



Enterprise and Business Scrutiny Panel

2 December 2014

Time 6.00 pm **Public Meeting?** YES **Type of meeting** Scrutiny
Venue Committee Room 3 - Civic Centre, St Peter's Square, Wolverhampton WV1 1SH

Membership

Chair Cllr John Rowley (Lab)
Vice-chair Cllr Jonathan Yardley (Con)

Labour

Cllr Harbans Bagri
Cllr Philip Bateman
Cllr Payal Bedi
Cllr Craig Collingswood
Cllr Val Evans
Cllr Tersaim Singh
Cllr Jacqueline Sweetman
Cllr Martin Waite

Conservative

Cllr Zahid Shah

Liberal Democrat

Cllr Michael Heap

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the democratic support team:

Contact Earl Piggott-Smith
Tel/Email Tel: 01902 551251 or earl.piggot-smith@wolverhampton.gov.uk
Address Democratic Support, Civic Centre, 2nd floor, St Peter's Square,
Wolverhampton WV1 1RL

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Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

Agenda

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies for absence**

2 **Declarations of Interest**

3 **Minutes of the previous meeting 30.9.14** (Pages 1 - 6)

[To approve the minutes of the previous meeting as a correct record.]

4 **Matters arising**

DISCUSSION ITEMS

5 **Budget Review - 2015/16 Budget and Medium Term Financial Strategy 2015/16 - 2018/19** (Pages 7 - 12)

6 **City Centre Area Action Plan (AAP) - Draft Plan Consultation Stage** (Pages 13 - 176)

[Ian Culley and Simon Latham to present report on the City Centre Area Action Plan (AAP). The AAP will provide the statutory planning framework to deliver investment, regeneration and jobs in the City Centre]

7 **Employability and Skills Review -Evidence**

[Cllr Ian Angus and Shelia Collett will outline the work of the review to the date, and any key issues that are emerging]

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Enterprise and Business Scrutiny Panel

Minutes - 30 September 2014

Attendance

Members of the Enterprise and Business Scrutiny Panel

Cllr Harbans Bagri
Cllr Philip Bateman
Cllr Payal Bedi
Cllr Craig Collingswood
Cllr Val Evans
Cllr John Rowley (Chair)
Cllr Tersaim Singh
Cllr Jacqueline Sweetman
Cllr Martin Waite

Employees

Jim Cunningham	Interim Head of Enterprise and Skills
Sheila Dixon	Development and Regeneration Surveyor/Officer
Marianne Page	Section Leader - Transportation
Earl Piggott-Smith	Scrutiny Officer

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies**

Apologies were received from the following Councillor(s)

Cllr Michael Heap

2 **Declarations of Interest**

There were no declarations of interest received.

3 **Minutes of the previous meeting (15.7.14)**

That the minutes of the meeting held on 15.7.14 be approved as a correct record and signed by the Chair.

4 **Matters arising**

Cllr Bateman commented on the report on Black Country Working and the issue of limited resources available to bring forward developments to regenerate the City. Cllr Bateman queried if the land designation could be changed rather than leave the land or buildings undeveloped if there was limited interest by developers.

The panel welcomed the success in bringing forward the plans for the development of the former Springfield Brewery in economic use but accepted the ongoing problem of attracting the required investment.

5 **Approach to Business Support and Investment**

Jim Cunningham commented on the Council's approach to business support and the work being done to support existing business and also help set up new businesses.

Jim explained that it is not a statutory responsibility for the Council to provide business support. Jim gave an overview of the work to support business and attract investment. Jim briefed the panel about the findings of Wolverhampton Economic Review which predicted that Wolverhampton was set to outperform the rest of the UK in the next few years. A copy of the report would be shared with panel.

Cunningham commented on the aims of the Wolverhampton Business Week and the work being done to attract new businesses and investment.

Wolverhampton was given £3.1 million to establish the Black Country Growth Hub. Jim commented that the service will be based in the Business Solutions Centre to deliver a one-stop service. In addition, five staff will be relocated from the Civic Centre to the business solutions centre to support the initiative. Jim commented that it was important to help businesses innovate.

Jim commented about the potential for private sector businesses to bid for Council contracts valued at £200 million annually and the importance of giving them opportunities to bid for contracts. Jim commented that businesses prefer contracts rather than grants which will help enable it to grow.

Jim commented on the importance of Wolverhampton playing to its strengths such as connectivity and access to other markets. Jim outlined the benefits of 'one door' approach to business support and providing an initial point of contact. The focus will be firstly attracting businesses to Wolverhampton, but if this was not possible the focus would be to attract them to move to another part of the Black Country region to support efforts to bring jobs.

Jim explained that £57 million investment in infrastructure developments at i54 had attracted £500 million return on investment and the area is continuing to attract international businesses to the site such as Porsche.

Jim commented on the positive response to Wolverhampton business week events such as Wolverhampton: a City of Business Opportunities Breakfast and that there was an open invitation to attend.

The panel commented about whether the 'one door' information and advice policy approach would mean the Council was less able to provide a speedy response to an enquiry. Jim acknowledged the need for a quick response and based on his experience businesses would welcome the Council saying no, rather than the alternative 'slow no' which prevents them looking at alternative options to resolve their issue.

The panel commented on the issue of low skills and the work being done to create an infrastructure that supports and develops the working population.

The panel commented on the issue of jobs density and the issue that a lot of high skilled jobs are filled by people living outside the City and there were fewer opportunities for local people. The panel commented on the long standing nature of the problem in building a skilled workforce and the challenge in creating local jobs for people.

Jim accepted that this was an issue and commented on the work done with UKTI to attract inward investment and to secure commitment to recruit and train local people. Jim explained that he is leading on the skills agenda, which is supported by budget of £250 million. The funding is split between skills and employability which will aim to improve the skills situation.

The panel commented on the opportunities to bring superfast broadband to Wolverhampton to improve connectivity and support businesses. Jim commented on the physical connectivity in terms of road and rail links offered by Wolverhampton. Jim agreed to look into the issue of increasing broadband speeds and report back findings to the panel.

The panel commented on the research which stated that 95% of businesses in Wolverhampton were small and queried the work of the Council to help them develop and the specific support available to entrepreneurs looking to expand their business.

Jim accepted that there was more that the Council can do to improve delivery to entrepreneurs and business start-ups generally. Jim commented on experience in Glasgow of Nat West Bank who fund a scheme called the Entrepreneurial Spark. The scheme provides a support programme aimed at making businesses more investable.

The panel commented about whether the Council was doing enough to encourage investors to take up opportunities for new build or to regenerate sites. Jim commented that the challenge for Wolverhampton is lack of Grade A office space. The development at the Interchange is part of efforts to improve business confidence. The developments at I54 are acting as a magnetic to businesses.

The panel welcomed the report, but queried the lack of reference in the report to the role of Wolverhampton College in the proposals detailed in the presentation. Jim explained that both Wolverhampton College and Wolverhampton University are represented on the City Board. Wolverhampton Council is the accountable body for the growth hub and is responsible for effective delivery of the programme

The panel commented on how well the Council is getting message out to businesses about the support available to them. Jim commented on discussions with Business Champions and the challenge to them to suggest ideas about what the Council can do to help shape the business offer.

The panel requested that they were not aware of the Business Week and would like to have knowledge of future events.

Resolved

The panel welcomed the report and supported the planned work

The panel agreed to receive a planner detailing future business events in Wolverhampton.

The panel agreed to receive a briefing on any planned work to develop super broadband service for Wolverhampton.

The panel to be included in future mailing distribution lists.

6 **North Wolverhampton Enterprise Zone and corridor**

Shelia Dixon presented a report and presentation on the background to the development of the Black Country Enterprise Zone (EZ) and listed the benefits offered to businesses that set up within the site.

Shelia explained that Black Country Local Enterprise Partnership is the body responsible for the delivery of the EZ in partnership with other local authorities involved.

Shelia briefed the progress on work being done to encourage developers to take up vacant land opportunities.

Shelia commented on the number of new jobs created to date and the work being done with business to bring forward the developments on the vacant sites in the EZ. Shelia commented on the work done to minimise risks by undertaking site investigations which may deter potential landlords from not taking up the offer.

The panel queried the link between the investment strategy and the EZ developments. Jim Cunningham commented on the investment in education and training opportunities on the site and the work being done with other organisations. Jim commented on the change in practice and the importance to focus on looking after existing and future clients.

Shelia commented on the issue of contaminated land affecting some of the sites within the EZ and acknowledged the challenge in persuading businesses to invest in areas where demand is currently weak. Shelia explained that there are funds available from the EZ to fund 50% of the cost of any remediation work required.

Resolved

The panel welcomed the information on the Enterprise Zone and the update on the working being done to bring forward developments.

7 **Old Steam Mill and Cornhill Road Closure**

Marianne Page presented an overview of the developments at the Old Steam Mill and the closure of Cornhill Road. Marianne detailed the three options that would enable to the Council to meet its responsibilities to protect the building and lead to the re-opening of Cornhill Road.

Marianne reported on a recent meeting with the representatives of Gladedale, and the discussions about the work to remove external scaffolding. The work will hopefully start in April 2015.

The panel commented on the length of time that Cornhill Road had been closed since a fire at the Old Steam in 2008 and the lack of progress in reaching a satisfactory conclusion which would lead to its re-opening. The panel commented on the disruption to the residents wanting to travel into the City centre and also financial costs to the City as a result of the closure.

The panel welcomed the recent work to progress the matter and the positive response from Gladedale to engage with the Council, but expressed concern that the options were not sufficiently robust given the length the time that has elapsed since the fire at the building.

The panel acknowledge the difficulties in making progress and the work done by the Council to make use of its powers to add conditions which will hopefully result in the scaffolding being removed from the highway.

The panel would like specific actions linked to each of the options that make clear the action the Council would consider if the necessary progress is not made to remove the external scaffolding. The panel agreed that they would like their concerns sent to the Cabinet.

Resolved

The panel would like more details on each the options presented in the report, which specific the actions to be taken if their no progress in the owners of the Gladedale to remove the scaffolding.

The panel to receive a draft timetable of key dates and actions till May 2015 relating to the removal of scaffolding on the highway and options for regenerating this area of the City.

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Enterprise & Business Scrutiny Panel

2 December 2014

Report Title	Budget Review – 2015/16 Budget and Medium Term Financial Strategy 2015/16 – 2018/19	
Cabinet Member with Lead Responsibility	Councillor Roger Lawrence Leader of the Council	
	Councillor Andrew Johnson Resources	
Wards Affected	All	
Accountable Strategic Director(s)	Keith Ireland, Managing Director Sarah Norman, Community Tim Johnson, Education and Enterprise	
Originating service	Strategic Finance	
Accountable officer(s)	Mark Taylor Tel Email	Assistant Director Finance 01902 55(6609) mark.taylor@wolverhampton.gov.uk

Recommendation(s) for action or decision:

The Panel is recommended to:

1. Provide feedback to Scrutiny Board for consolidation and onward response to Cabinet on the draft budget and medium term financial strategy 2015/16 to 2018/19, in particular those elements that are relevant to this Scrutiny Panel, including specifically:
 - a. the savings proposals summarised at Appendix A.
2. Approve that the Scrutiny Panel response be finalised by the Chair and Vice-Chair of the Scrutiny Panel and forwarded to Scrutiny Board for consideration.

1. Purpose

- 1.1. The purpose of this report is to seek the panel's feedback on the draft five year budget and medium term financial strategy that was approved as the basis of consultation by the Cabinet on 22 October 2014, in particular the elements that relate to the work of this panel.

2. Background

- 2.1. At its meeting on 22 October 2014, the Cabinet considered a draft budget and medium term financial strategy for the period 2015/16 to 2018/19. Cabinet approved the draft budget strategy as the basis of budget consultation and scrutiny over forthcoming months.
- 2.2. The Cabinet report identified a requirement to make further savings of £59.2 million by 2018/19, due to a combination of reductions in resources and cost pressures. The report included a list of new savings amounting to £8.9 million to contribute to addressing this savings requirement, in addition to £18.1 million of savings that were approved for further development by Cabinet on 25 June 2014.
- 2.3. As detailed in the Cabinet report, the budget and medium term financial strategy will be considered by scrutiny panels during the November/December round of meetings and the feedback from those meetings will be reported to Scrutiny Board on 9 December 2014, which will consolidate that feedback in a formal response to Cabinet on 14 January 2015. The feedback provided to Scrutiny Board will include questions asked by panel members, alongside the responses that they received. These arrangements have been endorsed by the Chair and Vice-Chair of the Scrutiny Board.
- 2.4. Scrutiny Board will consider the budget again in January 2015, following an update to Cabinet (Resources) Panel on the draft budget and medium term financial strategy and the local government finance settlement, which is scheduled for January 2015. The purpose of this meeting will be to consider the response of Cabinet to the comments made by Scrutiny Board during the November/December round of meetings, together with any new savings proposals that may emerge. The outcome of this Board meeting will be incorporated into the final Cabinet budget report, scheduled for February 2015, ahead of full council considering the budget in March 2015.
- 2.5. In order to limit the volume of paper used as part of the budget reporting process, the Cabinet report has not been appended to this covering report. Panel members are instead requested to bring their copy of the 2015/16 Budget and Medium Term Financial

Strategy 2015/16 – 2018/19 report, which was circulated with the 22 October 2014 Cabinet agenda. Detail of individual savings proposals can be found on the council's website at: <http://www.wolverhampton.gov.uk/budgetsavings>.

3. Proposals relating to the work of this panel

- 3.1. Included in the draft budget and medium term financial strategy are savings proposals relating to the remit of this panel. These are listed at Appendix A. The panel is requested to provide and record its comments on these proposals, for submission to Scrutiny Board and then Cabinet.
- 3.2. In addition to commenting on these specific savings proposals, the panel may also request additional information or clarification in relation to the budget and medium term financial strategy. Any such requests will be noted separately, either for consideration by the panel at a future date, or for information to be forwarded to the panel members concerned.

4. Financial implications

- 4.1 The financial implications are discussed in the body of the report, and in the report to Cabinet. [MF/30102014/S]

5. Legal implications

- 5.1. The legal implications are discussed in the report to Cabinet.
RB/30102014/E

6. Equalities implications

- 6.1. The equalities implications are discussed in the report to Cabinet.

7. Environmental implications

- 7.1. The environmental implications are discussed in the report to Cabinet.

8. Human resources implications

- 8.1. The human resources implications are discussed in the report to Cabinet.

9. Schedule of background papers

- 9.1 2015/16 Budget and Medium Term Financial Strategy 2015/16 – 2018/19, report to Cabinet, 22 October 2014

City Services

<p>Acceleration of saving proposal 0037 (Highways Maintenance)</p> <p>Highways maintenance; further mechanisation, review of opportunities to capitalise and reduction in service levels.</p>	Delivery	-	400	(400)
<p>Efficiency Savings Arising from the Corporate Landlord Model</p> <p>As the Corporate Landlord Model is consolidated further efficiencies will be delivered through increased joined up working, the maintenance of robust condition surveys and proactive management of planned repairs and maintenance</p>	Delivery	-	192	-
<p>Staffing review of the Markets Service</p> <p>Reduction in the number of employees operating the markets</p>	Delivery	-	25	-
<p>Reduction of the winter service budget</p> <p>A review of the winter service has highlighted expenditure to be below budget. It is proposed to reduce the budget from 2015/16 onwards. A reserve will be created in 2014/15 to provide for severe weather conditions.</p>	Delivery	-	50	-
<p>Employee car parking fees</p> <p>Review car parking fees and payments for council employees</p>	Delivery	-	300	-

Economic Regeneration and Prosperity

<p>Further merged and shared transportation services.</p> <p>Work is underway to merge the Urban Traffic Control Service with Walsall. Further merged and shared transportation services across the Black Country and West Midlands region are being investigated including back office support for penalty charge notices (parking and bus lane enforcement); street permitting back office processes and shared major scheme project delivery team/s.</p>	Education & Enterprise	-	25	25
<p>Highways Maintenance - Reduction in Borrowing for Treasury Management</p> <p>Borrowing requirement for highways maintenance to be reduced by £500,000 2014/15</p>	Education & Enterprise	-	38	-
<p>Efficiency savings across the Directorate</p> <p>To review a range of budget codes to deliver efficiency savings across the Directorate as a whole</p>	Education & Enterprise	-	78	-
<p>Capitalisation of staff revenue costs associated with development schemes</p> <p>The Council will be bringing forward several capital schemes in Bilston, City Centre and i54. It is proposed to capitalise the legitimate professional fees associated with the delivery of those schemes for 2015/16.</p>	Education & Enterprise	-	50	(50)
<p>Savings from the restructuring of senior management in order to deliver the Council wide target, of a minimum of £350,000, approved by Full Council on 17 September 2014.</p>	Education & Enterprise	-	100	100

Resources

Resources				
Reduction in West Midlands Integrated Transport Authority Levy				
Reduction in the West Midlands Integrated Transport Authority Levy as a result of notification of provisional levy from Centro	Delivery	-	723	-

Governance and Performance

Governance and Performance				
Occupational Health External Clients				
To explore the external business market in relation to Wolverhampton City Council providing Occupational Health Services.	Delivery	-	10	-

Wolverhampton City Council

Overview and Scrutiny in Wolverhampton

Scrutiny Review: Employability and Skills

Draft scoping document

Scrutiny Review: Employability and Skills

<p>1.</p> <p>1.1</p> <p>1.2</p>	<p>Reasons for conducting the review</p> <p>Employability and skills was identified as a potential topic for scrutiny review at the annual work programme planning event June 2014 and agreed as a scrutiny review for 2014-15 by Scrutiny Board.</p> <p>The review is needed to consider the challenge of high levels of unemployment alongside low skill levels amongst the local population. The challenge faced by the City is clearly significant in terms of how we ensure that local people are able to access jobs to benefit from the economic growth in the City.</p>
<p>2.</p> <p>2.1</p> <p>2.2</p>	<p>Background</p> <p>This topic is a priority for the Council. In his 2014 speech The Leader of the Council speech said ‘we need to focus on improving peoples skills to take the opportunities for new jobs, that is why the council has been working closely with Wolverhampton’s university, colleges and schools’. He also announced his intention to set up a Skills Commission.</p> <p>Key areas relating to employability and skills were researched and a pre-scoping meeting was held with the Chair, Assistant Director and link officer to determine the focus for this work. The Chair was presented with the main points and other ongoing work which shaped the timing and suitability of the key lines of enquiry.</p>
<p>3.</p> <p>3.1</p>	<p>Key question(s) that the review is seeking to answer</p> <p>1. What is stopping local people with low level skills getting into employment – what are the barriers?</p> <p>2. What are the jobs are currently available in the City and the wider Black Country and are likely to be in the future, that would be suitable for this group. What needs to happen to enable local people to successfully compete for these jobs?</p>
<p>4.</p> <p>4.1</p>	<p>Outcomes expected from conducting this work</p> <p>An increased understanding of the employment options for unskilled and low skilled workers in Wolverhampton.</p> <ul style="list-style-type: none"> • Enhanced linkages between knowledge of inward investment and employment interventions. • Targeted, evidence based interventions within areas of high unemployment and low skills • Improved intelligence to inform future interventions at city and locality level by all partners • A better understanding of the barriers faced by local people with low level skills

	<ul style="list-style-type: none"> • Better informed service design and more detailed information that will help to shape and develop proposals for European funding. • Outcomes of this review can feed into work being carried out by the newly formed City Board. • Outcomes from this work can feed into the proposed Skills Commission 		
5.	Resources – Councillor involvement		
5.1	The membership of the scrutiny review has been agreed:		
	<table border="1"> <tr> <td>Chair of the Scrutiny Review Cllr Ian Angus (Chair) (Lab)</td> <td>Councillors on the review: Cllr Payal Bedi (Lab) Cllr Jasbir Dehar (Lab) Cllr Arun Photay (Con) Cllr John Rowley(Lab) Cllr Stephen Simkins (Lab) Cllr Tersaim Singh (Lab) Cllr Jaqueline Sweetman (Lab) Cllr Martin Waite (Lab) Cllr Daniel Warren (Lab) Cllr Mark Evans (Con) Cllr Haynes (Con)</td> </tr> </table>	Chair of the Scrutiny Review Cllr Ian Angus (Chair) (Lab)	Councillors on the review: Cllr Payal Bedi (Lab) Cllr Jasbir Dehar (Lab) Cllr Arun Photay (Con) Cllr John Rowley(Lab) Cllr Stephen Simkins (Lab) Cllr Tersaim Singh (Lab) Cllr Jaqueline Sweetman (Lab) Cllr Martin Waite (Lab) Cllr Daniel Warren (Lab) Cllr Mark Evans (Con) Cllr Haynes (Con)
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	Principal Cabinet Member Cllr Peter Bilson Lead Senior Executive Director Tim Johnson		
6.	Evidence Sources – Officer Support		
	<p>Scrutiny link officers Sheila Collett, Head of Service Keren Jones, Assistant Director</p> <p>Scrutiny Officer Deborah Breedon</p> <p>External Organisations expected to contribute Jobcentre Plus Linda Bowen Business Representation Adult Education University/College Third Sector providers/Wolverhampton Voluntary Sector Council City Deal Chamber of Commerce Schools</p>		
7.	Meetings and evidence gathering		
7.1	It is suggested that wherever possible evidence should be heard in person from witnesses. Witnesses should be encouraged to submit evidence in advance to give opportunity for review members to prepare questions.		

7.2	At this stage it is envisaged that there will be five meetings of the review group.	
Meeting	Objective	Witnesses
6 Nov	The Scale of the Challenge: scene setting and scope meeting.	Keren Jones, Sheila Collett, Paul Tabor, JC, Adrian Barlow, Resham Gill
13 Nov	Current position - What is already in place or planned and what are the barriers? Job Centre Plus roles and initiatives Including Job Clubs - Linda Bowen Talent Match – Kim Babb Employability Partnership - Angela Hoyle City Deal – Jacki Lakin Schools - TBA	Linda Bowen, Kim Babb, Angela Hoyle, Jacki Lakin Sheila Collett, Resham Gill
1 Dec	Business and inward investment – The right jobs and the right skills? Business partners Chamber of Commerce	James Cunningham, Business partners Sheila Collett
8 Dec	Gaps in provision and coverage – closing the gaps and unblocking barriers.	James Cunningham, Sheila Collett Providers
11 Dec	Gaps in provision and coverage – Adult education and colleges	James Cunningham, Sheila Collett Partners
7 Jan	To agree main findings and recommendations	Keren Jones, Sheila Collett
8.	Report drafting – key stages	
	Activity	Target date
	Identify key gaps in provision/coverage and feed into proposed Skills Commission	Dec 2104
	Draft report completed	Jan 2015
	Consideration of draft report findings and recommendations by the review group	Jan 2015
	Draft report presented to the Strategic Executive Board (SEB) and the relevant Cabinet Member(s) for comment on the content and recommendations.	Jan 2015
	Review Group approve final draft report	Jan 2015
	Report presented to Cabinet	Feb 2015

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Enterprise & Business Scrutiny Panel

2 December 2014

Report title	City Centre Area Action Plan (AAP) – Draft Plan Consultation Stage	
Cabinet member with lead responsibility	Councillor Peter Bilson Economic Regeneration and Prosperity	
Key decision	Yes	
In forward plan	Yes	
Wards affected	All	
Accountable director	Tim Johnson, Education and Enterprise	
Originating service	Planning	
Accountable employee(s)	Simon Latham	Planning Officer
	Tel	01902 555639
	Email	simon.latham@wolverhampton.gov.uk
Report to be considered by	Cabinet	10 December 2014

Recommendation(s) for action or decision:

The Panel is recommended to:

1. Conduct pre-decision scrutiny on the Draft City Centre Area Action Plan (AAP) and refer comments to Cabinet.

Recommendations for noting:

The Panel is asked to note:

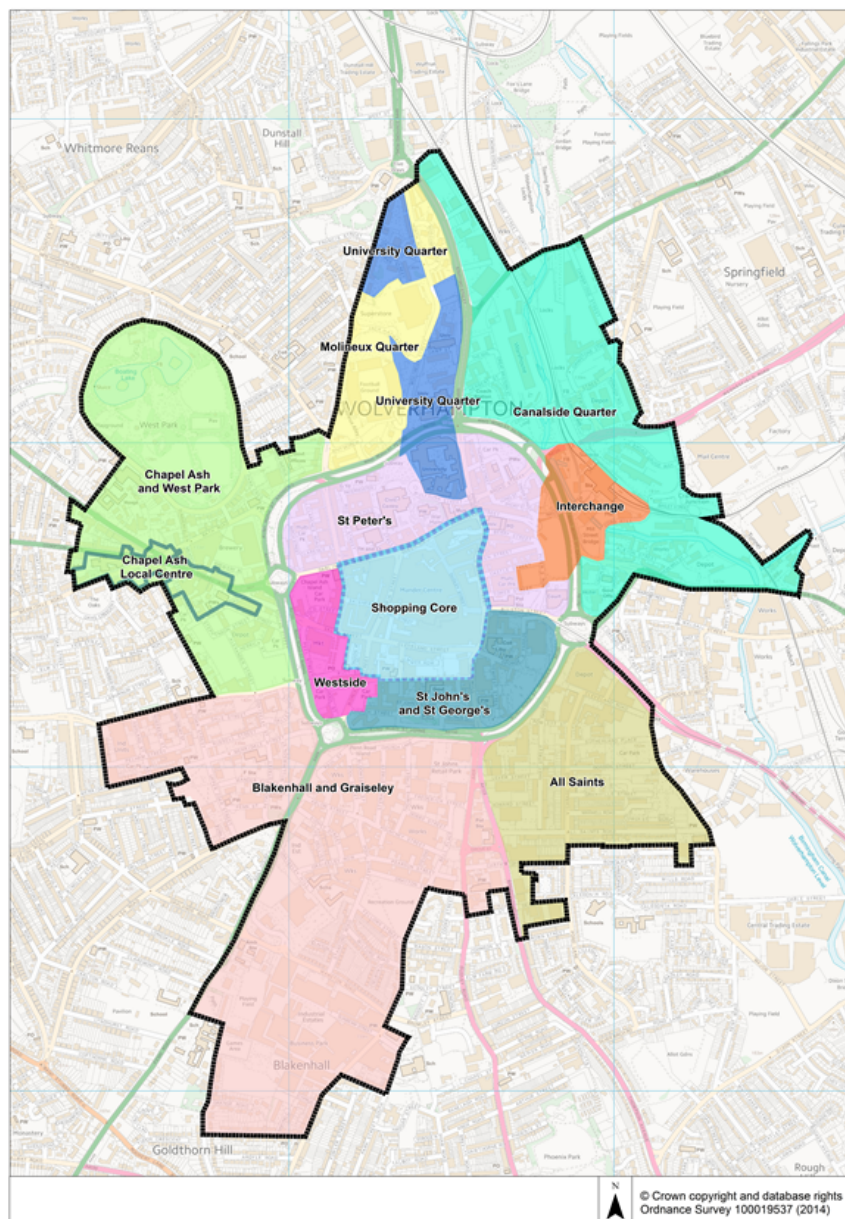
1. This item is being considered as pre-decision scrutiny and will therefore not be available to call-in once a decision is made by the Executive.

1.0 Purpose

- 1.1 To inform Scrutiny Panel of the progress made with the City Centre Area Action Plan (AAP) and to outline the key elements of the draft Plan. The Plan is programmed for consideration by Cabinet on 10th December 2014. The Draft Plan document is available electronically as a background paper to this report and hard copies are available for Members on request from the report author (Simon Latham ext. 5639).

2.0 Background

- 2.1 The City Centre AAP will be a statutory planning document covering the period up to 2026 as part of the City's Local Plan. The AAP covers the area within the city centre ring road and the neighbourhoods on its immediate periphery and is split into Character Areas, as shown on the Plan 1 below.



Plan 1 – City Centre AAP Boundary and Character Areas

- 2.2 The AAP is one of the key mechanisms to support the on-going regeneration of the City Centre. It will deliver certainty for the private sector to make investment decisions, an up-to-date legal basis for planning decisions and appeals, and will inform project pipeline identification for future funding bids, such as the Black Country Strategic Economic Plan (SEP).
- 2.3 The AAP is the final piece in the jigsaw of detailed AAPs covering the City's 'regeneration spine', made up of i54, the Stafford Road Corridor, the City Centre and Bilston Corridor. The AAP area includes the key City Centre development opportunities including Westside, Southside, Canalside Quarter and Interchange and within these areas will identify sites for development, key infrastructure proposals and areas for consolidation, enhancement and environmental improvements.
- 2.4 The draft Plan builds on progress made in recent years with the adoption of the Black Country Core Strategy (2011) and the City Centre Prospectus (2012) and the on-going City Centre Soft Market Testing exercise led by the Commercial Development Team. It has been informed by extensive community, business and stakeholder engagement consultation which has taken place over the last year, including the City Centre AAP Issues & Options consultation in December 2013 – January 2014 and one-to-one meetings with key stakeholders and community groups. These consultations did not raise any specific equalities issues. The draft Plan is also based on an up-to-date evidence base, including a City Centre Retail Update Study and a City Centre Development Sites Study.
- 2.5 The draft Plan consultation will give the community a formal opportunity to shape the future of their area and the Plan is likely to generate significant interest from a range of organisations, businesses and members of the public. The purpose of the draft Plan stage is to encourage comment on the detail of policies and proposals, including capturing equalities information, in order to shape the Publication Plan to be produced in May/June 2015.

3.0 The draft Plan – key issues

- 3.1 The draft plan will reflect the following key messages informed by the robust, market-based and up-to-date evidence base:

Future Growth and Uses

- The City Centre has strong potential for growth in the short to medium term, with a wide range of development opportunities to deliver regeneration.
- The Plan should respond to changing shopping patterns and the impact of the recession by encouraging a wider range of activity including a far stronger leisure offer, additional Grade A office accommodation and a significant quantity of new housing. For shopping uses, the priority should be to consolidate and reconfigure the existing retail core of the Mander Centre, Wulfrun Centre, Dudley St and Victoria St and then plan for limited growth.

- The overall approach should be one of promoting mixed-use development and provide flexibility to respond to changing market conditions, but some areas should be prioritised for particular uses to ensure that key outputs are delivered – for example ensuring a minimum level of new housing and offices.

Car Parking

- Whilst currently the city centre has broadly the right quantity and balance of car parking spaces, the location, type, accessibility, signage and quality of parking spaces need to be improved, linked to future regeneration projects.
- Therefore, current levels of car parking should be maintained, with a focus on short stay parking within the ring road, comprising accessible, well-signed, higher density and better quality parking befitting of a city centre. A Car Parking Strategy is in the process of being commissioned which will also inform parking delivery mechanisms.

Historic Character

- The city centre has a rich and distinctive character but peripheral areas are in need of regeneration, including bringing key listed buildings back into use
- A number of sites with local character and distinctiveness need to be designated to protect local character in All Saints, Blakenhall and Graiseley

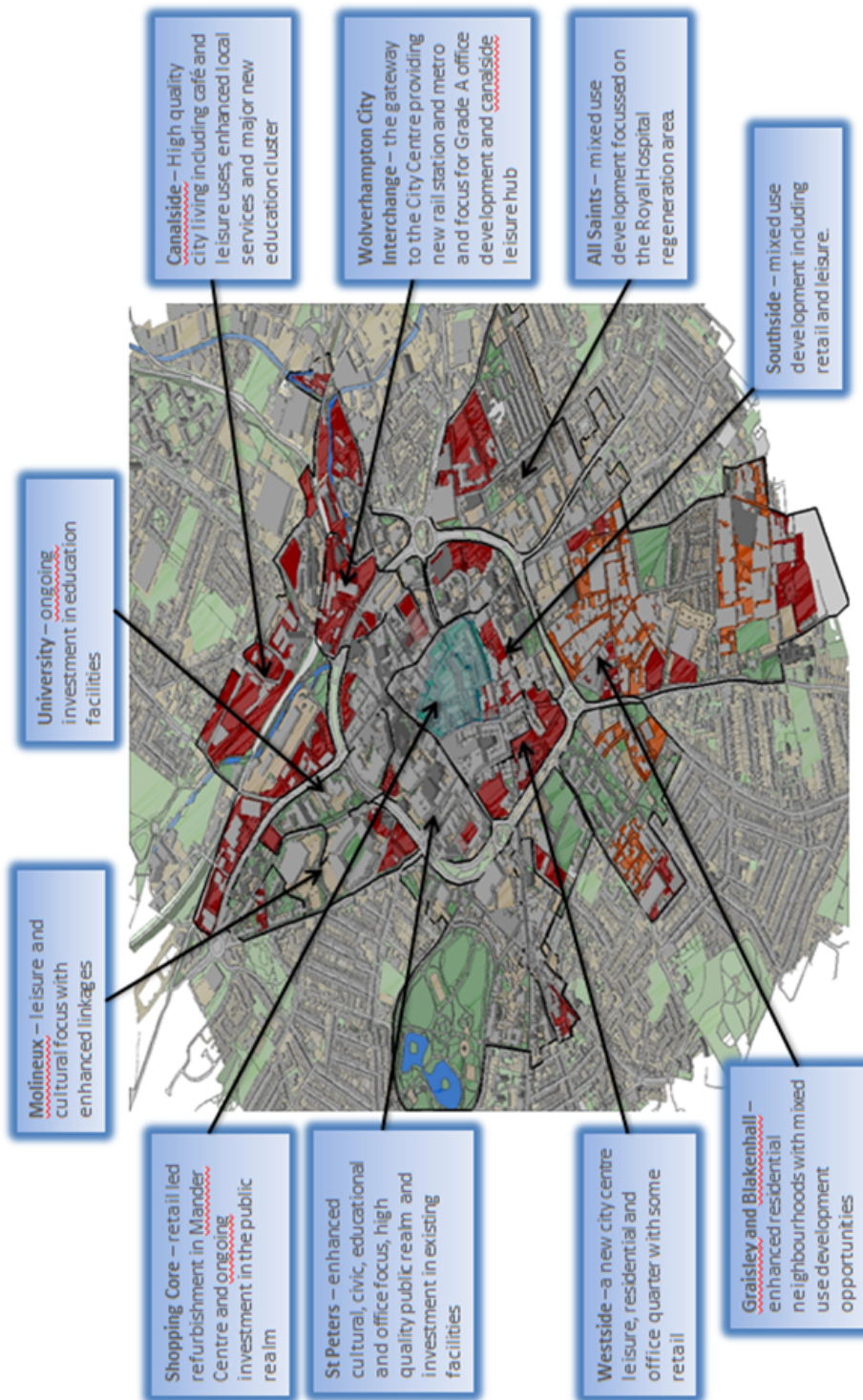
4.0 Objectives of the draft Plan

4.1 The main aim is to provide a positive and flexible plan to secure investment, regeneration and jobs in the City Centre. This will be achieved by focussing on the following objectives, under three 'key drivers':

1. Delivering a more Prosperous and Cohesive City Centre
 - Diversifying the City Centre economy - consolidating the retail function, reducing vacancy rates and encouraging more leisure, office, residential and education uses
 - Recognising the significance of the city centre as a focus for visitor and cultural activity and maximising the benefits from existing and future visitor and cultural assets
2. Creating Sustainable Communities
 - Supporting existing communities and looking to grow the resident population
3. Transforming and Protecting the Environment
 - Improving accessibility, connectivity and public realm
 - Preserving historic and local character
 - Improving green infrastructure

5.0 The strategy

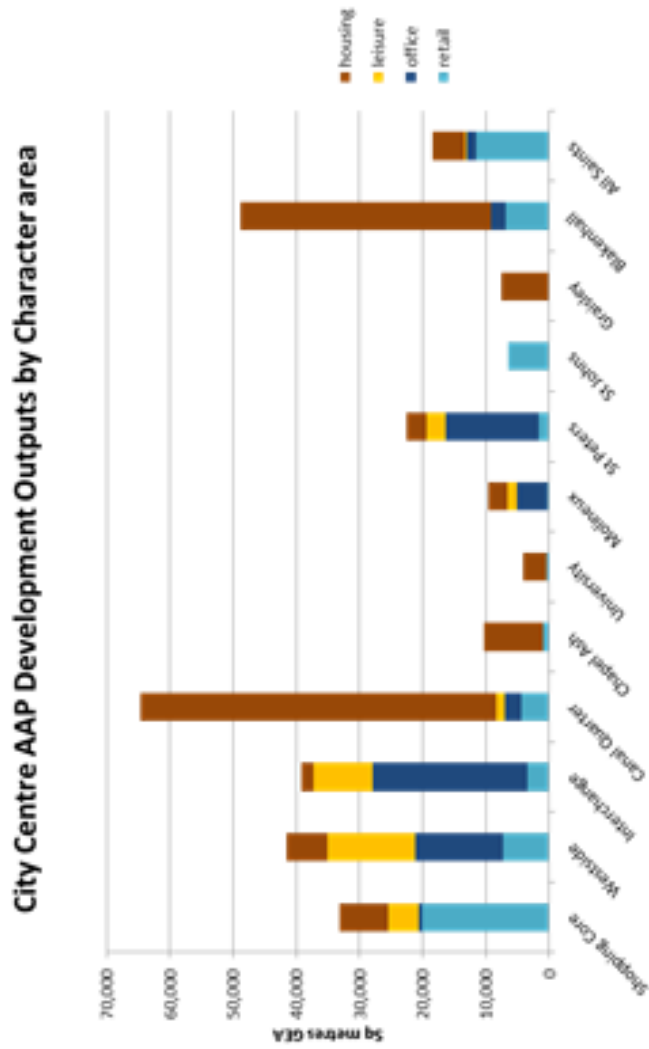
5.1 Building on the evidence and objectives the proposed spatial strategy and development outputs are shown on Plan 2 and Fig. 1 and are summarised below:



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Plan 2 – Spatial Strategy

The Spatial Strategy and Development sites - outputs



Wolverhampton. Making it happen

Fig 1 - Development Outputs

- Large scale office and commercial leisure with modernised retail offer within:
 - The Shopping Core – retail-led refurbishment in Mander Centre and some expansion in Southside
 - Westside – the opportunity to create a new leisure, residential and possible office development
 - Interchange – new Rail and Metro Station and a new Grade A office-led Quarter
- City living and education focus in:
 - Canalside
 - University
- Enhanced visitor and cultural focus in:
 - St Peters
 - Molineux
- Enhanced residential and mixed-use neighbourhoods in:
 - Chapel Ash & West Park
 - St Johns & St Georges
 - Blakenhall & Graiseley
 - All Saints

6.0 Structure of draft Plan document

6.1 The draft Plan document has a similar structure to the adopted AAPs for the Stafford Road Corridor and Bilston Corridor comprising a Vision, a set of thematic Policies to guide regeneration, and details on the proposals for the Character Areas & Development Opportunities. There are also sections on Infrastructure, Delivery & Monitoring and information about the public consultation and next steps.

7.0 Next Steps

7.1 The draft Plan is scheduled for consideration by Cabinet on 10th December to approve the document for public consultation from December 2014 – February 2015. This will build on on-going stakeholder and community engagement, and will include:

- AAP documents and information about how to give feedback being provided on the council website
- Public consultation events in January and February 2015, including a public exhibition and community and stakeholder meetings

7.2 Following public consultation further adjustments to the Plan will take place prior to publication, submission, public examination and adoption of the Plan by mid-2016.

8.0 Financial implications

8.1 The AAP is one of the key mechanisms to support on-going financial investment, economic growth and regeneration in the City Centre. There are no financial implications arising from the recommendations in this report. Any staffing costs will be met from the approved Planning budget 2014/15. [Finance Code: JR/04112014/N].

9.0 Legal implications

- 9.1 Section 15 of the Planning and Compulsory Purchase Act 2004 requires Local Planning Authorities to prepare, publish and maintain a Local Development Scheme (LDS) including Local Development Documents. In accordance with Section 17 of the 2004 Act the AAP will become a Local Development Document which forms part of the Local Plan for Wolverhampton.
- 9.2 The procedure to be followed to prepare the AAP is set out in the Town and Country Planning (Local Planning) (England) Regulations 2012 (SI 2012/767) which came into force on 6 April 2012 and revoked the 2004 Regulations (SI 2004/2204).
- 9.3 The 2012 Regulations are now being used to guide the preparation of the AAP. It is worth noting that the Regulations (Regulation 38) provide a 'saving provision' to ensure that work done by the Local Planning Authority under the 2004 Regulations are treated as 'done' under the corresponding provision of the 2012 Regulations. [Legal Code: RB/04112014/Z].

10.0 Equalities implications

- 10.1 A screening has been carried out for equalities implications. The draft Plan itself is not envisaged to have any specific equalities implications, but this will be tested during the public consultation on the draft Plan, which will include engagement opportunities with local people with protected characteristics (as defined by the Equality Act 2010).
- 10.2 The AAP is at a strategic level to attract investment in the city and brings together a number of projects and proposals from other service areas. For example, the AAP reflects transport priorities and the city centre public realm improvements work. Although these in themselves are not expected to have any equalities implications there will be an opportunity for all levels of comments to be received, both detailed and strategic.
- 10.3 When the detail of these projects are developed and the projects actually delivered, they will need to ensure that equality issues are fully considered in their detailed design and implementation.
- 10.4 As stated, this report is supported by an Equality Analysis which has not highlighted the potential for any equalities issues that would prevent Councillors from approving it. It is important to note, however, that the basis of outline approval will be conditional on future consultation work generally and in particular in relation to equalities, supporting this initial view.
- 10.5 The results of engagement work will be included at the Submission Stage of the Plan's preparation. In this way Councillors' final approval can be obtained via a process that has demonstrated "due regard" to the requirements of the Public Sector Equality Duty as created by the Equality Act 2010.

11.0 Environmental implications

- 11.1 A Sustainability Appraisal (SA) has been carried out throughout the plan preparation process, including on the draft Plan. SA is a process for evaluating the environmental consequences of proposed policies and proposals to ensure sustainability issues are fully integrated and addressed at the earliest appropriate stage. The overall aim of the SA process is to inform and influence the development of the AAP and maximise its sustainability value.

12.0 Corporate landlord implications

- 12.1 The policies and proposals in the AAP will apply to any Council land and property in the AAP area which is subject to a development proposal.

13.0 Schedule of background papers

City Centre Area Action Plan (AAP) Draft Plan

The Draft Plan document is available electronically as a background paper to this report and hard copies are available for Members on request from the report author (Simon Latham ext. 5639).

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Wolverhampton City Centre AREA ACTION PLAN 2015 - 2026

Draft Plan

Consultation: December 2014 - February 2015

Help plan the future of your area

This document / information can be made available in languages other than English, large print, Braille or audio. If you require it in one of these formats please contact:

Planning
Education and Enterprise
Wolverhampton City Council
Civic Centre
St Peter's Square
Wolverhampton
WV1 1RP
Tel: 01902 555639 or 01902 555636
Email: planning@wolverhampton.gov.uk

Executive Summary: Wolverhampton City Centre – A Focus for Regeneration and Investment

Wolverhampton City Council is working with the local community and public, private and voluntary sector partners to prepare an exciting new plan for Wolverhampton city centre.

