

Wolverhampton City Centre

Area Action Plan
2015 – 2026

Adopted September 2016

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

Wolverhampton City Council has been 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 covers 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 Chapel Ash and West Park to the west.

The AAP identifies which areas could change in the future, through new development, and which 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. However, regeneration of the city centre is well underway. Planning permission has been granted for three new supermarkets and the St Mark's Sainsbury's store is now open. The second phase of the public transport interchange is now underway at Interchange 10. 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 key 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 to a skilled workforce

The AAP belongs to the local community. The Council and its partners have engaged with local people and stakeholders during the AAP preparation to ensure these views are reflected throughout the AAP process.

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

The AAP is 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, landowners, students and visitors, particularly regarding future plans and infrastructure requirements for the area. This has been achieved by giving a sufficiently detailed planning steer to guide regeneration in a way that will be of benefit to everyone. It is also flexible enough to allow businesses to expand and prosper and to attract available investment opportunities.

This 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.

Contents

	Page
Policies and Proposals to be replaced by the City Centre AAP	5
Introduction	
1.1 Background to the Area Action Plan (AAP)	6
1.2 Sustainability Appraisal	7
1.3 Habitats Regulations Assessment	7
1.4 Equality Analysis	8
1.5 The Story So Far	8
Part A – Vision for the City Centre	
2.1 Vision	12
2.2 Objectives	12
2.3 Spatial Strategy	13
2.4 Key Development Outputs	14
2.5 Character Areas	15
Part B – Policies to Guide Regeneration: the Key Drivers	
3.1 Delivering a More Prosperous and Cohesive City Centre	17
Policy CC1: Meeting Shopping Needs	18
Policy CC2: Offices	21
Policy CC3: Leisure, Visitor and Cultural Facilities	21
Policy CC4: Providing Sufficient Employment Land	24
Policy CC5: Education and Learning	25
Policy CC6: Transport	26
3.2 Creating Sustainable Communities	32
Policy CC7: Delivering a Sustainable Mix of Housing	32
3.3 Transforming and Protecting the Environment and Addressing Climate Change	37
Policy CC8: High Quality Design and Public Realm	37
Policy CC9: Protecting and Enhancing Historic Character and Local Distinctiveness	40
Policy CC10: Delivering Environmental Infrastructure in the City Centre	48
Policy CC11: City Centre Renewable and Low Carbon Energy Infrastructure	51
Part C – Character Areas and Development Opportunities	
Policy CA1: Shopping Core	56
Policy CA2: Westside	63
Policy CA3: City Interchange & Commercial Gateway	70
Policy CA4: Canalside Quarter	77
Policy CA5: Chapel Ash & West Park	86
Policy CA6: University Quarter	92
Policy CA7: Molineux Quarter	98

Policy CA8: St Peter's Cultural Quarter	105
Policy CA9: St John's & St George's	111
Policy CA10: Blakenhall & Graiseley	117
Policy CA11: All Saints	126

Part D – Infrastructure, Delivery and Monitoring

Policy CC12: Infrastructure, Delivery and Monitoring	133
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Appendices

A Glossary	136
B Proposed Chapel Ash Local Centre Boundary	137
C Schedule of City Centre Frontages	138

List of Figures

Figure 1	Wolverhampton Local Plan	7
Figure 2	Wolverhampton City Centre AAP Boundary	10
Figure 3	The Spatial Strategy	14
Figure 4	Character Areas	16
Figure 5	Transport Proposals Table	30
Figure 6	Transport Proposals Plan	31
Figure 7	Housing Commitments and Allocations by Character Area	33
Figure 8	Environment Proposals Plan	39
Figure 9	Potential Effects on Visibility of Landmark Buildings by Development Opportunity	45
Figure 10	Location of Landmark Buildings and Development Opportunities	47
Figure 11	Development Opportunities	55
Figure 12	Shopping Core Assets and Opportunities	56
Figure 13	Policy CA1 – Detailed Proposals for Shopping Core Character Area	60
Figure 14	Westside Assets and Opportunities	63
Figure 15	Policy CA2 – Detailed Proposals for Westside Character Area	67
Figure 16	City Interchange & Commercial Gateway Assets and Opportunities	70
Figure 17	City Interchange & Commercial Gateway Masterplan	73
Figure 18	Policy CA3 - Detailed Proposals for City Interchange & Commercial Gateway Character Area	74
Figure 19	Canalside Quarter Assets and Opportunities	77
Figure 20	Policy CA4 - Detailed Proposals for Canalside Quarter Character Area	81
Figure 21	Chapel Ash and West Park Assets and Opportunities	86
Figure 22	Policy CA5 – Detailed Proposals for Chapel Ash & West Park Character Area	89
Figure 23	University Quarter Assets and Opportunities	92
Figure 24	Policy CA6 – Detailed Proposals for University Quarter Character Area	95
Figure 25	Molineux Quarter Assets and Opportunities	98
Figure 26	Policy CA7 - Detailed Proposals for Molineux Quarter Character Area	102
Figure 27	St Peter's Cultural Quarter Assets and Opportunities	105

Figure 28	Policy CA8 - Detailed Proposals for St Peters Cultural Quarter Character Area	108
Figure 29	St John's and St George's Quarter Assets and Opportunities	111
Figure 30	Policy CA9 – Detailed Proposals for St Johns & St Georges Character Area	114
Figure 31	Blakenhall and Graiseley Assets and Opportunities	117
Figure 32	Policy CA10 – Detailed Proposals for Blakenhall & Graiseley Character Area	121
Figure 33	All Saints Assets and Opportunities	126
Figure 34	Policy CA11 - Detailed Proposals for All Saints Character Area	130
Figure 35	Infrastructure Requirements	133



Policies and Proposals to be replaced by the City Centre AAP

UDP Policy	Replacement Policy in the Wolverhampton City Centre AAP
CC1 – CC13	CC1-CC12 and CA1-CA11
SH4	CC1, CC2 and CC3
SH10	CC1 and CA5

(For Policies SH4 and SH10 their replacement applies to the City Centre AAP area only)

AAP Proposals Map

The AAP Proposals Map consists of Figs. 2, 6, 7, 8, 11, 13, 15, 18, 20, 22, 24, 26, 28, 30, 32 and 34.

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)

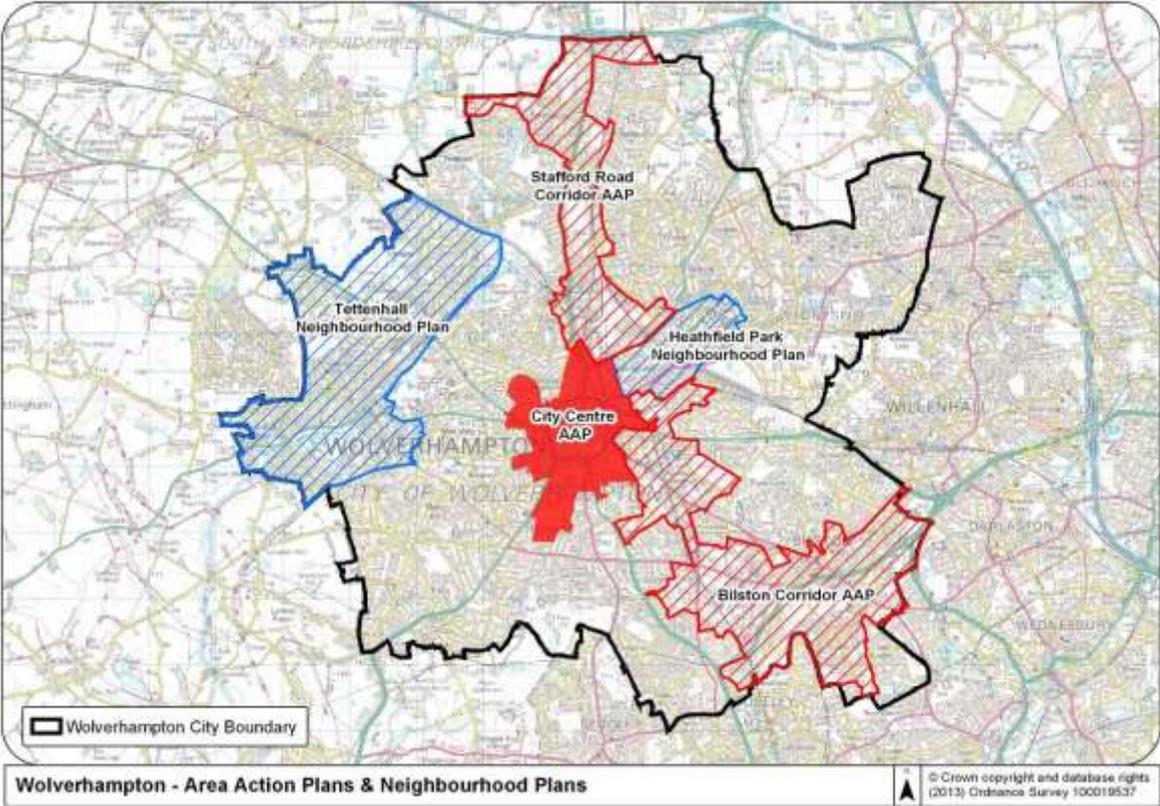


Introduction

1.1 Background to the Area Action Plan (AAP)

- 1.1.1 The Wolverhampton City Centre Area Action Plan (the AAP) has been 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.
- 1.1.2 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 (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).
- 1.1.3 The 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.
- 1.1.4 Three Area Action Plans (AAPs) 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 (which were both adopted in autumn 2014) and this AAP – the Wolverhampton City Centre AAP.
- 1.1.5 These are 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. Figure 1 shows all of the areas covered that make up the Wolverhampton Local Plan.
- 1.1.6 The AAPs and Neighbourhood Plans set out a detailed land use and urban design framework and help direct future development investment in the City. They allocate land for development, make proposals for infrastructure needed and define the steps to be taken to ensure delivery. The AAPs and Neighbourhood Plans have the same lifespan as the Core Strategy, running to 2026.

Figure 1 – Wolverhampton Local Plan



1.2 Sustainability Appraisal

1.2.1 Throughout its preparation, the AAP has been informed by an ongoing 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 SEAs 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.

1.2.2 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.

1.3 Habitats Regulations Assessment

1.3.1 The 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.

1.4 Equality Analysis

- 1.4.1 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.

1.5 The Story So Far

Wolverhampton City Centre today – where are we starting from?

