

**WYRE FOREST DISTRICT COUNCIL**

**CABINET**  
**19<sup>TH</sup> APRIL 2011**

**Wyre Forest District Local Development Framework Development Plan Documents  
& Churchfields Master Plan:  
Preferred Options Consultation**

<b>OPEN</b>	
<b>SUSTAINABLE COMMUNITY STRATEGY THEME:</b>	A Better Environment
<b>CORPORATE PLAN PRIORITY:</b>	Securing the Economic Prosperity of the District
<b>CABINET MEMBER:</b>	Councillor S J M Clee
<b>DIRECTOR:</b>	Director of Planning and Regulatory Services
<b>CONTACT OFFICER:</b>	Ken Harrison – Ext 2557 Ken.harrison@wyreforestdc.gov.uk
<b>APPENDICES:</b>	<p>Appendix 1 – Site Allocations and Policies DPD Preferred Options Paper</p> <p>Appendix 2 – Kidderminster Central Area Action Plan DPD Preferred Options Paper</p> <p>Appendix 3 – Consultation Plan</p> <p>Appendix 4 – Churchfields Master Plan: Consultation Draft (To follow)</p> <p><i>The appendices to this report have been circulated electronically and a public inspection copy is available on request. (See front cover for details.)</i></p>

**1. PURPOSE OF REPORT**

- 1.1 To seek the Council's endorsement of the consultation papers which represent the next stages in the Local Development Framework's (LDF) preparation. These being the Site Allocations and Policies Development Plan Document (DPD) Preferred Options Paper and the Kidderminster Central Area Action Plan (KCAAP) DPD Preferred Options Paper. The Council is also asked to agree a public consultation draft Supplementary Planning Document as part of the evidence base and the accompanying Consultation Plan to apply to all three documents.

**2. RECOMMENDATION**

The Cabinet is asked to **RECOMMEND** to Council that:

- 2.1 the following Local Development Framework Development Plan Documents be approved for the purposes of consultation in accordance with Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004, as amended by The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.

- **Site Allocations and Policies DPD: Preferred Options, (attached at Appendix 1 to this report).**
- **Kidderminster Central Area Action Plan DPD: Preferred Options, (attached at Appendix 2 to this report).**

and to DECIDE that:

- **the public consultation on the Development Plan Documents be undertaken in accordance with the Consultation Plan attached at Appendix 3 to this report.**
- 2.2 the Consultation Draft Churchfields Master Plan, set out at Appendix 4 be approved for the purposes of public consultation and that it be given due weight as a material consideration in determining planning applications falling within its boundaries.**
- 2.3 The Director of Planning & Regulatory Services, in consultation with the Cabinet Member for Planning & Economic Regeneration, given delegated power to determine the final format and presentation of all of the papers referred to in paragraphs 2.1 and 2.2 above.**

### **3. BACKGROUND**

- 3.1** Following the adoption of the Core Strategy DPD in December 2010, the next two LDF documents to be developed will be the Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan DPD. Members may recall that the first stage of consultation on these documents, the Issues and Options, was carried out alongside the Preferred Options consultation on the Core Strategy DPD in January 2009.

### **4. KEY ISSUES**

#### **Site Allocations and Policies DPD**

- 4.1** The Site Allocations and Policies DPD builds upon the Core Strategy, providing more detailed development management policies to guide the future development of the District. The policies set out relate to a number of areas including:
- Residential Development and Locations
  - Employment Development and Locations
  - Transport
  - Sustainable Development
  - Safeguarding the Green Belt
  - Providing a Green Infrastructure Network
  - Safeguarding and Enhancing the Natural Environment
  - Safeguarding the Historic Environment
  - Quality Design and Local Distinctiveness
  - Rural Development
- 4.2** Part B of the document sets out site specific policies for the development of those sites which will come forward for development during the plan period to meet the

District's residential, employment, retail and office development requirements which are set out within the Adopted Core Strategy.

- 4.3 The full draft Site Allocations and Policies DPD is set out at Appendix One to this report.

**Kidderminster Central Area Action Plan DPD**

- 4.4 The Kidderminster Central Area Action Plan DPD will provide more detailed policies for guiding the regeneration of Kidderminster and will set out policies relating to the development of specific sites and areas within the Action Plan boundary. The document sets out development management policies which are applicable specifically within the Action Plan area boundary and these policies address the following areas:

- Residential Development and Locations
- Employment, Office and Retail Development and Locations
- Sustainable Transport
- Sustainable Development
- Urban Design and Place Making
- Ring Road Framework
- River and Canal

- 4.5 Part B of the document sets out site specific policies for the development of those sites which will come forward for development during the plan period to meet the element of the District's residential, employment, retail and office development requirements which are set out within the Adopted Core Strategy which will be accommodated within the Action Plan Area.

- 4.6 The full draft Kidderminster Central Area Action Plan DPD is set out at Appendix Two to this report.