The City Centre Area Action Plan (AAP) will guide the regeneration of the city centre up to 2026. The area covered by the AAP includes the main core of the city centre within the ring road, but also extends to include surrounding areas extending to the Fiveways Island to the north, the Canalside Quarter to the east, communities in Graiseley, Blakenhall and All Saints to the south, and to the west Chapel Ash and West Park.

The AAP will identify what areas could change in the future, through new development, and what areas could stay the same, through protection and enhancement. It will help make decisions on planning applications and will therefore influence decisions about jobs, transport and community facilities.

Wolverhampton city centre faces a number of challenges, particularly the changing face of the high street. Regeneration of the city centre is taking place. Planning permission for three new supermarkets was granted in 2011 and the Sainsbury's store at Raglan Street is now open. The second phase of the public transport interchange is now underway at Block 10. Permission has been granted to reconfigure the Mander Shopping Centre, with Debenhams signed up as the department store anchor. A Casino licence has been granted in the Southside area. The City Campus of Wolverhampton University has a new Business and Science School under construction. In addition to the bringing forward of a new Youth Zone, there is also developer interest in the Westside area of the city centre.

Now is the ideal time to plan for the future to ensure that Wolverhampton and its citizens make the most of future growth and regeneration. It is vital that the AAP builds on these successes and provides a strong framework for future regeneration which responds to local needs and attracts appropriate investment to support the city centre.

The city centre is a main priority for securing investment, jobs and regeneration, and therefore a fit-for-purpose plan is key to Wolverhampton's future.

- Local people need better services, shops, housing, jobs and a transformed environment
- Retailers need an attractive environment and facilities
- Local businesses need room to modernise and expand, and access a skilled workforce

The AAP will belong to the local community. A consultation strategy has been developed which sets out how the Council and its partners will engage with local people and stakeholders during the AAP preparation to ensure these views are reflected throughout the AAP process on an on-going basis. This Draft Plan

consultation is the second stage in this process, following the Issues and Options consultation in December 2013 – January 2014.

The city centre is a key driver for change in both the City and Black Country. The AAP will build on strategies already in place for the city centre, such as the Black Country Core Strategy (Core Strategy) and the City Centre Prospectus.

The AAP will be flexible. It is vital that the AAP sets out a strong framework for regeneration which provides certainty and responds to the needs of residents, businesses, workers, land owners, students and visitors, particularly regarding future plans and infrastructure requirements for the area. This will be achieved by giving a sufficiently detailed planning steer to guide regeneration in a way that will be of benefit to everyone. It must also be flexible enough to allow businesses to expand and prosper and to attract available investment opportunities.

This draft Plan sets out proposals and policies for the AAP area. Many of these proposals will mean new development to provide additional shopping, employment, housing and transport facilities. But it's also about enhancing and protecting our environmental assets, such as West Park, historic buildings and the canal network and making them even better. The Draft Plan builds on the extensive work that we have done so far and consultation on the Issues and Options document during December 2013 and January 2014. We need your views on whether the policies and proposals in the draft Plan will deliver the regeneration needed and what you think should be included in the final Plan.

This will help us develop the final Plan which will be published and submitted to government in 2015, with the AAP being adopted as Council policy by 2016.

Providing Your Comments

Your views are crucial to help shape the future development of the area and to ensure that new development creates economic prosperity, a competitive city centre, job opportunities, an improved quality of the environment and a better retail, leisure, education and housing offer which will benefit the whole community.

It is important for comments to be provided on specific wording of the Draft Plan. We will then be able to identify any changes that need to take place. We would prefer for you to submit your comments by completing the **Response Form** that can be found at: www.wolverhampton.gov.uk/aap

Please return your completed form with your detailed comments and suggested changes to the text of the Draft Plan by **27th February 2015** to:

E-mail: planning@wolverhampton.gov.uk

Post: Planning
Education and Enterprise
Wolverhampton City Council
Civic Centre
St Peter's Square
Wolverhampton
WV1 1RP

Tel: 01902 555639 or 01902 555636

Alternatively, you can hand in your completed form at Reception 24 (2nd Floor) of the Civic Centre, St Peter's Square, Wolverhampton.

Thank you.

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Policies and Proposals to be replaced by the Wolverhampton City Centre Area Action Plan

UDP Policy	Replacement Policy in the City Centre AAP
CC1 – CC13	CC1-CC12
SH4	CC1, CC2 and CC3
SH10	CC1 and CA5

All designations shown on the UDP Proposals Map (including the City Centre Inset Map) which fall within the Area Action Plan boundary will be replaced by designations in the AAP, with the exception of the following designations which will be retained:

- Canal Network (R6)
- Strategic Highway Network (AM4)
- Highway Improvement Lines (AM5)

Introduction

Background to the Area Action Plan (AAP)

The Wolverhampton City Centre Area Action Plan (the AAP) is being produced by Wolverhampton City Council and its public, private and voluntary sector partners as part of the new planning strategy for the City, called the Local Plan. The Local Plan is the main consideration when guiding future development in the City. It is also key to the delivery of Wolverhampton's City Strategy.

The planning framework for Wolverhampton is made up of the Local Plan and Neighbourhood Plans. The Local Plan is a collection of documents: the Black Country Core Strategy, three Area Action Plans, a Policies Map showing site specific land use allocations, and the saved policies of the Wolverhampton Unitary Development Plan (2006).

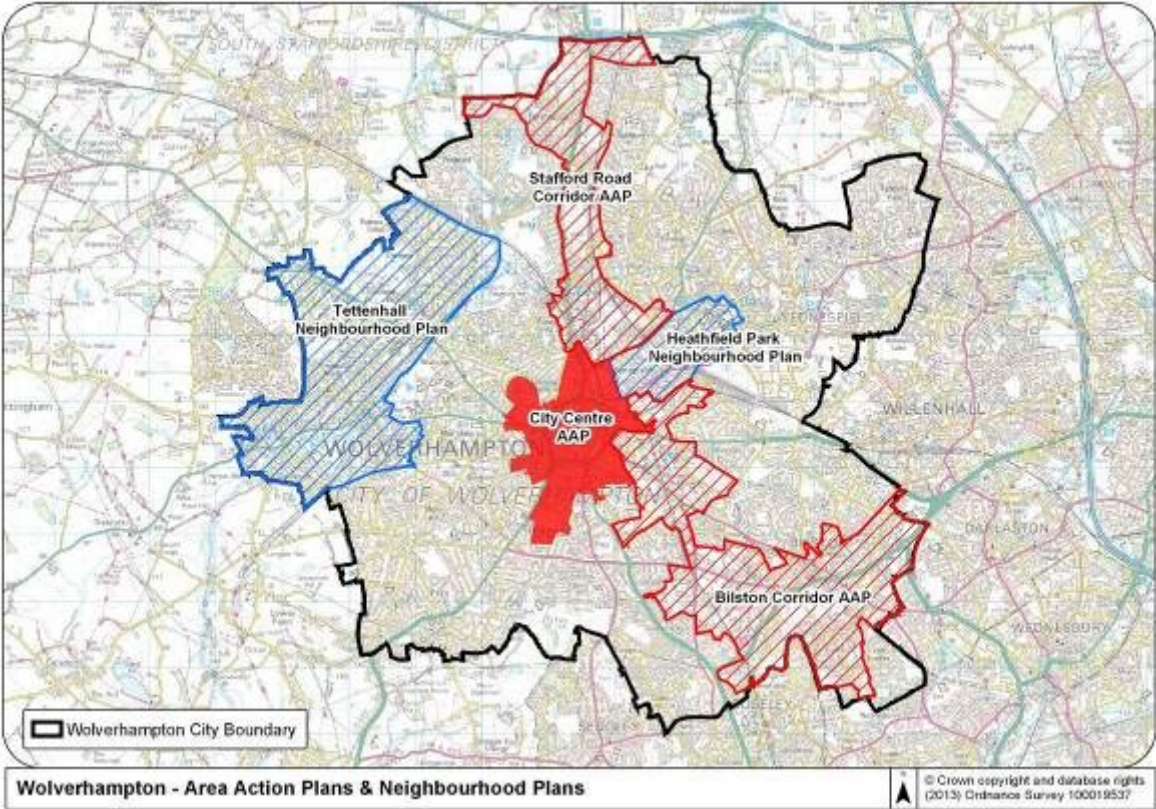
The Black Country Core Strategy was adopted by the Council in February 2011 and was produced on a joint basis with Dudley, Sandwell and Walsall Councils. The Core Strategy is the key strategic planning document guiding the regeneration of the Black Country to 2026. It sets out a vision, a spatial strategy, development planning policies and broad locations for new development.

Three Area Action Plans (AAPs) are currently being prepared for Wolverhampton to provide a more detailed framework at the local level to show how the Core Strategy will be delivered and sustainable development will be achieved. These are the Stafford Road Corridor AAP, the Bilston Corridor AAP and this AAP – the Wolverhampton City Centre AAP.

These will be supported by Neighbourhood Plans for Tettenhall and Heathfield Park. A neighbourhood plan approach has also been taken to the Bilston part of the Bilston Corridor AAP. See Figure 1, overleaf, for all the areas covered that will make up the Wolverhampton Local Plan.

The AAPs and Neighbourhood Plans will set out a detailed land use and urban design framework and will help direct future development investment in the City. They will allocate land for development, make proposals for infrastructure needed and define the steps to be taken to ensure delivery. The AAPs and Neighbourhood Plans will have the same lifespan as the Core Strategy, running to 2026.

Figure 1 – Wolverhampton Local Plan



Sustainability Appraisal

Throughout its preparation, the AAP has been informed by an on-going Sustainability Appraisal (SA) process, incorporating a Strategic Environmental Assessment (SEA). SEA is a process for evaluating the environmental consequences of proposed policies, plans or programmes to ensure sustainability issues are fully integrated and addressed at the earliest appropriate stage of decision making. Sustainability Appraisals are broader than Strategic Environmental Assessments and promote sustainable development through integration of environmental, social and economic considerations into the plan’s preparation. The overall aim of the SA process is to inform and influence the development of the AAP, and maximise its value in addressing all aspects of sustainability.

The SA process has looked at the full range of sustainability topics relevant to the AAP area, including climate change; deprivation; economic factors; health; historic environment and townscape; material assets (including energy and waste); and population and equality.

Habitats Regulations Assessment

The draft Plan has also been subject to a Habitats Regulations Assessment (HRA) to demonstrate that the AAP proposals and policies will not adversely affect any European sites protected for their nature conservation importance, such as Special

Areas of Conservation (SACs). The HRA specifically looked at the potential for population growth in the AAP area to increase visitor activities at Cannock Chase SAC and concluded that any increase would not have a significant adverse impact on the nature conservation value of the SAC.

Equality Analysis

The AAP has been informed by an Equality Analysis which assessed the potential effects of the policies on different types of people. The analysis has had due regard to the three aims of the Equality Duty¹.

The Story so Far...

Wolverhampton City Centre today – where are we starting from?

Wolverhampton has a strong regional identity associated with its history, location, communities and businesses. It is vital that we understand this ‘sense of place’ – what makes the City special. Wolverhampton is the only City of the Black Country. It is the main focus for economic, social, cultural and community activity serving an extensive catchment area.

Wolverhampton dates back to the 10th Century and the town flourished in the middle ages as a wool trading centre. In 1848 Wolverhampton was granted a charter and became a borough. The growth of the town was largely due to its close proximity to coal and iron resources which provided raw materials for various metalware industries, including lock making. The expansion of the town was assisted by the creation of new transport infrastructure, including canals and railways. The economic base for the town moved from the small-scale to heavier engineering and the town continued to expand in the 20th century, with large parts of the town centre demolished in the post-war period to construct the ring-road and the Mander and Wulfrun indoor shopping centres. Wolverhampton was granted city status in 2001. This rich history is reflected in the distinctive townscape, historic buildings and other surviving heritage assets within the City Centre AAP area.

The city centre is now an important shopping centre serving the Black Country with a range of high street shops and independent retailers. This retail offer is supported by civic, commercial, business, educational, cultural, leisure and residential functions, including Wolverhampton University, art galleries, theatres, concert venues, parks, sports facilities, swimming baths and Wolverhampton Wanderers Football Club. The city centre also has a crucial role as a focus for business and commerce, including supporting Wolverhampton’s strong modern manufacturing base. The area within the ring road alone provides around 12,000 jobs – this is the single largest concentration of employment in the whole of Wolverhampton.

¹ The three aims of the Equality Duty are to eliminate unlawful discrimination, harassment, victimisation and any other conduct prohibited by the Act; advance equality of opportunity between people who share a protected characteristic and people who do not share it; and foster good relations between people who share a protected characteristic and people who do not share it.

The city centre has excellent transport links: phase one of the Wolverhampton Interchange, a new bus station, opened in 2011. This, coupled with plans for phase two of the Interchange, which will include a new railway station and an extension to the Metro tram line, coupled with existing access to the motorway, tram and bus networks, means there is excellent accessibility from the surrounding area and cities.

The AAP area also includes a number of residential neighbourhoods to the south of the city centre, including Graiseley, Blakenhall and All Saints, and student accommodation.

The AAP provides a unique opportunity to plan for comprehensive, balanced and sustainable development, which allows the role and function of Wolverhampton city centre to continue to grow, providing regeneration benefits for the wider City. This will avoid piecemeal change which would not achieve the vision for the City. A key role for the AAP is to understand the forces currently shaping the area and to guide and manage the processes of change in the long-term to benefit the City and community.

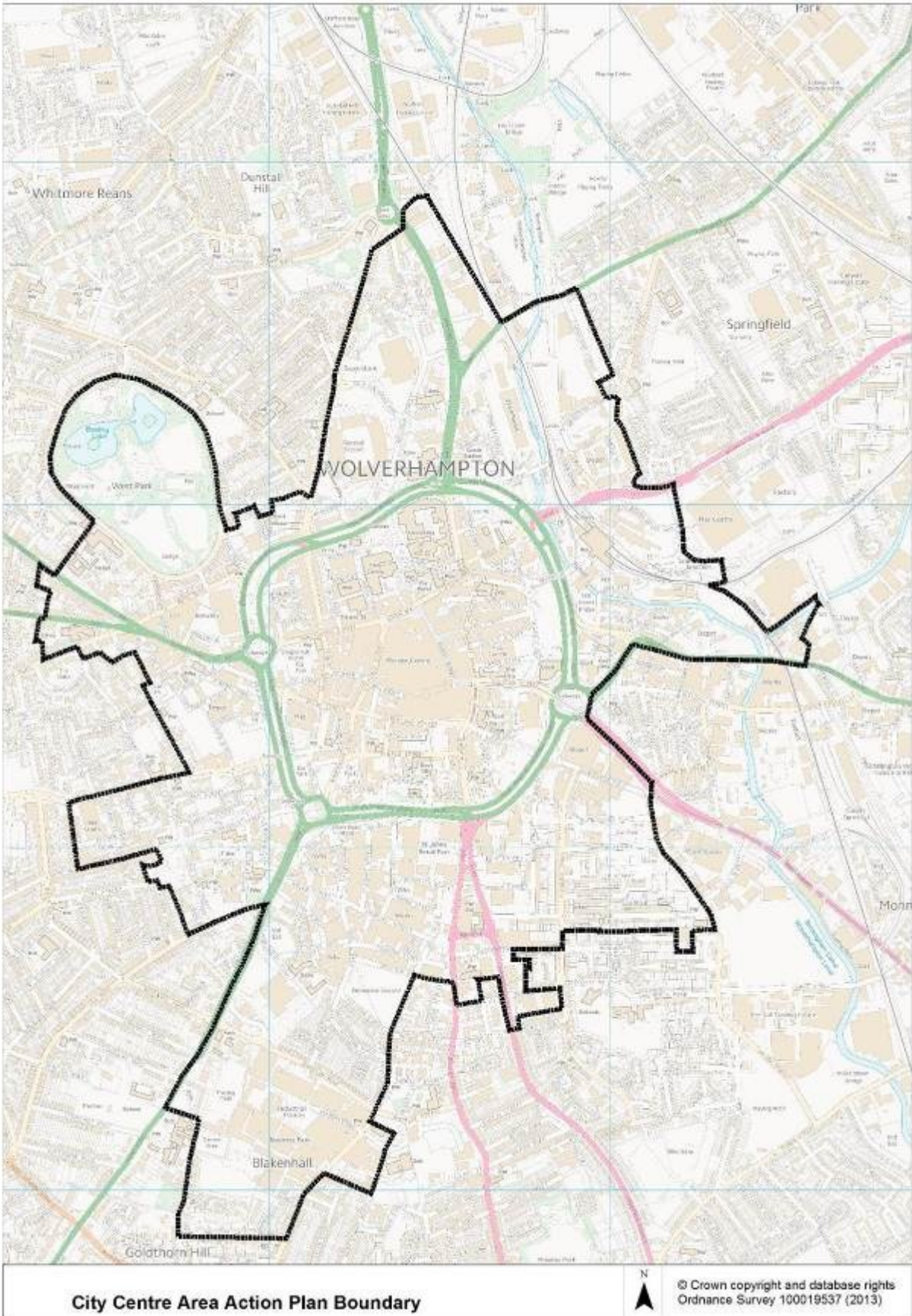
The AAP boundary (shown in Figure 2) combines two areas identified in Appendix 2 of the Core Strategy – Wolverhampton Strategic Centre and Regeneration Corridor 3 ‘South of Wolverhampton City Centre’, and covers an area of 328 ha. These are areas that have been identified as being of strategic importance and subject to change over the plan period. The boundary has been slightly altered following the Issues and Options consultation, to include St Luke’s Church and the former Dudley Road Board School buildings. Therefore, the AAP area includes both the ‘core’ of the city centre – within the ring road - but also the adjoining residential and employment areas of Graiseley, Blakenhall and All Saints, where regeneration is underway.

There are significant opportunities to both consolidate and expand areas within the city centre: to provide high quality shopping, cultural, learning and leisure services, to develop the office and service sector role of the city centre, and increase the resident population whilst maximising environmental quality and protecting historic assets.

The City Centre AAP will be relevant to all residents of Wolverhampton, but it is particularly important to consider the implications for communities living within and around the area. For example, new employment development could increase local job opportunities, and transport improvements will help local people to access facilities such as health, education, jobs and fresh food. Engagement with local communities will help ensure that communities are involved in the AAP process.

Businesses, organisations and retailers, who have premises, do business, or are prospective development partners, in the City have a crucial role to play in the AAP’s preparation, both individually and through organisations such as WVOne (the city centre company) and groups such as the Wolverhampton Business Group and the Metro Business Partnership. There are also many important voluntary and community sector partners in the city centre including, for example, Age UK, Little Brothers of the Good Shepherd, the Haven and the Light House Media Centre.

Figure 2 - AAP Boundary



Bodies such as the Black Country Local Enterprise Partnership (LEP), agencies such as Centro, and neighbouring Local Authorities are being fully engaged, in line with Duty to Co-operate requirements.

It is important to recognise that the AAP is not starting from scratch - a great deal of work has taken place to help deliver regeneration in the city centre. The aim of the AAP is to fully engage with stakeholders throughout the plan-making process and bring together relevant strategies, informed by a robust and up-to-date evidence base. The evidence used to inform the draft Plan is listed in Appendix B, and includes a City Centre Retail Update Study and a City Centre Development Sites Study.

Key Issues arising from the evidence

The draft plan will reflect the following key messages informed by the robust, market-based and up-to-date evidence base:

Future Growth and Uses

- The City Centre has strong potential for growth in the short to medium term, with a wide range of development opportunities to deliver regeneration.
- The Plan should respond to changing shopping patterns and the impact of the recession by encouraging a wider range of activity including a far stronger leisure offer, additional Grade A office accommodation and a significant quantity of new housing. For shopping uses, the priority should be to consolidate and reconfigure the existing retail core of the Mander Centre, Wulfrun Centre, Dudley St and Victoria St and then plan for limited growth.
- The overall approach should be one of promoting mixed-use development and provide flexibility to respond to changing market conditions, but some areas should be prioritised for particular uses to ensure that key outputs are delivered – for example ensuring a minimum level of new housing and offices.

Car Parking

- Whilst currently the city centre has broadly the right quantity and balance of car parking spaces, the location, type, accessibility, signage and quality of parking spaces need to be improved.
- Therefore, current levels of car parking should be maintained, with a focus on short stay parking within the ring road, comprising accessible, well-signed, higher density and better quality parking befitting of a city centre.

Historic Character

- The city centre has a rich and distinctive character but peripheral areas are in need of regeneration, including bringing key listed buildings back into use
- A number of sites with local character and distinctiveness need to be designated to protect local character in All Saints, Blakenhall and Graiseley

Part A – Vision for the City Centre

Vision

The AAP Vision is important because it defines what kind of place the area will be like in 2026, how it will change over that time and provides a focus for what needs to take place to achieve this. The following Vision is proposed to cover the City Centre AAP area:

By 2026 Wolverhampton will have a

“A vibrant, walkable, safe, attractive, and family-friendly city centre full of opportunity and potential. The city centre will be truly sustainable - compact enough to be welcoming and accessible, but large enough to boast some of the region’s best retail, leisure and cultural facilities. Investment, jobs and regeneration will be generated by the creation of a new high-quality office market, new residential communities, and the retention of important local employment land for businesses. Wolverhampton will be a renowned university city that retains its historic character, has an enhanced natural environment, made for living, learning, working and enjoyment with the best streets and public spaces. Combined with excellent public transport, pedestrian and cycle links to all parts of the city, Wolverhampton will be an innovative city centre of opportunity with enterprise to delight, achieve and thrive.”

Objectives

This positive vision reflects the key objectives of providing a positive, ambitious and flexible plan for deliverable and sustainable growth to maximise investment, jobs and regeneration in the city centre by:

- Delivering a more prosperous and cohesive city centre through:
 - diversifying the city centre economy – consolidating the retail function, reducing vacancy rates and encouraging a greater presence of leisure, office, residential and education uses
 - recognising the significance of the city centre as a focus for cultural activity, and protecting and enhancing existing cultural assets
- Creating sustainable communities through:
 - supporting existing communities and a growing resident population
- Transforming and protecting the environment through:
 - improving accessibility, connectivity and the public realm
 - preserving historic character and local distinctiveness
 - encouraging green infrastructure

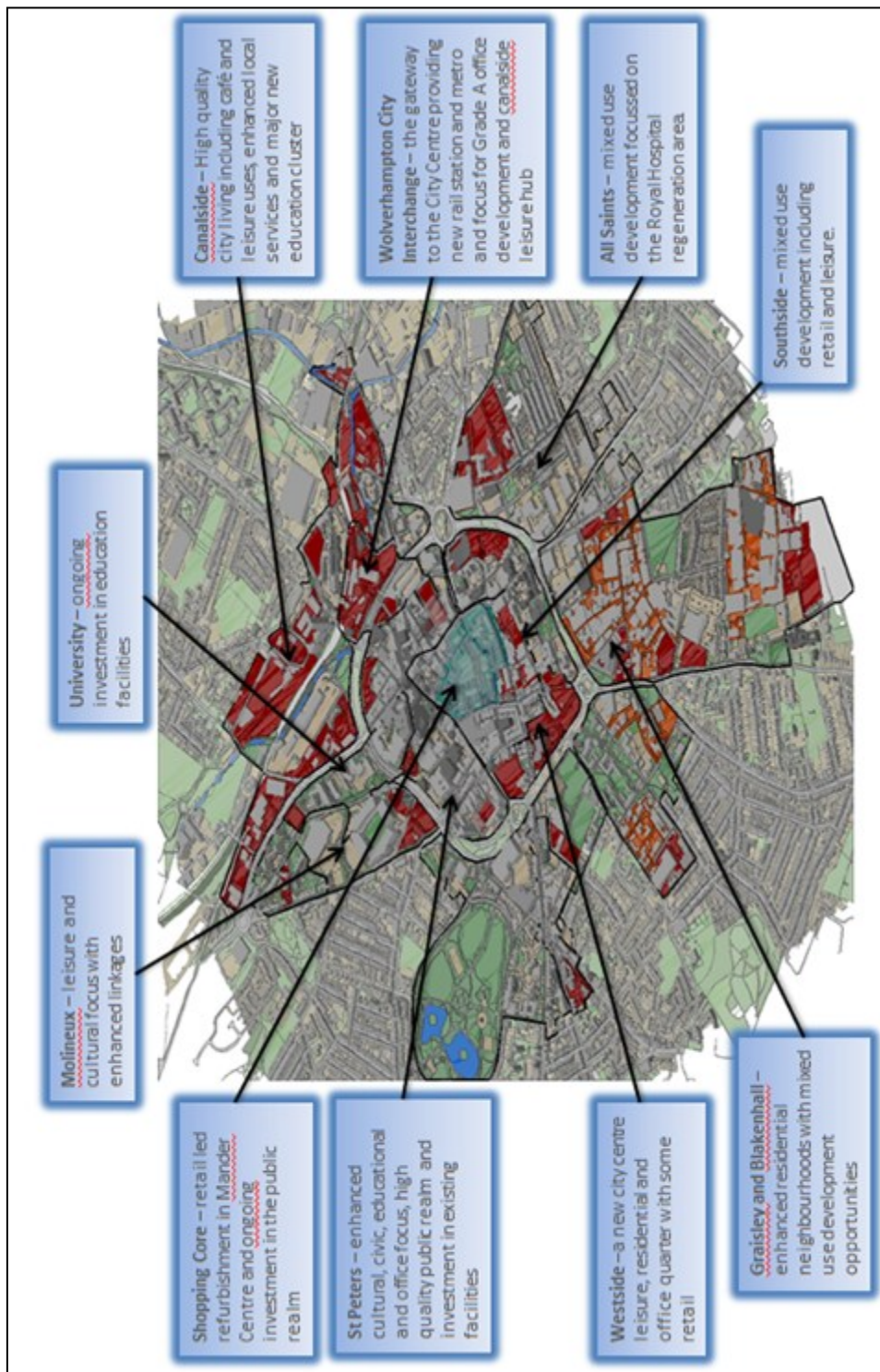
A number of responses were made to the Vision contained in the Issues & Options consultation, varying from questioning the purpose of having a Vision to requesting that the Vision make reference to specific issues. It was decided that the Vision should apply to the whole of the AAP area, rather than having a separate Vision for

the area south of the city centre. This is supplemented by a separate Vision for each Character Area, set out in Part C.

The Core Strategy set out a broad spatial strategy for the city centre. It highlighted the key roles of the city centre - to deliver significant new retail, offices and housing; to act as a key location for cultural, leisure and entertainment development; and to function as a strong public transport hub. The AAP will build on the strategic approach of the Core Strategy by providing a framework to guide investment decisions. The AAP vision will be delivered by identifying and maximising opportunities for growth and improvement with the following spatial approach:

- Regenerating the city centre by strengthening the Shopping Core as the main focus for retail in the City, reducing vacancies and encouraging local and independent shopping, surrounded by a variety of complementary uses, including office, leisure, residential, civic, administrative, cultural and educational functions
- Creating sustainable residential communities through encouraging an increased resident population in the city centre, particularly through the use of upper floors, and directing new housing development and renewal to an arc around the north-east, east and south of the city centre. This will involve place making and place shaping, making use of long standing regeneration opportunities in fringe areas with surplus employment land along the canal and railway corridor (particularly in the Canalside Quarter) and linking to regeneration opportunities in the Stafford Road and Bilston Corridors,
- Retaining important areas of Local Quality Employment Land that contribute to the local economy and jobs, particularly in the area to the south of the city centre

Figure 3 – The Spatial Strategy



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This spatial approach will be facilitated by improving accessibility and linkages focussing on transport Improvements and integration, access to jobs, education, health-care and community uses, and environmental protection and enhancement of green infrastructure networks, public realm and the historic environment.

By 2026 the AAP will deliver the following key development outputs:

- 35,000 sq metres (gross) of net additional non-food (Comparison) floorspace
- 12,000 sq metres (gross) of net additional food (Convenience) floorspace
- Around 70,000 sq metres (gross) of new Office provision
- Around 26,000 sq metres (gross) of new Leisure floorspace, including cinema and hotel provision
- Around 18,800 sq metres (gross) of new education floorspace
- 2,123 new homes, 475 to be delivered by 2021
- 31 ha of local quality employment land

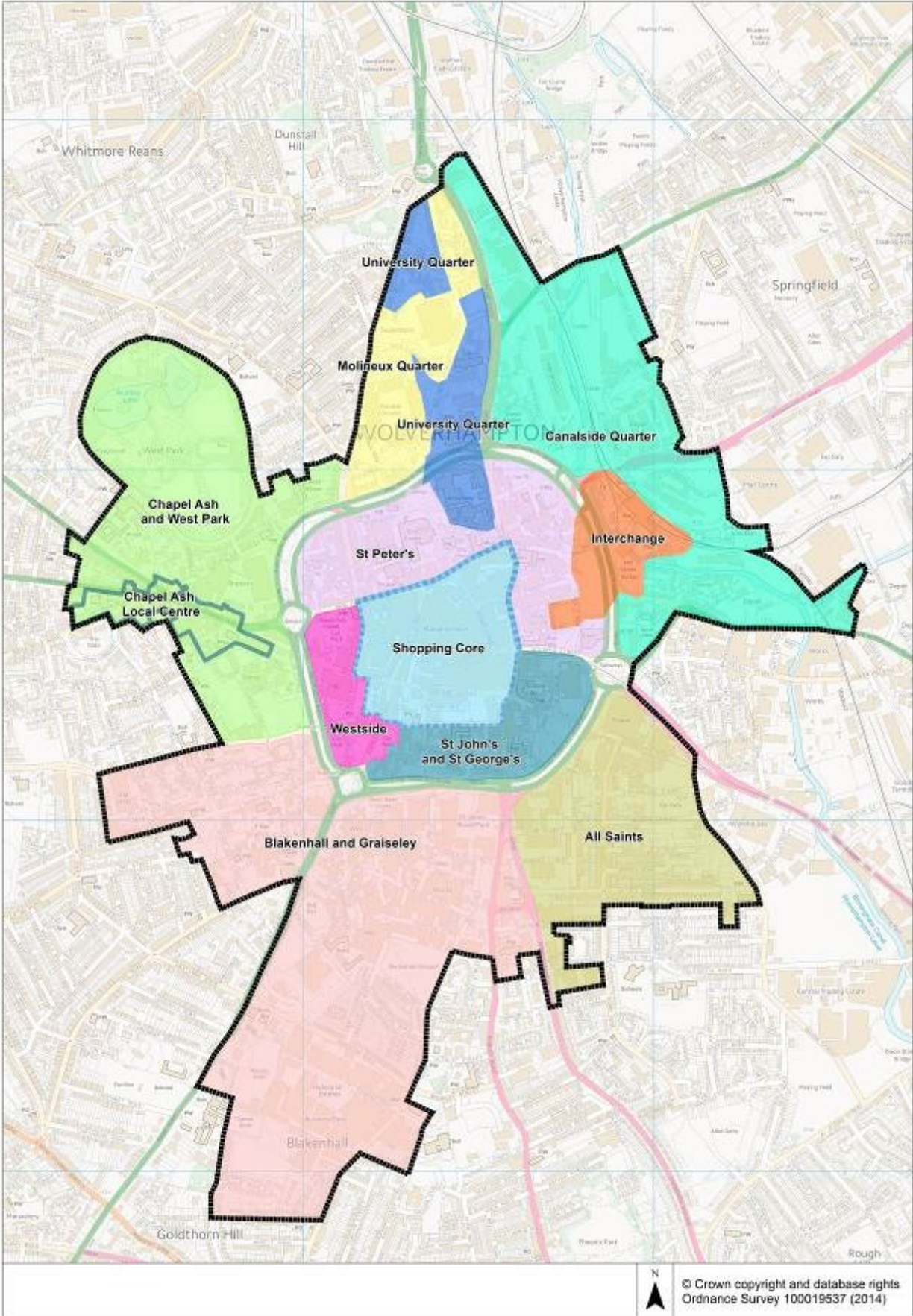
Part B of this report sets out the thematic policies that will help deliver the overall Vision and key development outputs.

Character Areas

The AAP area has been divided into eleven distinctive Character Areas as shown in Figure 4, based on work carried out for the UDP, the Core Strategy, the City Centre Prospectus and the AAP Issues and Options consultation results. Each Character Area has a role to play in maximising the City's existing strengths and providing a framework for growth. It is important to strengthen links between the Character Areas, via a network of attractive streets and public spaces, and to ensure the Character Areas perform complementary functions, helping to enhance the overall character of the city centre and strengthen the range of uses on offer.

Part C provides a local vision, development outputs, key development opportunities and other planning designations for each Character Area. This includes site-specific guidance on appropriate mix of uses, timescales for delivery, design issues, etc. The uses proposed for each development opportunity have been informed by a market-led commercial sites study and work with stakeholders to explore sustainability, viability and available funding mechanisms (see Part D - Delivery). The guidance provided is strong enough to ensure delivery of key outputs such as housing, but also flexible enough to respond to changing market conditions and capture potential investment, deliver quality development, maximise regeneration potential and prevent sites lying vacant.

Figure 4 - Character Areas



Part B – Policies to Guide Regeneration: the Key Drivers

Delivering the Vision for the AAP area will require major changes to 2026. Three 'Key Drivers' have been identified, in line with the Core Strategy, the evidence and from on-going engagement with our partners:

- **Delivering a more Prosperous and Cohesive City Centre**
- **Creating Sustainable Communities**
- **Transforming and Protecting the Environment and Addressing Climate Change**

For each of the Key Drivers a series of policies have been developed. The site specific allocations referred to in these policies are detailed in Part C for each of the eleven character areas.

Key Driver 1 – Delivering a more Prosperous and Cohesive City Centre

The ambitious regeneration agenda for the city centre must be accommodated within a strong but flexible framework that is capable of adapting to changing market conditions and community priorities. Development within individual parts of the AAP area must complement the regeneration of the city centre as a whole, and enhance the overall cohesiveness of the city centre as a sustainable place to live, work, visit, study and stay. We want to promote a competitive city-centre environment that provides customer choice and a diverse retail offer which reflects Wolverhampton's individuality as a city centre. Securing investment in town-centre uses, such as retail, offices and leisure, can contribute to delivering a more prosperous city centre for all the residents of Wolverhampton, supported by accessibility. Wolverhampton city centre is identified as a Tier 1 Strategic Centre in the retail hierarchy set out in Core Strategy Policy CEN2 and the policies in this section are focused on delivering regeneration of a scale that ensures the city centre performs this function.

Policy CC1: Meeting Shopping Needs

Policy Aim:

To establish the quantity of food and non-food retail floorspace to plan for to 2026, and set out the principles for how and where this floorspace will be provided.

Policy CC1
The following amounts of net additional retail floorspace will be planned for by 2026: (a) Non-food (Comparison) floorspace: 35,000 sq metres (gross) (b) Food (Convenience) floorspace: 12,000 sq metres (gross)

This will be achieved by:

- (c) Focusing retail provision in the Primary Shopping Area (PSA), which corresponds to the Shopping Core Character Area as defined on Fig 10. The investment priorities for this area are detailed in Policy CA1 and include the early refurbishment and enhancement of the retail offer, including the reconfiguration of the Mander Centre, and providing new retail floorspace later in the plan period in Southside
- (d) Providing a mix of food retail provision, which can be delivered by large scale modern foodstores at The Royal Hospital and/or The Peel Centre, and other smaller-scale food provision as part of development opportunities identified in Part C - Character Areas
- (e) Bringing forward retail development in other locations as identified in the relevant Character Areas in Part C of the AAP to meet specific shopping needs, which complement the retail function of the PSA and do not prejudice or delay the achievement of the successful regeneration of the identified Area for Enhancement and Refurbishment as set out in Policy CA1,
- (f) Proposals for retail development in locations not identified in the AAP for such uses, or alternative forms of retail development than those set out in Part C must meet the requirements of relevant national planning policy and the Core Strategy.

Justification

As a positive plan for regeneration, investment and jobs the AAP needs to give a clear steer on the improvements to the retail offer and retail growth that can be delivered by 2026. The Core Strategy identified very ambitious growth targets for the city centre over the AAP period. However, in recognition of changing shopping patterns and in appreciation of the long term impact of the economic downturn the Council commissioned a refresh of these targets. These revised figures are reflected in Policy CC1 (a) above and update the Core Strategy figures in Table 14 of Policy CEN3.

The priority for non-food (comparison) retail provision is to focus development within a consolidated Primary Shopping Area (PSA), where the retail function is protected and enhanced as the main location for retail provision to serve the needs of Wolverhampton and its catchment area. This will be achieved through the priorities set out in Shopping Core Character Area Policy CA1, including frontage policy; identifying areas for enhancement and refurbishment (which encouraging a mix of unit sizes to attract a variety of occupiers, including independent shops, and reducing vacancy rates); supporting the delivery of a reconfigured Mander Centre; and then later in the plan period supporting new retail provision in the Southside area.

A variety of other uses both within the PSA and elsewhere to support and complement the shopping function will be encouraged (see Policies CC2, 3 and 6). This includes Frontage Policy in Policy CA1, allowing a proportion of non-A1 uses (such as cafes) which improve the shopping experience and encourage longer shopping trips; increasing residential uses both in areas surrounding the Shopping

Core and within the PSA e.g. through the use of upper floors; increasing the working population in the city centre e.g. through the provision of new Grade-A offices; and supporting the Leisure and Evening Economy e.g. through cinema and hotel provision. Accessibility (Policy CC5) Environmental enhancements (Policy CC7) and retaining the historic character of the city centre (Policy CC8) will also serve to improve the shopping experience.

In terms of foodstore provision, the Sainsbury's St Mark's new large-scale foodstore has recently been delivered in the Chapel Ash & West Park Character Area. Despite this, the retail update study has identified further capacity as a result of over-trading and therefore a pressing need for large-scale foodstore provision to serve the city centre. This could be provided by the proposed Tesco foodstore at The Royal Hospital Site and an additional foodstore at the Peel Centre at Stafford Street. These two proposals will provide a balanced network of large modern foodstores to serve the city centre over the AAP period.. In terms of other forms of food retailing, this can be provided within the PSA, local shopping at Chapel Ash Local Centre (Policy CA5), and as part of specific proposals identified in each of the Character Areas – see Part C.

The AAP prioritises the PSA as the preferred location for large scale retail development, but it is recognised that certain forms of retail activity cannot be located within this tightly knit central area. Part C of the AAP supports the delivery of retail floorspace in other locations as part of comprehensive mixed use development, to meet specific local needs or to provide facilities that cannot be physically accommodated within the PSA.

New retail proposals not in the PSA; and any alternative retail proposals to those identified in Part C – Character Areas that are not in the PSA should be subject to meeting relevant national and Core Strategy policy requirements:

- Proposals that total under 200 sq metres (gross) should meet the requirements of Core Strategy Policy CEN6
- Proposals that total over 200 sq metres gross should be subject to the sequential test, with sites being assessed within the PSA (particularly those identified in Policy CC1(c), Chapel Ash Local Centre or other relevant centres within the catchment area of the proposal for their suitability, availability and viability. Sites that are well connected and within easy walking distance (within 300m) of the PSA boundary or immediately adjoining Chapel Ash Local Centre boundary will be classed as edge-of-centre locations (as indicated in Core Strategy Policy CEN7).
- In terms of impact testing, the thresholds for impact testing for edge/ out-of-centre locations are set out in Core Strategy policies CEN3, CEN5 and CEN7. Where impact testing is required, particular emphasis will be placed on assessing the impact on the planned investment identified in Policy CC1 (c) above.
- Where planning permission is granted for retail proposals effective measures such as using planning conditions relating to types of goods sold and minimum unit sizes will be utilised to protect retail in the PSA (as indicated in Core Strategy Policy CEN7).

Evidence

- Retail Update Study (2014)
- Sites Assessment Study (2014)

Consultation Responses

- Need to ensure compliance with the requirements of the NPPF
- There is a need for improved shopping facilities and reduced vacancy rates
- There is a need to consolidate the shopping core
- Should plan for less retail floorspace to allow for other uses to come forward in the city centre

Sustainability Appraisal

This policy maintains the retail function of the city centre, whilst enhancing the current shopping experience and providing new retail opportunities. This will attract more people to the city centre, improving the socio-economic dynamic within the PSA and in the surrounding areas. Vacant spaces can be used to develop secondary uses for this area, namely residential, office and leisure, ensuring a more dynamic and vibrant environment and a more efficient use of land.

Options Considered but not brought forward

An alternative approach would be to identify alternative locations other than the Mander Centre and Southside to be the main focus for future retail provision.

Delivery

Partnership Working

Monitoring

- Vacancy Rates
- Quantities of floorspace delivered

Policy CC2: Offices

Policy Aim:

To support the growth of the office function to serve the city centre, particularly through ensuring the delivery of new Grade A office provision.

Policy CC2

Office provision will be focussed within the AAP area by:

- (a) delivering around 70,000 sq metres of new office provision with the priority being the early delivery of 25,000 sq metres of Grade A accommodation within the Interchange and Commercial Gateway Character Area as detailed in

Policy CA3.

- (b) encouraging the re-use of upper floors and refurbishment of existing office stock; and
- (c) ensuring that applications involving the loss of city centre offices meet the requirements of saved UDP Policy B7

Office development will also be supported in the following locations provided that it does not compromise the implementation of Policy CA3:

- (i) up to 15,000 sq metres within the Westside Character Area (see Policy CA2);
- (ii) up to 15,000 sq metres within the St Peters Character Area (see Policy CA8);
- (iii) development in other locations as set out in the detailed proposals for each character area, ensuring other office proposals do not undermine the delivery of the retail, leisure and residential priorities set out in Policies CC1, CC3, CC7 and Part C.

Proposals that would result in less new Grade A office floorspace being provided at the locations outlined in (a) and (i)-(iii) will need to demonstrate that there is reasonable potential for alternative new Grade A offices of the same scale to be provided elsewhere in the city centre.

For the purposes of applying the policy, areas within the AAP boundary will be classed as in-centre for office proposals.

Justification

Office provision makes a specific concentrated employment contribution, and having a working population in the city centre contributes to the other functions of the city centre. Attracting new office occupiers can include encourage the use of upper floors, and improving the existing office stock. However, much of this existing vacant office stock is not fit for purpose. The main priority is to provide new quality Grade A offices reflecting modern business requirements to attract new office occupiers in the city centre. The Core Strategy set a highly ambitious maximum floorspace figure for net additional office provision. A realistic and deliverable policy steer through this AAP is to prioritise the creation of a modern new Grade-A office market in specific areas of the city centre – particularly within the Interchange & Commercial Gateway Character Area, St Peter’s Cultural Quarter and setting an upper limit in the Westside and Shopping Core Character Areas.

Evidence

- Retail Update Study (2014)
- Sites Assessment Study (2014)

Consultation Responses

- Need to investigate why businesses do not locate in the city centre at present

- Need for new quality office provision
- Need to focus on existing empty office stock, including the potential re-use of upper floors

Sustainability Appraisal

This policy will allow improvement and expansion of office spaces throughout the city centre. The main focus on the Interchange and Commercial Gateway Character Area will benefit from the existing public transport infrastructure (see policy CC5). Encouraging the re-use of vacant top-floors will increase the number of offices available and the number of people using the city centre, transforming it into a more vibrant place to live and work.