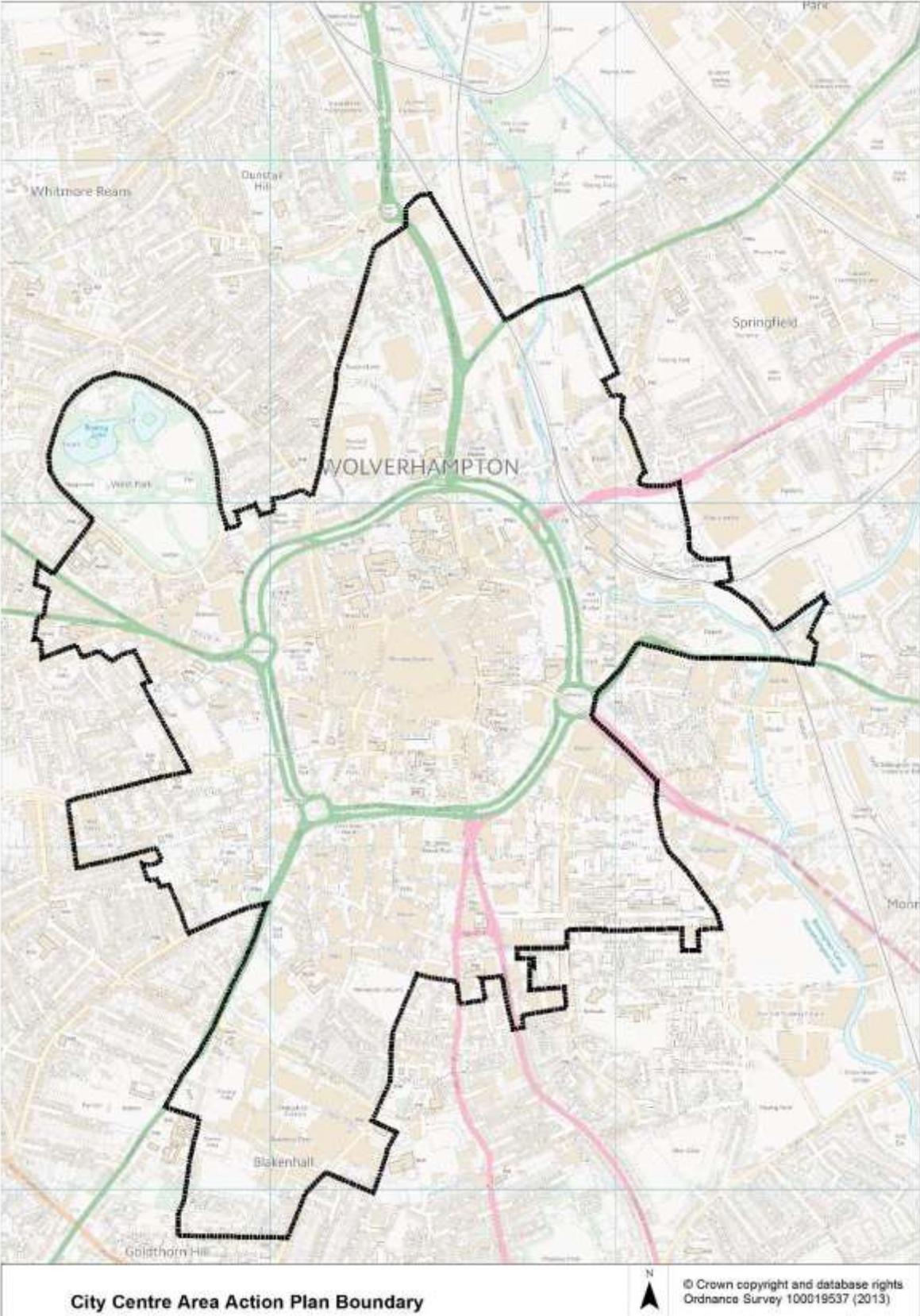
- 1.5.1 Wolverhampton has a strong regional identity associated with its history, location, communities and businesses. It is vital that we understand this 'sense of place' – what makes the City special. Wolverhampton is the only City of the Black Country. It is the main focus for economic, social, cultural and community activity serving an extensive catchment area.
- 1.5.2 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.
- 1.5.3 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, religious, leisure and residential functions, including the University of Wolverhampton, art galleries, theatres, places of worship, 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 and small and medium enterprises which drive the Wolverhampton economy.

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 area within the ring road alone provides around 12,000 jobs – this is the single largest concentration of employment in Wolverhampton.

- 1.5.4 The city centre has excellent public transport links. Phase one of the Wolverhampton Interchange, a new bus station, opened in 2011 and plans for phase two include a new railway station and an extension to the Metro tram line. Coupled with existing access to motorway, tram and bus networks, this will provide excellent accessibility from the surrounding area and cities.
- 1.5.5 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 is part of a collaborative approach and a comprehensive package of measures to support the sustained regeneration of the city centre.
- 1.5.6 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.
- 1.5.7 There are significant opportunities to both consolidate and expand areas within the city centre: to provide high quality shopping, cultural, learning and leisure provision, to develop the office and service sector role of the city centre, support businesses and increase the resident population whilst maximising environmental quality and protecting historic assets.

Figure 2 - Wolverhampton City Centre Area Action Plan Boundary



Key Issues Arising From the Evidence

1.5.8 The Plan reflects 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 later in the plan period in the Southside area.
- 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.

Environmental Infrastructure

- 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.
- Existing environmental infrastructure is fragmented and under-used

Part A – Vision for the City Centre

2.1 Vision

2.1.1 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 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.

2.2 Objectives

2.2.1 This positive vision reflects the key objectives of providing a positive, ambitious and flexible plan for deliverable and sustainable growth to enhance the image of and 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

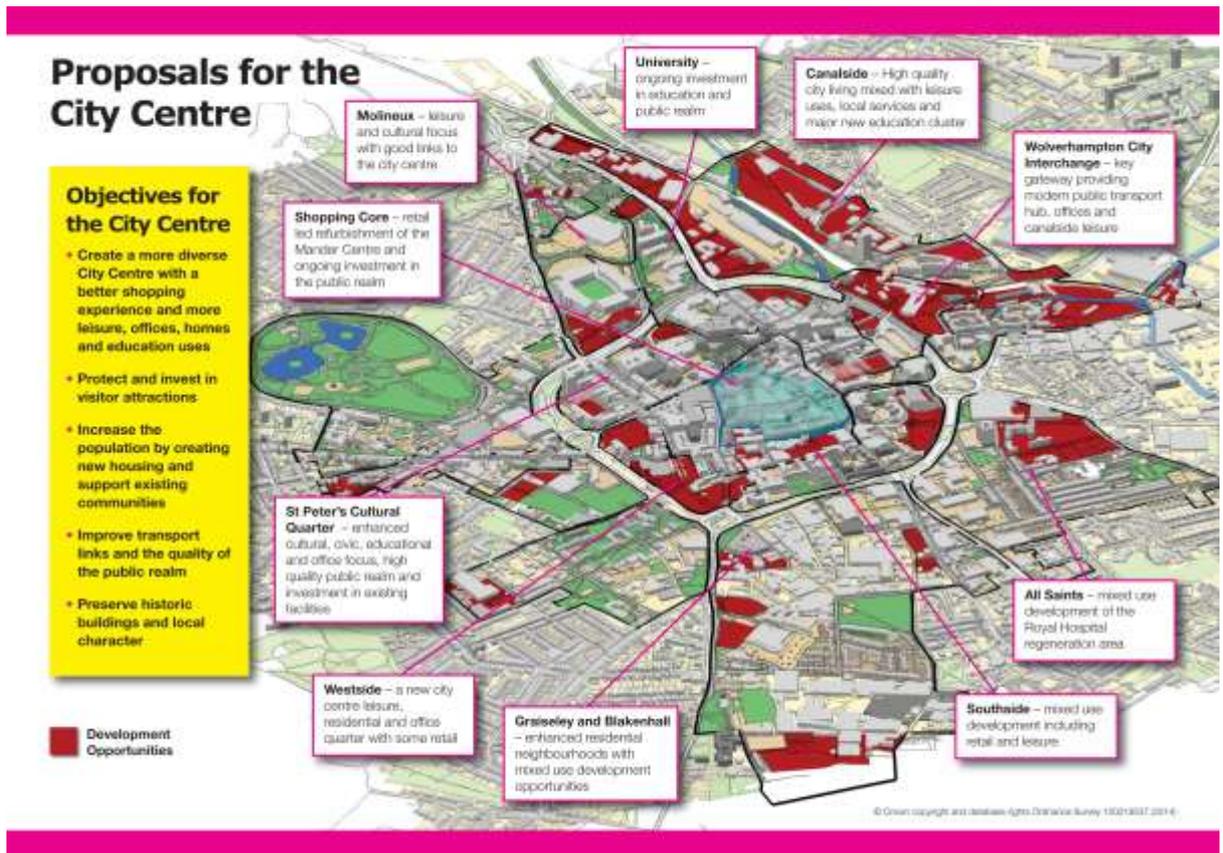
2.3 Spatial Strategy

2.3.1 The Core Strategy established 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 builds on this strategic approach 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, illustrated in Figure 3:

- 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

2.3.2 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.

Figure 3 – The Spatial Strategy



2.4 Key Development Outputs

2.4.1 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
- 2,043 new homes, 475 to be delivered by 2021
- 31 ha of local quality employment land
- An accessible network of high quality environmental infrastructure

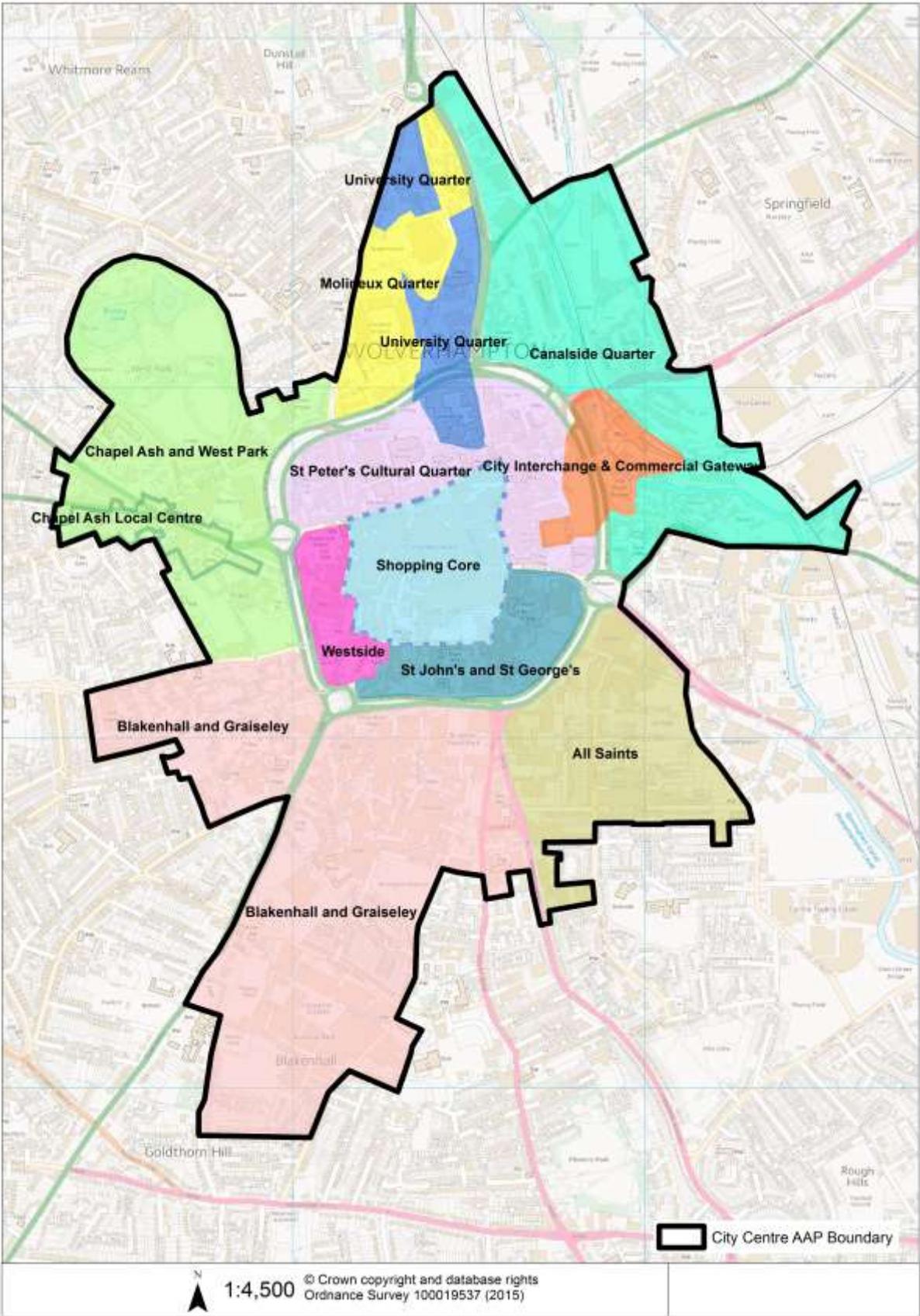
2.4.2 Part B of this report sets out the thematic policies that will help deliver the overall Vision and key development outputs.

