

Meeting of Development Control Committee – 7th January 2013

Report of the Director of the Urban Environment

Design in Brierley Hill Town Centre Supplementary Planning Document

Purpose of Report

1. To inform Committee of the Design in Brierley Hill Town Centre Supplementary Planning Document (SPD) and its role as supporting guidance to the adopted Brierley Hill Area Action Plan.

Background

2. The adopted Black Country Core Strategy designates Brierley Hill as the Strategic Town Centre for Dudley Borough, including Merry Hill, the Waterfront and Brierley Hill High Street. The adopted Brierley Hill Area Action Plan contains a vision for the future of Brierley Hill to 2026 and a number of objectives to achieve that vision as well as a strategy to guide development and allocate sites for certain uses.
3. The Design in Brierley Hill Town Centre Supplementary Planning Document (SPD) aims to improve the quality of Brierley Hill's urban environment and encourage a high standard of design for the new developments occurring under the framework of the Area Action Plan.
4. The SPD examines Brierley Hill's character and sets out guiding principles for new development including design objectives for new buildings and the public realm to ensure that development builds on and enhances Brierley Hill's local distinctiveness, townscape character and urban form. The SPD provides helpful and flexible advice for developers, public bodies and planners and will improve the quality of development whilst not being overly prescriptive.

5. Work on this document began in 2010 when evidence was gathered about the issues that the Supplementary Planning Document should respond to. A period of frontloading consultation was undertaken in September 2010 and statutory consultation in March – April 2011 where residents, local businesses, developers and statutory bodies were given the opportunity to comment on the proposed content of the SPD. Presentations were given to the Brierley Hill Town Centre Partnership and the Brierley Hill Civic Society and a number of seminars and meetings were held for colleagues within the Council. Brierley Hill ward members were notified directly of the consultation. The feedback from that consultation informed the final version of the document which all Councillors were invited to view at a drop-in session prior to its adoption. Approval to adopt that final version of the SPD was agreed by Cabinet on 6th December 2012 and the document has subsequently been published.
6. When adopted, the Design in Brierley Hill Town Centre Supplementary Planning Document will support the Brierley Hill Area Action Plan and will form part of Dudley's Local Development Framework and be a material consideration in determining planning applications in the area.

Finance

7. The Design in Brierley Hill Town Centre Supplementary Planning Document will be funded from Dudley Council's existing budgets and resources dedicated to the production of Local Development Documents and other such statutory planning documents.

Law

8. The production of the Design in Brierley Hill Town Centre Supplementary Planning Document is in accordance with the Planning and Compulsory Purchase Act 2004 and must be in accordance with its regulations.
9. In addition, Section 2 of the Local Government Act 2000, allows the Council to do anything that it considers is likely to promote or improve the economic or environmental well-being of the area.

Equality Impact

10. The proposals take into account the Council's Equal Opportunities Policy. The Design in Brierley Hill Town Centre Supplementary Planning Document will set the guidance to ensure good design in the development of the Brierley Hill area to 2026. The Design in

Brierley Hill Town Centre Supplementary Planning Document will seek to ensure that homes, shops and employment, community and recreational facilities are designed to meet the needs of the people in the area. This will include meeting the needs of children and young people as well as having a positive effect for future generations.

Recommendation

11. That the Committee note the contents of this report.



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Director of the Urban Environment

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List of Background Papers

Brierley Hill Area Action Plan
<http://www.dudley.gov.uk/environment-planning/planning/planning-policy/local-development-framework/bhill-aap/>

Design in Brierley Hill Town Centre Supplementary Planning Document – available in Member’s room

Black Country Core Strategy
<http://www.dudley.gov.uk/environment-planning/planning/planning-policy/local-development-framework/bccs/>