Options Considered but not brought forward

An alternative approach would be to focus office provision in locations other than the Interchange and Commercial Gateway.

Monitoring

- Delivery of new office floorspace including Grade A accommodation.

Policy CC3 – Leisure, visitor and cultural facilities

Policy Aim:

To support existing and encourage further provision of important leisure, visitor, cultural and evening economy facilities, to contribute to the vitality and viability of the city centre.

Policy CC3

Support will be given to proposals which strengthen, expand and diversify the leisure, visitor, cultural and evening economy functions of the city centre. The priorities are:

- (a) Protect and enhance existing key facilities including West Park (Policy CA5), Molineux Stadium (Policy CA7) and the leisure assets identified in St Peter's Cultural Quarter (Policy CA8);
- (b) The delivery of around 26,000 sq metres of new leisure, visitor and cultural floorspace with the priority being on development which complements existing key assets, provide the city centre with a comprehensive range of facilities and contributes to delivering a safe, accessible and inclusive environment. The priority locations for new leisure, visitor and cultural uses will be:
 - (i) around 15,000 sq metres in the Westside Character Area, including cinema provision (Policy CA2);
 - (ii) up to 6,000 sq metres in the Interchange & Commercial Gateway Character Area, including a 100 bedroom hotel (Policy CA3);
 - (iii) up to 5,000 sq metres in the Shopping Core Character Area (Policy

CA1);
(iv) development in other locations as set out in the detailed proposals for each character area where relevant, ensuring that leisure proposals do not undermine the delivery of the retail, office, and residential priorities set out in policies CC1, CC2 and CC6.

For the purposes of applying the sequential test for leisure, visitor, entertainment facilities, more intensive sport and recreation uses and arts, culture and tourism development proposals, the areas within the City Centre Ring Road and Chapel Ash Local Centre boundary (Policy CA5) will be classed as in-centre locations

Justification

The provision of cultural, visitor, entertainment and leisure facilities are a vital component in ensuring the City functions well, particularly in the evening. Attracting visitors to the City is an effective way of boosting Wolverhampton's economy. For example, visitors to leisure and cultural attractions often contribute significantly through 'spin-off' trade to the local retail sector in the Shopping Core. A vibrant evening economy with a mix of bars and restaurants will contribute to enhancing the city's vitality and viability and is also important in supporting a residential offer in the city centre, including student accommodation, making it an attractive place to live, as well as making it feel safer, particularly at night.

The city centre has a variety of highly successful leisure and cultural facilities located within the AAP area, including the Grand Theatre, Wolverhampton Art Gallery, popular concert venues, such as the Civic Halls, West Park and the Molineux Stadium (home of Wolverhampton Wanderers Football Club). It is a priority to protect these existing assets and support proposals that will complement and enhance them.

The provision of new leisure and evening economy facilities will be supported, with cinema provision and associated uses being focused in the Westside Character Area, which will complement the existing Light House cinema.

New quality hotel provision focused in the Interchange & Commercial Gateway Character Area will have a positive impact upon the regeneration of Wolverhampton by supporting the visitor economy and support existing and future leisure assets. Other new evening economy uses in this Character Area, such as a family Public House at Block 10 will contribute to diversifying the evening economy offer.

The policies supporting the leisure and evening economy reflect a joined-up approach with other stakeholders (such as Licensing and the Police) to foster an effective spatial planning approach which contributes to the activities, tasks and outcomes identified in the City's Alcohol Strategy.

Evidence

- Sites Assessment Study (2014)
- Savills (2009) Hotel Study
- Alcohol Strategy Action Plan (2011-2015)

Consultation Responses

- Need for enhanced leisure facilities, especially cinema provision
- Need for better choice and quality of e.g. restaurants, together with enhancing the city centre’s other cultural assets

Sustainability Appraisal

Increasing and enhancing leisure spaces will improve the vibrancy of the local economy in both daytime and nighttime, providing the residents and visitors with a more welcoming experience.

Enhancing the local parks will have a positive effect on the natural environment and on the health and well being of locals and visitors. This will help to improve the city’s resilience against climate change.

Options Considered but not brought forward

An alternative approach would be to identify alternative locations other than Westside, Interchange and Commercial Gateway and Shopping Core Character Areas to be the main focus for future leisure provision.

Monitoring

- Delivery of new leisure floorspace

Policy CC4 - Providing Sufficient Employment Land

Policy Aim:

To ensure, in balancing different development uses in the City, that an appropriate amount of employment land is maintained to serve the local economy.

Policy CC4

Local Quality Employment Land is characterised by a critical mass of industrial, warehousing and service activity in fit for purpose accommodation with good access to local markets and employees (BCCS Policy EMP3).

To maintain an adequate supply of local quality employment sites Policy CA10 of the AAP identifies 31 ha of Local Quality Employment Land in the Blakenhall & Graiseley Character Area. Local Quality Employment Land will be suitable for light industrial, manufacturing and warehousing uses (Use Classes B1 (b) (c), B2 and B8) as well as motor trade related uses, haulage and transfer depots, trade wholesale retailing and builders merchants, scrap metal, timber, construction premises and yards and waste collection, transfer and recycling uses, as set out in BCCS Policy EMP3, where these uses would not prejudice the delivery of housing allocations, as set out in Policies CC7 and CA10.

Local Quality Employment Land will be released for housing development only where:

- (a) The site is no longer required for employment purposes, including the possible relocation of employment uses, and is no longer viable for such uses;
- (b) There are satisfactory arrangements in place for the relocation of existing occupiers within the City Centre AAP area where suitable sites exist or, if not practical, within Wolverhampton or parts of the Black Country within easy commuting distance;
- (c) The site could be brought forward for housing in a comprehensive manner and would not lead to piecemeal development; and
- (d) Residential development would not adversely affect the on-going operation of existing or proposed employment uses.

Justification

Protecting jobs and attracting investment is a key aim of the Core Strategy and this AAP. The AAP will create a mix of opportunities for local employment development and growth, including in the service sector, to maximise job creation and ensure jobs are accessible to local people

A significant amount of land to the south of the city centre is currently in local quality employment use, including a wide range of employment locations and varied quality of accommodation for manufacturing, warehousing and offices, which provides an important role in supporting jobs in the local economy. Employment areas have the potential to provide 'incubator' space for new businesses and successfully established businesses need to be retained and encouraged to expand and grow.

The AAP identifies 31 ha of existing local quality employment land for protection to ensure that sufficient local jobs are retained to support the local economy as surplus employment land comes forward for housing and other uses. This is slightly higher than the Core Strategy target to retain 26 ha, due to a reduced potential for housing development.

Areas for protection are detailed in the Blakenhall and Graiseley Character Area section. These areas were identified through the Land Interests Study (2011), which has refined the employment work which informed the Core Strategy. The largest of the areas, the Warehouse Quarter, is suitable for pockets of mixed use development reflecting its location on the fringe of the city centre, however this is unlikely to significantly erode the amount of local employment land available. It is important that employment development within these areas does not prejudice the delivery of housing as set out in Policy CC7 and Policy CA10 Blakenhall and Graiseley Character Area.

Evidence

- Sites Assessment Study (2014)
- Geo-environmental Desktop Study (2011)
- Land Interests Study (2011)

Consultation Responses

- Agree there is a need to provide sufficient employment land and premises to support the local economy, in line with Core Strategy policies.

Sustainability Appraisal

Providing sufficient employment land will help to support continuous, diverse and decentralised economic growth, ensuring that the present and future needs of employment land will be fulfilled. This will help to attract investment.

Options Considered but not brought forward

There are options regarding the balance of uses within the areas of employment land. However, these are limited by delivery and viability issues and the intentions of land owners and businesses.

Monitoring

This policy will be monitored through the following BCCS indicators and through the monitoring of individual sites.

LOI EMP3b	Loss of employment land by LA area (ha) by Local Quality as defined in Policy EMP3 and broad locations in BCCS Appendix 3 (ha)
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Policy CC5 – Education and Learning

Policy Aim:

To support the growth of the Higher and Further Education Sector to enable it to deliver a teaching, learning and research community through investment, jobs and regeneration.

<p>Policy CC5</p> <p>Proposals which enhance the role of the City Centre as a focus for education and learning will be supported. The key proposals are:</p> <ol style="list-style-type: none"> i. Ongoing investment in the University of Wolverhampton to ensure that it continues to provide a modern and attractive place for living, learning and research excellence as set out in Policy CA6; ii. The development of a new learning campus at Springfield Brewery within the Canalside Quarter as set out in Policy CA4 to provide state of the art facilities for the needs of the higher and further education sector and industry focussed vocational training; iii. Working with the Wolverhampton College to consolidate and improve its existing City Centre campus and introduce new facilities.

Justification

The City benefits from the presence of a number of significant educational establishments and the Building Schools for the Future (BSF) programme has seen £286m investment transforming educational facilities across the City.

The student community, which is concentrated in and around the University Quarter, also contributes significant economic benefits and vitality to the city centre, by providing a resident population and supporting the evening economy.

Wolverhampton University is a place of excellence for teaching, learning and research and is a key stakeholder in the city centre – with a City Campus extending from the junction of Wulfruna Street and Stafford Street within the ring road to Fiveways Island to the north. Proposals for this area are set out in the University Quarter Character Area.

The AAP supports Wolverhampton University's key role in contributing to the City's regeneration and regional economy by helping make the city centre an attractive place to live, study, work and invest. The University is committed to investing in Wolverhampton and is bringing forward a £45m regeneration programme to enhance the functioning of their City Campus, including providing a new Science Facility and Business School.

Wolverhampton College has a significant presence in the St George's and St John's Character Area area providing a variety of educational and vocational training.

The Springfield Brewery site has been identified as a key opportunity to provide a combined higher and further education and training centre with excellent public transport access via the Interchange.

Evidence

- Sites Assessment Study (2014)
- Geo-environmental Desktop Study (2011)
- Land Interests Study (2011)

Policy CC6 Transport

Policy Aim:

To provide an effective, efficient transport network making the city centre accessible to all, thus encouraging investment and regeneration to create a more prosperous city centre.

Policy CC6

The Council will work with partner organisations, stakeholders, developers and residents to ensure that the transport infrastructure can accommodate the growth and change in the plan.

Site specific transport proposals are identified in individual character areas (see Part C) and outlined in Figs 4 and 5 below.

New development will be expected to help deliver the following strategic aims:

(a) Public Transport: Support Interchange Phase Two to deliver: a new railway station; an extension to the Metro to serve the bus and railway stations, including a refurbished multi-storey car park; additional commercial floor space including office, hotel and retail provision; and a potential future extension of either the Metro or other new rapid transit public transport infrastructure towards Walsall, serving New Cross Hospital and Wednesfield.

Work with Centro and bus operators to ensure that bus flows are fully considered in development proposals.

(b) Walking and cycling: Improve linkages across the ring road from surrounding areas to the city centre and reduce the perception of physical barriers to access. Give greater priority to pedestrians and cyclists in the design of public realm schemes and new developments; provide enhanced signage, journey information, lighting and security, and support the provision of new linkages particularly to key regeneration initiatives and public transport facilities. Maximise the potential of the canal network to provide safe and convenient walking and cycling routes.

(c) Highway capacity: The junctions identified on Figs 5 and 6 have been identified for improvement and any schemes evaluated to address junction capacity, public transport requirements, the needs of pedestrians and cyclists and road safety.

(d) Parking: Ensure the provision of an appropriate quantity, quality and type of convenient, well-signed and secure public parking facilities, including high density short stay parking within the ring road to support the vitality and viability of the city centre. This will be achieved by:

- i. Ensuring parking provision for new developments is in accordance with the standards set out in relevant Local Plan

- documents and technical guidance, including provision of disabled, motorcycle and cycle parking and recharging facilities for low emission vehicles
- ii. The delivery of additional multi-storey car park capacity in the Westside and Interchange character areas
 - iii. A phased approach to the development of existing car parks as identified in the relevant proposals for each character area.

Justification

In order to achieve the ambitious regeneration goals for Wolverhampton, an accessible city centre is essential. Safe, efficient and convenient movement by non-car users into and within the city centre and careful management of motor traffic are fundamental to supporting economic development, attracting investment, employers and employees. They are also critical to creating sustainable communities and the leisure economy.

Whilst the city centre already benefits from rail, Metro and bus networks and access by walking and cycling routes, a priority for achieving the transformation of the city centre is improving the functioning of, and linkages between, various transport modes and facilities.

Central to providing an integrated transport network is the multi modal transport interchange project creating a transformed gateway to the city and a multi modal transport hub for visitors and residents. The new railway station will be a dramatic improvement for passengers who will find better facilities, substantially improved shopping and cafes, smoother movement between the concourse and platforms and a refurbished and expanded car park. This transport hub will be further enhanced with the metro line extension.

The city centre also links the other regeneration corridors (Stafford Road and Bilston Corridor) and needs to provide an integrated approach to public transport reflecting the priorities for these corridors, such as the rapid transit link from i54 to the city centre.

Wolverhampton's ring road forms the main focus point for all the main routes entering Wolverhampton. The road is built close to the city centre and carries both through-traffic and local traffic and is crossed by a large volume of pedestrians walking into the city centre. A number of its junctions are now at capacity in the morning and evening peaks resulting in issues, both in relation to traffic congestion and in terms of the need to provide good quality, safe and attractive pedestrian and cycle crossing points. Pedestrians and cyclists need to be provided with a choice of attractive and convenient crossings over the ring road both 'at-grade' or through provision of subways and bridges.

The canal network, with towing paths also plays an important role in facilitating a more accessible city centre by providing a motor vehicle-free environment in which to travel, so widening travel choices for cycling and walking.

The AAP aims to make the city centre the hub of the cycle network, with cyclists passing through the city centre on cross-city journeys. There is currently a lack of a coherent network of safe and convenient cycle routes for those of all abilities into and across the city centre. The importance of cycling access through the city centre is recognised in the proposal, following consultation, to create a cycle contraflow lane as part of potential future improvements to Lichfield Street/ Queen Square.

Improving the public realm is a major component associated with enhancing accessibility and transforming the city centre and this is dealt with in Policy CC7. A main focus of the city centre public realm improvements is to enhance the sense of connection in the city centre by strong, well signposted desire lines for pedestrians and cyclists, including routes to the shops and visitor attractions from the bus and railway interchange, with high-quality public spaces between them and reduction of conflict with traffic in key areas. This includes enhancing the pedestrian environment at key locations such as Lichfield Street and Queen Square. They aim to increase pedestrian space and to provide additional event space and pleasant informal areas with trees and planting that can accommodate street cafes and seating.

In order to achieve the development outputs identified in the AAP the development of some public car parks is essential. Developing surface level car parks will create jobs, homes and diversify the retail and leisure offer in the city centre and enhance the built environment.

However, the provision of high quality, convenient and secure car parks is important in order to support the vitality and viability of the city centre. Whilst currently the city centre has broadly the right quantity and balance of car parking spaces, the location, type, accessibility, signage and quality of parking spaces need to be improved, linked to future regeneration projects.

Therefore, current levels of car parking should be maintained, with a focus on short stay parking within the ring road, comprising accessible, well-signed, higher density and better quality parking befitting of a city centre. A Car Parking Strategy is in the process of being commissioned which will also inform parking delivery mechanisms.

A balance needs to be struck between retaining parking within the ring road whilst also providing development sites to enable housing, offices and leisure uses in the city centre. The AAP seeks to achieve this balance by taking a flexible approach to the parking standards for new developments whilst seeking to ensure no overall net loss of parking spaces by 2026, reflecting the highly accessible nature of the city centre and aims to encourage a shift to more sustainable modes of transport.

The AAP identifies two character areas (Westside and the Interchange) suitable for two new multi storey car parks capable of off-setting the loss of existing sites. A phased approach will be taken to the release of car parks in order to achieve no net loss in parking spaces by 2026.

Evidence

Retail Update Study

Consultation Responses

- There should be more and cheaper/free parking
- The quality of car parks need to be improved rather than making them cheaper or free
- Need to improve bus routes, not enough stop at the bus station
- Need to reflect links to other key regeneration corridors and the wider city
- Bus services need improving across the city not just the city centre
- Access for pedestrians and cyclists both across the ring road and between character areas need to be improved

Sustainability Appraisal

Improving the accessibility of the city centre is a key factor in ensuring its prosperity. Better public transport will discourage private car use, contributing positively to the reduction of traffic congestion and improvement of air quality, benefiting the health and well being of city centre users. The latter will be enhanced through the creation and improvement of walking and cycling routes, including landscaping and proper lighting to enhance security.

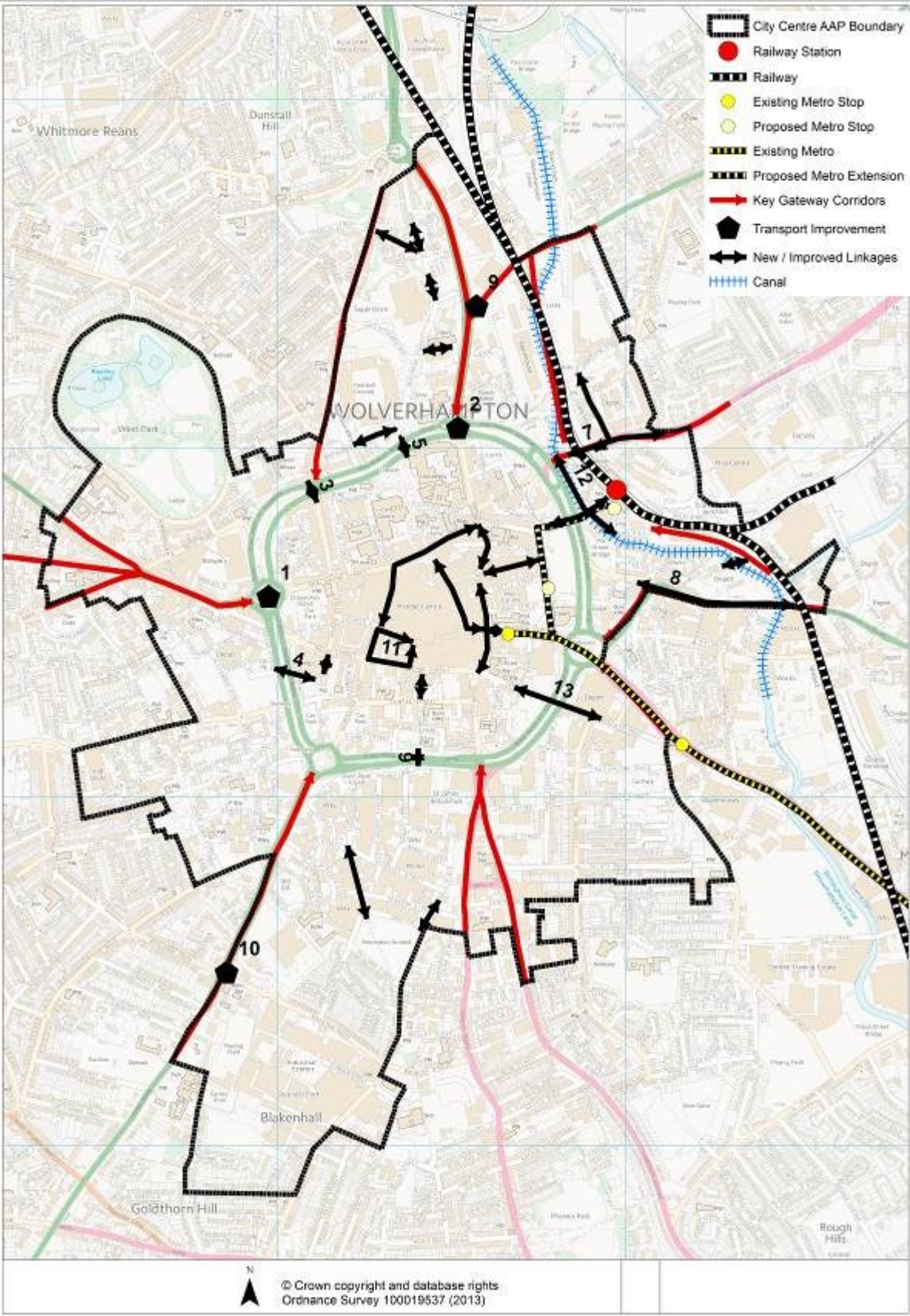
Options Considered but not brought forward

The Transport Strategy identifies and addresses existing transport issues and transport issues likely to arise as a result of future development and sets out measures and interventions needed to improve the transport network in the AAP area, and to support new development, based on what is realistic, affordable and deliverable. There are therefore no realistic alternative options.

Figure 5 - City Centre Transport Proposals Table

Ref	Name	Project	Timescale
T1	Chapel Ash Island	Junction examined to identify opportunities for enhanced pedestrian and cycling facilities	
T2	Stafford Street Crossing	Junctions examined to identify need and opportunity for capacity enhancement, pedestrian / cycle facilities, public transport and safety improvements	
T3	Waterloo Road Crossing	Junction examined to identify need and opportunity for enhanced pedestrian and cycle facilities	
T4	Ring Road St Marks	Explore opportunities for enhanced pedestrian and cycling crossing point including improved access within the ring road.	
T5	Ring Road St Peters	Explore opportunities for enhanced pedestrian and cycling crossing point with links to public realm improvements as part of University Quarter.	
T6	Ring Road St Johns	New pedestrian crossing point as part of ring road capacity improvements.	
T7	Wednesfield Road	Improved accessibility for cyclists	
T8	Lower Horseley Fields	Cycling and bus priority schemes. Enhanced access to the canal towpath.	
T9	Cannock Road/Stafford Street Junction	Gyratory option proposed as part of development proposal at Peel site.	
T10	Penn Road/Oaklands Road Junction	Explore junction improvements	
T11	City Centre Public Realm and Transport Improvements	Various highway and public realm changes (see Proposals Map for details)	
T12	Interchange	New railway station with new access from Corn Hill. Enhanced canal frontage for pedestrians and cyclists. Metro extension. Enhanced pedestrian links to city centre.	
T13	Ring Road St Georges	Enhanced links for pedestrians and cyclists over the ring road and into the city centre	
T14	Ring Road Cycling	Enhanced cycle provision alongside full extent of ring road.	
T15	Canalside Quarter	Improve canal towpath conditions and create bridge linking Union Mill Street to Crane Foundry site.	
T16	Rapid Transit Public Transport to Wednesfield	Potential future extension of either the Metro or other new rapid transit public transport infrastructure towards Walsall, serving New Cross Hospital and Wednesfield	

Figure 6 - Transport Proposals Plan



Key Driver 2 - Creating Sustainable Communities

The AAP will seek to create cohesive, healthy and prosperous communities, with access to a mix of affordable and aspirational housing, and a range of community services and facilities. The NPPF emphasises the important role residential development can play in ensuring the vitality of centres. The AAP aims to continue the process of creating new sustainable communities in the city centre, for example in the Canalside Quarter, and also to ensure that regeneration supports existing communities in Graiseley, Blakenhall, All Saints, Parkfield, Chapel Ash and Whitmore Reans. Both existing and new communities must be served by the right facilities, open spaces and employment offer if they are to be sustainable.

Policy CC7 – Delivering a Sustainable Mix of Housing

Policy Aim:

To help create sustainable communities by setting out the location, number, type and density of future residential development in the AAP area and deliver improvements to residential environments.

Policy CC7

- (a) A minimum of 2123 net additional homes will be delivered on existing commitments, allocated housing sites and within upper floors of commercial buildings by 2026, with potential for a further 780 on flexible use sites.
- (b) Proposals for non-residential uses on or adjacent to allocated housing sites will not be permitted where they could prejudice the delivery of housing on those sites.

Justification

There are significant residential areas on the edge of the city centre within the AAP area, currently housing around 7,000 people. The Core Strategy anticipates that the AAP area could accommodate a further 3,800 homes, which could more than double the population. An increased residential population in the city centre core will enhance its vitality and viability and as part of mixed-use development can contribute to the regeneration of city centre

The Core Strategy targets for the AAP area include 2,130 commitments and 1,100 unidentified sites in the city centre, and 560 homes on employment land to the south of the City Centre. There have since been 470 homes completed in the city centre and there are currently 163 homes on committed sites which are not development opportunities in this AAP, the most significant being Low Level Station and Gordon St / Granville St.

Figure 7 identifies the level of housing to be provided within each Character Area by 2026, which totals 2123 including commitments and potential for intensification on

upper floors of commercial buildings in the core of the city centre in line with historic trends for each Character Area. The indicative phasing for sites is provided in Part C and the sites are shown on Figure 6. The overall indicative phasing will deliver 475 homes by 2021 and a further 1648 homes by 2026.

Figure 7 - Housing Commitments and Allocations by Character Area

Character Area	Commitments (all by 2021)	Allocations	Upper floors estimate (half by 2021)	Total	Potential on Flexible Use Sites
All Saints	57	100	0	157	0
Blakenhall and Graiseley	0	490 (315 by 2021)	0	490	60
Canalside Quarter	40	630 (50 by 2021)	0	670	480
Chapel Ash and West Park	1	110 (110 by 2021)	30	141	0
Interchange	0	40	0	40	0
Molineux	0	0	0	0	40
Shopping Core	7	120	40	167	0
St Johns and St Georges	3	0	30	33	100
St Peters	55	50	150	255	50
University	0	0	0	0	110
Westside	0	170	0	170	0
AAP Total	163	1710	250	2123	840

The AAP housing allocations are based on the Strategic Housing Land Availability Assessment (2013), the Land Interests Study (2011), the Geo-Environmental Desktop Study (2011) and consultation responses.

Areas of local quality employment land have been identified in the character areas to the south of the city centre (see Blakenhall and Graiseley Character Area) which can deliver 490 homes. The Land Interests Study identified employment areas likely to come forward for housing based on the intentions of landowners and businesses, the physical condition of buildings and the pattern of landownership. The study highlighted pockets of employment land where there is land owner interest in redevelopment or relocation, and these areas are often characterised by vacant units, under-used land and poorer quality buildings. However, the study also highlighted some estates where building quality and levels of investment are high and occupiers are keen to stay in the area and invest in their businesses, growing their workforce. These are areas identified for retention as employment land (see Policy CC4).

The Geo-environmental Desktop Study outlines ground condition and mining risks and potential land remediation and stabilisation costs for potential development sites. These costs are compared to those for sites in other parts of the City, producing a rating of low, moderate and high risk for geotechnical and contamination issues. For the AAP housing allocations, both geotechnical and contamination risk is typically moderate to low. Addressing these issues is common when developing brownfield sites in Wolverhampton and the Black Country. The Desktop Study also takes a conservative approach and allows for a significant contingency to cover all potential risks. Undertaking ground investigations to provide certainty and reduce risk is likely to reduce costs significantly on many sites.

The Core Strategy indicative housing target for the AAP area has been tested through the preparation of the AAP and is not realistically deliverable within the plan period, with a shortfall of around 1035 homes. However, there are a number of sites with flexible allocations where housing could be delivered up to 2026, totalling 840 homes. There is also flexibility provided in the Warehouse Quarter of the Blakenhall and Graiseley Character Area for pockets of mixed use including housing, and proposals to develop other Local Quality Employment Areas for housing over the plan period will be assessed against the criteria in Policy CC4 and could provide further capacity.

House Type and Density

Within the AAP area there is a need for more high quality market housing and affordable housing to meet local needs. 25% affordable housing will be required on all housing of 15 homes or more, in line with BCCS Policy HOU3. BCCS Policy HOU2 requires the provision of a range and choice of good quality housing and the Wolverhampton Housing Strategy sets more local targets, which are skewed towards meeting the needs of larger households. However, the city centre provides a unique opportunity to deliver homes to meet the needs of smaller households in Wolverhampton, and students, making the most of high value sites in the city centre.

The SHLAA estimates that city centre apartment schemes are likely to start coming forward after 2017, in response to improved housing market conditions and market pressure from smaller households.

The presence of educational facilities, particularly Wolverhampton University, in the city centre, creates demand for purpose-built student accommodation such as the Victoria Halls development. Just under half of the homes completed in the city centre since 2006 have been student flats, and the allocations include 170 student homes in the University and Canalside Quarters. Student housing can have a positive effect by increasing the residential population of the city centre and creating activity throughout the day. Providing quality student housing designed to improve the image of the City to students and maximise accessibility and safety can help to attract students to the City and encourage them to stay in the City following graduation.

An additional source of housing capacity in the AAP area is conversion of the upper floors of buildings in the core of the city centre to flats, which is likely to be concentrated in St Peter's Character Area and could include student accommodation in line with recent trends. A successful bid via the Homes and Communities Agency

(HCA) for empty homes funding will allow the conversion of empty commercial property within the city centre creating 45 new affordable homes. The Townscape Heritage Scheme investment taking place on Queen Street in St Peter's is also aimed at bringing upper floors into active use.

The AAP area also offers the opportunity to provide houses in areas further out from the core of the city centre, on former employment land in Blakenhall, Graiseley and All Saints and on some sites in the Canalside Quarter.

The Core Strategy assumes a high housing density (60+ dwellings per hectare) in the Strategic Centre and a lower density (35-60 dwellings per ha) in outer areas, such as the areas of local quality employment land with potential for housing. These densities reflect levels of public transport and pedestrian access to residential services, the character of the existing residential environment and concentration of development within those areas, and have been generally applied to housing allocations depending on the individual circumstances.

Quality of Residential Environments

A residential population living within the city centre can help create an attractive, active and vibrant environment. However, there are challenges associated with city centre living include the effects factors such as air and noise pollution, accessibility, litter, and lack of open space. Careful consideration needs to be given to where potential residential development might occur near commercial and leisure activities to ensure any conflicts of interest and/or complaints regarding environmental amenity e.g. noise and air quality are removed or minimised to an acceptable level.

The canal has great potential to help deliver regeneration and improving the quality of residential environments by being an attractive setting for development, and contributing place making and shaping, such as in the Canalside Quarter Character Area. New open spaces are also proposed to serve significant new housing development areas. Public realm and other transport and environmental improvements, detailed in Part C for each Character Area, will also help to improve the city centre environment for residents.

'Hotspots' of high levels of poor air quality can limit residential development. The roads currently exceeding the objective are Broad Street, Lichfield Street, Princess Square and Pipers Row and the roads currently at risk of exceeding the objective are Princess Street, Queen Street, and Stafford Street. Public realm improvements proposed for these areas, which include pedestrianisation, will help to reduce the risk of air quality impacts. Careful consideration needs to be given to residential developments proposed in areas exceeding air quality objectives. Specific mitigation measures may be required, such as whole house ventilation with air intakes being located on the roofs or the rear of buildings. The approach to addressing air quality in the city centre will be informed by the Low Emission Towns and Cities programme in the West Midlands.

Evidence

Wolverhampton Strategic Housing Land Availability Assessment (SHLAA) (2013)
Geo-environmental Desktop Study (2011)

Consultation Responses

- Contaminated land is an issue to be addressed on most development sites
- More housing could help regenerate the city centre
- Need evidence on the amount / type of housing needed in the city centre
- A robust viability assessment is needed to ensure AAP sites are deliverable
- The canal provides potential to create attractive residential environments
- Residential environments should be designed to reduce crime, including improved lighting

Sustainability Appraisal

Encouraging development of a mix of housing will allow people to have access to a safe and comfortable place to live independent of their economic situation. By allocating diverse sites for housing developments this policy will ensure that there is sufficient housing to match people’s needs throughout the city centre. Encouraging the use of top-floors for dwellings will improve the efficiency of land use. This may also increase the vibrancy of the city centre by bringing people to live in it, rather than using it only as a shopping destination and/or working place.

Social inclusion will be improved by the creation of affordable housing and by the provision of student housing, ensuring that an important part of Wolverhampton’s community will have a comfortable, safe and attractive place to live.

Options Considered but not brought forward

There are options regarding the balance of uses within the areas of employment land. However, these are limited by delivery and viability issues and the intentions of land owners and businesses. Within the city centre core, to provide flexibility and ensure delivery over the Plan period, a number of development opportunity sites have optional land uses including housing.

Monitoring

This policy will be monitored through the following BCCS indicator and through monitoring progress on the delivery of identified housing commitments and allocations through the annual update of the SHLAA.

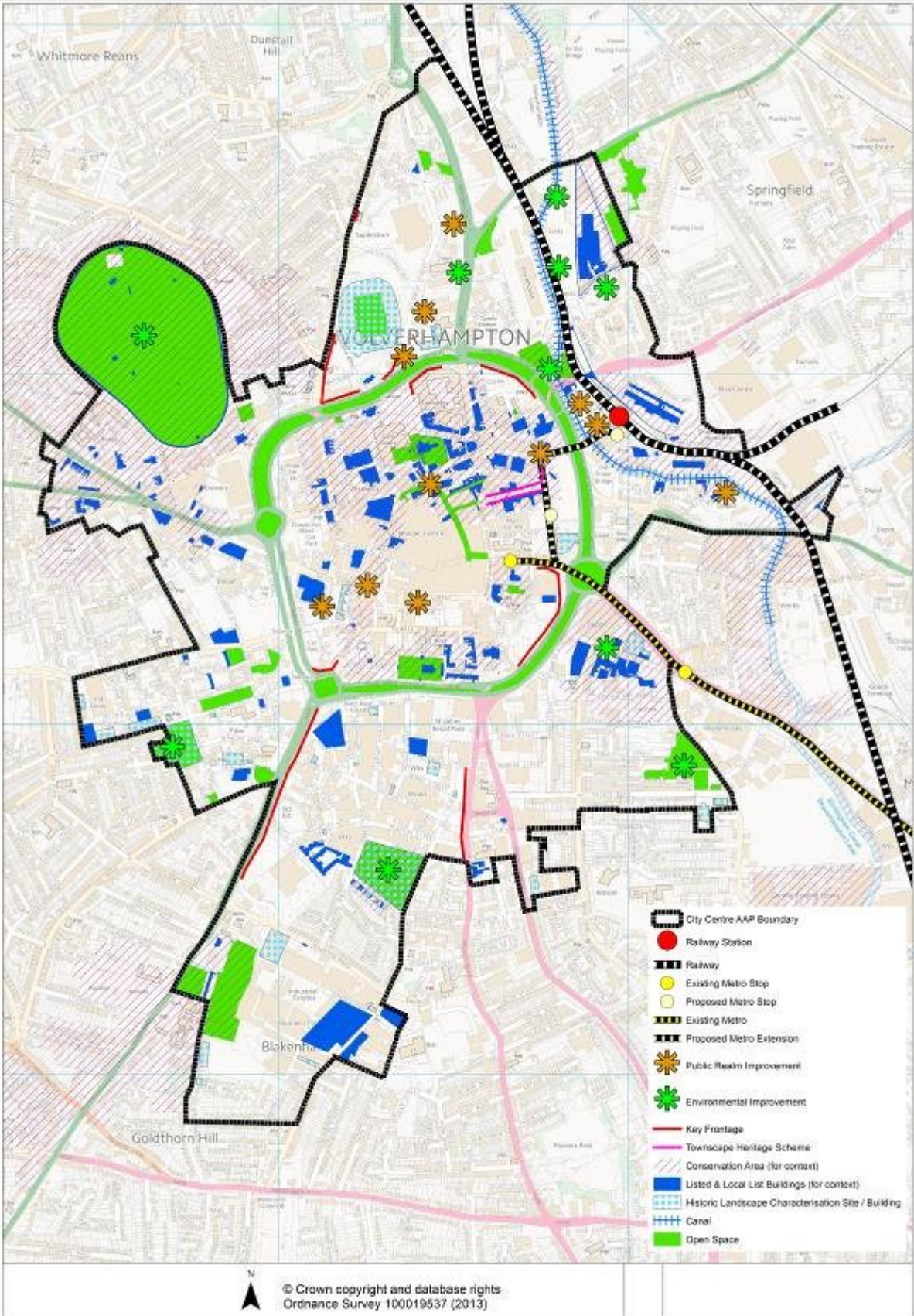
LOI HOU1	Net housing completions for each Regeneration Corridor and Strategic Centre and for free-standing employment sites outside the Growth Network by local authority
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Key Driver 3 – Transforming the Environment and Addressing Climate Change

The AAP will seek the delivery of a high quality, liveable and distinct city centre and surrounding neighbourhoods which respect and make the most of the existing diversity of the built, historic and natural environment. In particular, the canals, public and green open spaces and the industrial and architectural heritage that make Wolverhampton distinctive will be protected and enhanced to make the city centre attractive to residents, businesses and visitors. Integral to transforming and protecting the environment are the ways in which new development can contribute to addressing climate change.

The AAP provides the opportunity to contribute to place-making through a design and public realm framework which is expanded upon in greater detail in the Character Areas (Part C). The AAP will then provide a platform for future more site-specific guidance to come forward, where relevant. Figure 7 sets out the main Environment Proposals.

Figure 8 – Environment Proposals



Policy CC8 – High Quality Design & Public Realm

Policy Aim:

To help create vibrant, safe, welcoming and interesting places and spaces that are well connected and will make the AAP area a place where people want to shop, work and live by identifying the main areas in the city centre where high quality design and public realm are important and provide guidance on how these can be enhanced.

Policy CC8

High quality design and public realm enhancements which enhance the City's sense of place will be pursued throughout the AAP area.

(a) Development proposals affecting areas identified as Key Gateway Corridors, Public Realm Improvements, Environmental Improvements, New / Improved Linkages, Key Frontages and Townscape Heritage Scheme Areas will be required to demonstrate how they will deliver public realm enhancements and high quality, distinctive design to improve the quality of the environment and promote a positive image of the area.

Proposals should maximise opportunities to:

- (i) Create routes that are clear, direct, convenient, safe and well-signed, and can be used by everyone, taking all opportunities to design out crime;
- (ii) Ensure that new public spaces and routes through developments are well defined by buildings in terms of scale and layout;
- (iii) Provide active, distinctive frontages and avoid blank elevations;
- (iv) Use good quality, traditional hard landscaping materials to complement locally distinctive building materials and reinforce local character;
- (v) Provide high quality street furniture and boundary treatments and minimise street clutter;
- (vi) Promote public art to enhance spaces and buildings;
- (vii) Protect the settings of and views to heritage assets to help promote local distinctiveness.

Further detail on specific design requirements is provided in Part C – Character Areas. Good design will be further promoted at the local level through design initiatives, area wide design guidance and site specific development briefs.

Justification

The importance of high quality design in the built and natural environment for successful place making has been established in the Core Strategy. The AAP aims to incorporate new land uses into a clear design framework, as set out below:

- Key Gateway Corridors cover the main road, rail, metro and canal routes into the city centre and are important to creating a positive sense of arrival into the city centre. Some locations are particular priorities for enhancement, such as

approaches to the railway station in the Canalside Quarter and Interchange & Commercial Gateway Character Areas.

- Public Realm Improvements, such as around the Shopping Core and at the Interchange;
- Environmental Improvements, such as improvements to Broad Street Canal Basin and West Park, and creation of new open spaces at Grimstone St / Culwell St and the Royal Hospital Development Area;
- New/ Improved Linkages, both within the city centre core as part of the public realm improvement programme, and across the ring road between the core of the city centre and surrounding areas;
- Key Frontages to development opportunity sites which are important to the character of the city centre;
- Townscape Heritage Scheme Area, where funding has been secured for a programme of improvements to heritage assets and it is important to protect and enhance these areas.

The public realm (streets, squares, green spaces and canals) in and around the city centre plays a big part in its overall environmental quality and visitor/ shopping experience. Improving the public realm, and also improving safety, air quality and reducing noise, will bring public spaces into more active use, providing an attractive, pleasant environment where people want to spend time and providing an enhanced setting for the City's significant heritage assets.

The Council is in the process of bringing forward a programme of transport and public realm improvements to provide a step-change in the general public realm through good design. This has been designed to complement other city centre initiatives, such as the Portas Pilot to support businesses, the Business Improvement District (BID) proposals that could include the use of CCTV to tackle low level crime and anti-social behaviour and the Council's corporate initiative to better manage city centre activities, including improving the street trading offer and encouraging a 'café culture'.

A Public Realm Design Guide will be prepared to support this programme to help the public and private sectors to consider the public realm as a major element of any development by providing design, management and on-going maintenance guidance and requirements. The Guide will focus on increasing space for pedestrians, events and street cafes, enhancing public spaces with landscaping and seating, reducing street clutter and encouraging use of high quality, durable materials.

Key Gateway Corridors, and the views along them (as detailed in Policy CC7), provide the first impressions of the city centre and welcome people travelling into the City. In many cases there are prominent sites along these corridors that are a priority for regeneration to improve the perception and image of the city centre. Some of the corridors have positive features, however there are improvements that could be made, particularly bringing derelict land and vacant buildings back into use in a way that improves the perception, image and attractiveness of the city centre for future investment and regeneration.

Evidence

Wolverhampton City Centre Historic Landscape Characterisation Study (2009)
Wolverhampton City Centre Viewsheds Study (2014)
Conservation Area Appraisals

Consultation Responses

- Bilston Road, Wednesfield Road, Chapel Ash and the canals are key gateways in need of improvement
- Environmental improvements are supported where these would help improve connectivity
- Support the need for public realm design guidance although maintenance should also be a priority
- Relevant agencies e.g. the Police and the Environment Agency, should be involved in drawing up the public realm design guide

Sustainability Appraisal

In order to enhance the prosperity of the city centre it is crucial to provide high quality design for public spaces. Requiring developers to prove how are they going to meet the defined criteria will help ensure that the Plan’s objectives are met. This will deliver a good quality natural and built environment.

Options Considered but not brought forward

Given the clear thrust of the Core Strategy regarding high quality design the only options are around the types of design guidance to be prioritised in the AAP area and where they are required, which is set out in Part C. An alternative approach would have been to rely on the Core Strategy policies and not place any additional requirements on developments. However this would not deliver the step change in design quality and public realm required.

Policy CC9 - Protecting and Enhancing Historic Character and Local Distinctiveness

Policy Aim:

To create a high quality, welcoming area with a strong local character, identity and sense of place which celebrates the distinctive heritage of the city centre area by protecting and enhancing the historic environment and townscape quality, particularly those buildings and anchor sites identified in the City Centre Corridor Characterisation Study and also key views of landmark buildings.

Policy CC9
New development should be designed to strengthen local character and identity and in particular should respect those heritage assets (both surviving historic buildings/features and buried archaeological deposits), anchor sites and townscape features identified in the City Centre Characterisation Study.