2.5 Character Areas

- 2.5.1 The AAP area has been divided into eleven distinctive Character Areas as shown on 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.
- 2.5.2 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 Assessment 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 by 2026. Three 'Key Drivers' have been identified, in line with the Core Strategy, the evidence and from ongoing 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

3.1.1 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 enhanced 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 prior to commitments:

- Non-food (Comparison) floorspace: 35,000 sq metres (gross)
- Food (Convenience) floorspace: 12,000 sq metres (gross)

This will be achieved by:

- (a) Focusing retail provision in the Primary Shopping Area (PSA), which corresponds to the Shopping Core Character Area as defined on Figure 10 in Part C. 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;
- (b) Providing a mix of food retail provision, which can be delivered by:
 - A large scale modern foodstore at The Peel Centre (site 4b);
 - Smaller scale foodstores as part of the development opportunities identified in Part C;
 - Potential extensions to existing foodstores;
 - The possible re-occupation by a convenience retailer of the St George's Parade foodstore (site 9a);
 - The potential for a new foodstore as a primary use within the mixed-use development at The Royal Hospital (site 11a) in accordance with Policy CA11.
- (c) Bringing forward retail development in other locations as identified in the relevant Character Areas in Part C to meet site specific or localised 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.

Proposals for retail development in locations not identified in the AAP for such uses, or alternative proposals for retail development to those set out in Part C must meet the relevant requirements of the Core Strategy and national planning policy.

Justification

3.1.2 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 and update the figures in Table 14 of Policy CEN3 of the Core Strategy.

- 3.1.3 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 an area for enhancement and refurbishment (encouraging a mix of unit sizes to attract a variety of occupiers, including independent, high quality brand and speciality shops, and reducing vacancy rates); supporting the delivery of a reconfigured Mander Centre; and then later in the plan period supporting limited new retail provision in the Southside area.
- 3.1.4 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 7). 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 CC6), environmental enhancements (Policy CC8) and retaining the historic character of the city centre (Policy CC9) will also serve to improve the shopping experience.
- 3.1.5 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, mainly as a result of over-trading, and therefore a pressing need for further convenience provision to serve the city centre. This could be provided by the combination of opportunities for new foodstores set out in Policy CC1 part (b), subject to compliance with other relevant policies in the AAP, the Core Strategy and national planning policy.
- 3.1.6 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 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.
- 3.1.7 New retail proposals not in the PSA and any alternative retail proposals to those identified in Part C that are not in the PSA, should be subject to meeting relevant Core Strategy and national 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(a), 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 (a) 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 & Addendum Letter (2014/15)
- Sites Assessment Study (2014)

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 City Interchange & 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 Peter's 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) above 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

3.1.8 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 City 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)

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 City 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 ring road and Chapel Ash Local Centre boundary (Policy CA5) will be classed as in-centre locations

Justification

3.1.9 The provision of cultural (including places of worship), 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. There are also opportunities to promote and create heritage attractions.

- 3.1.10 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.
- 3.1.11 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.
- 3.1.12 New quality hotel provision focused in the City 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 Interchange 10 will contribute to diversifying the evening economy offer.
- 3.1.13 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 Hotel Study (2009)
- Alcohol Strategy Action Plan (2011-2015)

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 ongoing operation of existing or proposed employment uses.

Justification

3.1.14 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

3.1.15 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.

3.1.16 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.

3.1.17 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)

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.

Policy CC5

Proposals which enhance the role of the city centre as a focus for education and learning will be supported. The key proposals are:

- 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 and skills campus at the Springfield Brewery site within the Canalside Quarter as set out in Policy CA4 to provide state of the art facilities for the needs of secondary, further and higher education sectors with industry focussed vocational skills and training;
- iii. Working with the Wolverhampton College to consolidate and improve its existing city centre campus and introduce new facilities.

Justification

- 3.1.18 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.
- 3.1.19 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.
- 3.1.20 The University of Wolverhampton 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.
- 3.1.21 The AAP supports the University of Wolverhampton’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.
- 3.1.22 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.
- 3.1.23 The Springfield Brewery site has been identified as a key opportunity to provide secondary, further and higher education facilities together with industry-focussed vocational skills training. The site has excellent public transport access via the Interchange. It is proposed to develop the Springfield Brewery site in accordance with the Springfield Campus Strategic Development Framework.

Evidence

- Sites Assessment Study (2014)
- 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 Figures 5 and 6 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 Figures 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;

- | |
|--|
| iv. The retention and possible enhancement of existing car parks which are important in supporting the functioning of the City Centre. |
|--|

Justification

- 3.1.24 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.
- 3.1.25 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.
- 3.1.26 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.
- 3.1.27 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.
- 3.1.28 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.
- 3.1.29 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.
- 3.1.30 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.

- 3.1.31 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. The proposals shown on Figure 6 include specific transport proposals as listed in figure 5, and also other new / improved linkages which are referenced in Part C.
- 3.1.32 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.
- 3.1.33 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.
- 3.1.34 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.
- 3.1.35 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.
- 3.1.36 The AAP identifies two character areas (Westside and the City Interchange & Commercial Gateway) 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 overall net loss in parking spaces by 2026, and in order that the effects of the closure of individual car parks can be monitored to inform the decision and subsequent delivery of development and replacement car parking spaces where necessary.

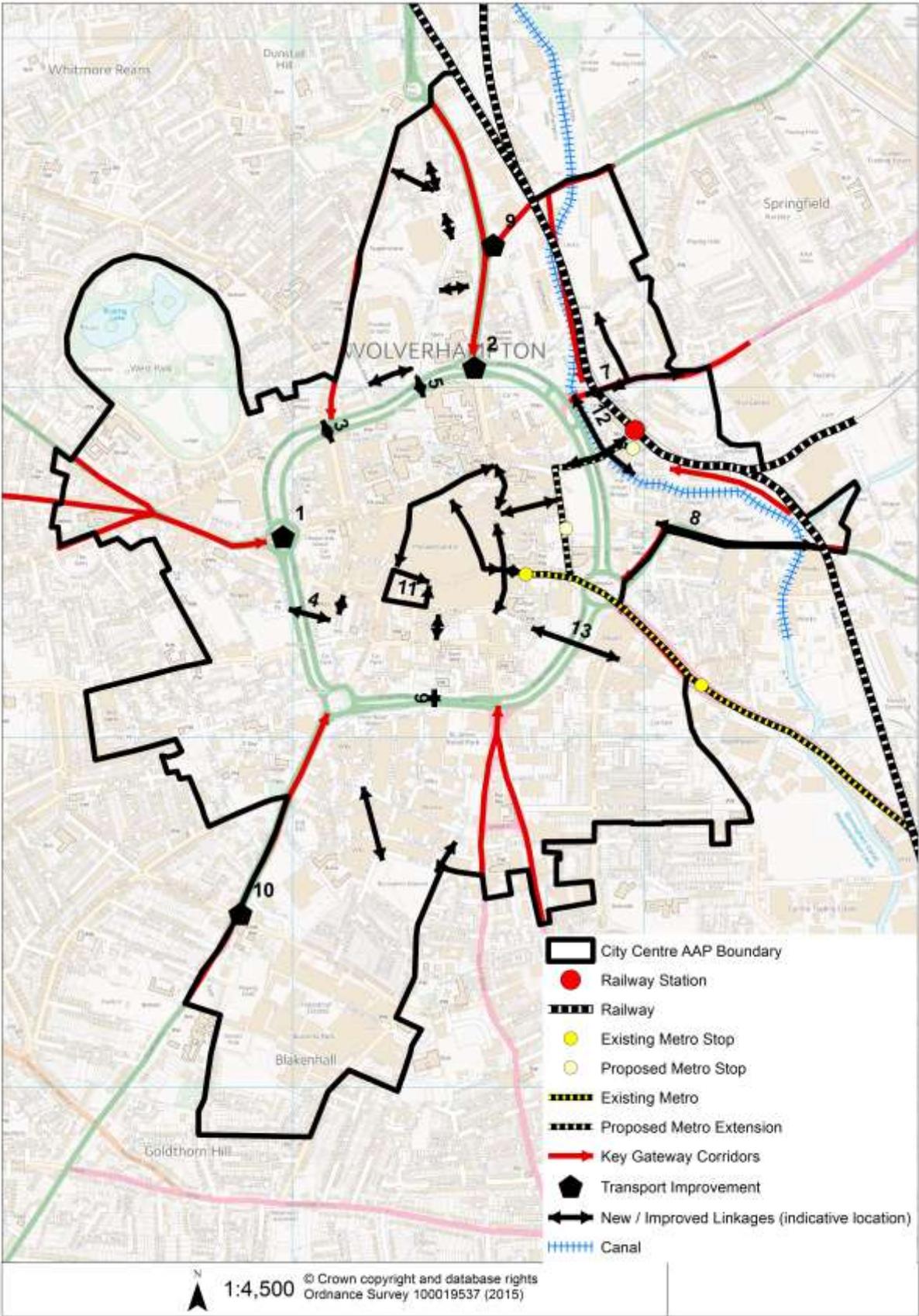
Evidence

- Retail Update Study (2014)

Figure 5 - Transport Proposals Table

Ref	Name	Project
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 Mark's	Explore opportunities for enhanced pedestrian and cycling crossing of the ring road and beyond to the shopping core
T5	Ring Road St Peter's	Explore opportunities for enhanced pedestrian and cycling crossing point with links to public realm improvements as part of University Quarter
T6	Ring Road St John's	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 Part C 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 George's	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	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

3.2.1 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 delivering improvements to residential environments.

Policy CC7

- (a) A minimum of 2043 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 920 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

3.2.2 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. 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

3.2.3 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.

3.2.4 Figure 7 identifies the level of housing to be provided within each Character Area by 2026, which totals 2043 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 location and indicative phasing for sites is provided in Part C. The overall indicative phasing will deliver 475 homes by 2021 and a further 1568 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	410 (315 by 2021)	0	410	140
Canalside Quarter	40	630 (50 by 2021)	0	670	480
Chapel Ash and West Park	1	110 (110 by 2021)	30	141	0
City Interchange & Commerical Gateway	0	40	0	40	0
Molineux	0	0	0	0	40
Shopping Core	7	120	40	167	0
St John's and St George's	3	0	30	33	100
St Peter's	55	50	150	255	50
University	0	0	0	0	110
Westside	0	170	0	170	0
AAP Total	163	1630	250	2043	920

3.2.5 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.

3.2.6 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 410 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).

- 3.2.7 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.
- 3.2.8 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 1280 homes. However, there are a number of sites with flexible allocations where housing could be delivered up to 2026, totalling 920 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

- 3.2.9 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.
- 3.2.10 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.
- 3.2.11 The presence of educational facilities, particularly the University of Wolverhampton, 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.

- 3.2.12 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.
- 3.2.13 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.
- 3.2.14 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

- 3.2.15 A residential population living within the city centre can help create an attractive, active, safer 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. This is particularly important to protect the operation and viability of cultural and community facilities.
- 3.2.16 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.
- 3.2.17 The City Centre is well served by a wide range of sports facilities within easy walking distance of new housing sites. These include Central Baths pool and

gym, University indoor sports halls and gym, West Park tennis courts and bowling green, Fowlers Park football pitches and a new 3G artificial grass pitch, climbing wall, four court sports hall, dance studio and gym at the Youth Zone. The area south of the City Centre is served by the Youth Zone, the Blakenhall Healthy Living Centre sports halls and gym, Dixon Street playing Fields and Phoenix Park, which were improved through All Saints and Blakenhall New Deal for Communities funding, and a new community use pitch will be created at St Luke's Primary school. However, as the population increases through housing development sporting provision will be kept under review, in light of forthcoming playing pitch and built facility strategies. Open space and play contributions secured from residential developments can be spent on outdoor sports provision where this is a local priority.

3.2.18 '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) (2014)
- Geo-environmental Desktop Study (2011)
- Land Interests Study (2011)
- Sites Assessment Study (2014)



Key Driver 3 – Transforming the Environment and Addressing Climate Change

3.3.1 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.

3.3.2 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 8 sets out the main Environment Proposals.

Policy CC8 – High Quality Design and 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.

