Planning Document and

serves to illustrate how the Council's ambitions can be achieved. The preparation process is consistent with regulations and the consultation arrangements accord with the Draft Statement of Community Involvement. Finally, the timetable is consistent with the Wyre Forest District Local Development Scheme.

9. CONSULTEES

- 9.1 The draft Development Brief has been prepared in consultation with the Head of Legal and Democratic Services, the Economic Development and Tourism Manager and the Strategy, Partnerships and Communications Manager.

10. BACKGROUND PAPERS

- Adopted Wyre Forest District Local Plan, January 2004
- Wyre Forest District Local Development Scheme, March 2005
- Draft Wyre Forest District Statement of Community Involvement (July 2005)
- Bridge Street Enhancement Area SPD – Preconsultation Responses

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