- (a) Development proposals affecting such sites should demonstrate how they will be conserved and enhanced including, where appropriate:
 - (i) consideration of the need to protect views and enhance the setting of sites;
 - (ii) opportunities to promote the enjoyment of and access to the cultural heritage of the area for the benefit of the local community, such as improving access and providing interpretation;
 - (iii) on sites containing or adjacent to heritage assets at risk, consideration of the potential for enabling development.
- (b) Development that would result in substantial harm to or demolition of heritage assets will not be permitted unless it can be demonstrated that:
 - (i) All reasonable alternatives that would avoid harmful adverse impacts have been fully explored and are not feasible or viable;
 - (ii) All options to secure the future of the asset have been fully explored, including grant funding and disposal to a charitable organisation or community group;
 - (iii) The proposed development is of high quality and designed to reinforce and enhance local character and distinctiveness; and
 - (iv) A mitigation strategy has been prepared to minimise harm and provide for an appropriate level of salvage and/or recording.
- (c) Any development of more than 20 metres in height will not be permitted unless it can be demonstrated that there will be no adverse effects on views of any landmark buildings (as identified in Fig 8) or the character of any conservation area and that the highest possible quality of design has been achieved.
- (d) Where development of less than 20 metres in height will potentially affect the visibility of a landmark building (as set out in Fig 8 or with reference to the Viewsheds Study for windfall developments) any effects should be assessed and mitigated where possible.

Justification

The guidance on design, historic character and local distinctiveness provided in Policies ENV2 and ENV3 of the Core Strategy aims to ensure that place making lies at the heart of new development, by securing high quality design which respects and enhances local character and distinctiveness.

The city centre contains the highest concentration of heritage assets in Wolverhampton, many of which are important landmarks. The city centre embraces some of the most historic parts of Wolverhampton and there are many remains of the phases of its development which give the area its distinctive character and create a sense of place that is cherished by local communities.

The city centre contains a third of all listed buildings in Wolverhampton, many local listed buildings and fourteen conservation areas covering a third of the AAP area. Areas of interest include West Park, industrial canalside areas, the former Royal Hospital and core commercial areas of the city centre. Heritage assets range from

churches and civic architecture to canal locks, a railway station, factories and places of entertainment, however a number are at risk because they are empty or in poor condition and their potential contribution can be underappreciated.

These are significant assets and provide opportunities for heritage-led regeneration with the potential to improve the City's image and promote the city centre's distinctive offer. Heritage assets can provide attractive settings for new development and be brought back into use through sensitive and complementary integration into high quality new developments. For example, the Birmingham Canal runs through the north east part of the city centre, linking to the wider Birmingham Canal Navigations network, providing the potential to provide a positive setting for a rejuvenated Canalside Quarter.

The Council has also successfully delivered Heritage Lottery Fund and English Heritage grant schemes at Broad Street /Stafford Street, Worcester Street and St John's, the Canalside Quarter and Chapel Ash/ Darlington Street, which focused on making improvements to shop fronts, structural repairs and bringing vacant floorspace back into use. A current scheme, the Townscape Heritage Scheme Area referenced in Policy CA8, is focused on Queen Street.

A comprehensive range of evidence exists on historic character and local distinctiveness, including a detailed Historic Landscape Characterisation Study of the city centre carried out to evidence the AAP. The aims of the study were to define the local character and distinctive features of the area, establish the significance of key heritage assets and recommend how these assets can contribute towards the regeneration objectives of the AAP.

The Characterisation Study can be used by everyone involved in planning for the future of the AAP area to ensure that developments take into account the known heritage assets and locally distinctive elements of the area. The Study divides the area into locally distinctive character areas and the contribution that the historical development of the area has made to its present character can now be more clearly understood and appreciated. Recognising what is special about the area and what makes it distinctive is a useful first stage in engendering a sense of place which will be vital to the on-going regeneration of the area for local residents and the business community.

The Characterisation Study include a comprehensive survey of existing knowledge about the heritage of the area and identifies and assesses the significance of previously unrecognised heritage assets, including buildings, sites, archaeological remains and open spaces, which contribute towards the overall character and distinctiveness of the area. Heritage assets are categorised based on the potential they have to be catalysts for regeneration and their heritage value (Category 1 & 2) and their townscape value (Category 3). These assets are detailed in Part C, and, where appropriate, further detailed guidance is provided to guide their future management and encourage development that will protect and enhance their contribution towards the local character and distinctiveness of the area.

The Characterisation Study provides information that should be used in conjunction with other sources of heritage data, including the Wolverhampton Historic

Environment Record, to inform site appraisals and development proposals. Design and Access Statements should clearly set out, explain and justify design solutions and demonstrate how these will achieve locally responsive outcomes that will contribute towards strengthening the local character and identity of the corridor, in line with BCCS Policy ENV2. This will ensure that new development acknowledges the past and respects rare survivors of earlier times.

The city centre is located on high ground and visible for many miles in all directions, particularly along arterial routes. The hilltop location of St Peter's Church, for example, makes it a landmark from many locations across the city centre and far beyond into the suburbs of Wolverhampton. Other landmark buildings punctuate the street scene proving familiar and cherished points of reference for those who live, work and visit the city centre. These include the spire of St John's Church, the dome of the Central Methodist Church, the spire of Sainsbury's St George's, the Chubbs and Sunbeam factories, Springfield Brewery and Royal Hospital. These buildings are key heritage assets and contribute significantly to the character of the city centre's conservation areas, but they are also large buildings of sufficient height to be visible from many vantage points.

Therefore it is important that views from the surrounding area looking into the city centre core and its landmark buildings, are preserved, and also that views within the core of landmark buildings are protected, and new views of landmark buildings and conservation areas created where possible. To protect the special character of the townscape and skyline of the city centre it is crucial to ensure that any proposed tall buildings do not interrupt these views, which effectively 'announce' the City as it is approached. In some cases this will place a limit on the height of buildings, in other cases it may be possible to locate and design tall buildings to frame the views concerned. In addition, very tall buildings are likely to be visible from a wide area, and so achieving a high quality of design for these buildings is particularly important for preserving the character and image of the city centre.

A "Viewsheds" Study using 3D mapping has been carried out to assess the potential impact on views of key landmark buildings of buildings on the development opportunity sites. The results are summarised in Fig 8. Applicants will be expected to use a similar methodology to demonstrate that their proposal will protect or enhance views.

As most buildings within the city centre are less than 20m in height, new buildings of a similar height are unlikely to significantly affect the Wolverhampton skyline. However, if a development of this height will potentially affect the visibility of a landmark building, this effect should be assessed and mitigated where possible (see Fig 8 and Part C for further details). The proximity and character of any conservation areas from which the new building may be visible from should also be taken into consideration. Buildings above 20m in height will stand above the majority of buildings in the city centre and therefore the visual impact of any development of this height should be carefully considered, particularly any impact on landmark buildings and conservation areas.

Evidence

Wolverhampton City Centre Historic Landscape Characterisation Study (2009)
Wolverhampton City Centre Viewsheds Study (2014)
Conservation Area Appraisals

Consultation Responses

- It is important that local distinctiveness is preserved to attract investment
- Vacant / derelict historic buildings should be brought back into use
- Welcome the use of historic landscape characterisation work to inform the AAP and the emphasis placed on heritage-led regeneration
- Up-to-date conservation area appraisals covering the city centre should be maintained

Sustainability Appraisal

The protection of heritage assets and their settings will allow local character to be perpetuated, ensuring a sense of place and respect for the townscape identity without compromising economic growth. Protecting the quality of historic character can help to attract more people and activities to the city centre. Protecting heritage by promoting it as an attraction rather than a constraint will help to increase the city centre’s sustainability.

Options Considered but not brought forward

Given the clear thrust of the Core Strategy regarding local character and distinctiveness and the evidence provided by the Characterisation Study the only options are around the level of protection to be given to HLC sites in the AAP area and the nature of the approach to protecting views of landmark buildings. An alternative approach would have been to rely on the Core Strategy policies and not place any additional requirements on developments. However this would not deliver the step change in protection and enhancement of local character and distinctiveness required.

Monitoring

This policy will be monitored through the following BCCS indicator:

LOI ENV2	100% of planning permissions granted in accordance with Conservation / Historic Environment Section or Advisor recommendations.
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Figure 9 – Potential effects on visibility of landmark buildings by development opportunity

Roads or major views are defined by arterial routes and views in close proximity to the building (score 2)

Minor views include smaller roads and open areas at a distance (score 1)

Development Opportunity Ref	All Saints Church	Chubb Building	Former Eye Hospital	Methodist Church, Darlington Street	Former Royal Hospital	Former Springfield Brewery	St Georges Church	St Johns Church	St Lukes Church	St Marks Church	Former Sunbeam Factory	St Peters Church	score
1a	No	No	No	No	Minor views	No	Minor views	Roads or major views	No	No	No	Roads or major views	6
1b	No	No	No	No	Minor views	No	Minor views	Roads or major views	No	No	No	Roads or major views	6
2a	No	No	Minor views	Roads or major views	Minor views	No	Minor views	Roads or major views	No	Roads or major views	Roads or major views	Roads or major views	13
2b	No	No	No	Roads or major views	Minor views	No	No	Roads or major views	No	No	No	Minor views	6
3a	No	Roads or major views	No	No	Minor views	No	Minor views	Minor views	No	No	No	Roads or major views	7
3b	No	Roads or major views	No	No	Minor views	No	Minor views	Minor views	No	No	No	No	5
3c	No	Roads or major views	No	No	No	No	Minor views	Minor views	No	No	No	No	4
4a	No	Roads or major views	No	No	No	Minor views	No	No	No	No	No	No	3
4b	No	Roads or major views	No	No	No	Minor views	No	No	No	No	No	No	3

Development Opportunity Ref	All Saints Church	Chubb Building	Former Eye Hospital	Methodist Church, Darlington Street	Former Royal Hospital	Former Springfield Brewery	St Georges Church	St Johns Church	St Lukes Church	St Marks Church	Former Sunbeam Factory	St Peters Church	score
4c	No	Roads or major views	No	No	Minor views	Opportunity Area	Minor views	Minor views	No	No	No	Roads or major views	9
4d	No	Roads or major views	No	No	Minor views	Roads or major views	Minor views	Minor views	No	No	No	Roads or major views	9
4f	No	Roads or major views	No	No	No	No	No	No	No	No	No	Roads or major views	4
4g	No	Roads or major views	No	No	Minor views	Roads or major views	Minor views	Minor views	No	No	No	Roads or major views	9
4h	No	Roads or major views	No	No	Minor views	Roads or major views	No	Minor views	No	No	No	Roads or major views	8
4i	No	Roads or major views	No	No	Minor views	Roads or major views	No	Minor views	No	No	No	Roads or major views	8
4j	No	Minor views	No	No	Minor views	Roads or major views	No	Minor views	No	No	No	No	5
4k	No	Roads or major views	No	No	Minor views	No	Minor views	Minor views	No	No	No	No	5
4l	No	Minor views	No	No	Roads or major views	No	Roads or major views	Minor views	No	No	No	No	6
4m	No	Minor views	No	No	Roads or major views	No	Roads or major views	Minor views	No	No	No	No	6
4n	No	Minor views	No	No	Roads or major views	No	Minor views	Minor views	No	No	No	No	5

Development Opportunity Ref	All Saints Church	Chubb Building	Former Eye Hospital	Methodist Church, Darlington Street	Former Royal Hospital	Former Springfield Brewery	St Georges Church	St Johns Church	St Lukes Church	St Marks Church	Former Sunbeam Factory	St Peters Church	score
5a	No	No	Opportunity Area	Minor views	Minor views	No	Minor views	Minor views	No	Minor views	Minor views	Minor views	9
5b	No	No	Roads or major views	Minor views	Minor views	No	Minor views	Minor views	No	Minor views	Minor views	Minor views	9
5c	No	No	Roads or major views	Roads or major views	Minor views	No	Minor views	Minor views	No	Roads or major views	Minor views	Minor views	11
6a	No	Roads or major views	No	No	No	No	No	Roads or major views	No	No	No	Roads or major views	6
6b	No	Roads or major views	No	No	No	No	No	No	No	No	No	No	2
6c	No	Roads or major views	No	No	No	No	No	No	No	No	No	Roads or major views	4
7a	No	No	No	Minor views	No	No	No	Minor views	No	No	No	Roads or major views	4
8a	No	No	No	No	No	No	No	Roads or major views	No	No	No	Roads or major views	4
8b	No	Roads or major views	No	No	No	No	No	Minor views	No	No	No	Roads or major views	5
9a	No	No	No	No	Roads or major views	No	Opportunity Area	Minor views	No	No	No	Minor views	6
10a	No	No	Minor views	Minor views	No	No	No	Minor views	No	Minor views	Minor views	Minor views	6

Development Opportunity Ref	All Saints Church	Chubb Building	Former Eye Hospital	Methodist Church, Darlington Street	Former Royal Hospital	Former Springfield Brewery	St Georges Church	St Johns Church	St Lukes Church	St Marks Church	Former Sunbeam Factory	St Peters Church	score
11a	No	No	No	Minor views	No	No	No	Roads or major views	No	Minor views	Roads or major views	Roads or major views	8
11b	No	No	No	Minor views	No	No	No	Roads or major views	No	Minor views	Roads or major views	Roads or major views	8
11c	No	No	No	No	No	No	No	Roads or major views	No	Minor views	Roads or major views	Minor views	6
11d	No	No	No	No	No	No	No	Minor views	No	No	No	Minor views	2
11e	No	No	No	No	No	No	Minor views	Minor views	Minor views	No	No	Minor views	4
11f	No	No	Minor views	Minor views	No	No	No	Roads or major views	No	Minor views	Roads or major views	Roads or major views	9
11g	No	No	Minor views	Minor views	No	No	No	Roads or major views	No	Minor views	Roads or major views	Roads or major views	9
11h	No	No	No	Minor views	No	No	No	Minor views	No	No	No	No	2
11i	No	No	No	Minor views	No	No	No	Minor views	No	No	No	No	2
12a	No	No	No	No	Roads or major views	No	Roads or major views	Minor views	No	No	No	Minor views	6
12b	No	No	No	No	Opportunity Area	No	Minor views	Minor views	No	No	No	Minor views	5

Policy CC10 – Delivering Environmental Infrastructure in the City Centre

Policy Aim:

To identify opportunities to improve existing and create new environmental infrastructure, to support development and help mitigate and adapt to climate change, in line with the Black Country Environmental Infrastructure Guidance (EIG).

Policy CC10

Networks of environmental infrastructure, including identified ecological networks, will be protected and enhanced.

(a) All housing developments must reasonably contribute towards meeting current quantity, quality and accessibility targets for open space, in line with detailed proposals set out in Part C.

(b) New developments of 1,000 sq metres floorspace or more will be required to provide Green Roofs to reduce the impact of the heat island effect unless it can be demonstrated that is not viable or feasible to do so.

(c) All development proposals and public realm improvements should consider the use of Urban Wetlands and Street Rain Gardens as part of Sustainable Urban Drainage Schemes (SUDS) and the incorporation of street trees and areas of woodland in new development, particularly where there are known surface water flooding issues or where wildlife habitat connectivity could be enhanced.

Justification

Policy CSP3 of the Core Strategy requires development proposals to demonstrate how the network of Environmental Infrastructure (EI) will be protected, enhanced and expanded at every opportunity. This is supported by other strategic environmental policies on, for example, nature conservation (ENV1). Environmental infrastructure covers open space, sport and recreation facilities, areas of biodiversity and geodiversity importance, wildlife corridors, the canal network, watercourses, energy efficient buildings, renewable energy generation, pedestrian and cycle routes, areas and buildings of high design quality, and the special character and historic aspects of locally distinctive elements of the Black Country.

The Core Strategy also provides the strategic approach to Climate Change adaptation and mitigation issues in the Black Country through these environmental policies. The main issues the AAP needs to address are flood risk, urban heat island effect, strengthening ecological networks, providing and supporting renewable energy (including the potential for district heating), energy efficient buildings and improving sustainable transport. Improving green infrastructure can increase wildlife resilience, reduce flooding and increase the amount of carbon absorbed by trees.

An integrated EI approach will be promoted within the AAP, which can deliver multiple benefits as part of regeneration, including recreation opportunities and high quality design which attracts investment to the area. The Black Country EI Design Guide and Action Plan identified projects and suitable measures for the AAP area and these have been incorporated into the AAP where they are relevant to the area and development opportunities, whilst ensuring that local targets are flexible taking into account financial viability.

Nature conservation and open space designations have been updated and will be kept under review in light of a rolling programme of survey work. Ecological networks will be identified and protected and enhanced where possible.

Housing sites will be required to provide for sufficient open space in accordance with the most recent adopted standards to meet the needs arising from the development. Non-residential developments also need to contribute towards EI, particularly where there is a lack of existing greenspace, in order to raise the overall quality and attractiveness of the area and meet the needs of occupiers and users. In the city centre, where space is limited, this can be delivered most effectively through provision of green roofs.

The Central and South Analysis Area, which covers the majority of the AAP area, has low levels of open space provision, with particular shortfalls of parks and play areas, and natural, amenity and outdoor sports space.

Environmental improvements required to support regeneration, in line with the EI Action Plan and the Wolverhampton Open Space Strategy and Action Plan, are detailed in Part C. These will be delivered through a combination of development design, developer contributions and external funding.

The city centre core benefits from access to West Park – the “City” Park - and some smaller, quality open spaces, such as St Peter’s Gardens, Broad Street Basin and St John’s Square. However, there is a lack of good quality green and landscaped public space within the ring road to serve those living and working in, and visiting, the city centre.

To the east, a key gateway into the City where new residential development will be concentrated, the canal corridor provides significant potential – safer and more attractive towpaths and public spaces could encourage walking and cycling for leisure and commuting, promote more boat traffic and tourism, support regeneration linked to the Interchange, provide recreational space for Canalside Quarter residents and encourage greater use of Fowlers Park and the rest of the canal network. Detailed guidance on design of canalside development to enhance the environment and deliver regeneration benefits is set out in Policy CA4.

It is also important to create new pocket parks in the Canalside Quarter and the Royal Hospital Development Area to meet the needs of new residents and to continue the programme of improvements to Broad Street Canal Basin. To the west, the city centre Youth Zone will create indoor and outdoor sports facilities for young people to complement the nearby Penn Road Island skate park, and there are opportunities to improve and increase access to West Park.

In the All Saints, Graiseley and Blakenhall areas, there is little potential to create new open space to meet the need of existing and new residents, therefore it is important to protect and improve existing open spaces such as All Saints Park and Graiseley Recreation Ground and enhance pedestrian access from residential areas to these spaces. The creation of new community use pitches at St Luke's School will help to address sporting needs.

Although the AAP area contains limited areas designated for nature conservation value, following ecological survey work the canal corridors in the city centre have been designated as Sites of Importance for Nature Conservation (SINCs). There are also natural areas acting as landscape buffers and wildlife corridors alongside transport infrastructure and industrial areas. Green roofs on new developments could play a role in supporting existing ecological networks.

The Black Country Scoping Surface Water Management Plan highlighted how the complex geology of the Black Country is likely to affect the types of SUDs appropriate in different areas. The Wolverhampton Strategic Flood Risk Assessment also identifies interventions which can help contribute towards EI and address climate change.

Evidence

Wolverhampton Open Space Strategy and Action Plan (2014)
Black Country Environmental Infrastructure Guide (2011)
Black Country Environmental Infrastructure Action Plan (2011)
Tame Catchment Pilot Management Plan (2013)

Consultation Responses

- Welcome the environmental infrastructure approach and the importance of strategic networks, which reflects the Black Country EIG
- The multiple benefits of green infrastructure and its importance for delivering Black Country regeneration, in line with the Core Strategy and the SEP, should be emphasised
- Green infrastructure should be integrated with the street scene to improve amenity, provide habitat, reduce run-off and mitigate the heat island effect.
- More green space and space for wildlife is needed to serve the city centre
- Developers should be required to provide a certain area of open space or green roofs to provide sustainable urban drainage (SUDs) and retrofitting of SUDs and green walls encouraged
- The AAP should be subject to a viability assessment to demonstrate that requirements will not affect delivery

Sustainability Appraisal

Improvements to the existing environmental infrastructure (EI) will reinforce the connections between wildlife sites. It will also make the city centre more attractive for recreational activities with positive consequence on the well being of residents and visitors. It will strengthen the quality of the urban and natural environment by

providing ways to protect the city centre against the consequences of climate change.

Options Considered but not brought forward

Given the clear thrust of the Core Strategy regarding environmental infrastructure the only options are around the types of interventions to be prioritised in the AAP area and where they are required, which are set out in Part C. An alternative approach would have been to rely on the Core Strategy policies and not place any additional requirements on developments. However this would not deliver the environmental transformation required.

Delivery

The delivery of a successful EI network will require a coordinated approach by all delivery partners, including the Council, statutory agencies, landowners and developers.

Monitoring

This policy will be monitored through the following BCCS indicator:

LOI ENV5	Proportion of major planning permissions including appropriate SUDS
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Policy CC11 – City Centre Renewable and Low Carbon Energy Infrastructure

Policy Aim

Ensure the AAP provides clear guidance to deliver renewable and low carbon energy infrastructure in the area to support regeneration and address climate change.

Policy CC11

When complying with BCCS Policy ENV7, energy assessments provided by developers must demonstrate the capacity of the development to achieve national zero carbon standards, in line with anticipated definitions and timescale for adoption and taking into account the likely delivery profile of the development. This should include evidence that the following hierarchy of measures have been fully explored and addressed in the development or proven to be not feasible or viable:

- (a) Demonstrating how the design of the scheme and performance of buildings will maximise energy efficiency, including measures to reduce CO₂ emissions as far as possible;
- (b) Planning for on-site low and zero carbon energy and locally connected heat, including fully exploring opportunities for:
 - (i) connection to an existing heating network where available, including future proofing for connections to potential networks;
 - (ii) establishing a new site-wide heating network, using renewable or, if not viable, low carbon sources;
 - (iii) where (i) and (ii) are not viable, the use of micro-generation, particularly solar thermal and solar PV
- (c) Providing for allowable solutions towards off-site CO₂ reduction measures in accordance with any national or local provisions.

Justification

Policies in the Core Strategy provide the strategic approach to Climate Change issues in the Black Country. This includes a requirement for major developments to provide 10% renewable energy, as set out in Policy ENV7. However, developers also need to consider how to respond to future changes in national building regulations standards, including zero carbon homes from 2016 and zero carbon non-residential development from 2019. Achieving zero carbon performance has implications for the design and viability of schemes. It is therefore crucial to consider this at the earliest stage of the planning process.

Policy CC10 provides further guidance beyond Policy ENV7, by requiring developers to demonstrate the capacity for their schemes to achieve zero carbon standards, adopting a hierarchy approach. This will help to ensure that the capacity exists for AAP allocations to deliver zero carbon development, when this requirement is

introduced, in a manner which minimises costs, maximises wider benefits and allows for consideration of potential viability issues. The Policy adopts a positive approach to renewable and low carbon energy and ensures that the provision of infrastructure is considered at the outset to help 'future proof' development schemes.

The Wolverhampton Renewable and Carbon Reduction Energy Capacity Study explored the potential for renewable and low carbon energy in Wolverhampton. The opportunities and the hierarchy approach identified in the study form the basis of Policy BC6. The study also highlights the wider benefits that renewable energy and low carbon energy can have for the city centre, including:

- Economic benefits in terms of jobs, skills and investment in developing a low carbon economy;
- Helping to reduce fuel energy bills and respond to fuel poverty;
- Raising Wolverhampton's profile as a centre for sustainable living in response to climate change;
- Contributing towards Wolverhampton's energy security;
- Providing a fixed return on investment, through supplying energy to local consumers, to the grid and via government incentives.

Key opportunities within the City Centre AAP include:

- Potential to establish a city centre district heating network, and create links to this network once established, including from the Stafford Road and Bilston Corridor AAP areas;
- Micro-generation on existing and new buildings in the area, particularly solar PV and solar thermal.

Given the canal corridor in the east of the AAP area and the location of development opportunities in canalside locations, there is potential to make use of canal water as a renewable energy source for heating / cooling of buildings, where this will not have a negative impact on the historic significance or ecological value of the waterway. Heat or cold can be extracted from water pumped from an adjoining canal using a heat exchanger and the water discharged back into the canal. Schemes on sites within 100m of a canal with no intervening roads, railway lines, etc. and with a likely 500kW of heat to be dissipated to the canal can usually be considered viable. Large residential schemes which are overseen by one management company with a designated energy centre/CHP plant may also have potential. Businesses located adjoining canals can use canal water for industrial processes (consumptive) and for cooling purposes (take and return). The Canal and River Trust should be consulted on any proposal to make use of canal water for heating or cooling.

The approach to allowable solutions is currently being considered by Government, but is likely to be a financial contribution to offset residual emissions (for example £ per tonne of CO₂). This money could be used for a range of projects e.g. heating network infrastructure or retrofitting existing homes with micro-generation.

Evidence

Renewable and Carbon Reduction Energy Capacity Study (2011).

Consultation Responses

- Evidence is needed to demonstrate the potential for large scale renewable energy and how this can be delivered, including a recognition of the need for a major land owner or owners the drive the scheme and the need for incorporation of infrastructure in new build
- Additional energy requirements should not be introduced through the AAP

Sustainability Appraisal

Delivering renewable and low carbon energy infrastructure is essential to ensuring environmental quality for current and future generations. This policy will reinforce the sustainability of the city centre by helping to improve the air quality, associated health benefits of cleaner air and the overall state of the environment.

Options Considered but not brought forward

Alternative options considered were to set out preferred renewable and low carbon technologies for each development opportunity site in line with current evidence, which was considered to lack flexibility given changes in technologies and requirements over time, or to rely on Core Strategy Policy ENV7, which would not deal with the issues arising from proposed changes in building regulations. The selected approach requires developers to demonstrate the capacity for their schemes to achieve higher national building regulations standards in future.

Delivery

The delivery of renewable and low carbon energy in the area will require a flexible approach. By providing clear guidance, the AAP can ensure the provision of low carbon and renewable energy infrastructure is considered at the outset and will help 'future proof' development schemes. Government financial incentives, as well as the potential for Council led initiatives (such as an ESCO) will provide an appropriate delivery framework.

Monitoring

This policy will be monitored through the following BCCS indicator:

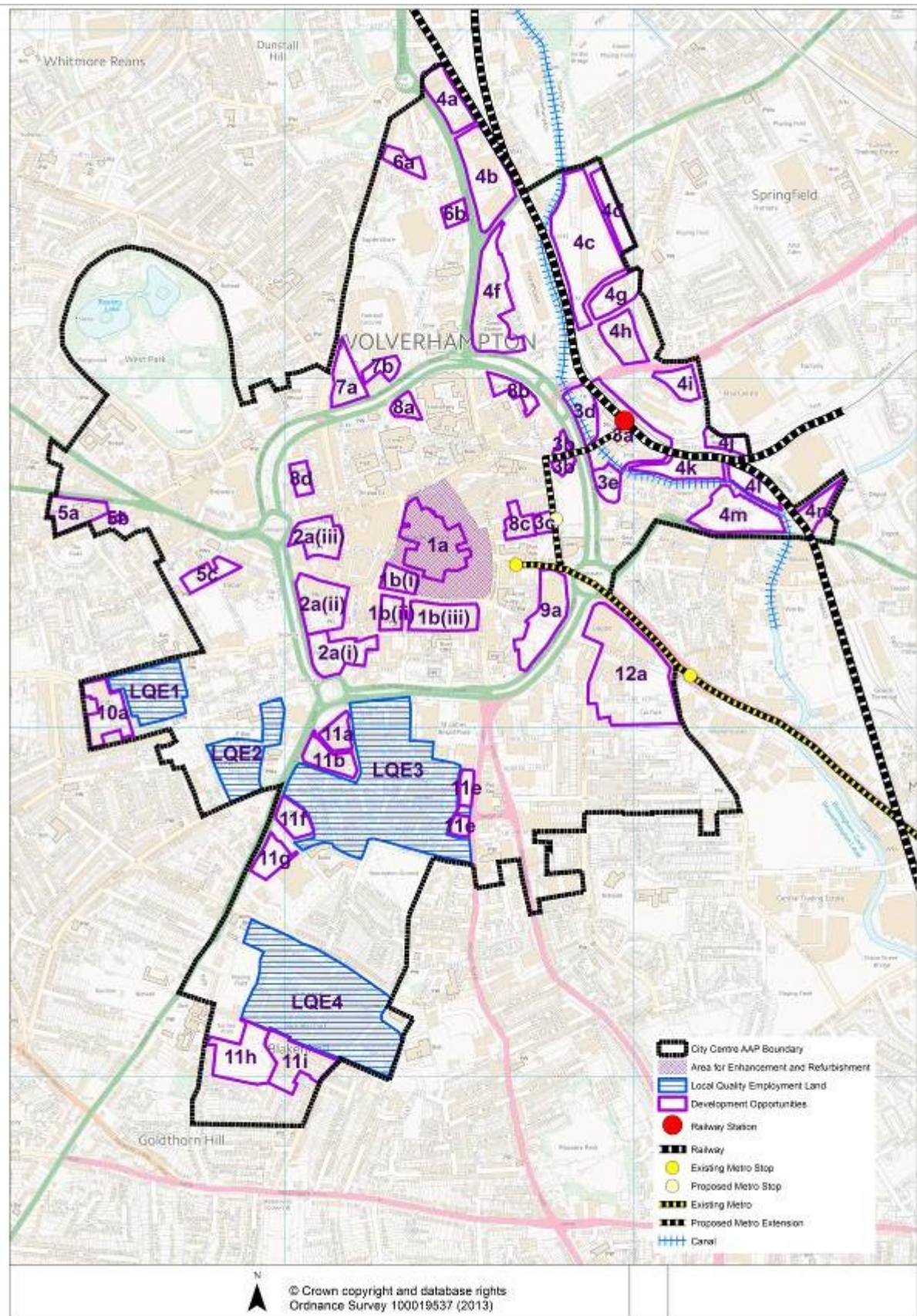
LOI ENV7	Proportion of eligible developments delivering measures sufficient to off-set at least 10% of estimated residual energy demand
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Part C – Character Areas and Development Opportunities

Eleven Character Areas have been identified in the City Centre AAP area, as shown on Figure 3. This Part of the AAP provides the overall vision, development outputs and policy for each Character Area and details of development sites / opportunities, social, environmental and transport proposals and design considerations. Development Opportunities are shown in Figure 9 below.

Given the aims and objectives for the AAP area set out in the Core Strategy, the policy options taken forward in Part B (including the focus of key land uses across the AAP area) and the detailed evidence for individual sites (including soft market testing) there are no significant options for the balance of uses and detailed proposals for each of the Character Areas.

Figure 10 - Development Opportunities

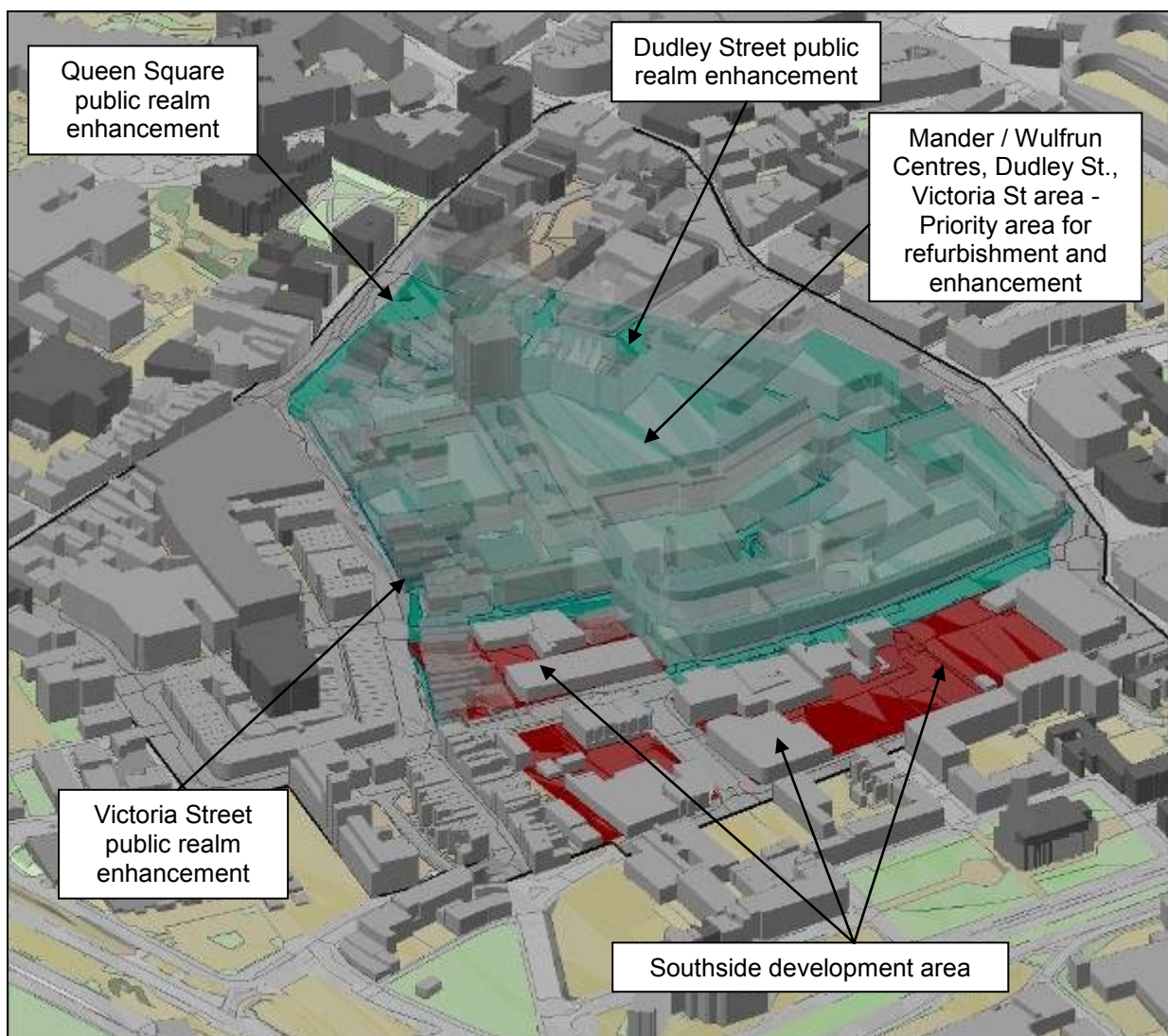


CA1. Shopping Core

Vision:

By 2026 this area will be at the heart of a re-invigorated city centre and restore Wolverhampton as one of the leading shopping locations in the West Midlands. There will be major investment in the Mander and Wulfrun Centres and in key shopping streets, a transformed public realm and the redevelopment of vacant and underused land and buildings to strengthen and diversify the existing offer.

Figure 11 – Shopping Core Assets and Opportunities



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Policy CA1: Shopping Core

The Shopping Core will be the main focus for retailing activity in the City. The Shopping Core will be strengthened through the consolidation, refurbishment and improvement of existing facilities including major investment in the public realm. New development will be supported where this complements and broadens the current offer.

The key priorities are:

- (a) The Area for Enhancement and Refurbishment as shown on the AAP Proposals Map. This includes the reconfiguration of the Mander Centre and refurbishment of surrounding areas with a focus on the Wulfrun Centre, Dudley Street and Victoria Street.
- (b) A comprehensive package of public realm improvements with a focus on Dudley Street, Queen Square, Victoria Street and Southside.
- (c) Encouraging the introduction of complementary leisure and service activity and the use of upper floors to support the retail offer.
- (d) A sustainable extension of the city centre retail and leisure offer in Southside to be brought forward where it does not prejudice or delay the achievement of the successful regeneration of the identified Area for Enhancement and Refurbishment.,
- (e) Retaining and improving a variety of A1 (shop) uses in the Shopping Core by imposing controls over changes of use in key streets. It is recognised that other uses such as A2 (financial and professional services), A3, A4 and A5 (food and drink) uses have a key role but their location must be controlled to maintain a healthy mix of uses. For ground floor retail units that form part of a frontage, a change of use that will result in an increase in non-A1 presence where it exceeds any of the following will not be permitted:
 - (i) For Primary Frontages:
 1. More than 30% of the number of units being in non-A1 use
 2. More than three consecutive units being in non-A1 use
 3. More than 15% of the number of units being in A5 use
 4. More than two consecutive units being in A5 use
 - (ii) For Secondary Frontages:
 1. More than 50% of the number of units being in non-A1 use
 2. More than four consecutive units being in non-A1 use
 3. More than 25% of the number of units being in A5 use
 4. More than three consecutive units being in A5 use

Frontages which fall within the Area of Enhancement and Refurbishment identified in Figure 12 are classed as Primary Frontages, and frontages which fall outside the

Area of Enhancement and Refurbishment identified in Figure 12 are classed as Secondary frontages.

Where shop units are vacant for six months or longer and it can be demonstrated that they have been adequately marketed as A1 units for that period without success, a relaxation of the above criteria may be acceptable in order to maintain an active street frontage.

- (f) In order to ensure a balanced pattern of growth across the city centre no more than 2,000 sq metres of office floorspace and 5,000 sq metres of leisure floorspace will be permitted in the character area. Development proposals should ensure that a minimum of 120 new homes will be provided in this character area.

The detailed policies and proposals for this Character Area are set out in tables CA1A-C below.

Justification

The Shopping Core occupies the central part of the city centre and is the focal point for retail activity. This is the Primary Shopping Area for the purposes of applying the sequential and impact test in relation to Core Strategy Policy CEN3 and the NPPF.

Its defining features are the historic public spaces and shopping streets focused in particular on Queen Square and Dudley Street and neighbouring radiating streets. The Shopping Core is anchored by the Mander and Wulfrun indoor Shopping Centres. This area has been vulnerable to the economic downturn and has experienced high vacancy rates in recent years. There is a pressing need to improve the quality and mix of retail units, particularly to meet modern retailer requirements.

The Wolverhampton Retail Study update identifies the need for the provision of 47,000 sq metres of additional retail development in the city centre over the AAP period (as set out in Policy CC1) and it is important that any additional floorspace is located either within or as close as possible to the existing Shopping Core. There is considerable scope to meet some of this 'need' through the reconfiguration and refurbishment of the existing shopping centres and planning permission has recently been granted for a major extension of the Mander Centre. The AAP identifies an Area for Enhancement and Refurbishment which in the first instance will be the priority area for new retail development within the Shopping Core, and measures to reduce the quantum of vacant floorspace.

But the Area of Enhancement and Refurbishment cannot accommodate all future city centre growth needs. Further development will be required to provide additional shops and ancillary leisure facilities that are essential if Wolverhampton is able to provide a fit for purpose modern shopping and leisure experience that will restore its reputation as one of the leading centres in the West Midlands.

The AAP supports the bringing forward of a phased, integrated and sustainable expansion of the retail and leisure offer in Southside. This area also contains

opportunities for new residential accommodation in the city centre. A masterplan will be prepared for the Southside area and will be adopted as a Supplementary Planning Document alongside the AAP. The masterplan will provide a planning and design framework that seeks to deliver the vision for the area. It will guide and shape an urban structure that will provide a focus on the investment in infrastructure, the layout of development including building height and massing, connections through the area and the design of the public realm .

The Council is committed to a major programme of public realm enhancements in the city centre, creating a high quality pedestrian circuit around the Core Shopping Area and improving linkages to other key facilities such as the Interchange, Westside and the University. This takes the form of enhanced and well sign-posted streets with high quality spaces between them, with an initial focus on the Area for Enhancement and Refurbishment.

Development outputs

- Around 20,000 sq metres of new retail floorspace
- Up to 2,000 sq metres of office floorspace
- Up to 5,000 sq metres of leisure floorspace
- Around 120 homes
- Delivery of public realm and accessibility improvements
- Protection and enhancement of local heritage / townscape features

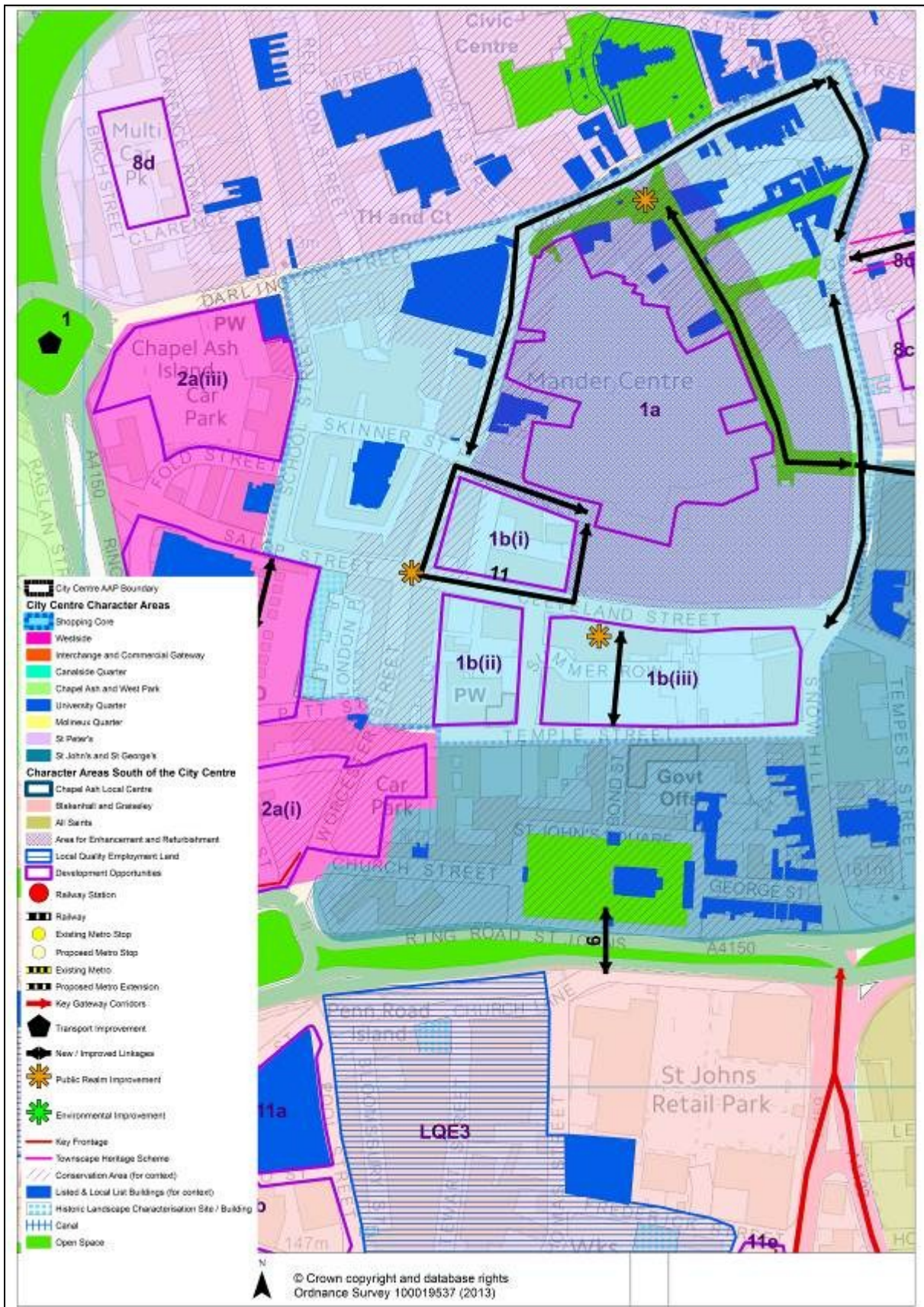
Evidence

- City Centre Retail Frontage Survey (2014)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Commercial Sites Study (2014)
- City Centre Retail Update Study (2014)

Consultation Responses

- The need for regeneration and improvement in the Core Shopping Area, and support for the Area of Enhancement and Refurbishment
- Improve the role and functioning of the indoor Shopping Centres
- The future of the Southside Area

Figure 12 Policy CA1 – Detailed proposals for Shopping Core Character Area



Development Opportunities

These are the development sites that will accommodate the majority of floorspace in the Character Area over the Plan period.