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) Conserve and enhance the significance of heritage assets including their settings, and views to and from these assets;
- (viii) Promote sustainable maintenance and management of the public realm.

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

Justification

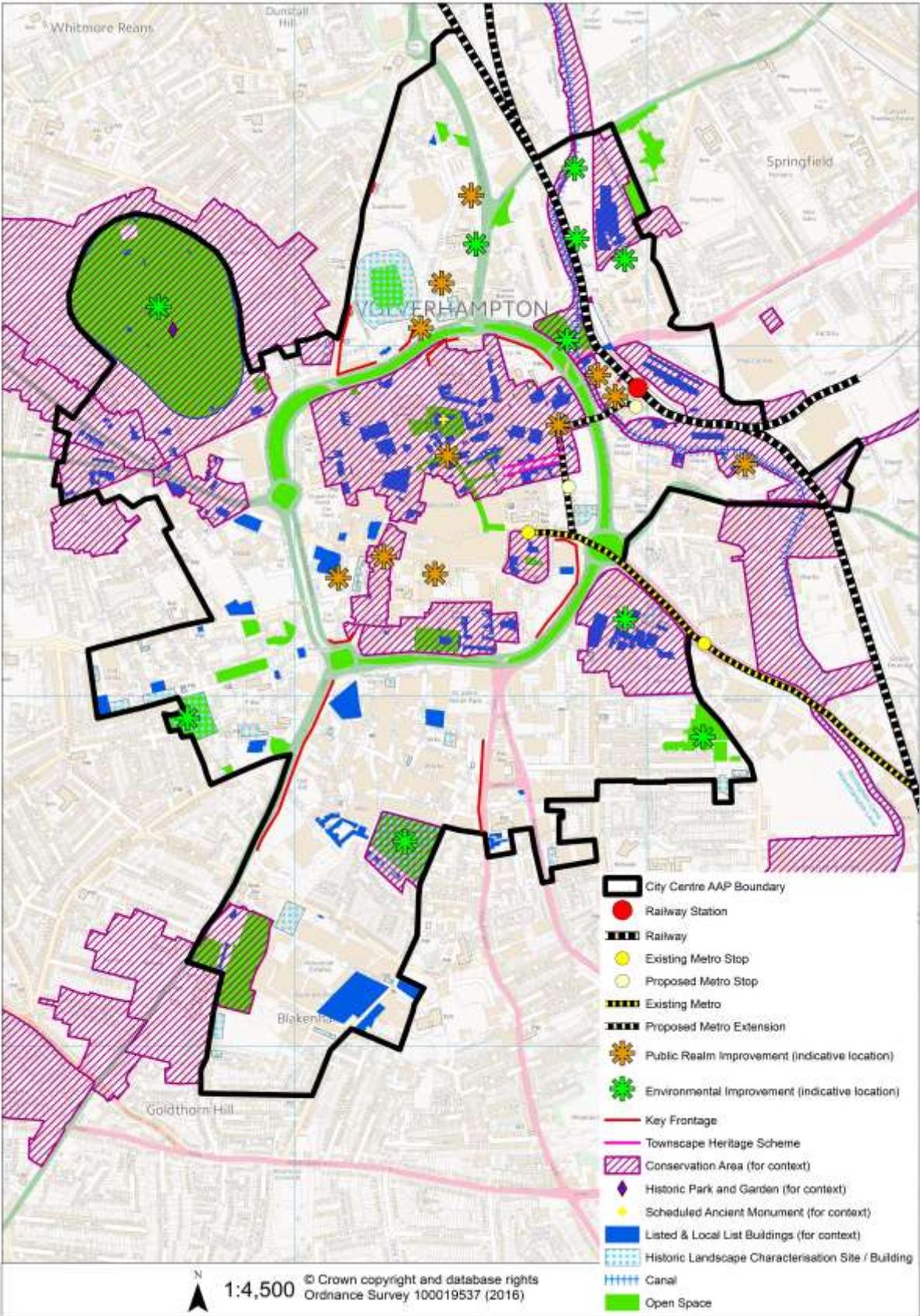
3.3.3 The importance of high quality design in the built and natural environment for successful place making and promoting historic character and local distinctiveness has been established in the Core Strategy. The AAP aims to incorporate new land uses into a clear design framework, as set out below:

- 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 City 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 conserve and enhance these areas.

3.3.4 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.

3.3.5 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'.

Figure 8 – Environment Proposals Plan



- 3.3.6 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 ongoing maintenance guidance and requirements. The Guide will focus on increasing space for pedestrians, improving signage and wayfinding, events and street cafes, enhancing public spaces with landscaping and seating, reducing street clutter and encouraging use of high quality, durable materials, and will be part of a wider Public Realm Framework and Delivery Plan.
- 3.3.7 Key Gateway Corridors, and the views along them (as detailed in Policy CC9), 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

- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Viewsheds Study (2014)
- Conservation Area Appraisals

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 Historic Landscape 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 Historic Landscape Characterisation (HLC) buildings and sites identified on the Policies Map and views and visibility of landmark buildings as shown on Figure 10.

Historic Landscape Characterisation Buildings and Sites

Any development relating to an HLC building or site should demonstrate how the significance of that building would be conserved and enhanced. If any harm is to be caused to the HLC building or site, a balanced judgement will be required having regard to the scale of any harm, the significance of the HLC site or building, and the benefits of the proposal.

Effects on views and visibility of Landmark Buildings

Any development of more than 20 metres in height will not be permitted if the development will result in a significant impact on the views and visibility of any landmark building shown on Figure 10, unless it can be demonstrated that this is necessary to achieve public benefits that outweigh the impact and that the highest possible quality of design will be achieved.

Where development of less than 20 metres in height will potentially have a significant impact on the views and visibility of any landmark building shown on Figure 10 any impact should be assessed and mitigated as far as possible.

Justification

- 3.3.8 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.
- 3.3.9 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.
- 3.3.10 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, which are subject to relevant national and Wolverhampton Local Plan policies. 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, folds (alleys, passages and little streets linked to the wool and cloth trade), 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.
- 3.3.11 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.
- 3.3.12 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.

- 3.3.13 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.
- 3.3.14 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 ongoing regeneration of the area for local residents and the business community.
- 3.3.15 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 HLC sites which are not covered by a listed or local list designation. These include buildings, sites, archaeological remains and open spaces, which contribute towards the overall character and distinctiveness of the area. HLC sites 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). Policy CC9 sets out the approach towards protecting HLC sites, and the sites are detailed in Part C, together with further detailed guidance, where appropriate, to guide their future management and encourage development that will protect and enhance their contribution towards the local character and distinctiveness of the area.
- 3.3.16 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. Where there is no alternative to loss, recording must be carried out by a qualified professional and the Historic Environment Record updated.
- 3.3.17 The historic character and local distinctiveness factors to be taken into account for each development opportunity, including archaeological potential, are highlighted in Part C. Where there is potential for archaeological deposits

to be present, in accordance with Local Plan policies, a detailed desk-based assessment will be required, and potentially evaluation, excavation or a watching brief if preservation in situ is not possible.

- 3.3.18 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 providing familiar and cherished points of reference for those who live in, work in and visit the city centre, as shown on Figure 10. 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 Chubb 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.
- 3.3.19 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 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.
- 3.3.20 A "Viewsheds" Study using 3D mapping has been carried out to assess the potential impact on views and visibility of landmark buildings of buildings on the development opportunity sites. The results are summarised in Figures 9 and 10. Applicants will be expected to use a similar methodology to demonstrate that their proposal will protect views and visibility.
- 3.3.21 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 Figure 9 and Part C for further details). Buildings above 20m in height will stand above the majority of buildings in the city centre and therefore the impact of any development of this height should be carefully considered.



St Peter's Church

Evidence

- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Viewsheds Study (2014)
- Conservation Area Appraisals

Figure 9 – Potential Effects on Visibility of Landmark Buildings by Development Opportunity

Key

Major: Potential effects on major views or roads, defined by views in close proximity to the building and arterial routes (score 2)

Minor: Potential effects on minor views, which include smaller roads and open areas at a distance (score 1)

X: Landmark building falls within Development Opportunity

Development Opportunity	All Saints Church	Chubb Building	Eye Hospital	Darlington Street Methodist Church	Royal Hospital	Springfield Brewery	St George's Church	St John's Church	St Luke's Church	St Mark's Church	Sunbeam Factory	St Peter's Church	Score
1a Mander Centre	No	No	No	No	Minor	No	Minor	Major	No	No	No	Major	6
1b Southside	No	No	No	No	Minor	No	Minor	Major	No	No	No	Major	6
2a Westside	No	No	Minor	Major	Minor	No	Minor	Major	No	Major	Major	Major	13
8d Birch Street	No	No	No	Major	Minor	No	No	Major	No	No	No	Minor	6
3a Interchange Main Area	No	Major	No	No	Minor	No	Minor	Minor	No	No	No	Major	7
3b Interchange Blocks 9 & 10	No	Major	No	No	Minor	No	Minor	Minor	No	No	No	No	5
3c Piper's Row	No	Major	No	No	No	No	Minor	Minor	No	No	No	No	4
3d Banana Yard	No	Major	No	No	Minor	No	Minor	Minor	No	No	No	Major	7
3e Interchange Blocks 6 & 7	No	Minor	No	No	Minor	No	No	Minor	No	No	No	No	3
4a North of Peel (Stafford St / Five Ways)	No	Major	No	No	No	Minor	No	No	No	No	No	No	3
4b Peel Centre Retail Park	No	Major	No	No	No	Minor	No	No	No	No	No	No	3
4c Springfield Brewery	No	Major	No	No	Minor	X	Minor	Minor	No	No	No	Major	9
4d Land at Cambridge Street	No	Major	No	No	Minor	Major	Minor	Minor	No	No	No	Major	9
4e Stafford St / Cannock Rd	No	Major	No	No	No	No	No	No	No	No	No	Major	4
4f Grimstone Street Depot	No	Major	No	No	Minor	Major	Minor	Minor	No	No	No	Major	9
4g Culwell Street Depot	No	Major	No	No	Minor	Major	No	Minor	No	No	No	Major	8
4h Broad Gauge Way (Low Level Station)	No	Major	No	No	Minor	Major	No	Minor	No	No	No	Major	8
4j Former BR Good Depot, Bailey Street	No	Minor	No	No	Minor	Major	No	Minor	No	No	No	No	5
4k Mill Street Depot	No	Major	No	No	Minor	No	Minor	Minor	No	No	No	No	5
4l Crane Foundry	No	Minor	No	No	Major	No	Major	Minor	No	No	No	No	6

Development Opportunity	All Saints Church	Chubb Building	Eye Hospital	Darlington Street Methodist Church	Royal Hospital	Springfield Brewery	St George's Church	St John's Church	St Luke's Church	St Mark's Church	Sunbeam Factory	St Peter's Church	Score
4m Former Stamping Works, Horseley Fields	No	Minor	No	No	Major	No	Major	Minor	No	No	No	No	6
4n Lime Kiln Wharf	No	Minor	No	No	Major	No	Minor	Minor	No	No	No	No	5
5a Former Eye Infirmary	No	No	X	Minor	Minor	No	Minor	Minor	No	Minor	Minor	Minor	9
5b Charles Clark Building	No	No	Major	Minor	Minor	No	Minor	Minor	No	Minor	Minor	Minor	9
5c St Mark's Road	No	No	Major	Major	Minor	No	Minor	Minor	No	Major	Minor	Minor	11
6a Oxley Street	No	Major	No	No	No	No	No	Major	No	No	No	Major	6
6b North Road	No	Major	No	No	No	No	No	No	No	No	No	No	2
7a Former Peel House	No	No	No	Minor	No	No	No	Minor	No	No	No	Major	4
7b Council car park / Former Wanderer PH	No	No	No	No	No	No	No	Minor	No	No	No	Major	3
8a St Peter's Car Park	No	No	No	No	No	No	No	Major	No	No	No	Major	4
8b Broad Street Car Park	No	Major	No	No	No	No	No	Minor	No	No	No	Major	5
8c Express and Star buildings	No	No	No	No	No	No	No	No	No	No	No	Minor	1
8d Birch Street	No	No	No	Major	Minor	No	No	Major	No	No	No	Minor	6
9a Former St George's Parade Store	No	No	No	No	Major	No	X	Minor	No	No	No	Minor	6
10a Tower and Fort Works	No	No	Minor	Minor	No	No	No	Minor	No	Minor	Minor	Minor	6
10b Former Sunbeam Factory	No	No	No	Minor	No	No	No	Major	No	Minor	Major	Major	8
10c Ablow Street	No	No	No	Minor	No	No	No	Major	No	Minor	Major	Major	8
10d Dudley Road / Bell Place	No	No	No	No	No	No	Minor	Minor	Minor	No	No	Minor	4
10e Land north of Graiseley Hill	No	No	Minor	Minor	No	No	No	Major	No	Minor	Major	Major	9
10f Former Metal Castings Sites	No	No	Minor	Minor	No	No	No	Major	No	Minor	Major	Major	9
10g Former St Luke's School	No	No	No	Minor	No	No	No	Minor	No	No	No	No	2
10h Moorfield Road	No	No	No	Minor	No	No	No	Minor	No	No	No	No	2
11a Royal Hospital Development Area	No	No	No	No	X	No	Major	Minor	No	No	No	Minor	6