**Churchfields Master Plan**

- 4.7 A crucial part of the evidence base underpinning the Kidderminster Central Area Action Plan will be a comprehensive master plan for Churchfields. The master plan has been commissioned as part of the ReWyre Initiative and is being undertaken by MADE with the support of the Homes & Communities Agency.

- 4.8 It is intended that this master plan will provide detailed design and access policies to guide the development of the area. In land use terms, the document itself will not reallocate land for different purposes as that is the role of the Development Plan Documents and specifically the Kidderminster Central Area Action Plan. However, in the meantime, there are known developer interests and the master plan would seek a comprehensive approach to the area's development whilst providing clear design guidance for this site should proposals emerge in the interim. For this purpose therefore, it is recommended that the master plan be given the appropriate weight as a material consideration in determining planning applications.

- 4.9 The proposed SPD seeks to illustrate what might be possible and more importantly seeks to determine the key underlying urban design principles that should apply to the site including access, layout, block structures, orientation, scale, massing etc. This reflects the importance attached to this area in terms of housing delivery and

regeneration as part of the Kidderminster Regeneration Prospectus and emerging Area Action Plan.

- 4.10 A number of in depth community consultation events have already been held to develop the draft master plan and it is now proposed that formal public consultation will be undertaken on the draft master plan (Appendix 4) concurrently with the consultation proposed for the two DPD's and in line with the consultation plan set out below.

### **Consultation Plan**

- 4.11 An important factor in demonstrating the soundness of a DPD relates to being able to show wide public engagement in its development. Public consultation is required by regulation 25 of the The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.
- 4.12 Consultation will be carried out in accordance with the District Council's Adopted Statement of Community Involvement (April 2006) and with specific and general consultation bodies as set out by The Town and Country Planning (Local Development) Regulations 2004 as amended.
- 4.13 A consultation plan has been developed which sets out the measures which will be taken in order to engage stakeholders and the wider community in the Preferred Options consultation. The consultation will take place between 26th May 2011 and 8th July 2011. The main elements of the consultation are:
- A feature or a leaflet will be placed in the Kidderminster Shuttle on 26<sup>th</sup> May. Those households which do not receive the Kidderminster Shuttle will receive a leaflet.
  - Contacts whose details are held within the database will be notified of the consultation.
  - All material will be available on the District Council's web-site during the consultation period and the consultation portal will enable respondents to submit their representations on-line.
  - Poster displays will be set up in the three libraries and the three hubs for the duration of the consultation.
  - A Parish Meeting will be held.
  - Four manned exhibitions will be held in the three towns, three of which will be on Saturdays.
  - A Planning Policy officer will be available at the Hub in Kidderminster during the normal Development Control Hub duty times throughout the consultation period.

### **Sustainability Appraisal**

- 4.14 Both DPDs are subject to Sustainability Appraisal (SA). The purpose of SA is to promote sustainable development through the integration of social, environmental and economic considerations into the preparation of plans. The SA process tests the plans' objectives and policies against an established SA Framework. All reasonable alternative policy options are tested to identify the differing sustainability implications of different policy approaches.

- 4.15 A draft Sustainability Appraisal Report has been prepared to inform the Preferred Options Papers. This will be published on the Council's website alongside the Preferred Options Papers.

**5. FINANCIAL IMPLICATIONS**

- 5.1 The costs of undertaking the consultation will be met from the existing LDF budget.

**6. LEGAL AND POLICY IMPLICATIONS**

- 6.1 DPDs need to be prepared in accordance with the requirements of the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Development) (England) Regulations 2004 as amended by The Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.

**7. RISK MANAGEMENT**

- 7.1 The failure to secure the timely adoption of the site specific DPDs carries the risk that the remaining saved District Local Plan Policies will become increasingly out of date. This could result in decisions on planning applications being overturned on appeal.
- 7.2 Prior to its adoption, a DPD must be subjected to independent examination in order to check that it has complied with legislative requirements. As part of the examination, the Inspector must determine whether the plan is "sound" (i.e. that it is justified, effective and consistent with National Policy)
- 7.3 In order to minimise these risks it is important to publish the consultation papers for the DPDs in May 2011 to accord with the next major milestones as set out in the LDS (August 2008).

**8. EQUALITY IMPACT ASSESSMENT**

- 8.1 Subject to Council approval the LDF Consultation Papers will be published for a 6 week consultation period commencing on 26<sup>th</sup> May 2011.

**9. CONCLUSION**

- 9.1 The draft consultation papers provide the basis for engaging and consulting with key stakeholders, consultees, the general public and other interested parties on the next stages of the LDF's development. They have been prepared in accordance with government guidance and regulations.

**10. CONSULTEES**

- 10.1 None.

**11. BACKGROUND PAPERS**

- 11.1 Adopted Core Strategy (December 2010)  
Site Allocations and Policies DPD Issues and Options Paper (January 2009)  
Kidderminster Central Area Action Plan DPD Issues and Options Paper (January 2009)