Table CA1A: Development Opportunities

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Mander Centre	1a	Retail and leisure	2.79	Additional retail provision of around 4,000 sq metres	By 2021	Implementation of 2014 planning permission for a reconfigured Shopping Centre
	Southside 1	1b(i)	Retail, leisure, residential	0.65	Around 9,000 sq metres of floorspace.	By 2026	Retail-led mixed use development, to be well integrated with adjoining areas and to retain key buildings on Victoria Street frontage
	Southside 2	1b(ii)	Retail, leisure, community	0.70	Around 4,000 sq metres of floorspace.	By 2026	Mixed use development, to be well integrated with adjoining areas
	Southside 3	1b(iii)	Retail, leisure, residential, office.	1.37	Around 24,000 sq metres of floorspace.	By 2026	Retail-led mixed use development including enhanced public realm and strong pedestrian linkages between Cleveland Street and Bond Street

Environment and Design Proposals

Social and environmental proposals will protect existing areas of open space, enhance and protect nature conservation assets and identify local heritage / townscape features.

Table CA1B: Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Queen Square	Public realm improvement	Further enhancement of public realm and accessibility. By 2026.
CC8	Victoria Street	Public realm improvement	Enhancement of public realm and accessibility. By 2026.
CC8	Southside	Public realm improvement	Improvement of existing routes and spaces and creation of new civic spaces and linkages as part of new development in Southside area.
CC6 CC8	Dudley Street	New / improved linkage	Further enhancement of public realm and accessibility.
CC6 CC8	Market Street, Garrick Street and Princess Street	New / improved linkage	Package of measures to improve circulation and enhanced pedestrian environment.
CC6	Queen Street /	New / improved	Investigate opportunities to reduce conflict between

Policy	Name	Type	Further Information
CC8	Victoria Street	linkage	pedestrians and other transport modes.
CC6 CC8	Southside including Cleveland Street, Bell Street and Victoria Street	New / improved linkage	Investigate opportunities to enhance circulation and accessibility to serve new development, and to reduce conflict between pedestrians and other transport modes.
CC9	Arcaded building, Market Square	Historic Landscape Characterisation	

Transport Proposals

The transport proposals will improve access to and within the Shopping Core and reduced conflict between various modes of transport

Table CA1C: Transport Proposals

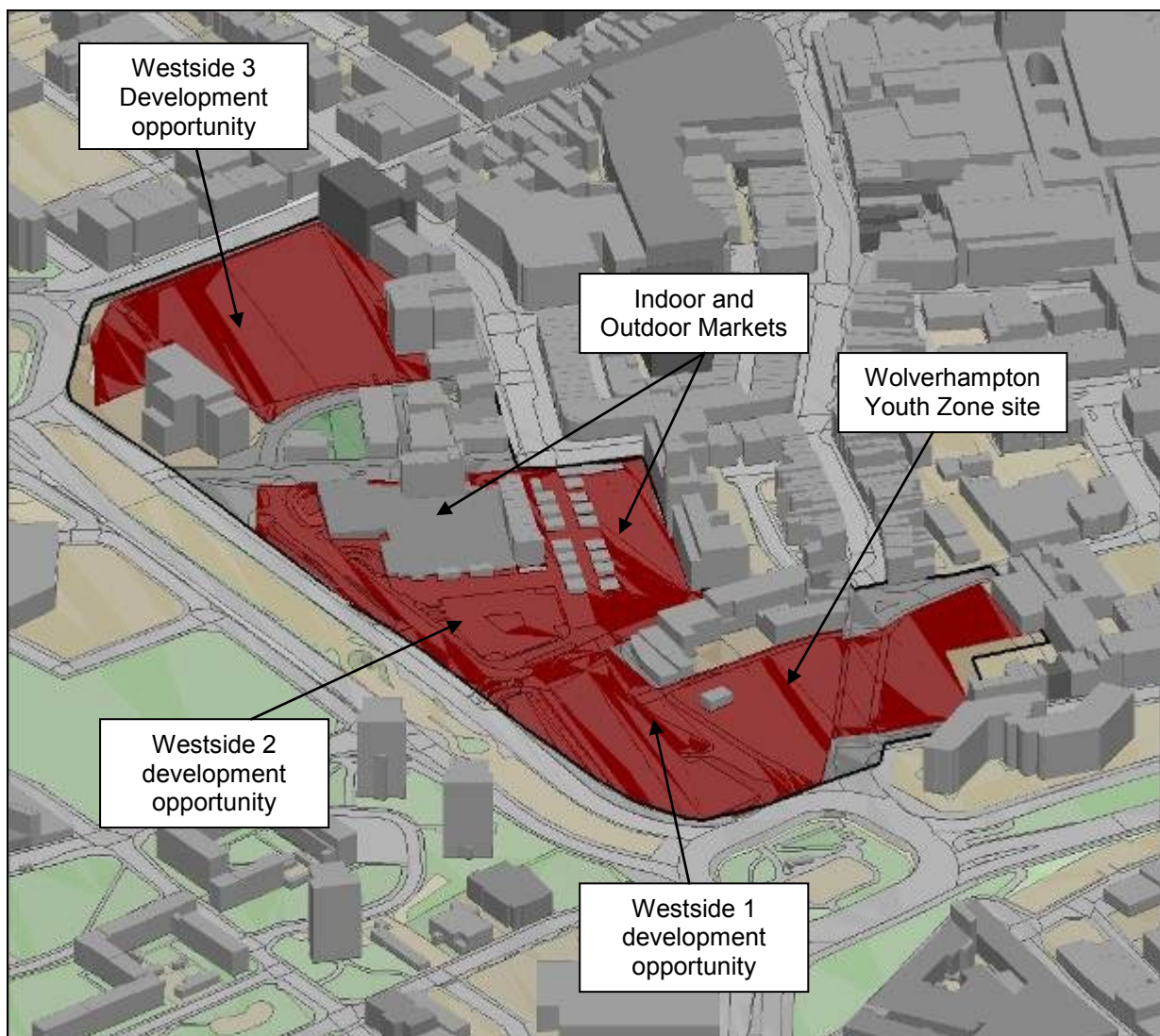
Policy	Name	Map Ref	Phasing	Further Information
CC6	Market Street, Garrick Street and Princess Street	T11	By 2016	Package of measures to improve circulation and enhanced pedestrian environment.
CC6	Queen Street / Victoria Street	T11	By 2026	Investigate opportunities to reduce conflict between pedestrians and other transport modes.
CC6	Southside including Cleveland Street, Bell Street and Victoria Street	T11	By 2026	Investigate opportunities to enhance circulation and accessibility to serve new development, and to reduce conflict between pedestrians and other transport modes.

CA2. Westside

Vision:

By 2026 this area will have been transformed into a distinctive and fully integrated new quarter that will support the wider functioning of the city centre. The Council will have made the most of its extensive land-holdings to bring forward a phased programme of leisure-led, mixed use development, and comprehensive public realm enhancement.

Figure 13 – Westside Assets and Opportunities



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Policy CA2: Westside

Westside will be developed as a new quarter for the city centre providing a variety of uses that will bring life and activity to the area including leisure, office cultural and retail facilities.

The key priorities are:

(a) High quality mixed use development brought forward in a phased manner that will maximise the regeneration opportunity of key sites fronting Ring Road St Marks, School Street and Worcester Street. This will meet the requirements of an enhanced City-Centre leisure offer of around 15,000 sq metres of leisure floorspace, provide for some additional Grade-A quality office accommodation and integrate new residential in appropriate locations. In order to ensure a balanced pattern of growth across the city centre no more than 15,000 sq metres of office floorspace and 7,000 sq metres of retail floorspace will be permitted in the area. Development proposals should ensure that a minimum of 170 new homes will be provided in this character area.

(b) To explore the potential for the continuation of the retail market as part of a sustainable and mixed retail offer. Early delivery of enhanced public realm to create a series of interconnected and accessible streets and spaces supported by traffic calming that shape the setting for new commercial development and provide strong linkages between the city centre, Sainsbury superstore and the western part of the city centre.

(c) Increase the accessibility and legibility of the area for a variety of transport modes including improved cycle facilities, pedestrian routes and new multi-storey car parking facilities to complement new development.

The detailed policies and proposals for this Character area are set out in tables CA2A-C below.

Justification

The Westside Quarter is the largest single development and regeneration area within the city centre. It is of sufficient size to provide the critical mass of land to accommodate development that will not only complement the existing offer but also a range of new uses that will enable the city centre to provide an improved visitor experience consistent with its size and status.

The area forms the western side of the city centre linking Chapel Ash and West Park with the Shopping Core area focussed on the Mander Centre, Wulfrun Centre and Dudley Street. Linked trips associated with the Sainsbury superstore and its associated car parking facilities will significantly enhance the commercial attractiveness of this part of the city centre. The continuous cluster of high profile development opportunities within the area provides the opportunity to attract investment of some 70,000 sq metres of floorspace with a focus on leisure, associated retail and some residential development. There will also be significant investment in the public realm, providing an attractive setting for new development and also a series enhanced walking routes through the area and into the Shopping

Core. A Master-Plan will be prepared for Westside setting out detailed design guidance and development requirements for key sites.

The overall approach across the area is to create a high-quality mixed-use development with its own distinct identity that is fully integrated into surrounding areas both by physical linkage and through complementary design, uses and services which reinforce economic activity. To achieve the most efficient use of land and the best design solution a comprehensive and high-density approach will be sought that integrates with existing street patterns and creates new spaces, routes and views which take reference from and enhance the historic characteristics of the wider city area.

Westside is made up of three principal areas within which the majority of development and redevelopment is proposed. These are Westside 1, 2 and 3.

Within Westside 1, 2 and 3 development proposals that deliver comprehensive mixed use development will be supported. Leisure, residential and ancillary retail will be the principal uses, with the potential for some commercial office development but not of a scale that will divert such investment away from the Interchange area.

Within Westside 1 the focus should be on leisure and residential uses recognising with the need to create a strong frontage to the Ring Road and the Penn Road Island. This area contains the site of the proposed Wolverhampton Youth Zone – a facility providing a comprehensive range of activities for young people including sports, training and education provision.

Westside 2 is the principal link between the Sainsbury superstore and the Shopping Core area. It also contains the Indoor and Outdoor markets. Within this area a high quality civic space or sequence of spaces will be laid out that will form the setting for large scale leisure such as a new cinema with ancillary retail and some commercial office development. This area is currently the preferred location for the Indoor and Outdoor markets.

Westside 3 forms the northernmost cluster of development sites. Leisure and office development will be supported and this is the preferred location for additional car-parking to serve new development and the western side of the city centre.

A masterplan will be prepared for the Westside area and will be adopted as a Supplementary Planning Document alongside the AAP. The masterplan will provide a planning and design framework that seeks to deliver the vision for the area. It will guide and shape an urban structure that will provide a focus on the investment in infrastructure, the layout of development including building height and massing, connections through the area and the design of the public realm.

Development outputs

- Around 170 new homes
- Around 15,000 sq metres of leisure floorspace
- Up to 15,000 sq metres of office floorspace
- Up to 7,000 sq metres of retail floorspace
- Enhanced the public realm

- Infrastructure to support and ensure the successful delivery of development

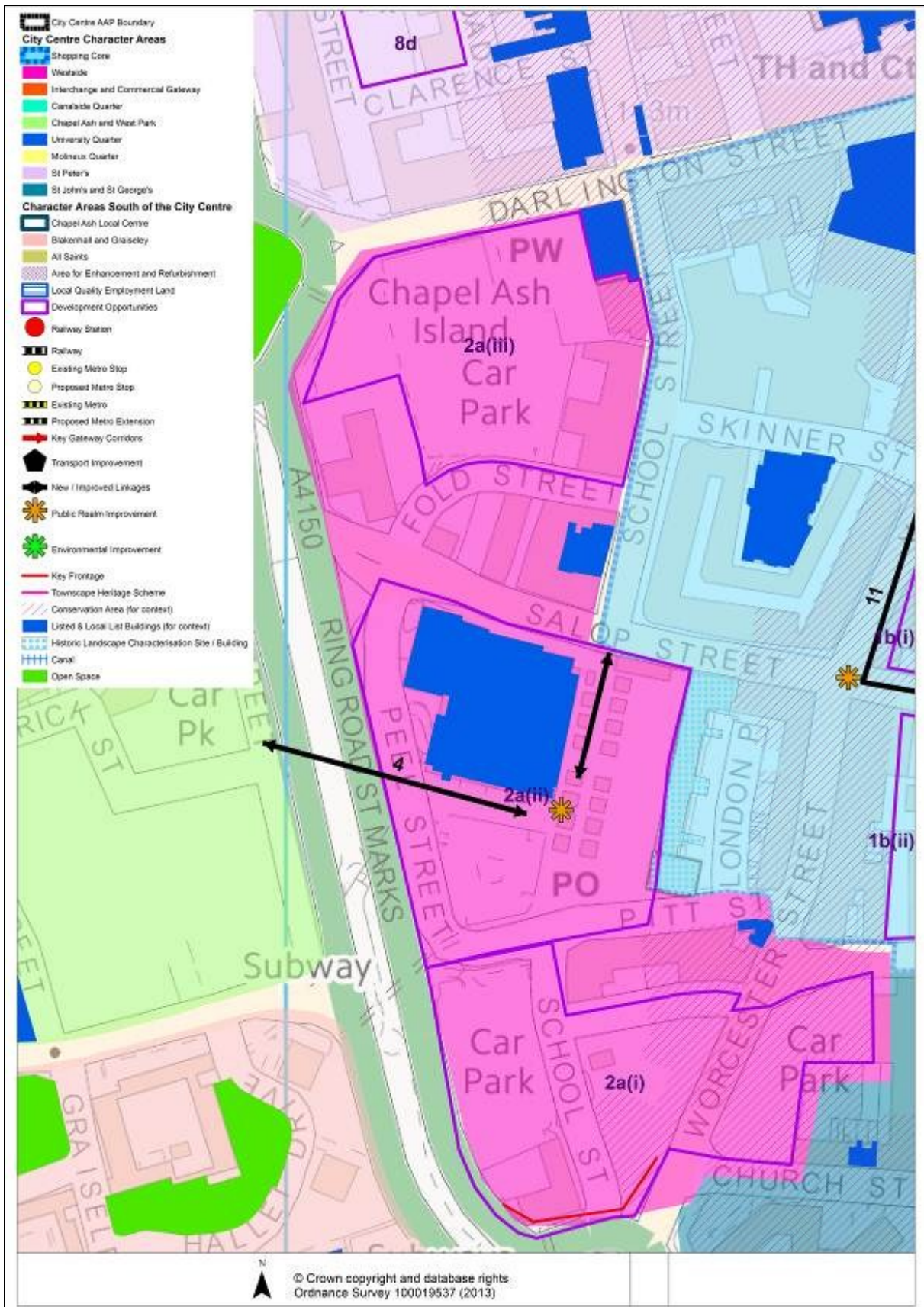
Evidence

- City Centre Retail Frontage Survey (2013)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Commercial Sites Study (2014)
- Hollis Vincent retail analysis

Consultation Responses

- The central market is too far away from the City centre and public transport and should be moved
- The dilution and devaluation of the 'Urban Village' concept to make way for commercial office development is unfortunate. The City centre has an excessive amount of vacant office stock and the best location for new office development is at the bus/rail interchange.
- The area has deteriorated and lost much of its character. The only remaining building of character in the area is the locally listed indoor market building which should be retained.
- The Raglan Street development will regenerate the Market and Westside area.
- Network House should be identified as a development opportunity and is suitable for retail and leisure, student accommodation, hotel or residential on upper floors.

Figure 14 Policy CA2 – Detailed proposals for Westside Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new housing and commercial floorspace in the area over the Plan period.

Table CA2A: Development Opportunities

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Westside 1	2a(i)	Leisure led mixed use with ancillary retail, residential, office and car parking	1.59	Around 22,000 sq metres of floorspace	By 2026	Leisure led mixed use development with key frontages to Ring Road St Marks and Worcester Street
	Westside 2	2a(ii)	Leisure led mixed use with ancillary retail, residential, office and car parking	1.84	Around 20,000 sq metres of floorspace	By 2026	Key link between Sainsbury's superstore and Shopping Core. Potential for mixed use development including retail, leisure and new civic spaces.
	Westside 3	2a(iii)	Leisure led mixed use with ancillary retail, residential, office and car parking	1.29	Around 29,000 sq metres of floorspace including multi-storey car parking	By 2026	Leisure led mixed use development with key frontage to Ring Road St Marks and Darlington Street.

Environment and Design Proposals

Environment and design proposals will protect existing areas of open space, enhance and protect nature conservation assets and identify local heritage / townscape features.

Table CA2B: Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Ring Road St Marks	Public realm improvement	Enhance pedestrian links to Sainsbury superstore and Chapel Ash
CC8	Chapel Ash Island	Public realm improvement	Enhance pedestrian linkages to West Park and Chapel Ash
CC8	Waterloo Road	Public realm improvement	Enhance pedestrian linkages to West Park and Chapel Ash
CC8	New Market Square	Public realm improvement	Creation of high quality public spaces to create attractive route to link with the Core Shopping Area.
CC8	Penn Road	Key Frontage	Landmark building at key Ring Road

Policy	Name	Type	Further Information
	Island		location.

Transport Proposals

Transport proposals will improve access within this quarter with the priority to establish a series of high quality links to the Chapel Ash Quarter and the core shopping area.

Table CA2C: Transport Proposals

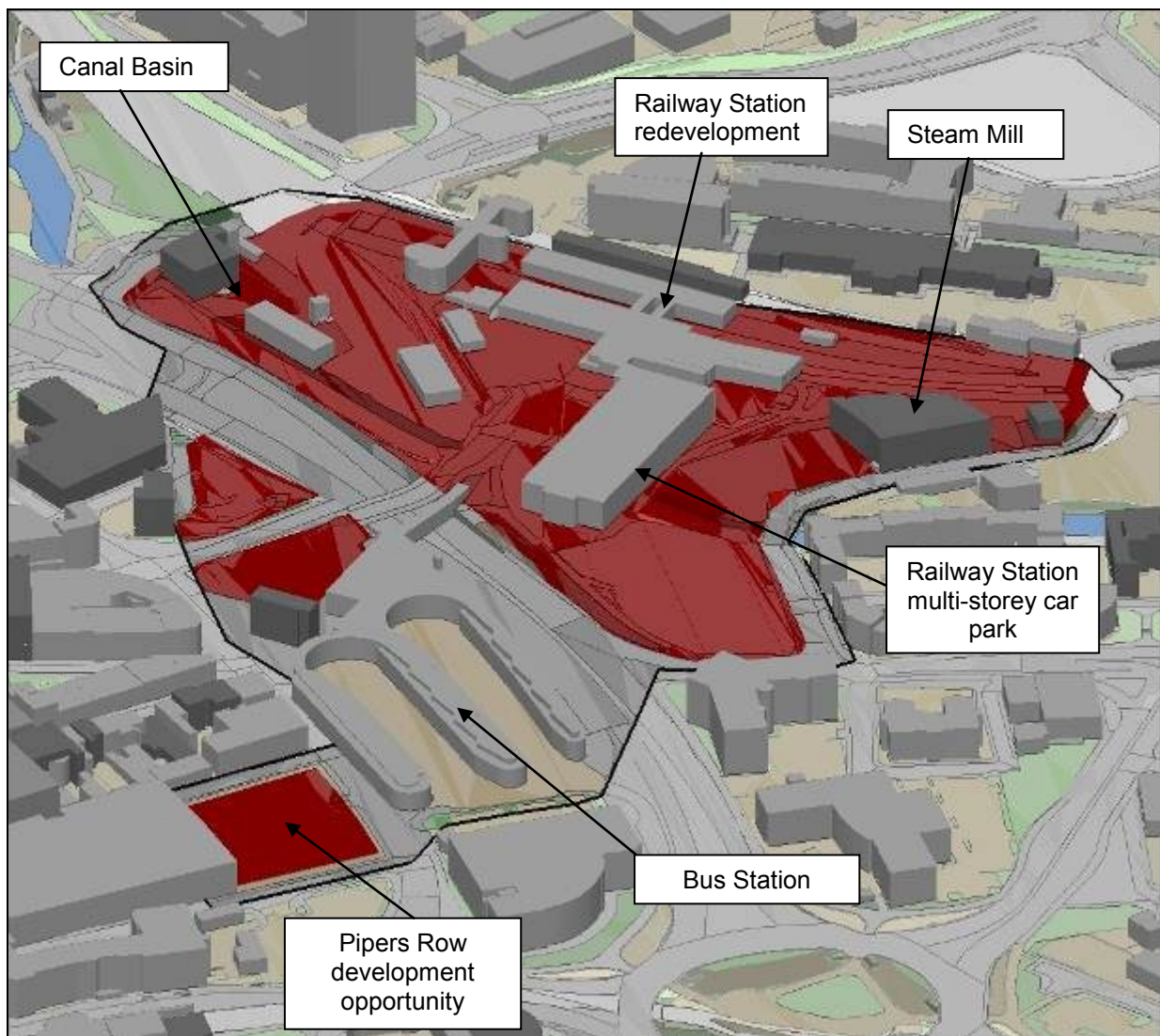
Policy	Name	Map Ref	Phasing	Further Information
CC6	Chapel Ash Island	T1		Enhance pedestrian and cycle linkages to West Park and Chapel Ash
CC6	Ring Road St Marks	T4		Enhance pedestrian and cycle links to Sainsbury superstore and Chapel Ash

CA3. Interchange & Commercial Gateway

Vision:

By 2026 this area will be a modern integrated public transport interchange and a hub for high grade commercial development. The area will continue to provide a vital gateway for visitors to Wolverhampton and the Black Country and will benefit from a transformed railway station and Midland Metro line extension. The area will include new high quality office development, hotel, leisure and retail uses. The area will continue to contribute to the evening economy and enhanced linkages with other quarters will have improved the overall vitality and viability of the City centre.

Figure 15 – Interchange & Commercial Gateway Assets and Opportunities



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Policy CA3: Interchange & Commercial Gateway

The Interchange & Commercial Gateway will be an area of comprehensive regeneration providing a fully integrated multi-modal transport hub, deliver new commercial floorspace for high value jobs and improve the strategic gateway to Wolverhampton and the Black Country.

The key priorities are:

(a) A multi-modal transport hub with a redeveloped railway station and Midland Metro line extension at its core.

(b) High quality mixed use-development that will maximise the regeneration opportunity of key sites to provide quality Grade-A quality office floorspace with complementary retail and leisure uses. In order to ensure a balanced pattern of growth across the city centre no more than 6,000 sq metres of leisure floorspace and 5,000 sq metres of retail floorspace will be permitted in the area.

(c) An enhanced public realm including the creation of new civic spaces that both shape the setting for new commercial development and provide attractive and safe walking and cycling links to the city centre and the Canalside Quarter.

(d) Improve the pedestrian linkages between the high level station and former low level station to facilitate unlocking its potential.

(e) Re-configure existing multi-storey car park to provide a modern parking facility.

(f) Enhance the setting of important heritage assets, including the canal, Old Steam Mill, Chubb Building, Prince Albert Public House and conservation areas.

The detailed policies and proposals for this Character area are set out in tables CA3A-C below.

Justification

The Interchange & Commercial Gateway quarter is crucial to the vitality and viability of the city centre. The area provides a vibrant mixture of uses and important heritage assets. The successful regeneration of Interchange will transform perceptions of the City due to a vastly improved visitor experience at the railway station and its environs.

The strategy for this important area is to strengthen its role as a gateway into the city, improving public transport linkages and creating a new multi-modal transport hub. There will be opportunities for new complementary mixed use development and improvements to the public realm will enhance vibrancy, creating safe and sustainable places for people to live, work and socialise.

The Interchange redevelopment is being coordinated by a partnership between the Council, Centro, Network Rail and Neptune Developments and is recognised as a key project within the Black Country Growth Plan.

The first phase of the Interchange was completed in 2011 and included a state of the art bus-station, improved pedestrian and vehicular access to the railway station and new retail and leisure floorspace.

The centrepiece for phase two will be a new railway station and a Metro extension that will branch from the current terminus near to the Bilston Street / Pipers Row junction, pass along Pipers Row to the Lichfield Street Junction and then through the heart of the new commercial development to the station.

Interchange is the preferred location for the City's major new Grade-A quality office hub, accommodating a range of investment needs for businesses which require close proximity to the railway station to access national and international markets. Complementary retail and leisure uses will also be supported and there is scope for some residential accommodation on appropriate sites with the potential to maximise the setting provided by the Canal.

A masterplan for Interchange has been produced and this will be adopted as a Supplementary Planning Document alongside the AAP. It provides a planning and design framework that seeks to deliver the vision for the area. The framework seeks to guide and shape an urban structure that will provide a focus on the investment in infrastructure, the layout of development including building height and massing, connections through the area and the design of the public realm.

Figure 16 – Interchange & Commercial Gateway Masterplan



Development outputs

Sites within the masterplan area will be developed for a range of uses as part of the growth and regeneration of the area as an employment-led, mixed-use quarter of the city centre. Development will include:

- Creation of a state of the art mainline railway station and extension to the Multi-Storey Car Park adjoining the railway station
- Extension of the existing Midland Metro line to Central Wolverhampton to the railway station via a new stop to provide a fully integrated transport hub
- Around 25,000 sq metres of office floorspace
- Up to 6,000 sq metres of leisure including a 100 room hotel
- Up to 5,000 sq metres of retail development
- Around 40 homes.
- Protection and enhancement of public spaces and local heritage/townscape features
- Legible way-finding
- Safe and well-lit pedestrian / cycle linkages

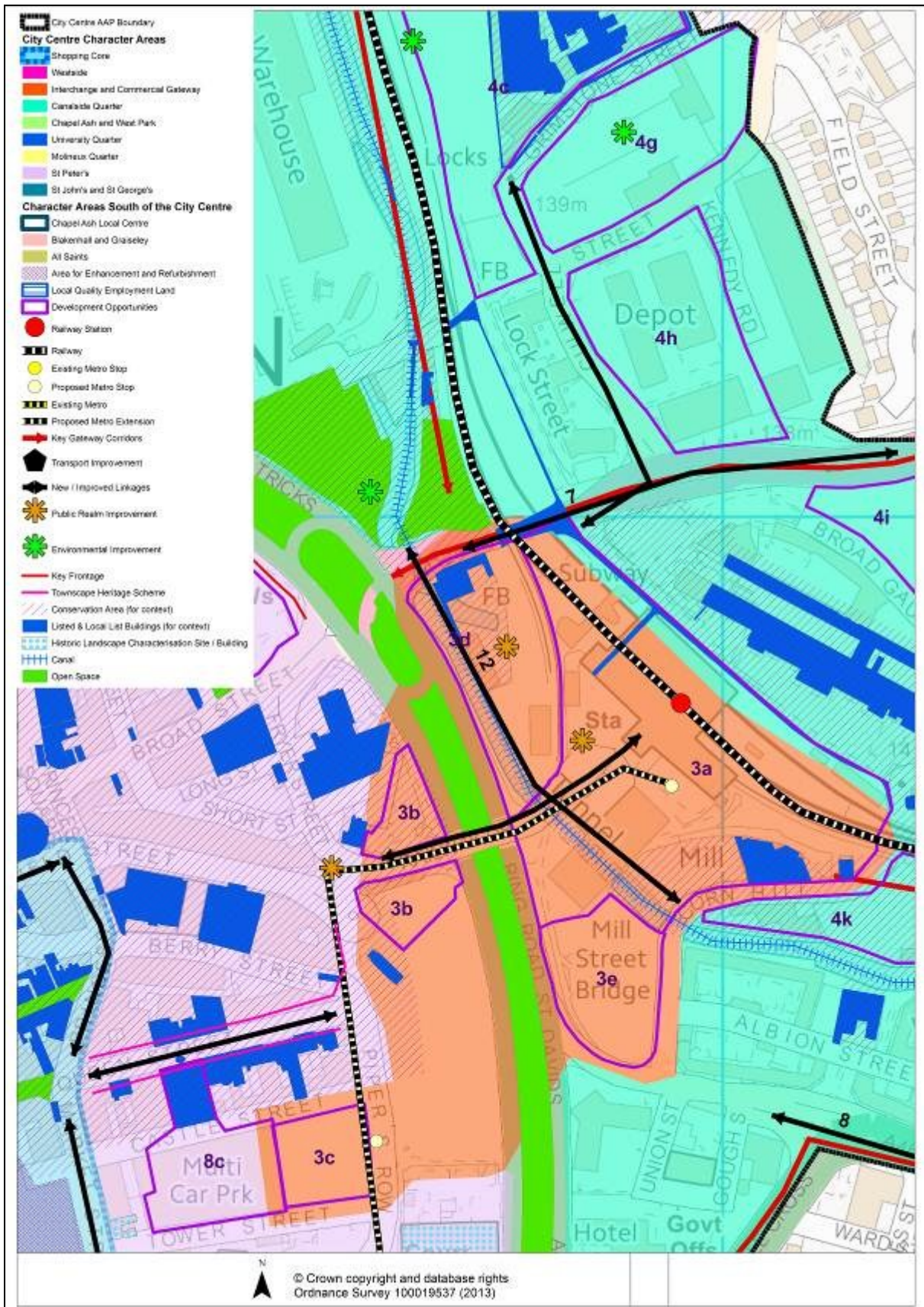
Evidence

City Centre Commercial Sites Study (2014)

Consultation Responses

- Supportive of the reference to the new Metro route but more emphasis should be made to other public transport, walking and cycling schemes which would serve other character areas.
- The potential of the canal should be maximised and any new development should relate appropriately to it.
- Concerns over the development of the car park adjacent to the Albert Pub and Chubb Building – this could block the views of both buildings and should be transformed into a public space.

Figure 17 Policy CA3 - Detailed proposals for Interchange & Commercial Gateway Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new housing and commercial floorspace in the area over the Plan period.

Table CA3A: Development Opportunities

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Main area	3a	Public Transport hub and ancillary residential leisure and retail.	3.46	New railway station and around 1,000 sq metres of retail and leisure development.	By 2026	Strategically important development opportunity to create new railway station with associated infrastructure. Gateway location should be reflected in exemplary standard of design, create new civic spaces and maximise canalside location.
	Blocks 9 & 10	3b	Office led mixed use with scope for ancillary retail, residential and leisure	0.42	Around 7,000 sq metres of office and ancillary retail development.	By 2016	Key opportunity to create new quality commercial hub at high profile location. Proposals should create active frontages and respect views of important heritage assets, including the Chubb buildings.
	Banana Yard	3d	Leisure led mixed use with ancillary retail, office and residential	0.6	Around 6,000 sq metres of leisure and ancillary retail and office development.	By 2026	Mixed use development including offices, retail, leisure and residential
	Blocks 6 & 7 (Fmr Post Office site)	3e	Office led mixed use with the potential for ancillary leisure, retail and residential	0.62	Around 15,500 sq metres of office and ancillary retail development.	By 2026	Mixed use development including offices, retail, leisure and residential
	Piper's Row	3c	Mixed use including offices, retail, leisure, residential and car parking	0.33	Around 10,000 sq metres of mixed use development	By 2016	Development opportunity adjacent to proposed Metro stop with important frontage to Pipers Row and bus station.

Environment and Design Proposals

Environment and design proposals will protect existing areas of open space, enhance and protect nature conservation assets and identify local heritage / townscape features.

Table CA3B: Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Broad Street Wharf / Canal Tunnel Broad Street to Corn Hill	New / improved linkage	Lighting and towpath improvements to increase safety
CC8	Station Approach / Birmingham Canal Gateway	Key Gateway Corridor	High quality design required along rail and canal corridor
CC8	Interchange	Public realm improvement	Creation of public squares and spaces to form setting for high quality commercial development and new railway station.

Transport Proposals

The transport proposals will improve access within this quarter with the priority to establish a series of high quality links to the Chapel Ash Quarter and the core shopping area.

Table CA3C: Transport Proposals

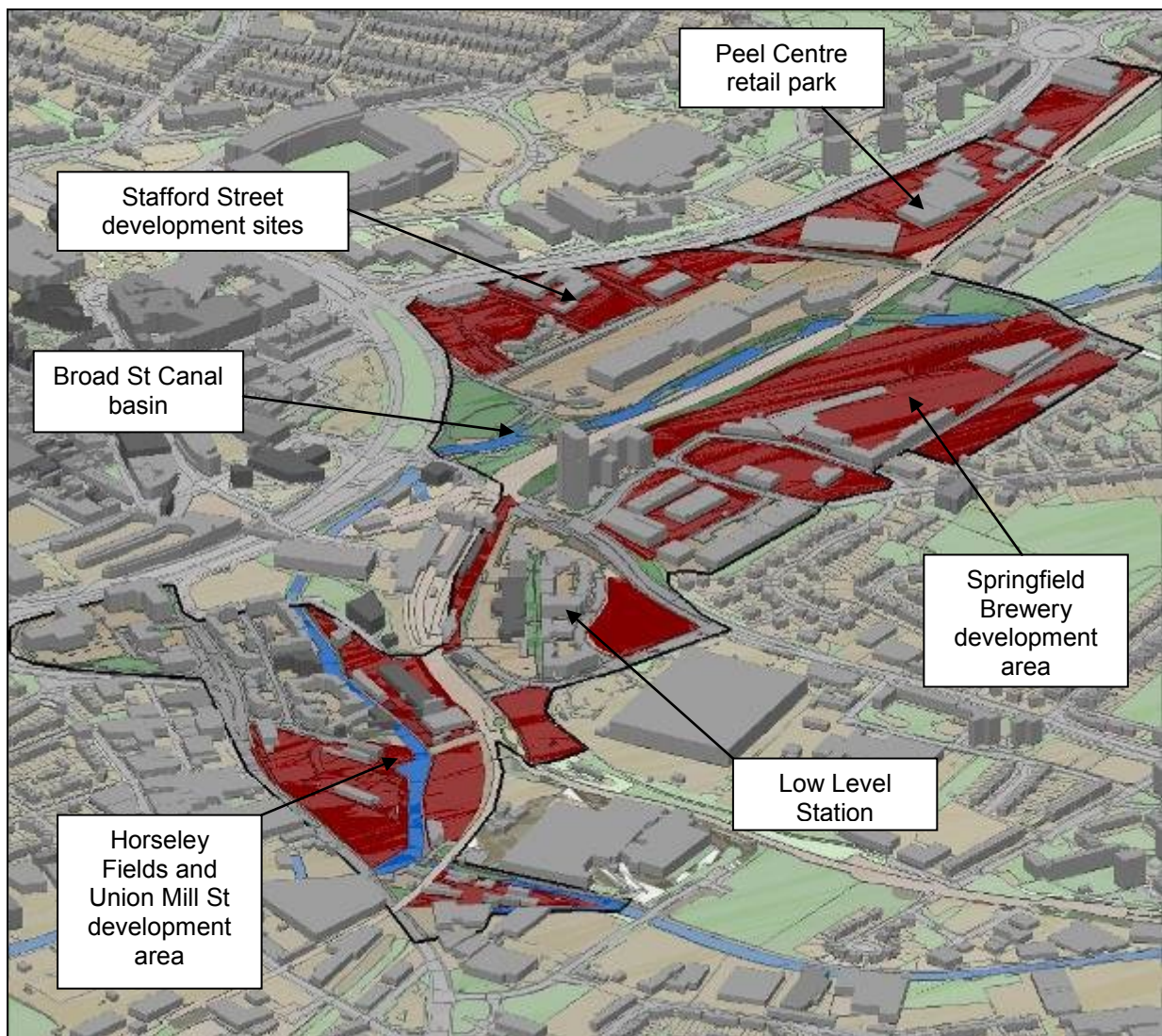
Policy	Name	Map Ref	Phasing	Further Information
CC6	Interchange – Railway Station	T12	By 2026	New railway station designed to improve passenger experience and present an improved commercial offering.
CC6	Interchange - Metro Extension	T12	By 2026	Extension of existing Metro route from St Georges terminus to Interchange.
CC6	Interchange – Linkages	T12	By 2026	Strengthen pedestrian / cycle routes between interchange and Core Shopping area with focus on Railway Drive, Pipers Row, Queen Street and Lichfield Street.

CA4. Canalside Quarter

Vision

By 2026 the Canalside Quarter will have been transformed into a mixed residential area with new education, retail, leisure and commercial development, centred on the Birmingham Canal and the new Interchange, with refurbished historic buildings and high quality gateways into the city centre from the north and east.

Figure 18 – Canalside Quarter Assets and Opportunities



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Policy CA4: Canalside Quarter

The Canalside Quarter will provide a significant amount of new housing development to meet the City's needs and a mix of complementary retail, leisure and commercial uses, in new and refurbished historic buildings which respect the historic context and canalside setting. Development proposals should ensure that a minimum of 630 new homes will be provided in this character area.

The key priorities are:

- (a) Redevelop and refurbish sites off Stafford Street (4a, 4b, 4f) to provide a mix of retail and commercial uses designed to reflect the gateway location;
- (b) Education and housing-led mixed use development of sites on Grimstone Street / Culwell Street (4c, 4d, 4g, 4h), designed to respect the historic buildings and conservation area, improve access to the canal and served by a central public space;
- (c) Housing-led mixed use development of sites along the Birmingham Canal at Corn Hill / Union Mill Street, designed to provide a strong canal frontage and link to the Interchange, centred on a new canal bridge / public square / leisure hub;
- (d) Completion of final phase of Low Level Station (4i);
- (e) Improvements to increase use of the canal by creating new links on and off the canal and encourage residents and visitors to use Broad Street Canal Basin and Fowlers Park.

Proposals affecting the canal corridor should:

- Respect existing topography, be designed to a human scale and improve the appearance of the site from the towing path and the water at boat level;
- Sensitively integrate, enhance and make use of the waterspace, the waterway's edge and any towpaths and canalside features, including being sited, orientated and designed to face the waterway, define external waterside spaces and create active edges to the waterspace and routes giving access to the canals;
- Protect and where possible improve access to the waterways, including access by foot, cycle and public transport both within the development and from adjoining areas;
- Protect and enhance areas of landscape, ecological and archaeological interest within and adjoining the canal corridor including green space;
- Protect and exploit, through appropriate landscape design or restoration to active use, the remains of former wharfs and infilled basins;
- Increase the supply of residential moorings within suitable located and well-managed sites.

The detailed policies and proposals for this Character area are set out in tables CA4A-C below.

Justification

The Canalside Quarter is a key road, canal and rail gateway into the city centre from the north and east, with the west coast mainline and Birmingham Canal running through the area. On-going regeneration of this prominent, historic canalside area will require phased development of large areas of vacant and under-used land.

Significant developments have taken place over the past decade, including the Royal Mail Sorting Office, Premier Inn Hotel, Blue Brick pub/restaurant, banqueting suite, Redrow and Barratts apartment schemes and Victoria Halls student accommodation. The end of the recession, the removal of LPG tanks at Carvers and the availability of external funding through the Black Country SEP now provide opportunities to accelerate development. Implementation of the Interchange and metro extension and developments in the adjoining Bilston Corridor, Stafford Road Corridor and Heathfield Park areas will also support regeneration.

Commercial opportunities are available in gateway locations east of Stafford Street, reflecting the University investment west of Stafford Street, and to complete Low Level Station. Education and residential development with complementary leisure and local shops will be focused in the Grimstone St / Culwell St and Corn Hill / Union Mill St areas. In particular, the Springfield Brewery site has been identified as a key opportunity to provide a combined higher and further education and training centre with excellent public transport access via the Interchange.

Student accommodation has been delivered during the recession and it is anticipated that the market for high density housing will recover during the Plan period supported by public sector intervention, with potential for family housing on some sites. It is essential that new residential communities are provided with excellent pedestrian links to the public transport Interchange and a quality green and hard landscaped environment, linking to the canal corridor, Broad Street Basin, a new central public space in the Grimstone St / Culwell St area, and Fowlers Park to the north. Potentially, a bridge across the canal will be required to open up access to the Crane Foundry site.

Given proximity to the ring road and railway line, and existing commercial activity, housing design will need to consider noise and air quality issues. Renewable energy requirements will also need early consideration (see Policy CC10). Small-scale local shops, in line with Policy CEN6, will be appropriate to serve the needs of new residents in the Grimstone St / Culwell St area and the Corn Hill / Union Mill St area.

The canal provides significant potential to boost regeneration, by enhancing the public realm and pedestrian access along its length and introducing canal-related uses such as at the locally listed Lime Kiln Wharf. Examples include towpath improvements between Broad Street and Horsley Fields, improved access at Cannock Road; making the tunnels between Broad Street and Corn Hill more appealing for public use; public realm enhancements around Lock Cottages; and provision of customer facilities at Broad Street Basin. Development sites along the canal will be expected to contribute to these enhancements where appropriate.