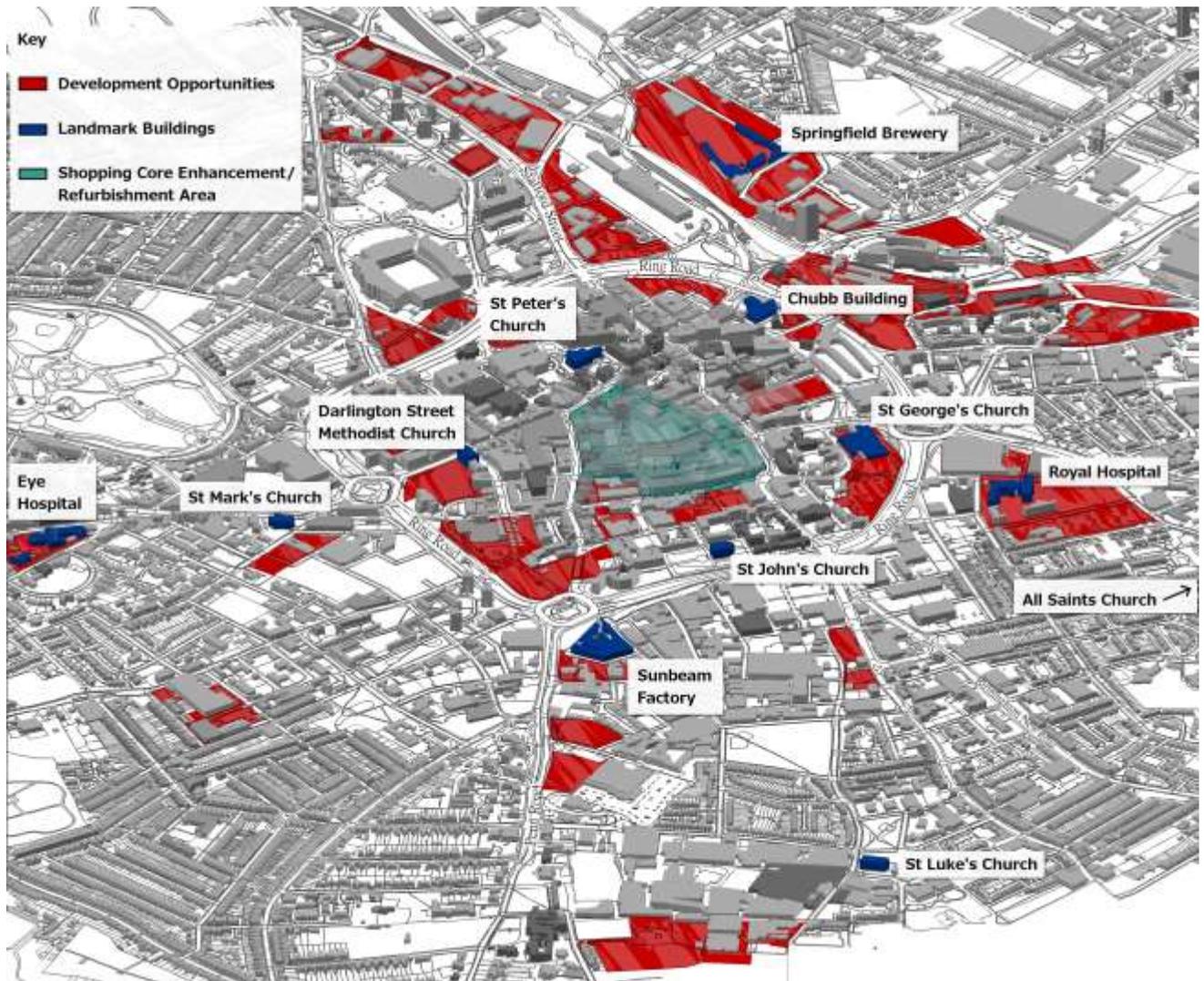


Figure 10 - Location of Landmark Buildings and Development Opportunities

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

3.3.22 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.

3.3.23 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.

- 3.3.24 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.
- 3.3.25 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.
- 3.3.26 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.
- 3.3.27 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.
- 3.3.28 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.
- 3.3.29 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.
- 3.3.30 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.

- 3.3.31 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.
- 3.3.32 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.
- 3.3.33 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.
- 3.3.34 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)

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

3.3.35 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.

3.3.36 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.

3.3.37 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.

3.3.38 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.

3.3.39 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 & River Trust should be consulted on any proposal to make use of canal water for heating or cooling.

3.3.40 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).

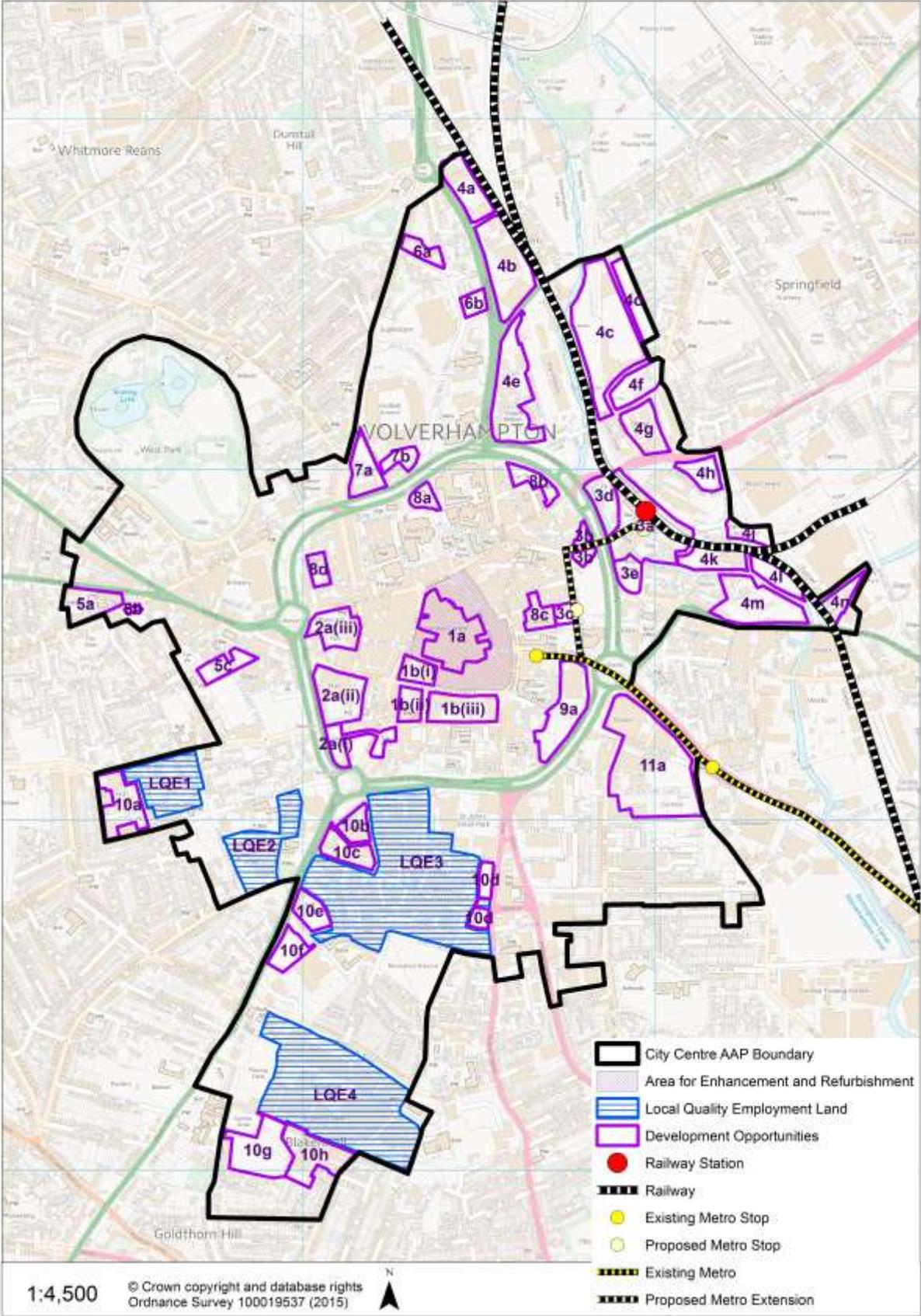


Part C – Character Areas and Development Opportunities

4.1.1 Eleven Character Areas have been identified in the City Centre AAP area, as shown on Figure 4. 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 11 below. It should be noted that the planning issues covered in this section are not exhaustive and development proposals should be assessed against all Local plan policies.