In line with Policy CC8, it is important that the height, scale, massing and design of development (particularly in the Grimstone St / Culwell St area) protects and respects views of Springfield Brewery and its listed building / conservation area setting. Development on other sites should also consider potential impact on views of the Chubb building, St Peter's, St Georges and St John's Churches and Royal Hospital (see Fig 8)

Development outputs

- At least 630 new homes
- Up to 2,499 sq metres of net additional comparison retail floorspace (gross) and 2,550 sq metres leisure floorspace or 7,249 sq metre foodstore
- Up to 2,500 sq metres of new office floorspace (gross)
- Around 18,800 sq metres of education floorspace
- Creation and enhancement of open space and local heritage / townscape features
- Delivery of transport proposals and other infrastructure to support and ensure the successful delivery of development

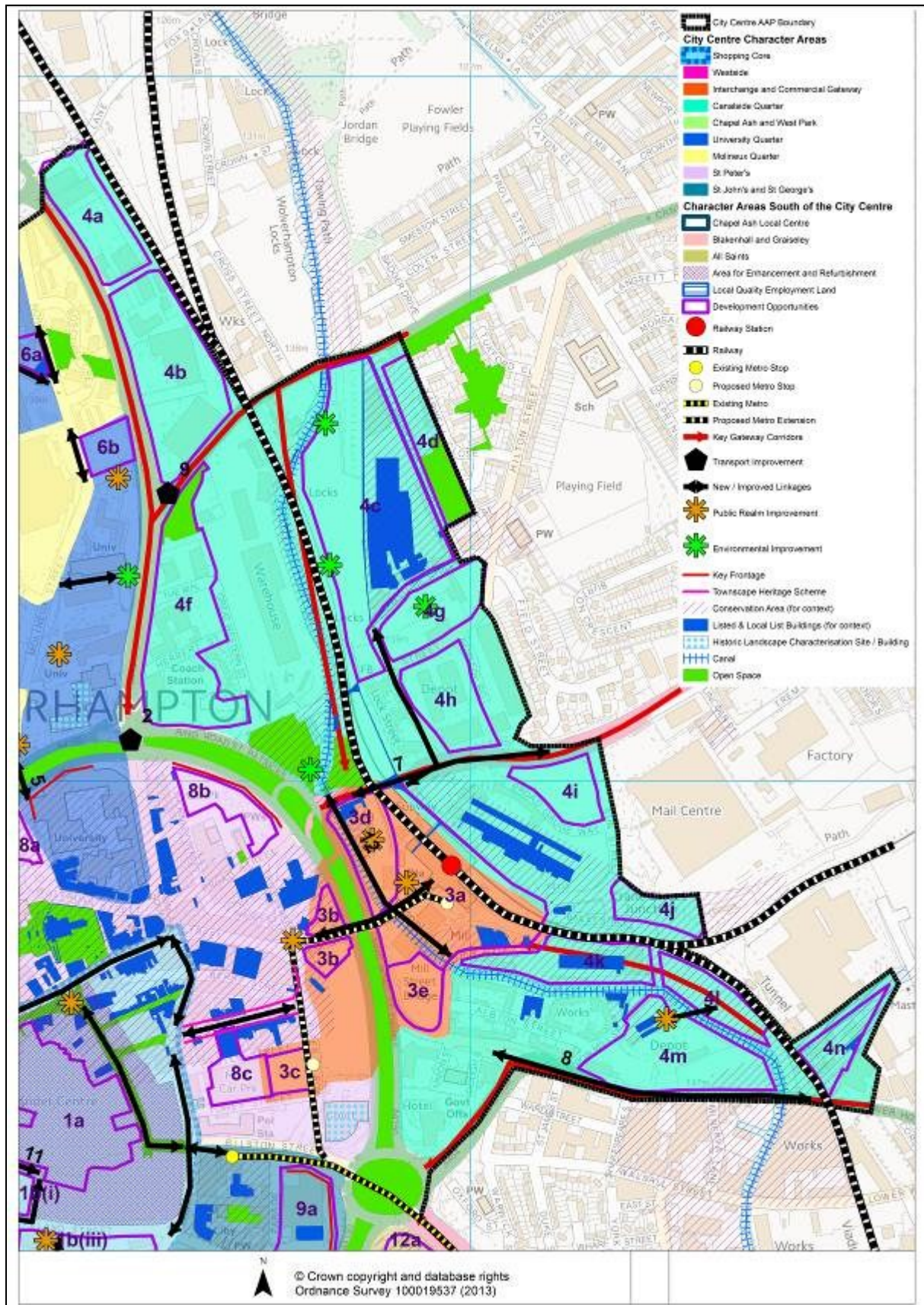
Evidence

- Sites Assessment Study (2014)
- Retail Update Study (2014)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Viewsheds Study (2014)
- Wolverhampton Canalside Quarter Implementation Plan (2000)

Consultation Responses

- The potential of the canal to support regeneration should be recognised, environmental and access improvements to the canal promoted and key design principles for canalside development included in the AAP;
- The historic value of the waterway should be respected and strengthened by regeneration but should not prevent unlocking of their potential;
- Retail and leisure development in the Canalside Quarter should not undermine the shopping core;
- Current metro extension proposals support regeneration and should be reflected in the AAP;
- Connectivity should be enhanced within the Quarter and with other Quarters, particularly to the Interchange;
- Junction improvements are needed at Stafford St / Cannock Road to support the Peel Centre supermarket proposal and wider regeneration.

Figure 19 – Policy CA4 - Detailed proposals for Canalside Quarter Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new residential and commercial floorspace in the Character Area over the Plan period.

Table CA4A: Development Opportunities

Policy	Name	Site Ref	Appropriate Uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	North of Peel (Stafford St / Five Ways)	4a	Commercial including car showroom	1.38	Around 4,500 sq metres of floorspace	2021-26	Key frontage to Stafford and Five Ways junction requires high standard of design.
	Peel Centre Retail Park	4b	Retail	2.73	Extension and re-configuration of existing retail park to provide 10,306 sq metres gross non-food bulky retail (of which 2,787 sq metres can be open non-food A1 and 1,421 sq metres sports goods) and 2,550 sq metres leisure or 7,249 sq metres gross Foodstore providing 2,605 sq metres convenience and 868 sq metres comparison retail sales area	By 2021	Planning permissions in place. Part of 4f would be required to deliver permitted junction improvements if supermarket permission or expanded and reconfigured retail park permission is implemented
	Stafford St / Cannock Rd	4f	Mixed Use offices (B1a) / residential / leisure	2.95	Around 28,000 sq metres of floorspace including 210 homes	2021-26	Part would be required for junction improvements if supermarket permission implemented on site 4b.
	Springfield Brewery and adjoining land	4c	Education (D1) or, if not viable / deliverable Residential-led Mixed	4.92	Around 18,800 sq metres of floorspace Higher, further education and training	By 2016	To include conversion of Grade II listed building, accessibility improvements

			Use		Or 440 homes		towards the Railway Station and environmental canalside frontage improvements.
Land at Cambridge Street		4d	Residential or Education, possibly including associated recreation space	0.99	50 homes Or education uses	By 2021	Part with planning permission, remainder Council owned poor quality open space – development subject to creation of public space to serve wider area (site 4g)
Grimstone Street Depot		4g	Residential Or, if not viable / deliverable, Education	1.12	60 homes Or education uses	2021-26	To include public space to serve wider area.
Culwell Street Depot		4h	Residential	1.23	75 homes	2021-26	To incorporate buffer with adjoining industrial estate.
Broad Gauge Way (Low Level Station)		4i	Car showroom / food and drink (A3, A4, A5) / offices (B1a) / residential	0.75	6,000 sq metres floorspace including potential for 40 homes	By 2021	Planning permission for car showroom
Former BR Goods Depot Bailey Street		4j	Light industry (B1)	0.58	2,900 sq metres floorspace.	By 2021	Tunnel constrains c.50% of site
Mill Street Depot		4k	Mixed Use including workshop / canal-related uses (B1) / food and drink (A3, A4, A5) / offices (B1a) / community (D1) / leisure (D2) / residential / small-scale retail	1.19	35 new build homes & refurbishment of existing buildings.	2021-26	To include conversion of grade II listed building to non-residential use. Design of development should take account of the proposed Metro extension route from the Interchange to Wednesfield,

							which runs through the site.
	Crane Foundry	4l	Residential	0.77	80 homes	2021-26	To be accessed via new canal bridge from Union Mill Street or via tunnel to link up with Qualcast Road
	Former Stamping Works, Horseley Fields	4m	Residential-led Mixed Use including leisure (D2) / small-scale retail	2.16	120 homes and ancillary retail floorspace of up to 700 sq metres	2021-26	To include conversion of grade II listed building to non-residential use
	Lime Kiln Wharf	4n	Mixed Use including light industry / workshop / canal-related uses (B1)	0.62	2800 sq metres floorspace	2021-26	To include conversion of local listed buildings

Environment and Design Proposals

Environment and design proposals will protect and create areas of open space, identify local heritage / townscape features and provide design guidance.

Table CA4B Environment and Design Proposals

Policy	Name	Type	Further Information
UDP R1, R3 CC8	Broad Street Canal Basin / Lock Street	Open Space / Environmental Improvement	Improvements to create a Pocket Park serving city centre residents
CC8	Grimstone Street Public Space	Environmental Improvement	Creation of new public space (approx. 0.25 ha)
CC8	Canal Tunnels Broad St to Corn Hill	Public Realm Improvement	Lighting and towpath improvements to increase safety
CC8	Springfield Brewery and adjoining land	Public Realm improvements	environmental improvements, particularly to the Canalside frontage (4c)
CC8	Union Mill Street public realm	Public Realm Improvement	Creation of public spaces to provide a quality setting for the new bridge and listed building conversion at the Former Stamping Works (4m)
CC8	Cannock Road / Stafford Street Gateway	Key Gateway Corridor	High quality design required along road corridors
CC8	Wednesfield	Key Gateway	High quality design required along road

	Road Gateway	Corridor	corridor
CC8	Station Approach / Birmingham Canal Gateway	Key Gateway Corridor	High quality design required along rail and canal corridor
CC8	Horseley Fields Gateway	Key Gateway Corridor	High quality design required along road corridor

Transport Proposals

The transport proposals will improve access within this character area and across the Ring Road to core city centre character areas.

Table CA4C Transport Proposals

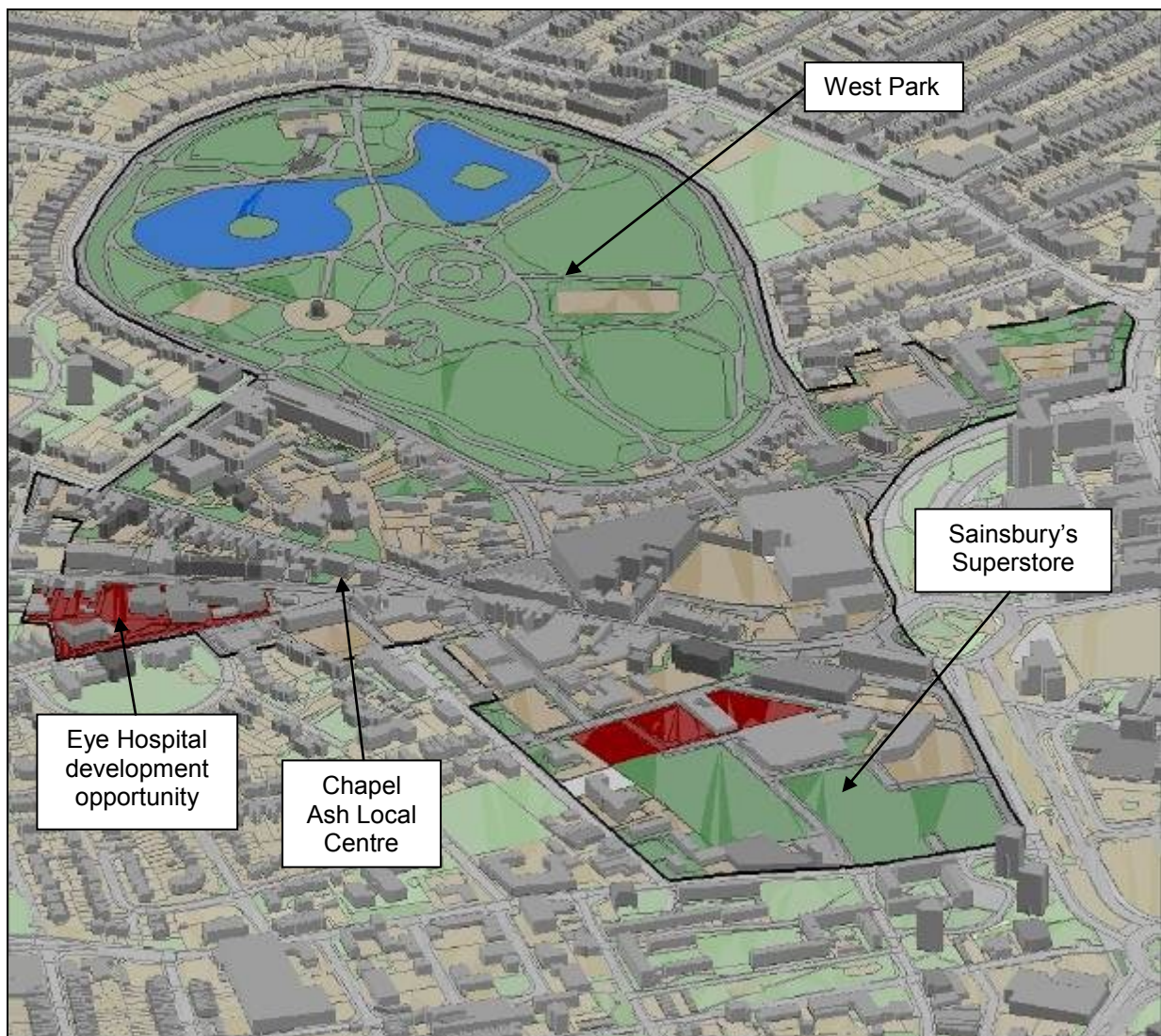
Policy	Name	Map Ref	Phasing	Further Information
CC6	Lower Horseley Fields / Lower Walsall Street	T8	2021-26	Increase car / bus / cycle capacity and improve access to development sites
CC6	Cannock Road / Stafford Street	T9	By 2021	Junction improvements to support development at Peel Centre Retail Park (4b), including provision for cyclists
CC6	Canal bridge linking Union Mill Street to Crane Foundry	T15	By 2021	To open up access to Crane Foundry site (4l)
CC6	Potential future extension of either Metro or other new rapid transit public transport infrastructure towards Walsall, serving New Cross Hospital and Wednesfield.	T16	2021-26	To be considered following ongoing technical work.

CA5. Chapel Ash & West Park

Vision:

By 2026 this area will have evolved into a popular mixed-use quarter on the western fringes of the city centre. It will contain an important and vibrant shopping function anchored by the Sainsbury superstore and a diverse range of speciality shops and other service activities, together with associated retail, business, leisure and housing development. West Park will continue to be recognised as one of the finest Victorian Parks in the Country, meeting a range of recreational and amenity needs.

Figure 20 – Chapel Ash and West Park Assets and Opportunities



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Policy CA5: Chapel Ash & West Park

The Chapel Ash and West Park Quarter will continue to provide an important shopping, service and recreational function. It will continue to be the focus for speciality shops and other service functions together with associated retail, business, leisure and housing development.

The key priorities are:

(a) Protection and promotion of West Park as a major attractive recreational resource, green space and historic asset.

(b) Strengthening the retail and service offer of Chapel Ash Local Centre as defined on the Policies Map. Within the Local Centre boundary for ground floor retail units that form part of a frontage, a change of use that will result in an increase in non-A1 presence where it exceeds any of the following will not be permitted:

(i) More than 50% of the number of units being in non-A1 use

(ii) More than four consecutive units being in non-A1 use

(iii) More than 25% of the number of units being in A5 use

(iv) More than three consecutive units being in A5 use

For the purposes of this Policy a frontage is defined as one side of a street or parade which is not separated by a significant gap such as a road junction.

(c) Mixed-use development opportunities at the locally-listed former Eye Hospital and Nurses' Home, Clifton House (former Charles Clarke building) the Attwood Building

(d) Enhanced linkages between the Sainsbury superstore and West Park and the city centre Character Areas within the ring road.

The detailed policies and proposals for this Character area are set out in tables CA5A-C below.

Justification

The Chapel Ash and West Park Quarter is an important and attractive part of the city centre lying to the west and north west of the Ring Road. Its defining features are the Victorian West Park and the Chapel Ash commercial area, anchored by the recently completed Sainsbury superstore. This part of the city centre was once a thriving Victorian / Edwardian suburb and contains a number of small specialist shops and offices providing services for the City and local needs. The area plays an important and complementary role in the functioning of the city centre but many of the upper floors are under-used and there are a number of vacant properties within the Chapel Ash Local Centre. The Sainsbury superstore is an important new addition to the City's shopping offer and has the potential to act as a catalyst for further commercial development on the western side of the city centre. The area also contains a number of small business units and attractive residential streets.

The strategy for this area is to re-invigorate the vibrancy that once characterised the area by protecting and enhancing its key assets, supporting appropriate new development and strengthening its physical and functional relationship to the core of the city centre within the Ring Road.

Development outputs

- Around 110 new homes
- Around 900 sq metres of office and retail floorspace
- Protection and enhancement in open space and local heritage / townscape features
- Delivery of transport proposals and other infrastructure to support and ensure the successful delivery of development

Evidence

- Chapel Ash Retail Frontage Survey (2013)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Commercial Sites Study (2014)

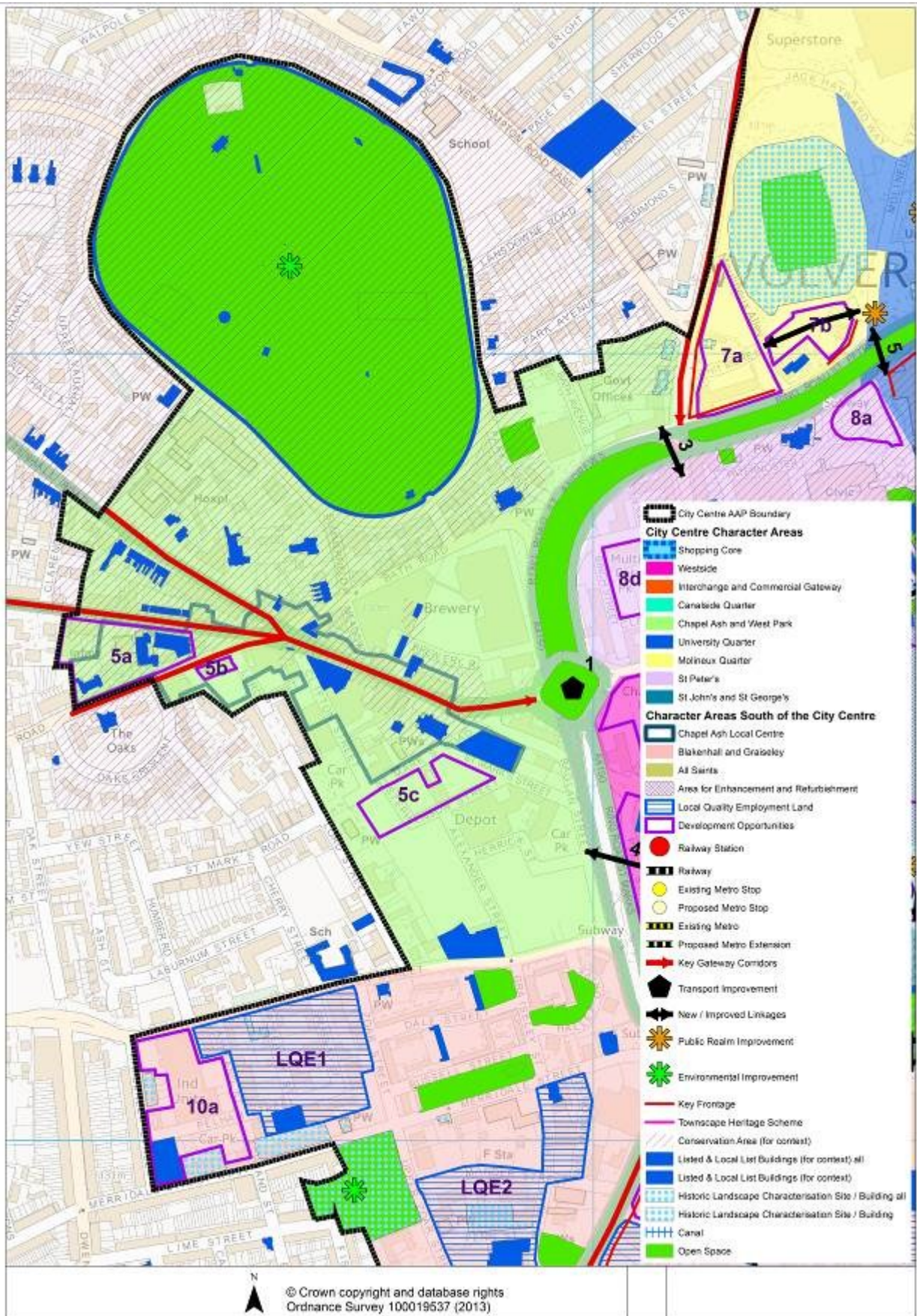
Consultation Responses

- The new Sainsbury superstore will increase footfall in Chapel Ash and could act as a catalyst for further investment, increasing its popularity as a retail location.
- The Plan should encourage more residential activity in Chapel Ash providing a market for local businesses to thrive. The Plan area should be extended to allow greater control over development in adjacent areas on Merridale Road and Compton Road. Limiting planning permission to restrict further flats and houses of multiple occupation should be considered. The area does not need any more off-licenses, property-rental or takeaways.
- There needs to be a review of car-parking with more obvious signage required.
- The toilet building at the Eye Hospital should be renovated for a mix of retail / leisure activity.

Sustainability Appraisal

Chapel Ash is already recognised as a complementary area for shopping. Considering it as a Local Centre would reduce centralisation and reinforce its image and function. This will allow it to complement the retail offer in the PSA, whilst providing a different area to accommodate specific forms of retailing that cannot be provided within the PSA due to their nature or size. This policy will allow better access to services and facilities for people that do not require use of the PSA on a daily basis. It also offers job and investment opportunities outside the PSA, therefore increasing the sustainability performance to the AAP.

Figure 21 – Policy CA5 – Detailed proposals for Chapel Ash & West Park Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new housing and commercial floorspace in the area over the Plan period.

Table CA5A: Development Opportunities

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Former Eye Infirmary	5a	Housing led mixed use and including retail / office / leisure uses.	1.18	Up to 600 sq metres retail potentially including small convenience store as part of mixed use development. Including 70 homes through reuse of listed building and new build.	By 2021	Sensitive re-use of local listed buildings and scope for redevelopment of parts of the s
	Charles Clark Building	5b	Mixed use including housing / retail / office / leisure.	0.07	Up to 400 sq metres retail and around 18 homes	By 2021	Important high profile site at convergence of key arterial roads into the city centre. Scope for reuse of the existing building for redevelopment for high quality building with a principal frontage on Merridale Road.
	St Marks Road	5c	Housing	0.74	Around 22 homes	By 2021	Scope for development of medium density housing.

Environment and Design Proposals

Environment and design proposals will protect existing areas of open space, enhance and protect nature conservation assets and identify local heritage / townscape features.

Table CA5B: Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Chapel Ash Local Centre / Chapel Ash Island	Key Gateway Corridor	Ongoing investment in public realm and reuse / refurbishment of vacant floorspace.
UDP R1, R3 CC8	West Park	Open Space / Environmental improvement	Ongoing investment and programme of maintenance in West Park.
CC9	49-51	Historic	

Policy	Name	Type	Further Information
	Waterloo Road	Landscape Characterisation	
CC9	53-55 Waterloo Road	Historic Landscape Characterisation	

Transport Proposals

The transport proposals will improve access within this quarter and across the Ring Road to core city centre Quarters.

Table CA5C: Transport Proposals

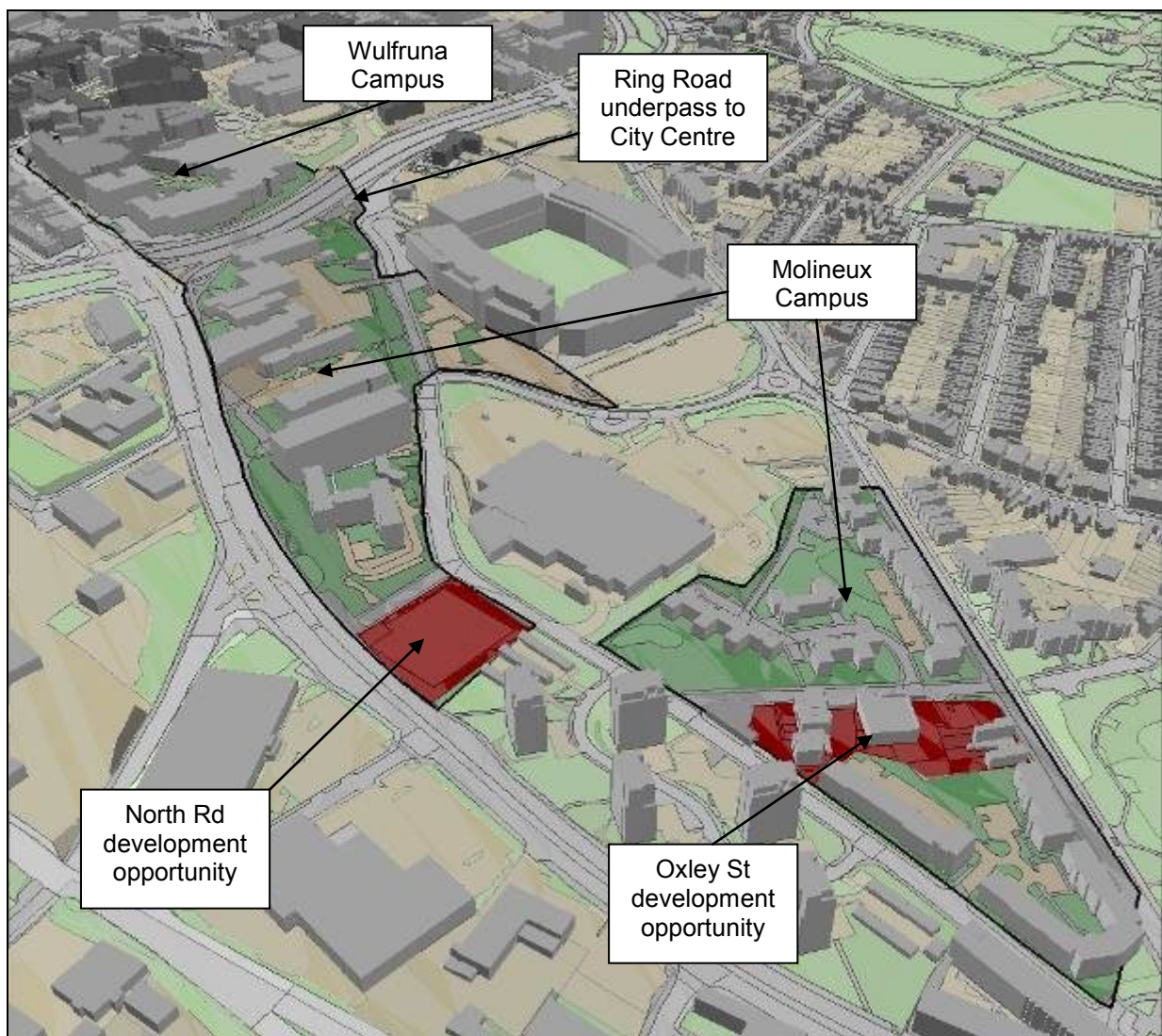
Policy	Name	Map Ref	Phasing	Further Information
CC6	Waterloo Road	T3		Enhance pedestrian linkages at key entrance to city centre core area and important link from West Park
CC6	Ring Road St Marks	T4		Enhance pedestrian and cycle links between Sainsbury superstore and Westside Character area.
CC6	Chapel Ash Island	T1		Determine the need and opportunity for capacity enhancement, pedestrian / cycle facilities, public transport and safety improvements.

CA6. University Quarter

Vision:

By 2026 the University Quarter will be a recognisable part of the city landscape which conveys Wolverhampton's identity as a place of learning, enterprise and world-leading research activity, with strong links to the City Core.

Figure 22 – University Quarter Assets and Opportunities



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Policy CA6: University Quarter

The University Quarter will continue to provide a modern and attractive place for living, learning and research excellence. The pedestrian legibility of the area will be enhanced and improved to make a safe environment for students and for people visiting and working in the area.

The key priorities are:

(a) To develop and improve the University Campus to become a centre for excellence in learning and research, through creation of new facilities and redevelopment and renewal of existing facilities;

(b) To increase ground-floor street frontages, add landmarks, public (green) spaces, public art, high quality street furniture, signage and lighting to make the City Campus environment a more legible and safe environment for the pedestrian and cyclist;

(c) Encourage linkages, integration and public realm improvements both within the University Quarter and the surrounding area, including improvements to the subway link across Ring Road St Peter's;

(d) Explore the potential of two development opportunities in the University Quarter.

The detailed policies and proposals for this Character area are set out in tables CA6A-C below.

Justification

The University Quarter is an important part of the city centre that stretches from its main Campus at Wulfruna Street across to the north of the ring-road. The University of Wolverhampton is committed to develop the University Quarter and is currently undertaking an ambitious £45m investment programme. The proposals that are being brought forward for development of the City Campus include a new science facility which has commenced on-site and is scheduled to be completed by December 2014, and a Business School which has also commenced on site and is scheduled to be completed by May 2015.

To achieve these ambitious plans the University Quarter must be regenerated and transformed to create a safe and accessible environment for students. This will be achieved by enhancing the public realm experience in and around the University Quarter area. Parts of the area currently suffer from a poor quality public realm and the quarter is segregated from the city centre by the busy ring-road. Development proposals that encourage linkages, integration, and public realm improvements both within the University Quarter and in the surrounding areas will be supported. Development proposals should include pedestrian friendly areas and green infrastructure (such as green spaces, green roof top gardens, and green walls) to

improve the amenity value of the area. The safety of pedestrians should also be considered at design stage to reduce crime in the area and create a safe environment for students and the local community to enjoy. Good clear cycle routes and wide pavements with street trees will also be encouraged to serve students and office workers.

The role of the University will be vital in creating a centre of learning and research excellence. This will regenerate the area and help to attract visitors, customers, residents and further investment into the area. University buildings should be designed to a high standard incorporating cutting edge sustainable design and construction principles. The areas between buildings should provide a network of green infrastructure and informal and formal amenity areas.

Student accommodation will be an important element in future housing development within the University Quarter. It is important that this is supported by vibrant facilities. Gated student accommodation will not be permitted as this will not contribute to the permeability of the area.

In line with Policy CC8, it is important that the height and design of development on these sites, particularly site 6a, protects and respects views of the Chubb Building and St John's and St Peter's Churches (see Fig 8)

Development outputs

- Potential for 110 new student homes
- Protection and enhancement of open space and local heritage / townscape features
- Delivery of transport proposals and other infrastructure to support and ensure the successful delivery of development

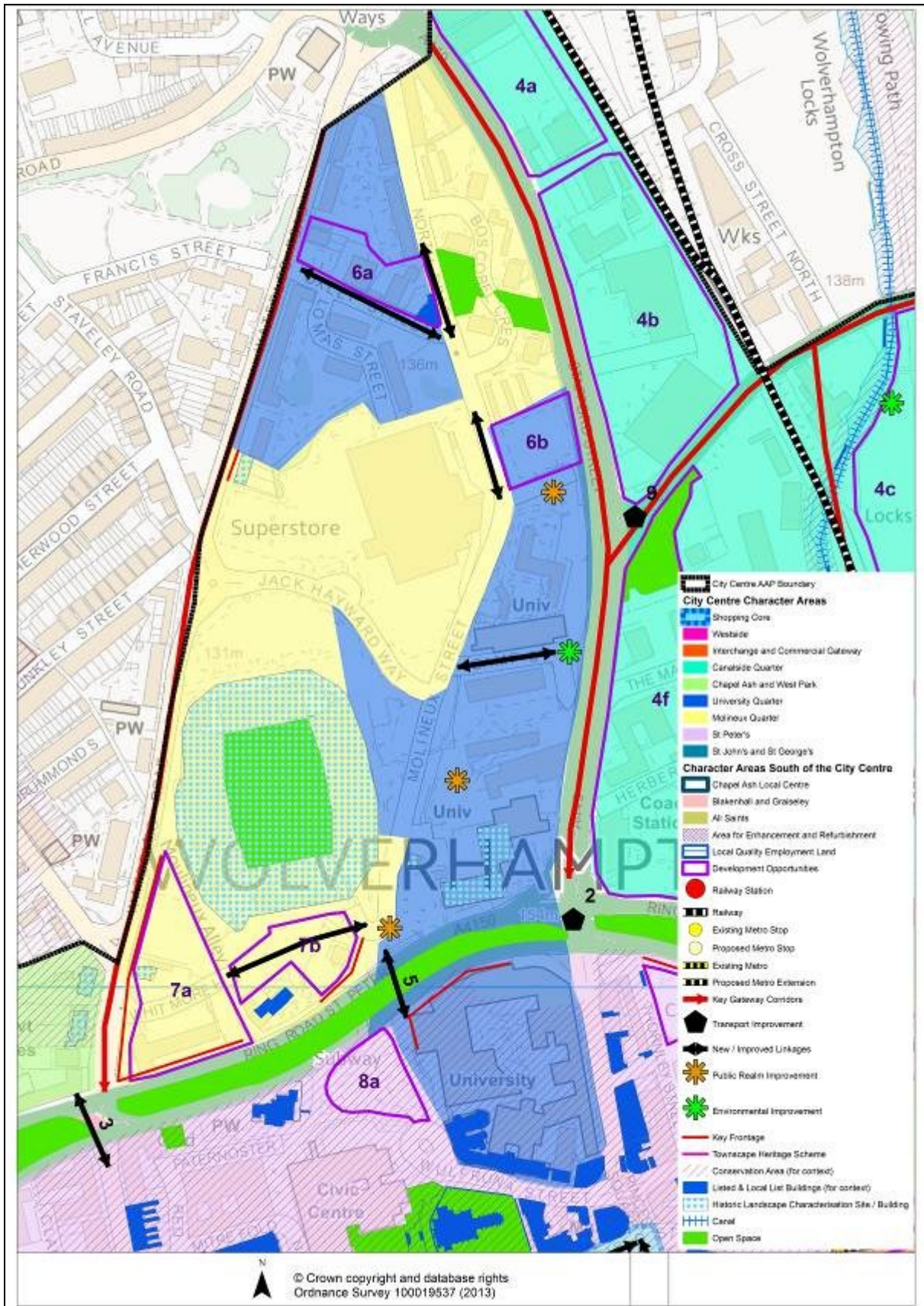
Evidence

- Molineux Masterplan – This Masterplan was commissioned by Wolverhampton Wanderers Football Club, Asda and the University of Wolverhampton.
- City Centre Historic Landscape Characterisation Study (2011)
- Sites Assessment Study (2014)
- Retail Update Study (2014)
- City Centre Viewsheds Study (2014)

Consultation Responses

- The University are committed to investment in the city centre Campus and support the designation of a University Quarter.
- That student accommodation should be located within walking distance of the University, shops and services and in locations that are accessible by public transport.

Figure 23 – Policy CA6 – Detailed proposals for University Quarter Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new housing and commercial floorspace in the area over the Plan period.

Table CA6A Development Opportunities

Policy	Name	Site Ref	Type	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Oxley Street	6a	Student accommodation with ancillary small scale retail and service uses or education.	0.53	Around 5,000 sq metres floorspace including potential for 70 homes.	By 2026	Site currently vacant / under-used buildings with previous permission / enquiries for student accommodation. Development subject to retention and conversion of the listed Hatherton Arms PH to create a landmark feature for the area and protecting views of landmark buildings. To be supported by environmental improvements to Oxley Street and North Road including new street trees, road re-surfacing, improvements to pavements, introduction of cycle paths and enhanced frontage onto North Road.
	North Road	6b	Education (D1) / Student Accommodation / car park to serve University	0.41	6,000 sq metres floorspace including potential for 40	By 2026	The site consists of a large surface car park used by the University. There are a number of TPO trees on site

					homes		boundary which must be protected. To be supported by environmental improvements to North Street including new street trees, road resurfacing, improvements to pavements and introduction of cycle paths.
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Environment and Design Proposals

Environment and design proposals will protect and create areas of open space, identify local heritage / townscape features and provide design guidance.

Table CA6B Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Ring Road St Peter's Subway	New / Improved Linkage	Improvements to subway linked to creation of public square in Molineux Quarter
CC8	University Public Realm enhancements	Public Realm Improvement	To include new street trees, road resurfacing, widening of pavements, and introduction of cycle paths encouraged as part of redevelopment schemes. Creation of a University Square. Environmental and pedestrian enhancements at Camp Street. Enhanced frontage of Development Opportunity 6a onto North Road. Enhanced frontage of University Building at corner of the Ring Road and Deanery Place
CC9	The Feathers PH, Molineux Street	Historic Landscape Characterisation	
CC9	Wolverhampton University School of Art and Design building	Historic Landscape Characterisation	

Transport Proposals

The transport proposals will improve access within this quarter and across the Ring Road to core city centre Quarters.

Table CA6C Transport Proposals

Policy	Name	Map Ref	Phasing	Further Information
CC6	Ring Road St Peter's	T5	By 2021	Improvements to subway linked to creation of public square in Molineux

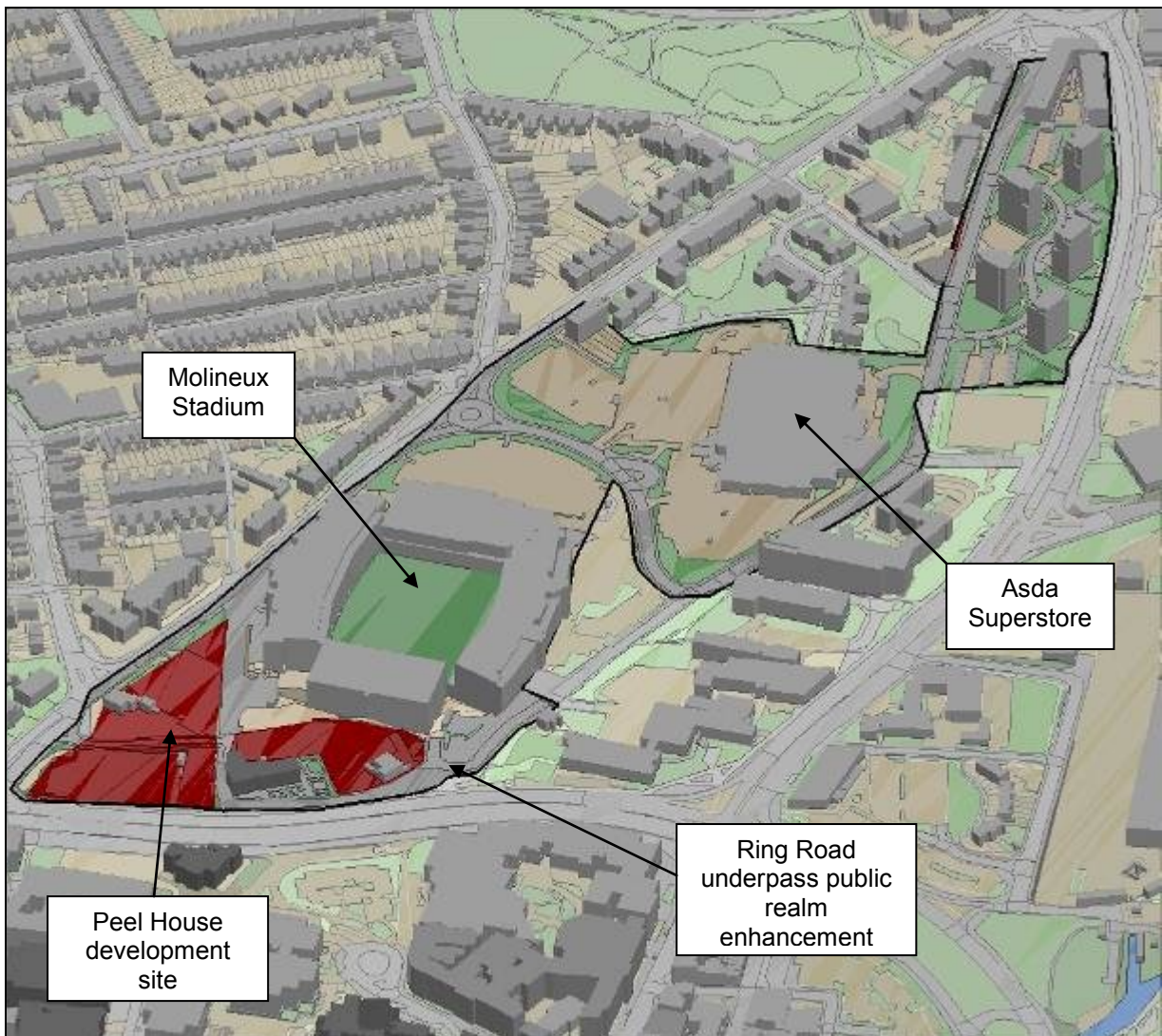
	Subway			Quarter
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CA7. Molineux Quarter

Vision:

By 2026 the Molineux Quarter will be a contemporary mixed-use quarter with emphasis on the Football Stadium as an iconic landmark for the area. The quarter will be a thriving leisure, retail and business destination with improved pedestrian and cycle linkages to the City Core.

Figure 24 – Molineux Quarter Assets and Opportunities



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Policy CA7: Molineux Quarter

The Molineux Quarter will be an important activity node for the city centre, providing a recreational, business and shopping function. The quality of the public realm will play a key role in its attractiveness.

The key priorities are:

- (a) Create a place of destination, a striking northern gateway to the city centre with a greatly improved public realm for students, stadium users and shoppers;
- (b) Promote pedestrian only spaces and create a new public square;
- (c) Deliver an integrated movement network of cycle and pedestrian routes between areas;
- (d) Develop a vibrant and prosperous quarter by encouraging development that supports a range of good quality jobs, businesses, retail and leisure activities that meet the needs of local people and protect and enhances the quality of the local environment;
- (e) Sustainability to be maximised across the quarter through the use of green roofs, solar panels, and eco-friendly construction products.

The detailed policies and proposals for this Character area are set out in tables CA7A-B below.

Justification

The Molineux Quarter is located to the north of the ring-road. It contains two of the City's important stakeholders – the Molineux Stadium and the Asda supermarket. The Molineux Stadium is the home of Wolverhampton Wanderers Football Club and represents an icon intrinsic to the identity of Wolverhampton. The Asda supermarket provides a popular and important convenience shopping function for the northern catchment of Wolverhampton. An established residential area is located in the north east of the area, where no change is envisaged over the Plan period.

Physical constraints to this area are the busy Waterloo Road, the ring-road which severs the Molineux Quarter from the city centre, and the Molineux Football Stadium and Asda supermarket which generate heavy traffic to the area, especially on match

days. Pedestrian connectivity into this area from the city centre is a particular issue. There is a real sense of physical separation as a pedestrian accessing this quarter.

The quality of the public realm will be enhanced to create a welcoming environment that is understood by its users, and easy for visitors to orientate themselves. There will be a network of attractive walkable routes with wide pavements, cycle routes and street trees running through the quarter and linking it to the City Core. New development will need to consider the pedestrian legibility of the area. Development should incorporate the retention or provision of important routes and linkages which contribute to the permeability of the area. Development which results in the loss of important existing links will be discouraged.

An attractive and convenient gateway connection to the quarter from the City Core is fundamental to the success of the quarter in attracting new visitors and investment into the area. Opportunities will be taken to improve the attractiveness of the subway linking the University and Civic Centre to the Quarter. A new public square will be created where the current subway opens out onto Molineux Street. This will be an attractive and usable space providing a focal point and a meeting place and will guide people through the quarter to their destination. The public square should be a traffic free environment containing high quality planting and street furniture, signage, lighting and public art.

Sustainable development and green infrastructure is to be maximised across the quarter and should be integrated within the street scenes. This could take the form of green roofs and walls, rain gardens, solar panels, and the use of eco-friendly construction products. This not only helps to improve the amenity value of an area but also provides vital wildlife habitats, can help reduce urban run-off and mitigate against the urban heat island effect.

The core uses of the Molineux Quarter will include office, retail, leisure and residential. Mixed-use blocks will create a vibrant 24/7 feel to the area and will enhance safety and create a sense of place. Active ground floor uses will be encouraged and should be designed to be flexible and adaptable over time so they can accommodate a greater mix of uses to keep the area alive. The development aspirations of key stakeholders within the area will be encouraged and supported where their goal is to regenerate and invest in the area for the benefit of the local community.