Figure 11 - Development Opportunities

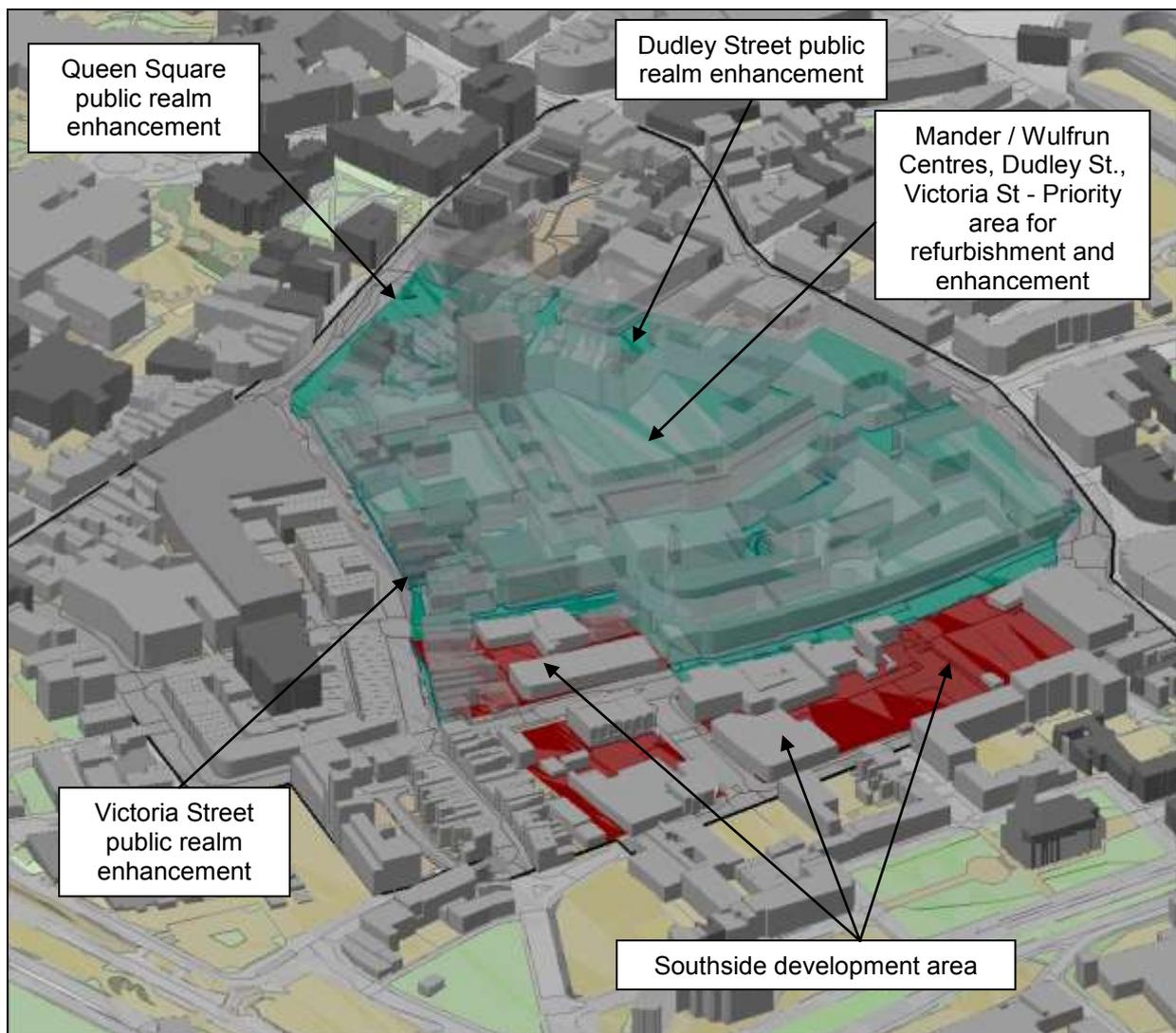


CA1. Shopping Core

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 12 – 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 and preserves or enhances the character or appearance of the Wolverhampton City Centre and Worcester Street conservation areas.

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, proposals for a change of use that are subject to planning control and 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 13 are classed as Primary Frontages, and frontages which fall outside the Area of Enhancement and Refurbishment identified in Figure 13 are classed as Secondary frontages. The individual frontages within each frontage category referred to above are listed in Appendix C.

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

- 4.2.1 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.
- 4.2.2 It's 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, whilst respecting the historic character and local distinctiveness of the conservation areas covering much of the area.
- 4.2.3 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.

- 4.2.4 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.
- 4.2.5 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.
- 4.2.6 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 of Wolverhampton. 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.

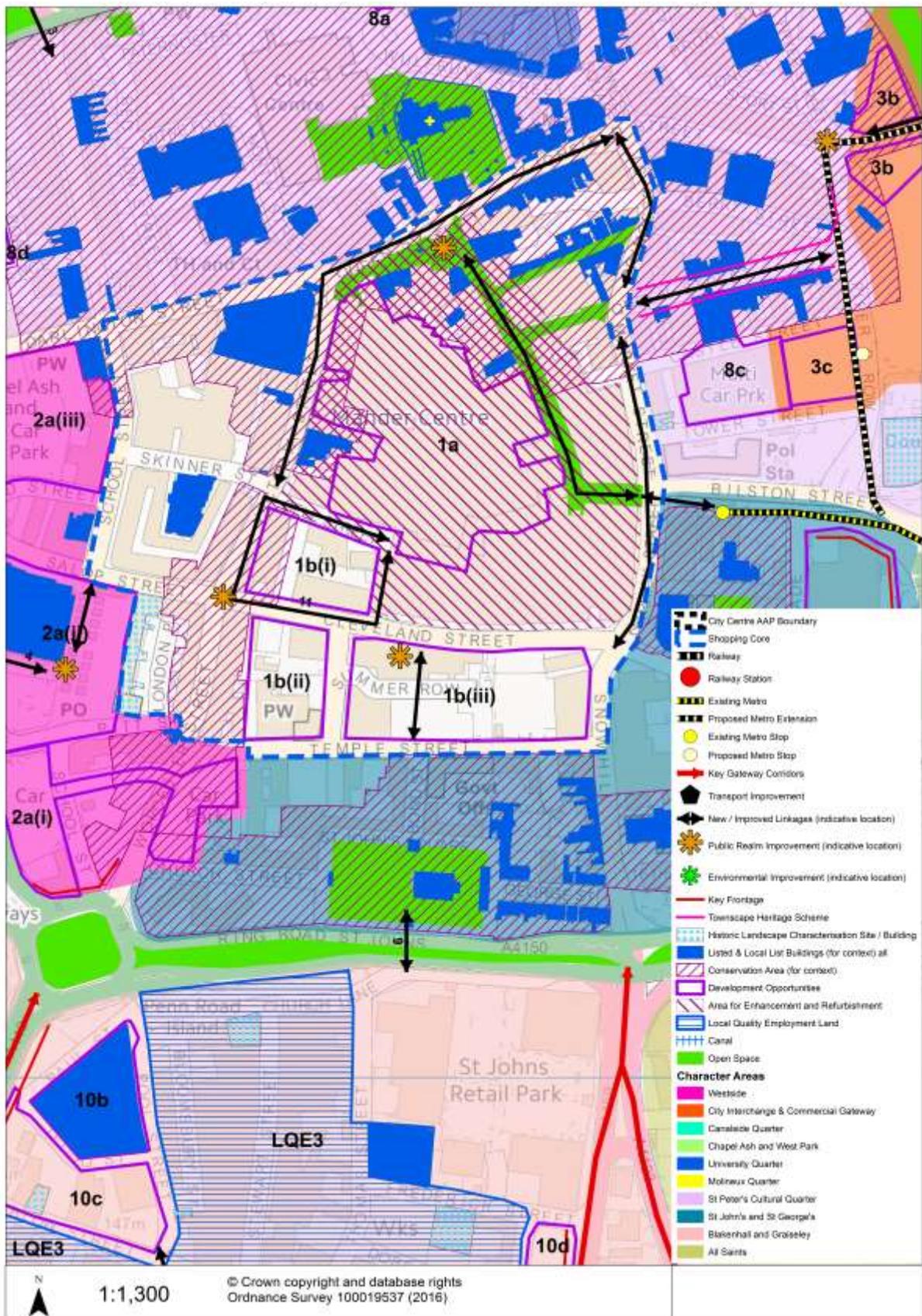
Development Outputs

- 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
- A minimum of 120 homes
- Delivery of public realm and accessibility improvements
- The conserving and enhancement of local heritage / townscape features

Evidence

- City Centre Retail Frontage Survey (2014)
- City Centre Historic Landscape Characterisation Study (2011)
- Sites Assessment Study (2014)
- Retail Update Study & Addendum Letter (2014/15)

Figure 13 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 CC5 CC7	Mander Centre	1a	Retail and leisure	2.79	Additional retail provision of around 4,000 sq metres of floorspace	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, in keeping with the conservation area covering part of the site. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

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.
CC8	Victoria Street	Public Realm Improvement	Enhancement of public realm and accessibility.
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.
CC9	Arcaded building, Market Square	Historic Landscape Characterisation	

Transport Proposals

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

Table CA1C: Transport Proposals

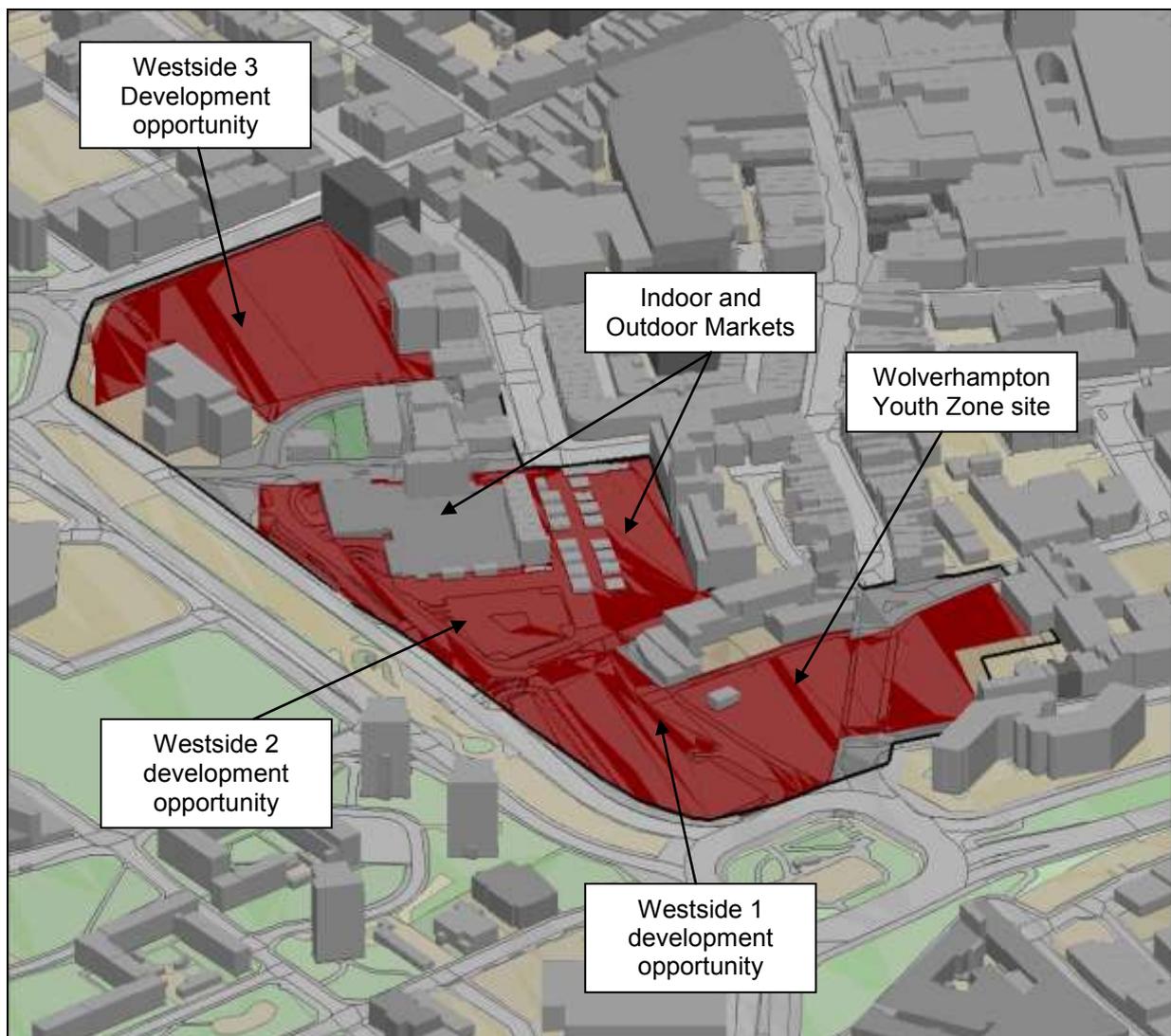
Policy	Name	Map Ref	Phasing	Further Information
CC6 CC8	Market Street, Garrick Street and Princess Street	T11	By 2016	Package of measures to improve circulation and enhance pedestrian environment.
CC6 CC8	Queen Square / Victoria Street	T11	By 2026	Investigate opportunities to reduce conflict between 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, with excellent linkages to adjoining areas.

Figure 14 – 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 Mark's, School Street, Darlington 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's 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 and enhance linkages to adjoining areas.

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

Justification

4.3.1 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.

4.3.2 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's 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.