There are two development opportunity sites within this quarter. Site 7a has a prominent frontage to Waterloo Road and the ring-road and presents a major opportunity for a significant mixed-use landmark development with active street frontages. Site 7b is currently a vacant site and Council car park located between the restored grade II* listed Molineux Hotel housing the City Archives and the Molineux Football Stadium. Mixed use redevelopment of this site should contribute towards the improved public square. Both developments will need to provide strong linkages into the Molineux Quarter and to the City Core and support a mix of uses that help to draw economic and pedestrian activity into this part of Wolverhampton.

In line with Policy CC8, it is important that the height and design of development on these sites protects and respects views of St Peter's, and also considers the potential impact on views of the Methodist Church and St John's Church (see Fig 8)

Development outputs

- Potential for 40 new homes
- Potential for 4,000 sq metres of office floorspace
- Protection and enhancement of public realm, open space and local heritage / townscape features

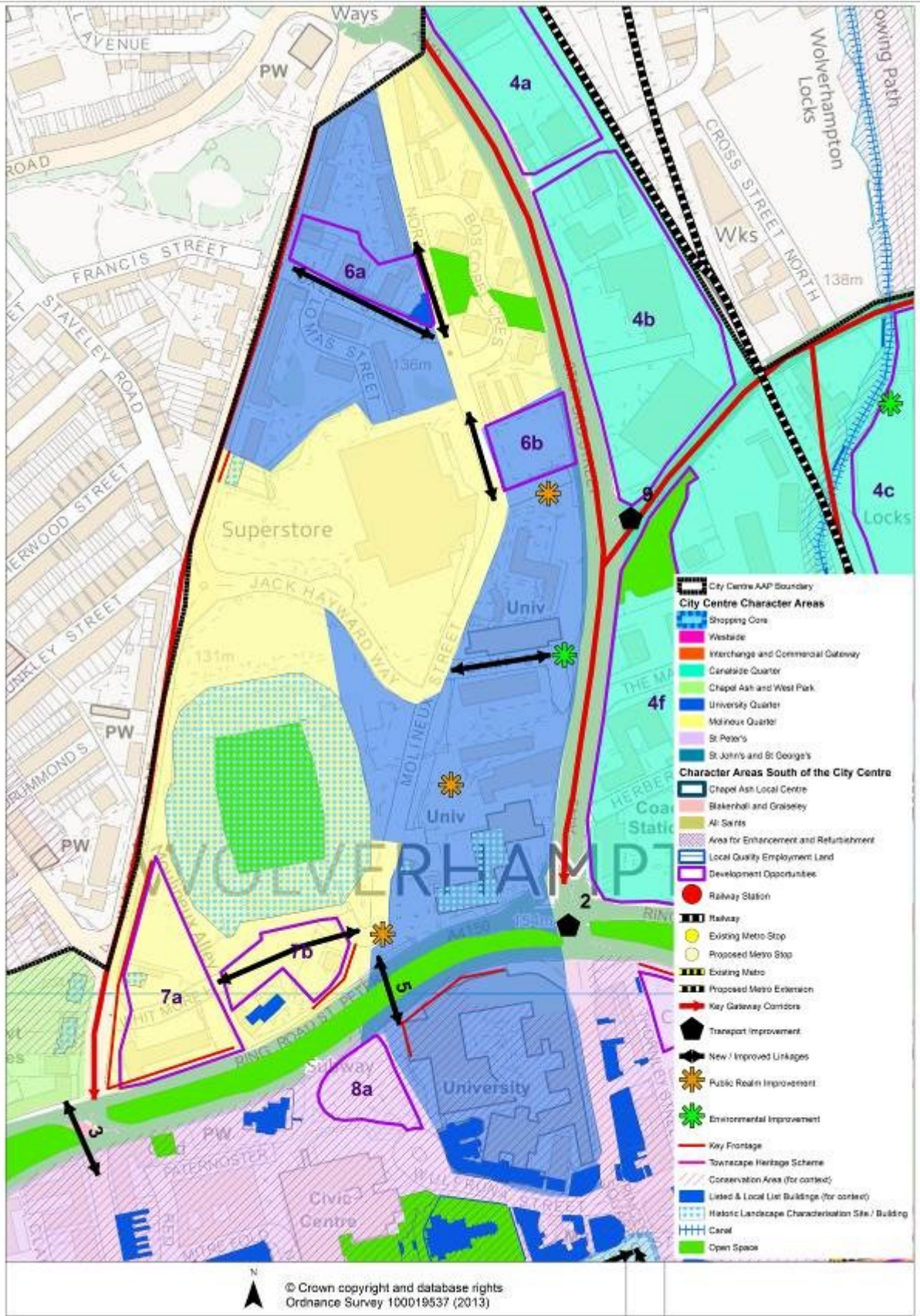
Evidence

- Molineux Masterplan – commissioned by Wolverhampton Wanderers Football Club, Asda and the University of Wolverhampton.
- City Centre Historic Landscape Characterisation Study (2011)
- Sites Assessment Study (2014)
- Retail Update Study (2014)
- City Centre Viewsheds Study (2014)

Consultation Responses

- The Council car park between the Molineux Hotel and the Molineux Stadium is a development opportunity;
- Pedestrian access across the ring road should be improved.

Figure 25 – Policy CA7 - Detailed proposals for Molineux Quarter Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new housing and commercial floorspace in the area over the Plan period.

Table CA7A Development Opportunities

Policy	Name	Site Ref	Type	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Former Peel House site	7a	Residential / Offices	1.10 ha	Around 10,000 sq metres floorspace including the potential for around 40 homes.	By 2026	Development should provide a landmark building with a prominent frontage to the key gateway corridor along Waterloo Road and Ring Road St Peter's. High-rise would be acceptable in this location (max 10 storeys), designed to protect and respect views of St Peter's and other landmark buildings. Undercroft parking may be required to deal with changes of level across the site. 60 Waterloo Road should be retained and refurbished and TPO trees protected. A green roof garden and active ground level frontages are strongly encouraged.
	Council car park / Former Wanderer PH	7b	Mixed-use including offices / community (D1) / leisure (D2)	0.48 ha	Around 1,500 sq metres floorspace	By 2021	Development should protect and enhance the setting of the Grade II* listed Molineux Hotel and contribute towards creation of the adjoining public square.

Environment and Design Proposals

Environment and design proposals will protect and create areas of open space, identify local heritage / townscape features and provide design guidance.

Table CA7B Environment and Design Proposals

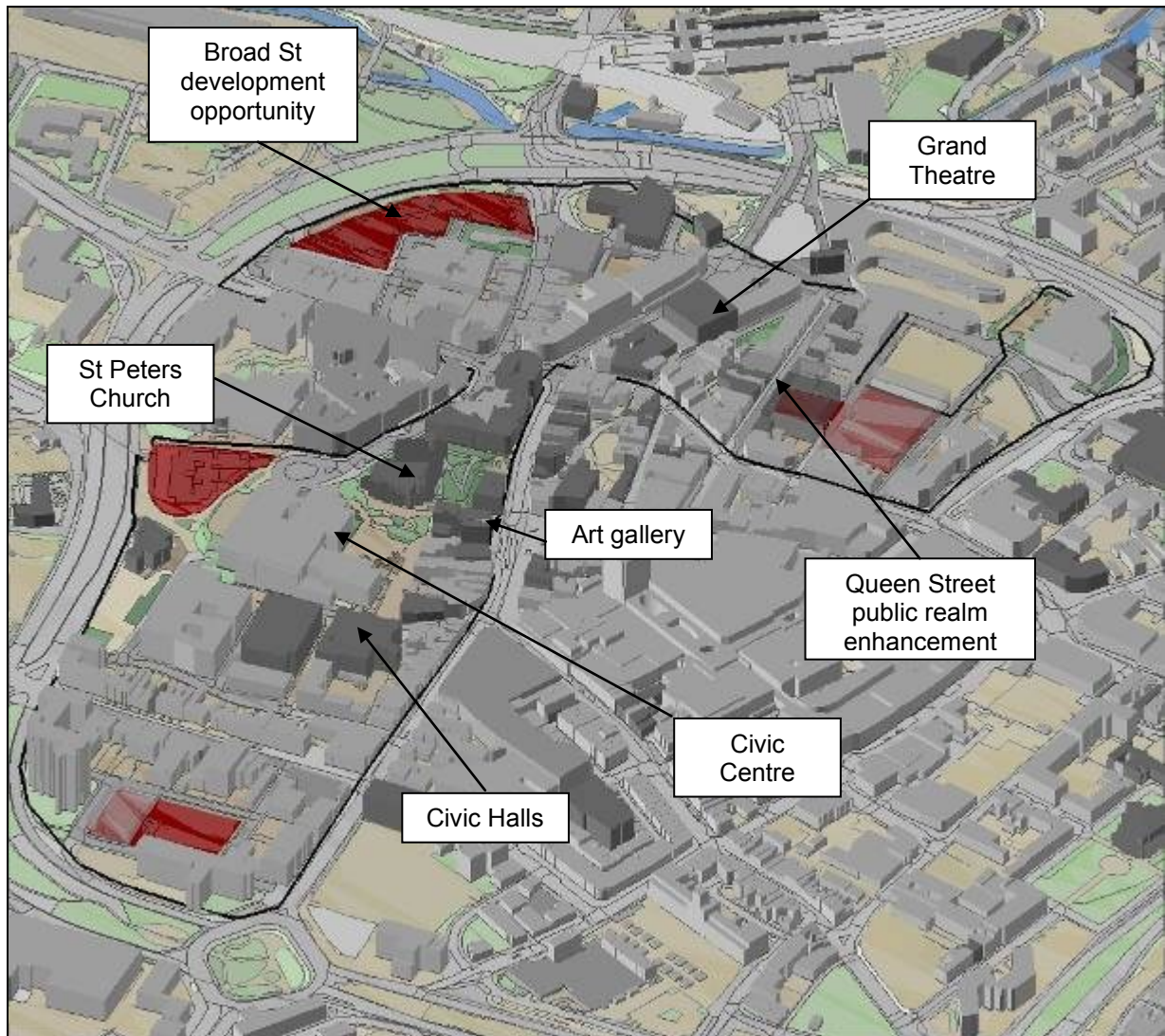
Policy	Name	Type	Further Information
CC8	Molineux public square	Public realm improvement	Creation of a high quality public square and gardens for students, football supporters, and members of the public to enjoy, acting as the main pedestrian gateway into the Molineux and University Quarters. TPO trees to be protected and retained on site.
CC8	Molineux Public Realm enhancements	Public realm improvement	To include new street trees, road resurfacing, widening of pavements, and introduction of cycle routes encouraged as part of redevelopment schemes.
UDP R1, R3	Boscobel Crescent Open Spaces	Open Space	Protect and enhance where possible.
CC8 CC9	122-130 Waterloo Road	Key Frontage / HLC Site	Bring back into use four residential properties which contribute to local character on this key gateway corridor.
CC9	60 Waterloo Road	Historic Landscape Characterisation	
CC9	Molineux Stadium	Historic Landscape C	

CA8. St Peter's Cultural Quarter

Vision:

By 2026 this area will have strengthened its role as the cultural, civic and entertainment hub of the city centre. The character and appearance of the area will have been maintained through a programme of public realm enhancements, transportation measures and the refurbishment of vacant and underused buildings.

Figure 26 – St Peters Cultural Quarter Assets and Opportunities



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Policy CA8: St Peter's Cultural Quarter

The St Peter's Cultural Quarter will continue to provide an important mixed use and public meeting place function. The area will continue to be a focus for retail, leisure and cultural activities.

The key priorities are:

(a) Protection, enhancement and promotion of key cultural facilities including Wolverhampton Art Gallery, Wolverhampton Grand Theatre, Light House Media Centre, the Slade Rooms, Wolverhampton Civic Hall and Wulfrun Hall.

(b) Attracting a broader range of cultural and leisure facilities that complement and diversify the existing offer

(c) Enhancement of important heritage assets and their settings, including St Peter's Church and Wolverhampton Art Gallery.

(d) Public realm improvements to create a network of vibrant streets and spaces.

(e) Bringing forward mixed use development opportunities at Broad Street Car Park, St Peter's Car Park, the Express and Star buildings and office development at Birch Street.

(f) Improve linkages and integration between St Peter's Quarter and surrounding areas, particularly the Interchange and University Quarters.

The detailed policies and proposals for this Character area are set out in tables CA8A-C below.

Justification

The St Peter's Quarter is an important and attractive part of the city centre. This area includes part of the historic core of the City and its defining features are St Peter's Church and its gardens, Wolverhampton Art Gallery, Grand Theatre, the Civic Halls and numerous other historic assets. This part of the city is the focus for cultural, leisure and evening activities. The area also contains a mixture of complementary uses including retail, offices and some residential. The mixture of uses plays an important role in the city centre, creating vibrancy and vitality.

The strategy for this important area is to continue to encourage a wide range of quality leisure, cultural and civic activities at different times of the day and evening which appeal to all members of the community and complement the existing facilities. There is a particularly urgent need for investment in the Civic Halls and Grand Theatre which are vital to the local economy but are held back by the poor quality of the built asset. There are a number of other development opportunities within the area that can accommodate a mix of uses in landmark locations. To the north of Darlington Street the approach is to encourage the refurbishment of existing buildings and the bringing forward of a modest potential development opportunity at Birch Street. There is also significant potential for conversion of under-used upper floors for housing.

The environment of the area will be maintained and enhanced to include upgrading of key pedestrian routes through and to other parts of the city centre, particularly Interchange, the University and the Core Shopping Area.

Development outputs

- Around 40,000sq metres of floorspace,
- Around 50 new homes
- Protection and enhancement of public spaces and local heritage/townscape features
- Delivery of transport proposals and other infrastructure to support and ensure the successful delivery of development

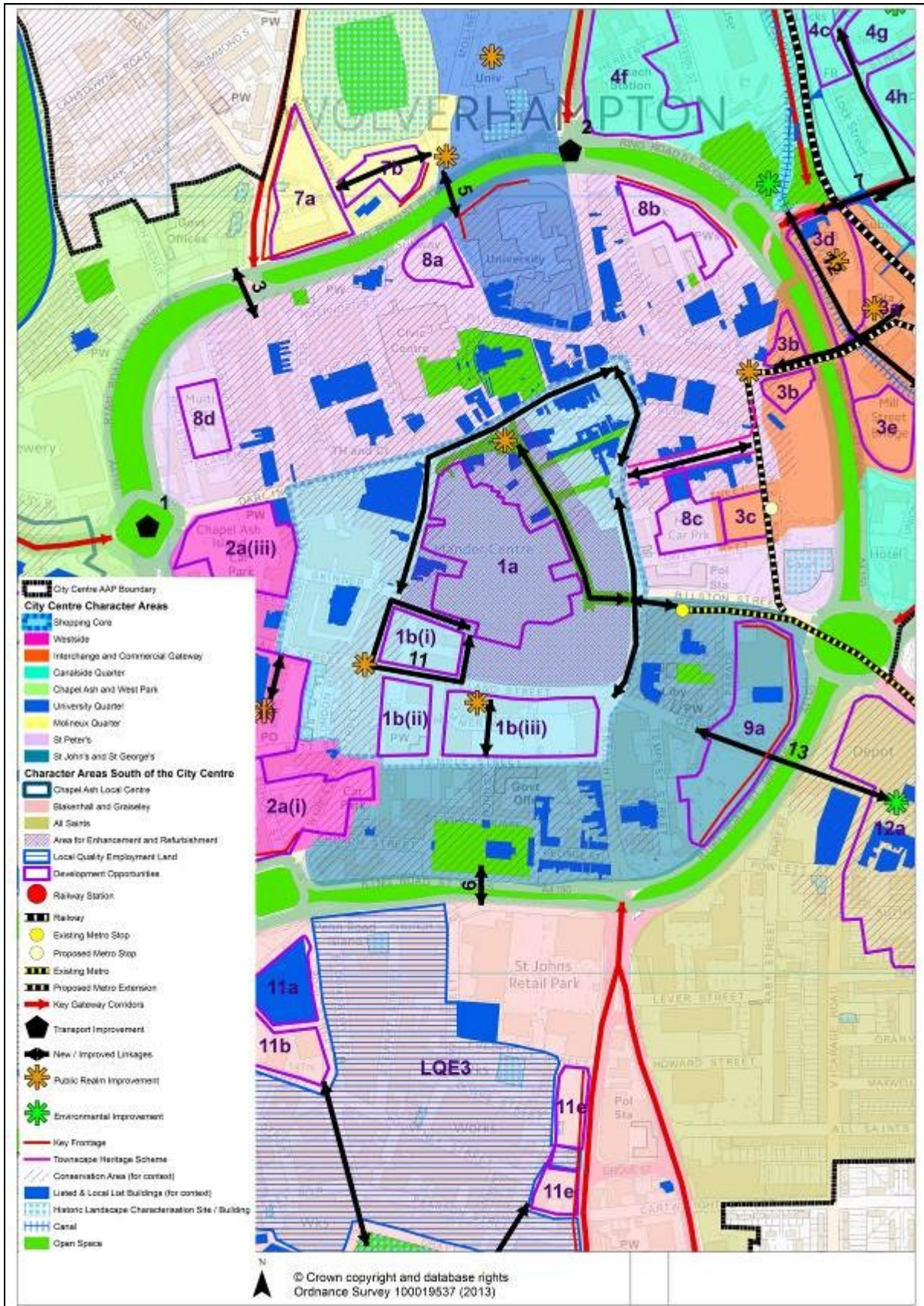
Evidence

- City Centre Commercial Sites Study (2014)

Consultation Responses

- Agree to a mixed use quarter with an emphasis on civic, education, entertainment leisure and cultural uses.
- Comments in favour of and against the development of Broad Street Car Park. Concerns over their loss to users of the Grand Theatre and Light House media centre, while other comments recognise their value as development opportunities.
- The area is the link between the bus/rail station and the city centre and contains some of the key leisure and cultural facilities. Getting development here is important.
- Broad Street is in need of enhancement and a removal of sex shops.
- The City centre lacks a significant focal point. The Civic Centre should be demolished to make way for an open green.
- Resident comments recommend improvements to the transport linkages and links to other quarters. Appropriate development is encouraged and will enhance the leisure and cultural elements of this part of the centre. The proposals will help further improve the appearance of the centre, creating and reinforcing this area as a main social gathering place.

Figure 27 – Policy CA8 - Detailed proposals for St Peter’s Cultural Quarter Character Area



Development Opportunities

These are the development sites that will accommodate the majority of floorspace in the Character Area over the Plan period.

Table CA8A: Development Opportunities

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	St Peters Car Park	8a	Mixed uses including Education, Office, Leisure	0.42	Around 7,000 sq metres of floorspace	By 2026	High profile location to Ring Road and nearby landmark buildings. Proposals should enhance the setting of nearby heritage assets (including maintaining important views), including St Peter's Church and improve public realm.
	Broad Street Car Park	8b	Mixed uses including Education, Office, Leisure	0.64	Around 11,500 sq metres of floorspace.	By 2016	High profile location with important frontages to Ring Road and Broad Street. Need for high quality density development including public car parking.
	Express and Star buildings	8c	Mixed uses	0.62	Around 10,000 sq metres of floorspace including 50 homes	By 2026	Potential for mixed development / re-use of historic buildings through rationalisation of Express and Star landholdings.
	Birch Street block	8d	B1(a) offices	0.46	Around 11,000 sq metres floorspace	2021-26	Existing multi-storey car park and primary office quarter of the centre. Potential for office development subject to provision of new car parking across the centre.

Environment and Design Proposals

Environment and design proposals will protect existing areas of open space, enhance and protect nature conservation assets and identify local heritage / townscape features.

Table CA8B: Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Queen Street	Public realm improvement	Further enhancement of public realm and accessibility to improve key route between Interchange and Core Shopping Area. By 2026
CC8	Townscape Heritage Scheme – Queen Street	Townscape Heritage Scheme	Enhancement, restoration of original features and improvement of heritage assets and bring upper floors into active use.
CC9	Wheat Sheaves PH, Market Street	Historic Landscape Characterisation	
CC9	County	Historic	

Policy	Name	Type	Further Information
	Court, Piper's Row	Landscape Characterisation	

Transport Proposals

The transport proposals will improve access to and within the Shopping Core and reduced conflict between various modes of transport

Table CA8C: Transport Proposals

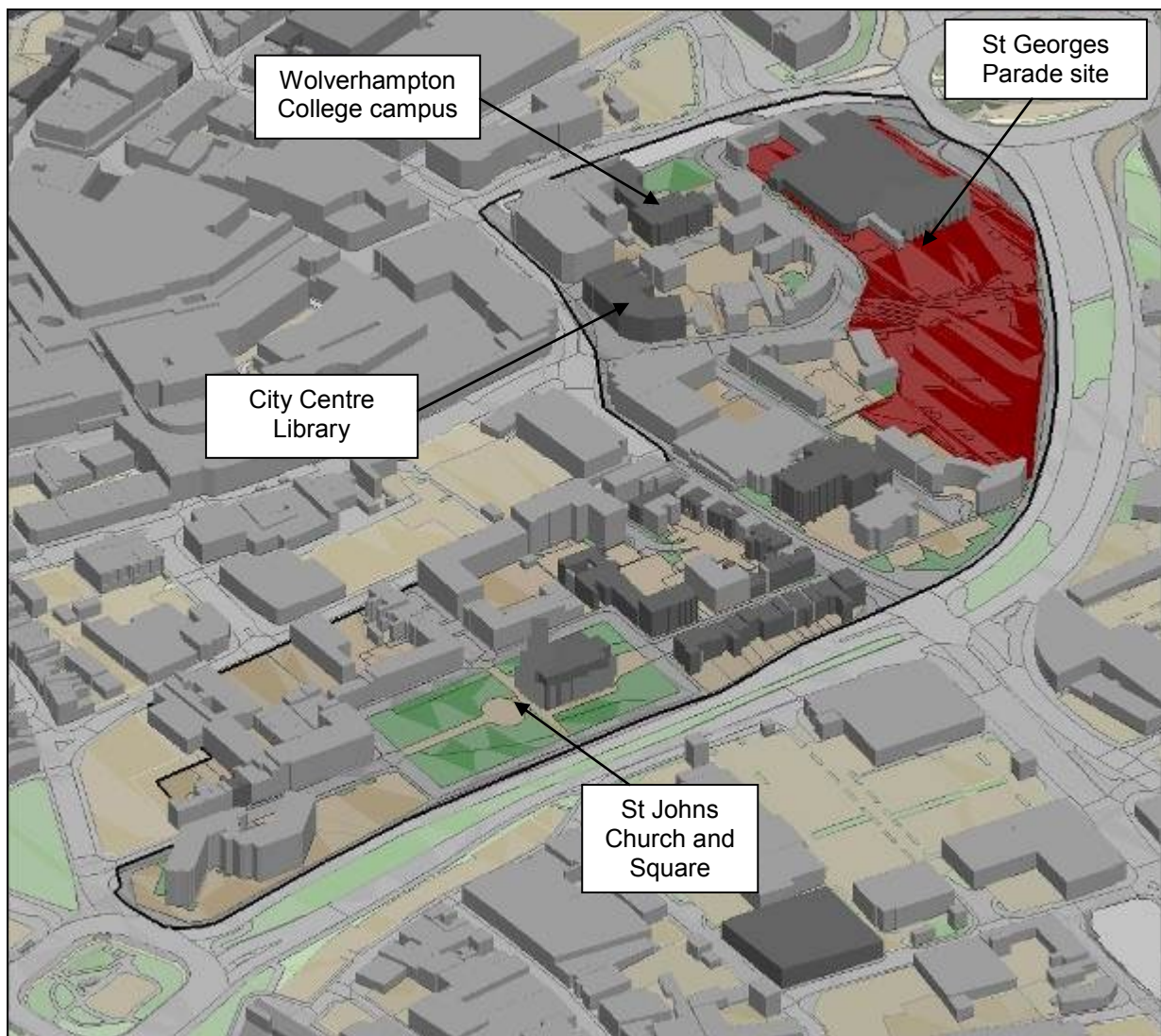
Policy	Name	Area Ref	Phasing	Further Information
CC6	Queen Street	T11	By 2016	Package of measures to improve circulation and enhanced pedestrian environment.
CC6	Waterloo Road	T3		Enhance pedestrian and cycle linkages to West Park and Chapel Ash

CA9. St John's & St George's

Vision:

By 2026 the St John's and St George's Character Area will continue to function as an historic mixed-use office and residential quarter of great character. The focal point will continue to be the church of St John-in-the-Square. The St George's Parade site will be in active use and there will be improved linkages across the Ring Road to the Blakenhall & Graiseley and All Saints Character Areas, and to the Shopping Core.

Figure 28 – St Johns and St Georges Quarter Assets and Opportunities



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Policy CA9: St John's and St George's Character Area

St John's and St George's Character Area will be a well functioning, historic mixed-use quarter with a focus on office and residential provision. The key priorities are:

(a) Protection and enhancement of historic character, particularly the Georgian Square surrounding St John's Church, the important views of St John's Church, and George Street;

(b) Support St George's Parade site coming into active use, with an enhanced frontage onto the Ring Road and Bilston Street, and improved linkages between St George's parade and across the Ring Road to Cleveland Road;

(c) Improved linkages across the Ring Road to the Blakenhall / Graiseley and All Saints Character Areas and to the Shopping Core.

The detailed policies and proposals for this Character Area are set out in tables CA9A-C below.

Justification

St John's is already established as an urban quarter of great character, with parts of two conservation areas and many listed buildings (three of which are grade II*), focused on the Georgian Square surrounding St John's Church. The strategy is to preserve and enhance this historic character, by making better use of the public realm, including George Street and open space around St John's Church, and to protect views of St John's Church.

The major development opportunity in this Character Area is the former Sainsbury's Store and adjoining car park at St George's. The St George's Parade Store includes part of a statutorily (Grade II) listed former church and is a landmark building, particularly visible from the ring road. The strategy is that this site will be brought back into active use over the plan period and any new development should enhance the frontage onto Bilston Street and the ring road and enhance linkages from St George's Parade across the Ring Road to Cleveland Road. In line with Policy CC8, it is important that the height and design of development protects and respects views of Royal Hospital and its listed building / conservation area setting. The potential impact on views of St John's and St Peter's Churches should also be considered (see Fig 8).

The Central Library, a focal point and key community facility in the area, is located at Garrick St/ St George's Parade, where public realm and access improvements are planned. Improved linkages are also required across the Ring Road to the All Saints and Blakenhall & Graiseley Character Areas. It is also important to improve pedestrian linkages between the Shopping Core and the Metro Stop on Bilston Street, which provides access into the City Centre from Birmingham and the Black Country.

Development outputs

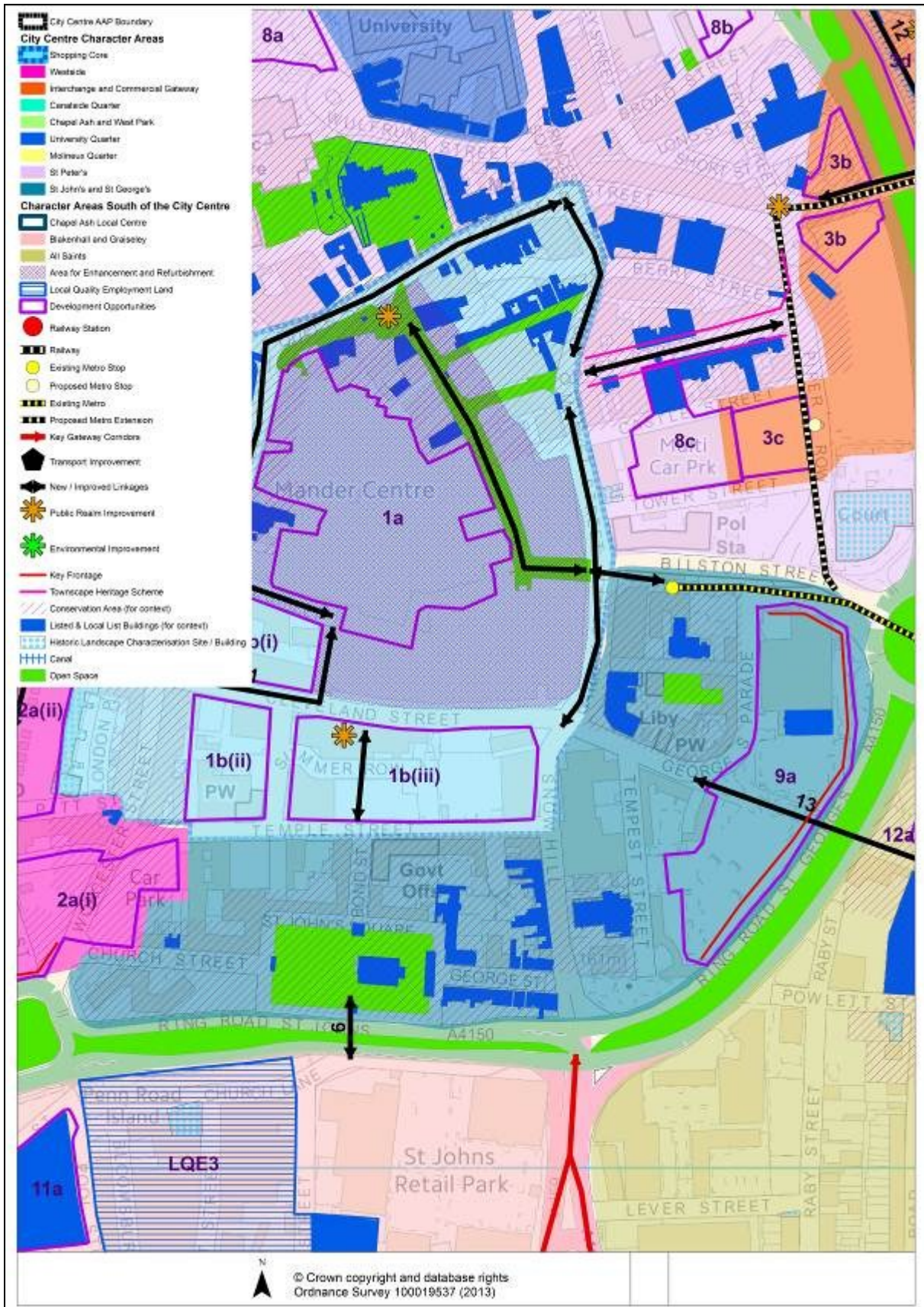
- c6,000 sq metres of retail brought back into use, or up to 18,000 sq metres of mixed-use floorspace delivered through development of the St Georges Parade site
- Delivery of public realm and access improvements
- Protection and enhancement of local heritage / townscape features

Evidence

- City Centre Historic Landscape Characterisation Study (2011)
- Sites Assessment Study (2014)
- City Centre Viewsheds Study (2014)
- Retail Update Study (2014)

Consultation Responses

- Issue of the future of the St George's Parade Store and site. Suggestions for future uses included the former church building being used as a museum.



Development Opportunities

These are the development sites that will accommodate the majority of floorspace in the Character Area over the Plan period.

Table CA9A Development Opportunities

Policy	Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Former St George's Parade Store	9a	Reuse of existing building Or Mixed Use including retail, offices (A2), food and drink (A3, A4, A5) / residential / education / open space / community (D1) /leisure (D2)	2.15	Re-use of existing building providing c6,000sqm floorspace or redevelopment for around 18,000 sq metres floorspace including potential for around 100 homes	By 2026	It is hoped to achieve re-occupancy of the former St George's Parade Store. Alternatively a mixed use development which retains the listed building and enhances the frontage to Bilston Street and Ring Road St George's would be acceptable.

Environment and Design Proposals

Environment and design proposals will protect and create areas of open space, identify local heritage / townscape features and provide design guidance.

Table CA9B Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Bilston Street	New / improved linkages	Improve linkages from St George's Metro Stop towards Shopping Core
CC8	St John's and St George's – Ring Road – Blakenhall / Graiseley	New / improved linkages	Improve pedestrian access across the Ring Road to the Blakenhall and Graiseley Character Area
CC8	Bilston St and Ring Road St George's	Key Frontage	Site occupies a prominent gateway location and any new development should seek to enhance these frontages
CC8	Snow Hill / Cleveland Street	Public realm improvement	Public realm and access improvements
UDP R1, R2	St John's Churchyard	Open space	Protect

Transport Proposals

The transport proposals will improve access to and within the Character Area and reduced conflict between various modes of transport

Table CA9C Transport Proposals

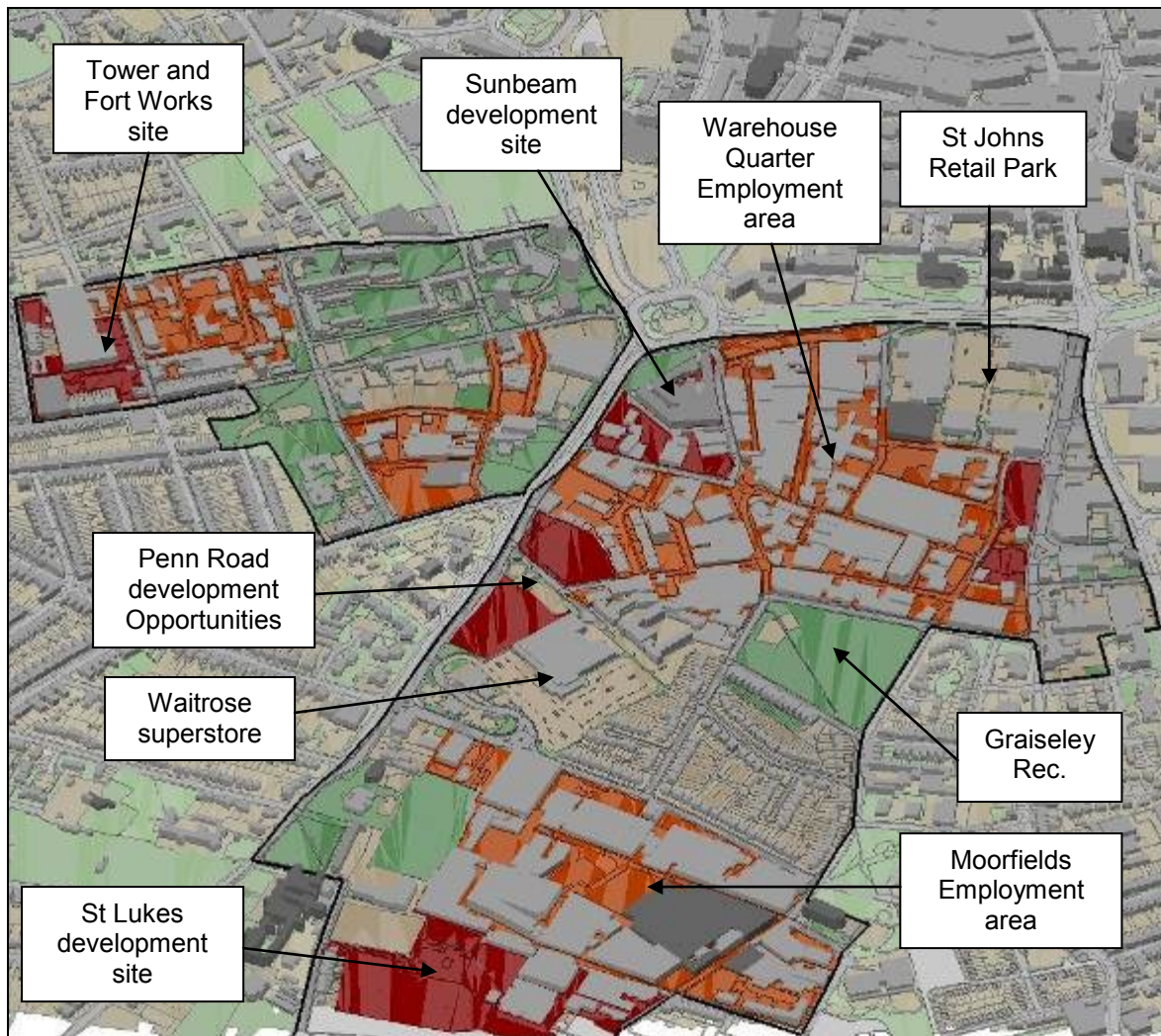
Policy	Name	Map Ref	Phasing	Further Information
CC6	St John's and St George's - Ring Road - Blakenhall / Graiseley	T6	By 2026	Improve pedestrian access across the Ring Road to the Blakenhall and Graiseley Character Area
CC6	St George's Parade - Ring Road - Cleveland Road	T13	By 2026	Any new development at St George's Parade site should seek to enhance linkages from St George's Parade across the Ring Road to Cleveland Road. To include improvements to St George's pedestrian crossing to be delivered through the Royal Hospital development (12a).

CA10. Blakenhall & Graiseley

Vision:

By 2026 Blakenhall and Graiseley will be a dynamic character area with a mix of residential, employment and community uses, served by the Blakenhall Local Centre and with improved links to the City Centre. The quality of employment land will be improved, particularly south of the city centre. The Penn Road frontage will be transformed through high quality design along the development opportunity sites creating a striking gateway to the city centre. The rich historic character of the area will be enhanced. Graiseley recreation ground and St Chad's open space will play key roles in providing recreational space for the increased population of the area. Fort Works will be redeveloped to provide a high quality residential environment within walking distance of the city centre.

Figure 30 – Blakenhall and Graiseley Assets and Opportunities



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Policy CA10: Blakenhall & Graiseley

Blakenhall and Graiseley Character Area will continue to provide an important employment function whilst creating new residential activity building on its close links to the city centre, Blakenhall local centre and community facilities. Development proposals should ensure that a minimum of 490 new homes will be provided in this character area, including larger family homes to meet local needs.

The key priorities are:

(a) The housing-led development of opportunity sites along the Penn Road and Dudley Road providing enhanced gateways into the city centre;

(b) The redevelopment of Fort Works for housing and ancillary uses;

(c) Within areas defined as Local Quality Employment Land, encouraging employment proposals compatible with residential use and resisting proposals (including change of use) which could prejudice the delivery of housing on the development opportunities identified;

(d) Ensuring that housing proposals consider any amenity and infrastructure issues e.g. noise or air quality relating to existing adjoining commercial and industrial activity;

(e) Strengthening pedestrian links to the city centre across Ring Road St Johns

(f) Creating attractive pedestrian and cyclist friendly environments within the character area to link existing and new residential communities with Graiseley Recreation Ground, the city centre and Blakenhall Local Centre;

(g) Providing an enhanced Graiseley Recreation Ground and St Chad's Open Space at the heart of the character area and preserving the nature conservation value of the Penn Road Open Space SLINC;

(h) Preserving and enhancing the historic industrial environment.

The detailed policies and proposals for this Character area are set out in tables CA10A-D below.

Justification

This is a large character area lying south and south west of the city centre, encompassing a transition from centre uses such as the St John's Retail Park adjoining the city centre to the north, to a mix of local quality employment areas and residential communities to the south and south west.

The employment land is often poor quality and development opportunities on the edge of these areas lend themselves to residential use to deliver Core Strategy housing targets for this area (Regeneration Corridor 3). It is important that a mix of house types is provided, including larger family homes to meet local needs. The

Warehouse Quarter, located at the transition between the city centre and Blakenhall residential area, is a local quality employment area suitable for pockets of small-scale redevelopment for other uses, such as community, leisure and residential.

There is a need to carefully phase and masterplan new housing developments on employment land, to protect the local economy and secure a viable housing delivery trajectory. In determining whether non-residential uses would prejudice the delivery of allocated housing sites, the nature of the non-residential use (permanency, scale, site operations etc.) and the indicative phasing of the housing allocation will be taken into account.

Development proposals will need to have regard to important historic characteristics of the area that add to the sense of place. The area is particularly important historically because it was a focus for the cycle and early motor car industries and there are several statutory and local list buildings associated with this, such as the former Sunbeam factory, which offer the regeneration potential to enhance the image of the area. The locally listed Sunbeam factory fronting the Penn Road Island is a development opportunity with an extant planning permission. The refurbishment of this important building has the potential to act as a catalyst for heritage-led regeneration throughout the character area. The Tower and Fort Works site, which is also anchored by a local list building, is the key development opportunity in the west of the area.

Planning permission is in place for non-food retail units at the former Metal Castings Site between the Waitrose Foodstore and the Penn Road, but housing-led development would also be acceptable.

At the Graiseley Recreation Ground, which is the Neighbourhood Park serving the Blakenhall area and falls within the Fellows Street conservation area, there is the opportunity for further enhancement, building on the work that was carried out to enhance the park under ABCD, and enhancing pedestrian / cycling links to new housing to the north. St Chad's Open Space to the west of the character area, complemented by Merridale Street Open Space providing play facilities, are also key open spaces requiring protection and enhancement. It is important to enhance these existing open spaces to serve new residents, as this part of the City is deficient in open space and there is little scope to provide new open space through development.

These open spaces also contribute to local character and distinctiveness, and are given protection under Policy CC8, together with other buildings and sites across the Character Area.

In line with Policy CC8, it is important that the height and design of development along the Penn Road (11a, 11b, 11f, 11g) protects and respects views of St Peter's and St John's Churches and the former Sunbeam Factory. Development on other sites should also consider potential impact on views of St Georges, St Luke's and St Mark's Churches, the Methodist Church, the Chubb building and the Eye Hospital (see Fig 8).