- 4.3.3 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.
- 4.3.4 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.
- 4.3.5 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 Wolverhampton Youth Zone – a facility providing a comprehensive range of activities for young people including sports, training and education provision.
- 4.3.6 Westside 2 is the principal link between the Sainsbury's 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, leisure, food and drink and some commercial office development. This area is currently the preferred location for the Indoor and Outdoor markets.
- 4.3.7 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.
- 4.3.8 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

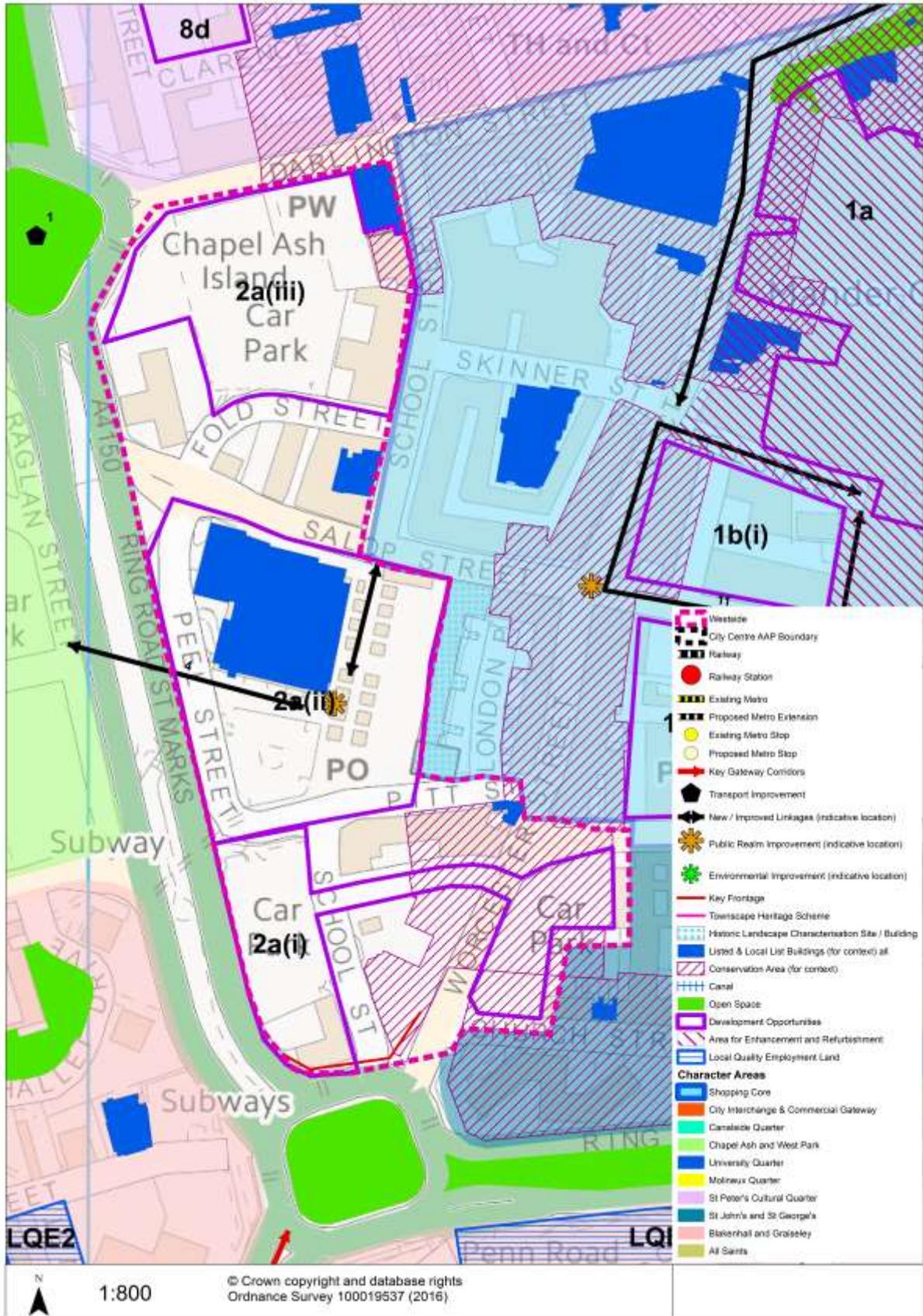
- Around 170 new homes
- Around 15,000 sq metres of leisure floorspace
- Up to 15,000 sq metres of office floorspace
- Up to 7,000 sq metres of retail floorspace
- Enhanced the public realm
- Infrastructure to support and ensure the successful delivery of development

Evidence

- City Centre Retail Frontage Survey (2013)
- City Centre Historic Landscape Characterisation Study (2011)
- Sites Assessment Study (2014)
- Retail Update Study (2014)



Figure 15 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 CC5 CC7	Westside 1	2a(i)	Leisure led mixed use with ancillary retail, leisure, food and drink, residential, office and car parking	1.22	Around 15,000 sq metres of floorspace	By 2026	Leisure led mixed use development with key frontages to Ring Road St Mark's and Worcester Street in keeping with the conservation area covering part of the site. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	Westside 2	2a(ii)	Leisure led mixed use with ancillary retail, leisure, food and drink, 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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	Westside 3	2a(iii)	Leisure led mixed use with ancillary retail, leisure, food and drink, 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 frontages to Ring Road St Mark's, School Street and Darlington Street, in keeping with the conservation area covering part of the site. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

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 CC10	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 Island	Key Frontage	Landmark building at key ring road 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

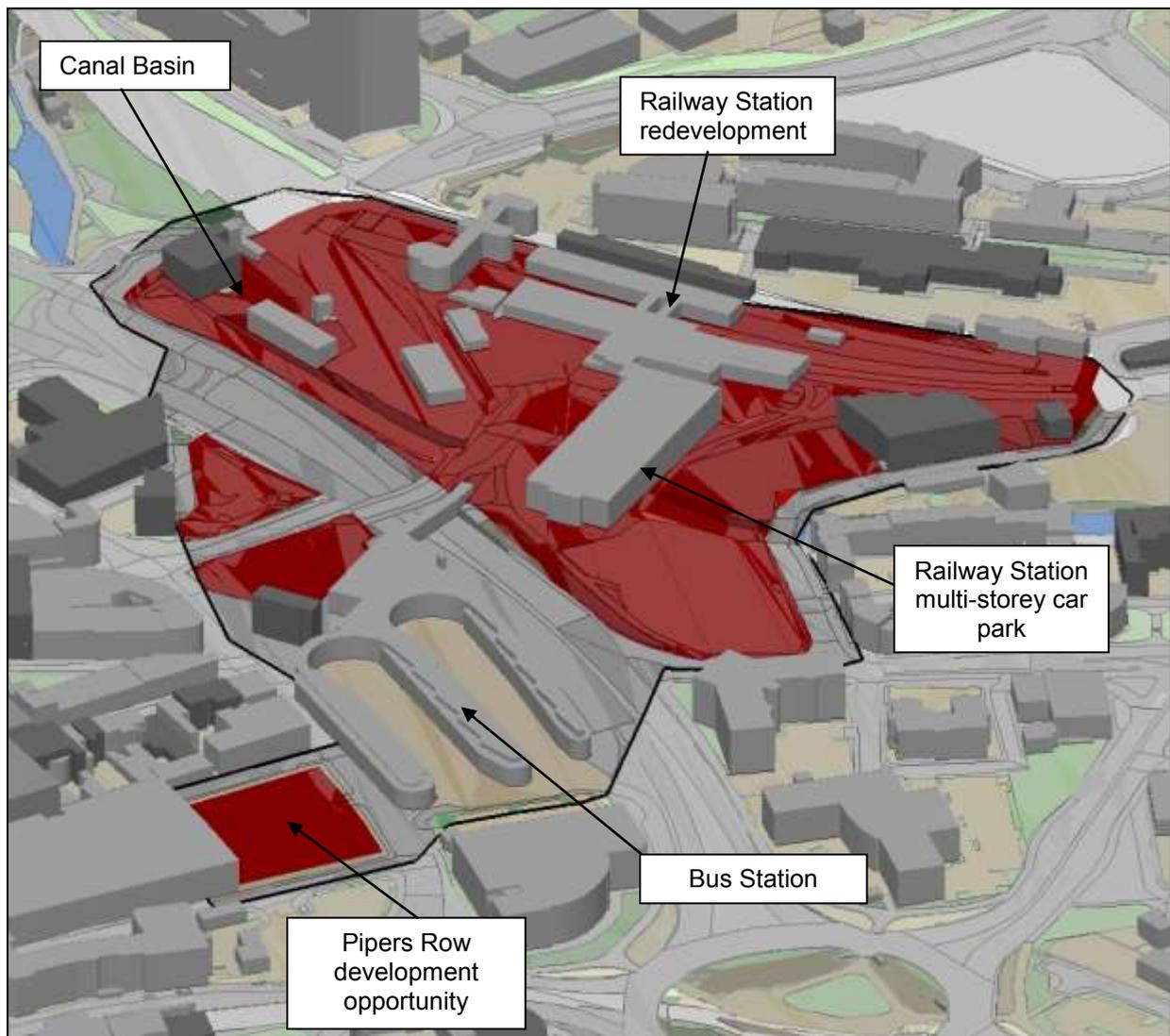
Policy	Name	Map Ref	Phasing	Further Information
CC6 CC8	Chapel Ash Island	T1	By 2026	Enhance pedestrian and cycle linkages to West Park and Chapel Ash. Determine the need and opportunity for capacity enhancement, pedestrian / cycle facilities, public transport and safety improvements.
CC6 CC8	Ring Road St Mark's	T4	By 2026	Enhance pedestrian and cycle links to Sainsbury's superstore and Chapel Ash

CA3. City 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 16 – City Interchange & Commercial Gateway Assets and Opportunities



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Policy CA3: City Interchange & Commercial Gateway

The City 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) Conserve and enhance the significance of heritage assets, including their settings, including the canal, 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

4.4.1 The City 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 Interchange scheme will transform perceptions of the City due to a vastly improved visitor experience at the railway station and its environs.

4.4.2 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.

- 4.4.3 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.
- 4.4.4 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.
- 4.4.5 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.
- 4.4.6 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.
- 4.4.7 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. 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 Outputs

- 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 the conserving and enhancement of local heritage/townscape features
- Legible way-finding
- Safe and well-lit pedestrian / cycle linkages

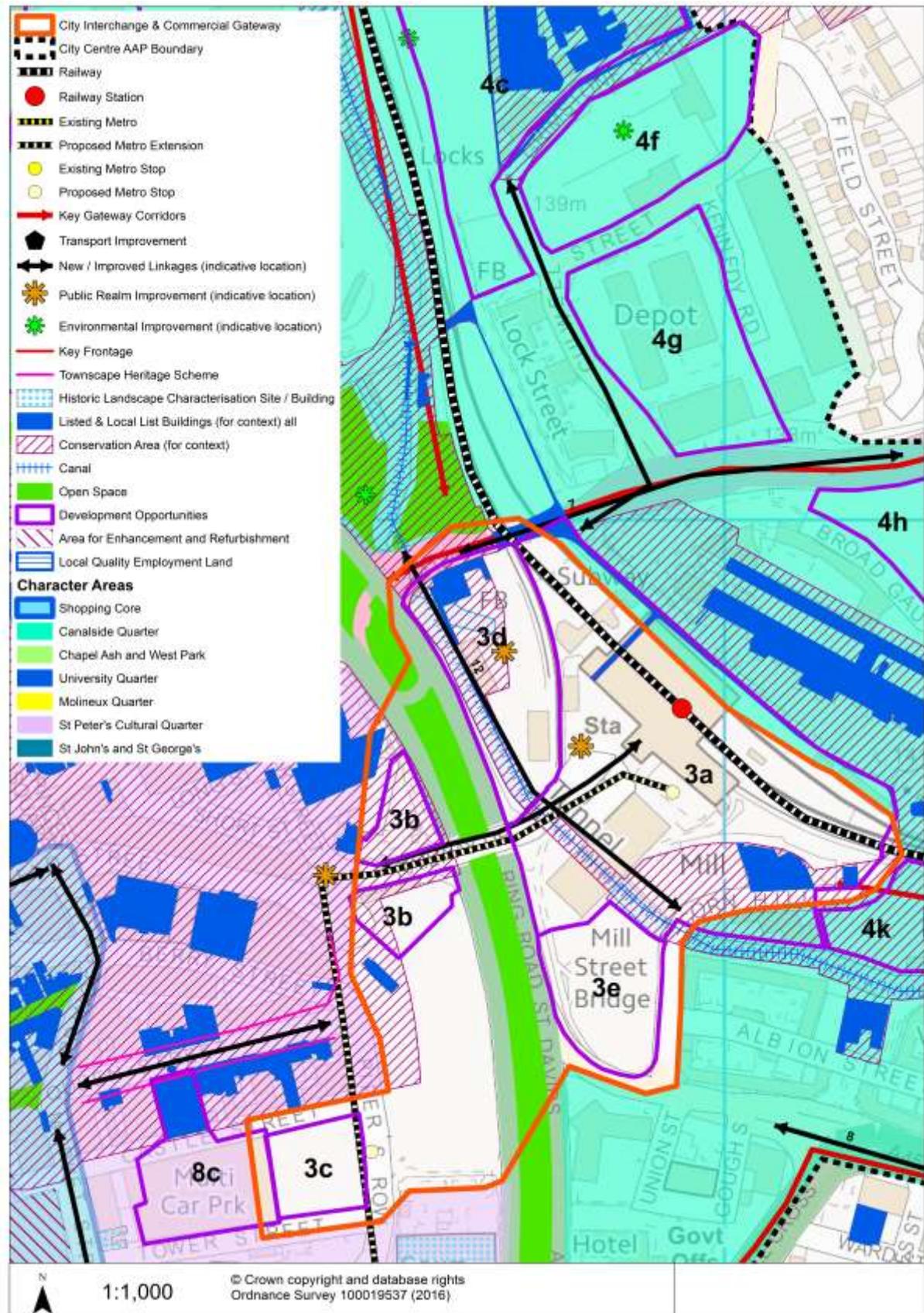
Figure 17 – City Interchange & Commercial Gateway Masterplan