Development outputs

- At least 490 new homes
- 31 ha of local quality employment land
- Around 5,600sqm of restricted non-food retail floorspace
- Enhanced open space and historic buildings

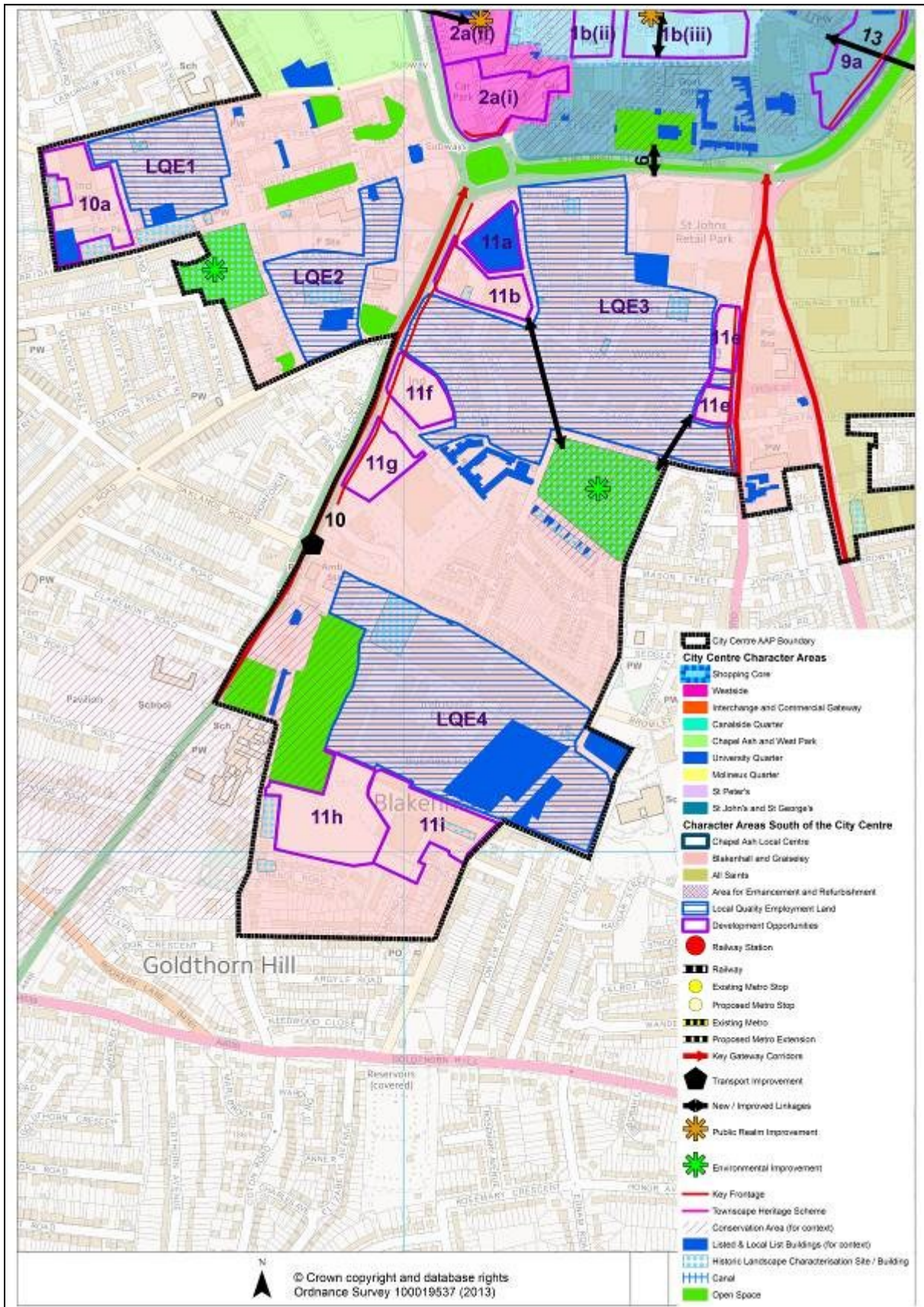
Evidence

- Land Interests Study (2011)
- Sites Assessment Study (2014)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Viewsheds Study (2014)

Consultation Responses

- The former St Luke's School and St Luke's church should be included in the AAP area
- Support allocation of former Sunbeam factory as a development opportunity

Figure 31 - Policy CA10 – Detailed proposals for Blakenhall & Graiseley Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new housing and commercial floorspace in the area over the Plan period.

Table CA10A Development Opportunities

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Former Sunbeam Factory	11a	Residential	0.65	155 homes	By 2021	Extant residential permission. Any alternative development will need to address Penn Road frontage and ensure views of landmark buildings are protected.
	Ablow Street	11b	Residential with potential for non-retail commercial uses on Penn Rd frontage.	0.96	35 homes	By 2026	Development will need to address Penn Road frontage and ensure views of landmark buildings are protected.
	Dudley Road/ Bell Place	11e	Residential-led mixed use with potential for offices / non-retail commercial uses.	0.68	25 homes (high density)	By 2026	Development will need to address Dudley Road frontage and ensure views of landmark buildings are protected.
	Land north of Graiseley Hill	11f	Residential	0.77	80 homes (high density)	By 2026	Development will need to address Penn Road frontage and ensure views of landmark buildings are protected.
	Former Metal Castings Site	11g	Retail or Residential-led development	0.80	Up to 5,600 sq metres restricted non-food retail floorspace 60 homes (high density)	By 2026	Extant permission for restricted non-food retail floorspace. Any alternative development will need to address Penn Road frontage and ensure views of landmark buildings are protected.
	Former St Luke's School	11h	Residential	2.21	90 homes	By 2021	Loss of school playing field to be mitigated by creation of new playing field at new St Luke's Primary School
	Moorfield Road	11i	Residential	1.87	35 homes	By 2026	Redevelopment should consider the

							retention and conversion of the Bonser Building (HLC site) and the need for a buffer to protect residents from the effects of industrial activity to the north and on-site open space.
Tower and Fort Works	10a	Residential with ancillary retail / offices (B1a) /employment	1.58	70 homes	By 2021		Subject to retention and conversion of the locally listed Fort Works building.

Local Quality Employment Land

Table CA10B Local Quality Employment Land

Policy	Site Name	Site Ref	Size (ha)	Further Information
CC5	Great Brickkiln Street	LQE1	3	Retained local quality employment land
CC5	Retreat Street	LQE2	3	Retained local quality employment land
CC5	Warehouse Quarter	LQE3	14	Retained local quality employment land, suitable for pockets of mixed use development, to include residential, community (D1), leisure (D2), offices (B1a), live/work. Enhanced environment to aid accessibility.
CC5	Moorfields Quarter	LQE4	11	Retained local quality employment land. Any development should respect the historic context including listed buildings and HLC buildings.

Environment and Design Proposals

Environment and design proposals will protect and create areas of open space, identify local heritage / townscape features and provide design guidance.

Table CA10C Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	Improve pedestrian / cycling links	New / Improved Linkages	To link existing and new residential communities with Graiseley Recreation Ground, the city centre and Blakenhall Local Centre
CC8	St John's and St George's – Ring Road – Blakenhall / Graiseley	New / Improved Linkages	Improve pedestrian access across the Ring Road to St John's & St George's Character Areas

UDP R1, R2 CC8	St Chad's Open Space	Open Space / Environmental Improvement	
UDP R1, R2 CC8	Graiseley Recreation Ground	Open Space / Environmental Improvement	The Recreation Ground falls within the Fellows Street Conservation Area.
UDP R1, R2 BCCS ENV1	Penn Road Open Space	Open Space / Site of Local Importance for Nature Conservation	
CC8	Penn Road Frontage	Key Frontage	This is a prominent gateway location and any new development should seek to enhance this frontage
CC8	Dudley Road Frontage	Key Frontage	This is a prominent gateway location and any new development should seek to enhance this frontage
CC9	Bonser Building, Moorfield Industrial Estate	HLC	
CC9	89-91 Goldthorn Road	HLC	
CC9	33-57 Goldthorn Road	HLC	
CC9	Works, Villiers Industrial Estate	HLC	
CC9	6-35 Fellows Street	HLC	
CC9	Queens Arms PH, Graiseley Row	HLC	
CC9	Works Ablow Street	HLC	
CC9	62-64 Stewart Street	HLC	
CC9	The New Yew Tree Inn, Pool Street	HLC	
CC9	Former Chapel Pountney Street	HLC	
CC9	15 Bell Place	HLC	
CC9	Works, Frederick Street	HLC	
CC9	42-60 Kimberley Street	HLC	
CC9	62-82 Merridale Street West	HLC	
CC9	Garage, Rosebery Street	HLC	
CC9	24-58 Merridale Street West	HLC	
CC9	Church, Merridale Street West	HLC	
CC9	56 Merridale Street West	HLC	
CC9	Works, Penn Street	HLC	
CC9	Graiseley Recreation Ground	HLC	
CC9	St Chad's	HLC	

	Recreation Ground		
CC9	J S Roper Building, Upper Villiers Street	HLC	

Transport Proposals

The transport proposals will improve access within this character area and across the Ring Road to core city centre character areas.

Table PA10D Transport Proposals

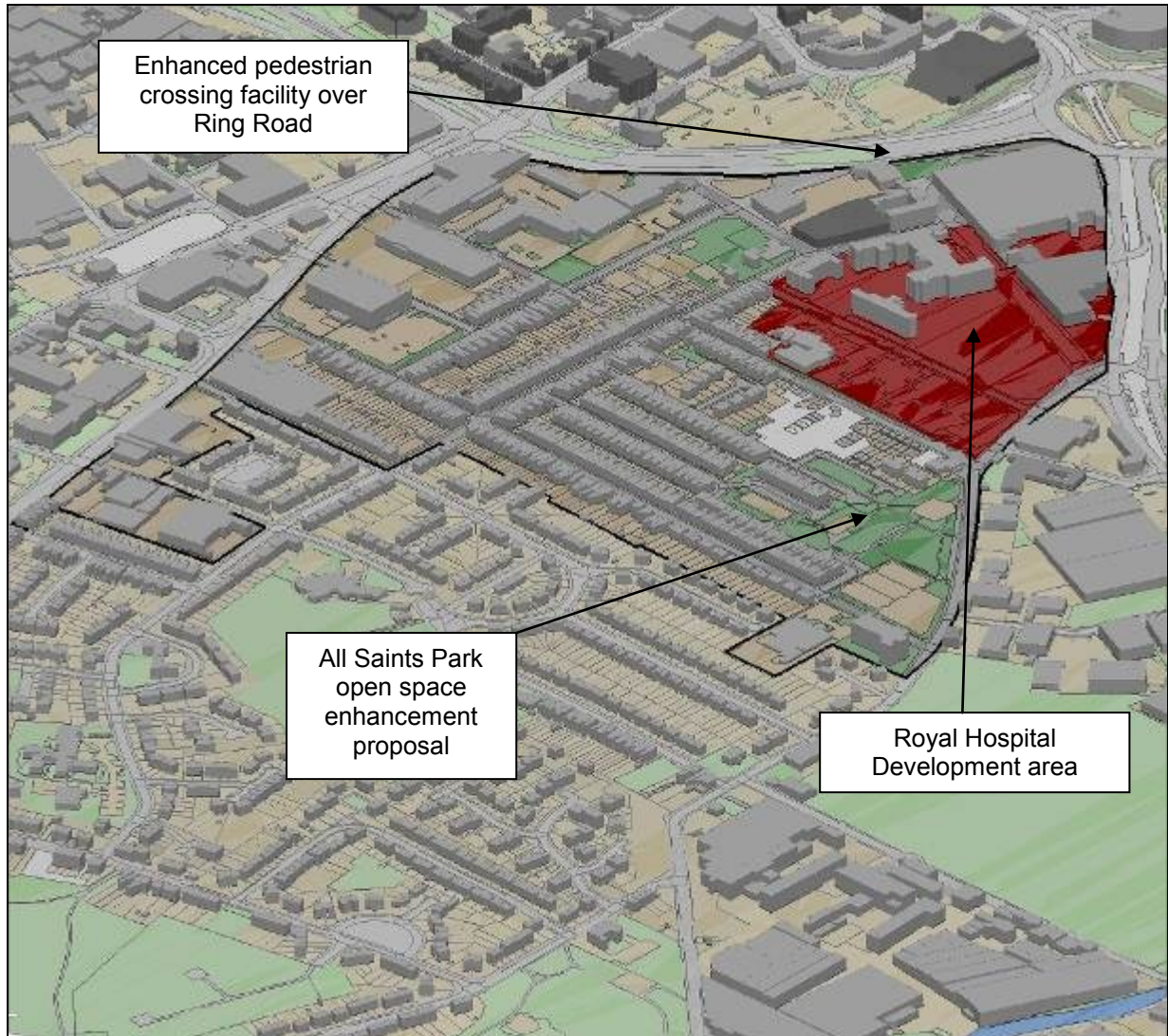
Policy	Name	Map Ref	Phasing	Further Information
CC6	St John's and St George's – Ring Road – Blakenhall / Graiseley	T6	By 2026	Improve pedestrian access across the Ring Road to St John's & St George's Character Areas
CC6	Penn Road / Oaklands Road Junction	T10		Explore junction improvements

CA11. All Saints

Vision:

By 2026 the All Saints area will provide a sustainable residential community to the south and a strong, mixed use gateway development to the north centred on the regenerated Cleveland Road Conservation Area, with good links to the city centre.

Figure 32 – All Saints Assets and Opportunities



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Policy CA11: All Saints

The All Saints Character Area will provide a mix of complementary retail, residential, leisure and commercial uses.

The key priority is to achieve regeneration of the Royal Hospital development area. This area is suitable for a variety of uses, subject to the need to retain and convert the listed buildings and respect the Conservation Area context. However, it is important that the area delivers:

- (a) at least 100 new homes, to maximise the potential of this sustainable location, served by new open space; and
- (b) up to 13,840 sq metres (gross) of new foodstore floorspace (of which up to 4,050 sq metres can be for comparison goods sales), and 2,652 sq metres mixed uses; and around 1,668 sq metres office floorspace

The detailed policies and proposals for this Character area are set out in tables CA11A-C below.

Justification

The All Saints Character Area lies outside the ring road and falls into two parts – the Royal Hospital area with significant development opportunities and close links to the city centre, and the regenerated All Saints residential area to the south, fringed by commercial units fronting Birmingham Road. The area benefits from The Royal metro stop and a number of local bus routes, with the potential for improved connections to the city centre.

Significant housing renewal is almost complete at Raby Street, Vicarage Road and Gordon Street, part of the wider public sector-led regeneration of the All Saints & Blakenhall Community Development (ABCD) area, which has successfully helped to tackle poor quality housing and deprivation. A mix of tenures and types of housing will be provided to meet local needs. The All Saints residential area is supported by the work of All Saints Action Network (ASAN), based at the Workspace, a former Victorian school building providing office and meeting space for the community, which is one of seven significant buildings picked up through the historic landscape characterisation work (see Fig 9). Improvements to All Saints Park are planned to create a pocket park serving the regenerated residential area.

Private sector regeneration of the Royal Hospital development area will complement the regenerated All Saints residential area. The vacant Grade II listed Royal Hospital building has permission for a Tesco supermarket, a mix of uses in the main Royal Hospital building and office provision in the former Nurses' Homes. The retail floorspace figures relating to this permission represent a maximum figures for development to avoid any significant adverse impacts on the primary shopping area. The former Bus Garage, also owned by Tesco, provides a redevelopment opportunity for a range of uses.

In order to maximise housing opportunities and provide a mix of housing types and tenures across the city centre, it is important that at least 100 homes are provided in

the Royal Hospital development area, with scope for high and medium density development, served by a quality central open space with good accessibility and overlooking.

There is a need to protect the character of the Cleveland Road conservation area by protecting and enhancing historic buildings, particularly vacant buildings such as Royal Hospital, Bakers Boot & Shoe Factory and the Dixons Building. Any new development should complement and integrate well with the character of the conservation area.

To support the new development, improvements will be required to the pedestrian crossing from Cleveland Road to the St George's Church site, and direct links provided to The Royal metro stop. Footpath and cycleway links should also be provided across the development area, integrated with the existing footpath and cycleway network. Future development should enhance safety e.g. through design of road layouts and street-lighting, to avoid seclusion and ensure increased openness in the character area.

In line with Policy CC9, it is important that the height and design of development protects and respects views of Royal Hospital and its listed building / conservation area setting, and of St George's Church. The potential impact on views of St John's and St Peter's Churches should also be considered (see Fig 9).

Development outputs

- Minimum 100 new homes
- Up to 13,840 sq metres (gross) of new foodstore floorspace (of which up to 4,050 sq metres can be for comparison goods sales)
- Around 1,668 sq metres of new office floorspace (gross)
- Up to 2,652 sq metres of mixed uses
- Protection and enhancement of open space and local heritage / townscape features
- Delivery of transport proposals and other infrastructure to support and ensure the successful delivery of development

Evidence

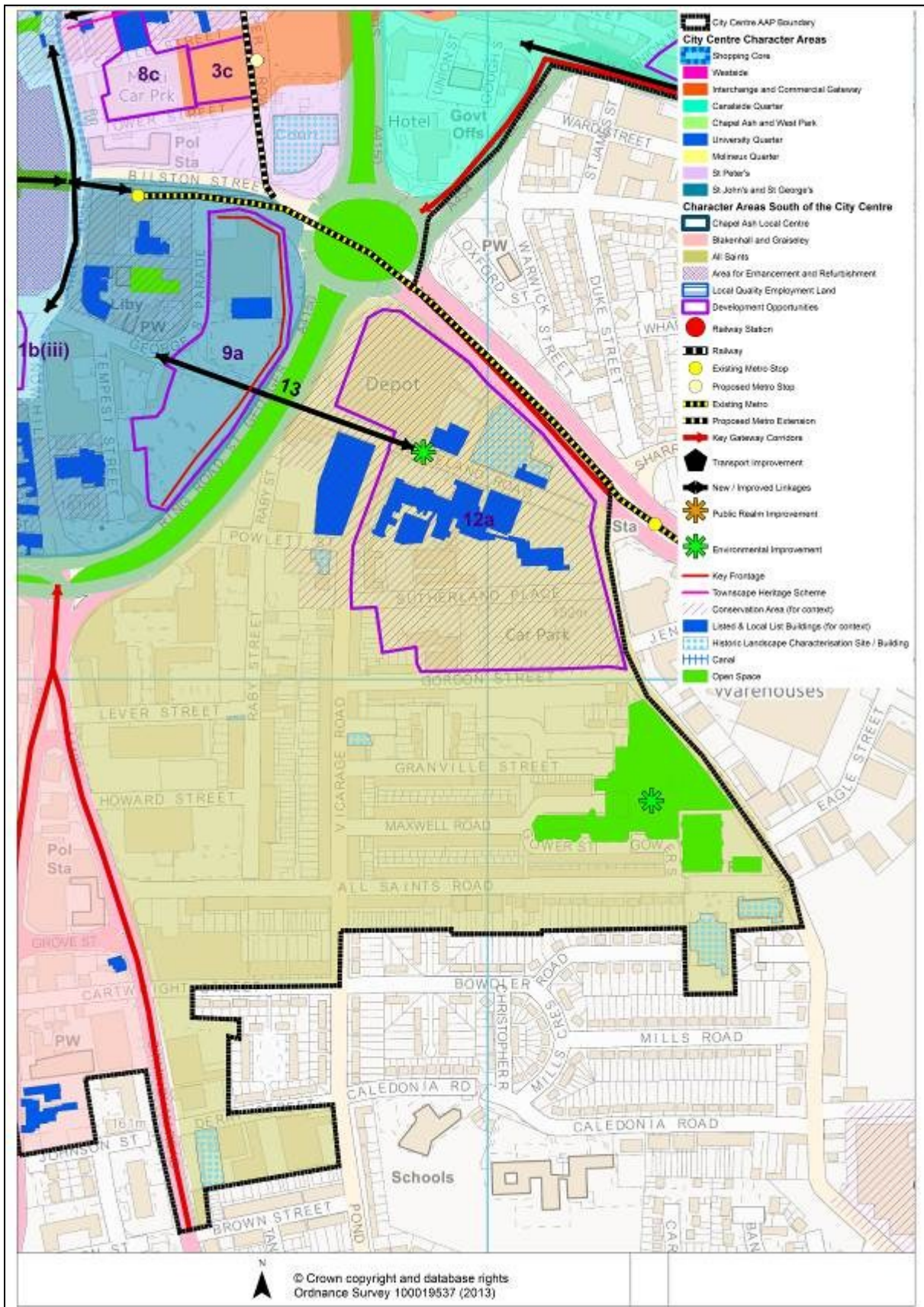
- Sites Assessment Study (2014)
- Retail Update Study (2014)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Viewsheds Study (2014)

Consultation Responses

- The Royal Hospital development area is a key regeneration opportunity and is suitable for a range of different uses;
- The former Newmarket Pub and Working Men's Club, Cleveland Road should be demolished to open up views of the Royal Hospital building

Sustainability Appraisal

Figure 33 – Policy CA11 - Detailed proposals for All Saints Character Area



Development Opportunities

These are the development sites that will accommodate the majority of new floorspace in the Character Area over the Plan period.

Table CA11A Development Opportunities

Policy	Name	Site Ref	Appropriate Uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC4 CC5 CC7	Royal Hospital Development Area	12a	Mixed Use including retail, offices (A2), food and drink (A3, A4, A5) / residential / open space / community (D1) /leisure (D2) / car showroom / petrol filling station	6.25	Around 22,300 sq metres of floorspace including a superstore of up to 13,840 sq metres (gross) and a minimum of 100 homes served by open space	Up to 2026	Planning permission for superstore-led mixed use development of Royal Hospital site involving part refurbishment of listed building.

Environment and Design Proposals

Environment and design proposals will protect and create areas of open space, identify local heritage / townscape features and provide design guidance.

Table CA11B Environment and Design Proposals

Policy	Name	Type	Further Information
CC8	St George's Parade - Ring Road - Cleveland Road	New improved linkage	To include improvements to St George's pedestrian crossing
UDP R1, R2 CC8	All Saints Park	Open Space / Environmental Improvement	Improvements to create a quality pocket park serving the local area.
CC8	Royal Hospital Development Area Open Space	Environmental Improvement	Creation of new open space
CC9	Former Dixons Building, Bilston Road	HLC	
CC9	2 Vicarage Road	HLC	
CC9	68a Raby Street	HLC	
CC9	The Dartmouth Arms PH, Vicarage Road	HLC	
CC9	All Saints Church & Community Centre, All Saints Road	HLC	

CC9	Workspace, All Saints Road	HLC	
CC9	Builders Arms PH, Derry Street	HLC	

Transport Proposals

The transport proposals will improve access within this quarter and across the Ring Road to core city centre Quarters.

Table CA11C Transport Proposals

Policy	Name	Map Ref	Phasing	Further Information
CC6	St George's Parade - Ring Road - Cleveland Road	T13	Up to 2026	To include improvements to St George's pedestrian crossing

Part D - Infrastructure, Delivery and Monitoring

Policy CC12 - Infrastructure, Delivery and Monitoring

Policy Aim:

To ensure that developments in the AAP area are supported by the required infrastructure.

Policy CC12

The Council will work with partners to deliver the required infrastructure needed to support investment and growth.

Developers will be required to provide or contribute towards the cost of infrastructure in accordance with the policies of this AAP, the BCCS and the UDP or replacement policies. The council will adopt a flexible approach to contributions where they can be shown by means of a robust viability assessment to render the development for the allocated use unviable.

The key infrastructure requirements are listed in Fig 22 below.

Figure 34 Infrastructure Requirements

Requirements	Delivery
Transport Improvements	Wolverhampton City Council (WCC)/ Centro/ Developers
Provision of affordable housing on new housing developments	Developers/ Housing Associations
Environmental Infrastructure (EI) <ul style="list-style-type: none"> • New open space providing a variety of EI functions (at least 15% of housing development land, as assumed in housing capacity figures) • Sustainable drainage systems to meet local and national standards and minimise the effect of new development on waste water infrastructure • Canal improvements – primarily funded through canalside developments (site specific) • Open space improvements to address deficiencies in quantity, quality and access • Delivery of other EI projects (site specific) 	WCC/ Developers/Environment Agency
Delivery of public realm/ gateway/ public art improvements to enhance the appearance of the area	WCC/ Developers
Renewable Energy, including consideration of the use of district heating systems	WCC/ Developers
Site remediation and stabilisation to proposed land use	Developers

standard, taking into account the findings of the Geo-environmental Desktop Study (site specific)	
Any need for additional primary school provision, through extending/ investing in existing sites	WCC
Cultural capital – investment in Cultural capital, to transform Wolverhampton city centre. A major refurbishment and extension of the Civic Halls, coupled with adaptations to the Grand Theatre. The project will address the barriers to the growth and viability for both of these key venues.	WCC
Any flood risk mitigation in line with recommendations in the Strategic Flood Risk Assessment (site specific)	Developers/ Agency Environment

Justification

Core Strategy Policy DEL1 expects AAPs to ensure that key infrastructure is delivered by setting out clearly what infrastructure is required. The Core Strategy Infrastructure and Deliverability Study concluded that the level of development and growth proposed in the Black Country did not require large scale infrastructure improvements, although local improvements might be needed to support particular areas or sites. It identified the broad infrastructure requirements needed to support development in the City Centre AAP Area. This included future schemes such as Interchange Phase Two, improvements and extension to the Metro, and providing environmental enhancements to the Broad Street Basin and canal in the city centre.

The main infrastructure requirements to support new development in the AAP area up to 2026 are included in Figure 34 above.

The Geo-environmental Desktop Study has highlighted significant potential constraints and costs for development sites across the AAP area. There are often multiple issues which would need to be addressed prior to development, including land contamination, mining (and the potential for the prior extraction of minerals before development occurs) and drainage.

Developer contributions are an important mechanism for funding the infrastructure required to serve new development, including open space and play facilities, transport improvements, affordable housing and public art. Contributions are currently secured through Section 106 Agreements and, at present, the Council has decided not to bring forward a Community Infrastructure Levy (CIL). Given the challenges on many of the opportunity sites, the Council will continue to apply a flexible approach to developer contributions.

A partnership approach is needed to deliver the infrastructure needed in the area. The Council has pivotal role to play in co-ordinating and delivering the potential requirements identified in Figure 22 above either in a lead or supporting role.

AAP Delivery Plan

A Delivery Plan will be produced to demonstrate how the development opportunities and supporting infrastructure in the AAP will be as well as addressing issues of viability, funding and phasing.

The AAP Delivery Plan will be published alongside the publication plan and will be prepared with infrastructure providers, developers and other key organisations.

Monitoring

Progress towards the overall delivery of the AAP will be reported in the monitoring reports produced annually by the Council.

Part E – Getting Involved and Next Steps

The Council's Statement of Community Involvement ensures that the Council involves local organisations and communities appropriately during the AAP process, so that the AAP represents, as far as possible, the consensus of the area. We have a consultation database of people and organisations with an interest in development of the City, but we need to make sure we are getting to key local representatives as well. Ongoing consultation with communities and stakeholders, will be built-on through the holding of specific events in the City during the formal consultation period from **xx December 2014 to 27th February 2015**.

Providing Your Comments

Your views are crucial to help shape the future development of the area. It is important for comments to be provided on specific wording of the Draft Plan. We will then be able to identify any specific changes that need to take place to the Draft Plan. We would prefer for you to submit your comments on the Draft Plan consultation by completing a **Response Form** that can be accessed from links at: www.wolverhampton.gov.uk/aap

Please return your completed form by **27th February 2015** to:

E-mail: planning@wolverhampton.gov.uk

Post: Planning
Education and Enterprise
Wolverhampton City Council
Civic Centre
St Peter's Square
Wolverhampton
WV1 1RP

Tel: 01902 555639 or 01902 555636

Alternatively, you can hand in your completed form at Reception 24 (2nd Floor) of the Civic Centre, St Peter's Square, Wolverhampton.

Next Steps

The results of the consultation process will be used to inform what further work is carried out in the preparation of the Publication Document. Engagement with stakeholders will continue on an on-going basis to ensure an effective AAP is produced.

The current timetable to progress the AAP is as follows:

Milestone	Date
Draft Plan Stage Consultation	December 2014 -February 2015
Publication Stage Consultation	May - June 2015
Submission of AAP to Secretary of State	August 2015

Examination in Public	August - December 2015
Adoption of AAP	June 2016

Appendix A - Glossary of Acronyms

AAP – Area Action Plan
 ABCD – All Saints & Blakenhall Community Development
 ASAN – All Saints Action Network
 BCCS – Black Country Core Strategy (adopted February 2011)
 BID – Business Improvement District
 BSF – Building Schools for the Future
 DCLG – Department for Communities and Local Government
 EI – Environmental Infrastructure
 EIG – Environmental Infrastructure Guidance
 HCA – Homes and Communities Agency
 HLC – Historic Landscape Characterisation
 HRA – Habitats Regulation Assessment
 LEP – Local Enterprise Partnership
 LIP – Local Investment Plan
 LSP – Local Strategic Partnership
 NP – Neighbourhood Plan
 NPPF – National Planning Policy Framework
 OSANA – Open Space Audit and Needs Assessment
 PSA – Primary Shopping Area
 RSS – former Regional Spatial Strategy
 SA – Sustainability Appraisal
 SAC – Special Area of Conservation
 SEA – Strategic Environmental Assessment
 SLINC – Site of Local Importance for Nature Conservation
 SPD – Supplementary Planning Document
 UDP – Wolverhampton Unitary Development Plan (adopted June 2006)
 WCC – Wolverhampton City Council

Appendix B - Evidence List

National Planning Policy Framework (NPPF) (DCLG, March 2012)

<https://www.gov.uk/government/publications/national-planning-policy-framework--2>

This sets out government's planning policies for England and how these are expected to be applied. The NPPF acts as guidance for local planning authorities and decision-takers, both in drawing up plans and making decisions about planning applications.

Black Country Core Strategy (BCCS, February 2011) and Evidence Base

<http://blackcountrycorestrategy.dudley.gov.uk>

The BCCS sets out a Vision, Sustainability Principles, Spatial Objectives and a Spatial Strategy for the whole of the Black Country, supported by Key Diagrams, a set of Core Spatial Policies and more detailed policies covering different subject areas such as housing, the economy, transport, waste and protection of the environment. The BCCS evidence base which is available at <http://blackcountrycorestrategy.dudley.gov.uk/evidencesa> includes many relevant studies, including the **Black Country Centres Study (GVA, November 2009)** which assessed the capacity for centre uses in the Black Country, particularly for food and non-food shopping.

Wolverhampton Unitary Development Plan (UDP, June 2006)

www.wolverhampton.gov.uk/article/2408/Unitary-Development-Plan-UDP

Provides the planning basis for Wolverhampton. The policies are being replaced by new planning documents such as the Black Country Core Strategy, Area Action Plans and Neighbourhood Plans.

Other Wolverhampton City Council Planning Documents

Other relevant planning documents, such as Supplementary Planning Documents e.g. Affordable Housing are available at:

www.wolverhampton.gov.uk/planningpolicy

Wolverhampton Partnership

<http://www.wton-partnership.org.uk>

Information regarding the work of the Local Strategic Partnership (LSP) for Wolverhampton providing a forum where leading local organisations can agree the priorities for the city. Including the work of Local Neighbourhood Partnerships (LNPs)

Local Transport Plan 2011 - 2026 (Centro, 2011)

www.centro.org.uk/LTP

The West Midlands Local Transport Plan 2011 - 2026 (LTP) is a statutory document which looks at the transport needs of the Metropolitan Area and sets out a way forward to deliver those needs through short, medium and long term transport solutions.

Low Emission Towns and Cities programme in the West Midlands (ongoing)

www.walsall.gov.uk/low_emissions_towns_and_cities_programme

This is a partnership comprising the seven West Midlands local authorities, including WCC, working together to improve air quality and reduce emissions from road transport. by promoting the uptake of low emission fuels and technologies,

establishing and sharing best practice policies, and developing various tools and resources

The documents listed below are available from links at:

www.wolverhampton.gov.uk/aap

Alcohol Strategy Action Plan 2011-2015 (WCC and partners, 2011)

This strategy was developed to provide a collective and consistent approach amongst partners in tackling the harms caused by alcohol across the City and is accompanied with a regularly updated Action Plan.

Black Country Environmental Infrastructure Guidance (EIG) – Phase 2 (Aecom, March, 2011)

This work was completed to support the Core Strategy and Growth Point status and includes an evidence-based analysis of the multiple benefits of environmental infrastructure in the Black Country, supplementary design guidance for recommended interventions, and a draft action plan for each AAP area.

Canalside Quarter Implementation Plan (WCC and partners, 2000)

This study identifies the potential for a range of regeneration initiatives in the Canalside Quarter, including the importance of: a mix of uses, movement and linkages, environmental enhancement, the use and character of the canalside environment, historic buildings and enhancing the market perception of the area.

Cannock Chase Special Area of Conservation (SAC) Study (Footprint Ecology, February 2013)

This study used an up to date visitor survey to analyse patterns of visitor use at Cannock Chase and the origin of different types of visitor. This informed an analysis of the potential for population growth in areas around Cannock Chase to increase visitor activities which could be harmful to this protected site.

City Centre and Action Plan Final Report (March 2005) and Evening Economy Action Plan (May 2005) (WCC and others)

Reports relating to Wolverhampton City Centre from the mid-2000s which can provide some context to the City Centre AAP.

City Centre Historic Landscape Characterisation Study (CgMs, January 2009)

This study makes recommendations in order to help ensure that the heritage assets of the area are fully considered in the formulation of detailed regeneration and development proposals. Buildings and other structures or sites that are identified as having historic significance and/or local distinctiveness and which make a positive contribution to their surroundings are identified in the report.

City Centre Prospectus (WCC, July 2012)

The City Centre Prospectus was a document launched in July 2012 with the aim to promote the city centre, guide investment decisions, demonstrate the Council's commitment to regeneration and to inform the preparation of the City Centre Area Action Plan.

City Centre Transport and Public Realm Proposals (WCC, December 2012)

A consultation document on proposals to bring forward transport and public realm improvements in the city centre. The consultation closed in January 2013.

City Strategy 2011-2016 (WCC, 2011)

This is the re-freshed Sustainable Community Strategy (SCS) and is the over-arching strategy for the city, being developed by the 'Wolverhampton Partnership (the City's Local Strategic Partnership), with the over-arching goal of creating "prosperity for all".

Economic Growth Plan 2013 – 18 (WCC, 2013)

This sets out how the five priorities for the City Strategy and Corporate Plan "Encouraging Enterprise and Business" theme will be delivered, particularly the planned results relating to increase net jobs and increasing the employment rate.

Geo-Environmental Desktop Study (Jacobs, August 2011)

This study draws together existing evidence on likely ground conditions for each potential development site in the AAP area, including mine workings. The study then highlights the level of associated development risk, based on the estimated cost of development for the proposed use. This work has been used to assess the relative deliverability of development opportunity sites.

Hotel Appraisal & Future Demand Assessment (Savills, January 2009)

This study provides a baseline analysis of hotel offer, identifying locations and gaps in the market, demand and requirements for different types of hotel provision and identifying areas where future hotel provision could be focussed.

Housing Strategy 2013 – 2018 (WCC, 2013)

This sets out the overarching framework for housing by identifying five specific priorities, which help address key housing needs for the City, including delivering high quality new housing stock and improving the quality of existing housing.

Level 2 Strategic Flood Risk Assessment (SFRA) (Jacobs, September 2009)

This study built on the work carried out for the Black Country Level 1 SFRA and assessed in detail the potential risk from flooding for potential development sites across the City.

Local Investment Plan (LIP) 2010 - 2014 (WCC and HCA, August 2010)

This sets out the joint investment priorities of Wolverhampton City Council and the Homes and Communities Agency to deliver sustainable communities.

Nature Conservation Survey: Birmingham and the Black Country Local Sites Assessment Report – Penn Road/ Goldthorn Road Open Space (Rob Frith & Associates, June 2011)

An ecological survey has been undertaken on the existing site with identified nature conservation value in the AAP area. The survey recommends minor amendments to the SLINC boundary, which can be made through the AAP process

Open Space Audit and Needs Assessment (OSANA) (PMP, October 2008)

This comprises an assessment of open space, sport and recreation facilities, including an audit of all open space provision providing a clear vision, priorities for existing and future open space and a direction for the allocation of future resources.

Open Space Strategy and Action Plan (KKP/ WCC, February 2014)

This document updated the OSANA and identified priority actions with timescales and costs.

Playing Pitch Strategy and Action Plan (KKP, January 2012)

A playing pitch assessment was first carried out to audit the existing quantity and quality of pitches and outdoor sports facilities and to assess the current and future demand for pitches/ facilities. A Strategy and Action Plan was then developed to set a framework for the maintenance and improvement of pitches and outdoor sports facilities across the City.

Renewable and Carbon Reduction Energy Capacity Study (Amec, December 2011)

This study assessed the opportunities for renewable and low carbon energy generation across Wolverhampton to support the implementation of the Core Strategy and the development of the AAPs. As well as the assessment of different types of renewable and low carbon energy, the study looked at approaches to delivery, the need to reduce CO² emissions, and the key role for planning in supporting this.

Retail Update Study (Holliss-Vincent, 2014)

Refreshed retail capacity modelling work and retail analysis

Sites Assessment Study (Bruton Knowles, 2014)

Commercial study and analysis of development opportunities in Wolverhampton City Centre

Sport Development & Investment Strategy (KKP, March 2012)

This strategy has been developed by the Council and key partners to set out key priorities for sport up to 2022, including increased sports participation and securing investment in facilities.

Strategic Housing Land Availability Assessment (SHLAA) (WCC, November 2013)

The SHLAA provides the main mechanism for identifying potential housing sites across the city and assessing their suitability for housing and how developable and deliverable they are.

Supermarkets Evidence (Holliss-Vincent, September 2011)

Retail capacity modelling work and analysis that was undertaken in the consideration of the planning applications for three large foodstores.

Surface Water Management Plan (SWMP) (Scott Wilson, Draft February 2012)

This study builds on the work carried out for the Black Country Scoping SWMP, and develops a detailed understanding of surface water flooding, identify vulnerable areas and prioritise improvements.

**Sustainability Appraisal (SA) Scoping Report (UE Associates, September 2010)
Part One – Wolverhampton Local Development Framework**

Part Two – City Centre Area Action Plan

and

Sustainability Appraisal (SA) of the Wolverhampton City Centre Area Action Plan Issues and Options (Lepus, November 2013)

The SA is a process for evaluating the consequences of proposed policies, plans or programmes to ensure sustainability issues are fully integrated and addressed at the earliest appropriate stage of decision making.

Sustainability Strategy and Implementation Plan 2013 - 2018 (WCC, July 2013)

This plan sets out a number of 'action areas' focussed on the four priorities of Economy, Climate Change & Energy, People and Environment.

Transport Strategy & AAP Evidence Base (ITP, August 2011)

Volume 1: General Evidence Base

Volume 4: City Centre Evidence Base

This work pulled together the significant amount of information available on transport in the city and formulated a Transport Strategy for the City as a whole and for each main transport corridor reflecting the prevailing transport priorities.

Viewsheds Study (WCC, 2014)

Computer Analysis of visibility of landmark buildings in the city centre and the potential effects of development opportunities on visibility

Appendix C – How Policy Areas from the Issues & Options consultation are taken forward in the Draft Plan

The Issues & Options Report identified a number of Policy Areas that the AAP could address. The consultation responses and additional evidence have informed the structure and content of this Draft Plan. In some cases we have concluded that it is not necessary for the AAP to include separate policies on some issues. Many of the issues are dealt with in other thematic policies and Character Area policies. The table below provides a summary of how the Policy Areas from the Issues & Options consultation have informed the Draft Plan and why some issues are not proposed to be addressed in the AAP.

Issues & Options Policy Area	Issues & Options Comments	How this Policy Area is addressed in the Draft Plan
Policy Area 1 – Establishing the Scale and Quality of the Retail and Office Offer		Policy CC1 and CC2
Policy Area 2 – Defining the City Centre Primary Shopping Area and Frontage Policy		Policy CA1
Policy Area 3 – Ensuring there is a continued presence of an outdoor/ indoor market in the City Centre		Policy CA2
Policy Area 4 – Supporting the Leisure and Evening Economy		Policy CC3
Policy Area 5 - Supporting the Growth of the Higher and Further Education Sector		Policy CC5 and relevant Character Area Policies in Part C, especially Policy CA6
Policy Area 6 – Meeting Local Shopping & Service Needs outside the PSA		Policy CC1 and relevant Character Area Policies in Part C
Policy Area 7 – Providing Sufficient Employment Land and Premises		Policy CC4
Policy Area 8 – Facilitating a more Accessible City Centre		Policy CC6
Policy Area 9 – Providing a Sufficient and Deliverable Quality and Mix of Housing		Policy CC7
Policy Area 10 – Providing an Appropriate Level of Affordable Housing	No local target is needed as there is sufficient flexibility in the Core Strategy / NPPF and consistency is required with the rest of the Black Country.	There is significant need for more affordable housing in the AAP area, and the city centre with excellent access to residential services, would be particularly appropriate for affordable housing for younger and older people. However, there are viability issues with many sites across the AAP area, linked to ground conditions, the depressed market for flats and the need to retain and convert historic buildings and address public realm. In the AAP area one third of existing housing is 'affordable housing' provided by Wolverhampton Homes or a Housing Association. Core Strategy Policy HOU3 requires developers to provide 25% affordable housing on private market sites of 15 dwellings or more, unless this is not financially viable. Therefore no special approach is required in the AAP area as Policy HOU3 gives enough guidance and provides flexibility whilst maximising affordable housing delivery.

Policy Area 11 – Student Accommodation	Student housing should be located close to the University / public transport	These issues have been incorporated into Policy CC6: Delivering a Sustainable Mix of Housing and the detailed policies and proposals set out in Part C for each Character Area.
Policy Area 12 – Improvement Residential Environments	Residential environments should be designed to reduce crime, including improved lighting	These issues have been incorporated into Policy CC6: Delivering a Sustainable Mix of Housing and the detailed policies and proposals set out in Part C for each Character Area.
Policy Area 13 – Providing Community Facilities	<p>There should be a commitment to work with NHS bodies to ensure need for GPs is met.</p> <p>The AAP provides an opportunity to rationalise/protect community facilities.</p> <p>Mixed use developments could meet community facility needs.</p>	<p>The evidence indicates that there are generally sufficient community facilities within and adjoining the the AAP area to meet the needs of the new residential population. There is scope for small-scale retail and a need for new open space to meet the needs of new residents, and these issues are addressed in Part C for each Character Area.</p> <p>Policy HOU2 sets accessibility standards for residential services, including schools and GP surgeries to ensure communities in new residential developments have access to the services they need. All parts of the City Centre AAP area have good access to these services in line with the densities proposed for housing allocations within them. The Blakenhall Community & Healthy Living Centre, located within easy access of the southern part of the AAP area, provides a new Community Hub to serve this area.</p> <p>Demand for primary school places has increased locally and nationally in recent years and has given rise to a shortage of primary school places in the City. The pressure of housing growth together with natural population change is likely to result in a need to provide extra primary school places to meet projected demand in the short term. Work is ongoing to ensure that the Local Authority continues to meet its statutory duty to ensure that there are sufficient school places by introducing additional school places across the City. However, there are difficulties in predicting demand with any certainty in the medium to long term. Therefore demand and the factors that influence it, including pupil yield from new housing, migration and school performance, will need to be closely monitored to ensure provision of sufficient school places. The current bulge in demand for primary schools will also feed through into the secondary school estate in the medium term.</p> <p>The provision of additional school places is unlikely to affect sites within the AAP area. Also, there are likely to be low levels of family housing provided in the City Centre. It is recognised that it is not viable for developers to contribute towards the cost of community facilities in the AAP area.</p>
Policy Area 14 – A High Quality Public Realm		Policy CC8
Policy Area 15 – Protecting and Enhancing Historic Character and Local Distinctiveness		Policy CC9
Policy Area 16 – Creating Positive Gateways into the		Policy CC8 and Part C

City Centre		
Policy Area 17 – Delivering Environmental Infrastructure in the City Centre		Policy CC9
Policy Area 18 – Creating a Quality Open Space Network		Policy CC8, CC10 and Part C
Policy Area 19 – Preserving and Enhancing Nature Conservation Resources		Policy CC10 and Part C
Policy Area 20 – Addressing Climate Change	<p>Introduction of the Renewable and Low Carbon Energy SPD removes the need for references to these issues in the AAP</p> <p>It is inappropriate to include additional energy / water / resource efficiency requirements in the AAP, as the housing standards review removes the need for them and they may affect viability.</p>	Policy CC11