Evidence

- Sites Assessment Study (2014)
- Black Country Growth Plan (2014)

Figure 18 Policy CA3 - Detailed Proposals for City 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 CC5 CC7	Main area	3a	Public Transport hub and ancillary residential leisure and retail	3.69	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. Exemplary standard of design to reflect gateway location, create new civic spaces, maximise canalside location and enhance the conservation areas covering parts of the site.
	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 in keeping with the conservation area covering parts of the site.
	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. As the site may be affected by air pollution, any proposal involving residential development will need to be carefully designed and may be required to incorporate air quality mitigation measures.
	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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
	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 leisure, retail and residential development.	By 2026	Mixed use development including offices, retail, leisure and residential

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	Station Approach / Birmingham Canal Gateway	Key Gateway Corridor	High quality design required along rail and canal corridor
CC8 CC10	Interchange	Public Realm Improvements	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 George's terminus to Interchange.
CC6	Interchange – Linkages	T12	By 2026	Strengthen pedestrian / cycle routes between Interchange and Core

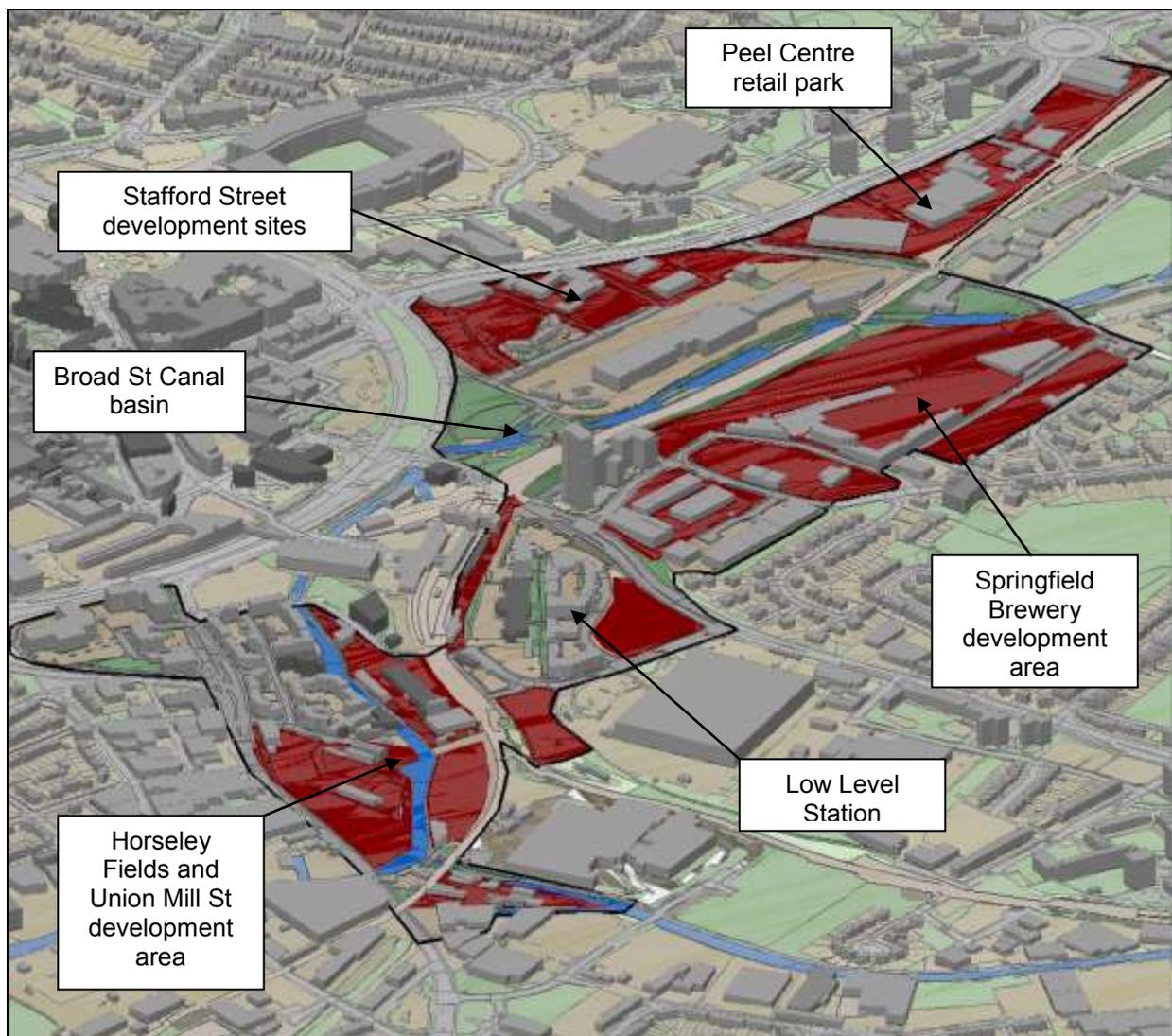
CC8				Shopping area with focus on Railway Drive, Pipers Row, Queen Street and Lichfield Street. Enhanced canal frontage and lighting / towpath improvements to increase safety along Broad Street Wharf / Canal Tunnel Broad Street to Corn Hill
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CA4. Canalside 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 19 – 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, 4e) 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, 4f, 4g), 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 public square / leisure hub;
- (d) Completion of final phase of Low Level Station (4h);
- (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 and ecological interest within and adjoining the canal corridor including green space, and conserve and enhance areas of heritage and archaeological interest;
- Protect and exploit, through appropriate landscape design or restoration to active use, the remains of former wharfs and infilled basins where appropriate;
- 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

- 4.5.1 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. Ongoing regeneration of this prominent, historic canalside area will require phased development of large areas of vacant and under-used land.
- 4.5.2 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.
- 4.5.3 Commercial opportunities are available in gateway locations east of Stafford Street, reflecting the University of Wolverhampton 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.
- 4.5.4 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.
- 4.5.5 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.
- 4.5.6 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.

- 4.5.7 In line with Policy CC9, 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 George's and St John's Churches and Royal Hospital (see Figures 9 and 10).

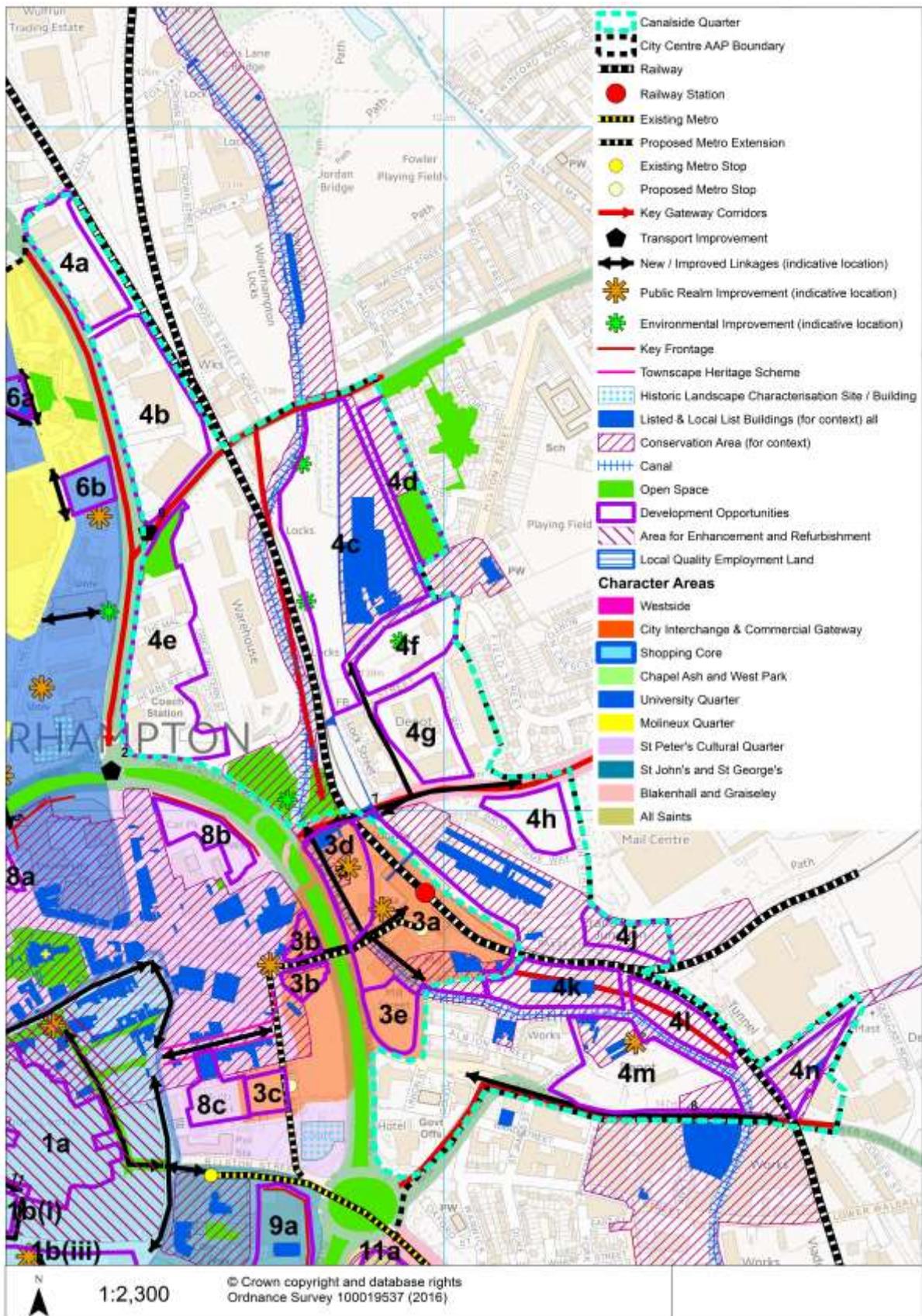
Development Outputs

- 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 the conserving and enhancement of 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)

Figure 20 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 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 Road 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 4 would be required to deliver permitted junction improvements if supermarket permission or expanded and reconfigured retail park permission is implemented. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

Springfield Brewery and adjoining land	4c	Education (D1) or, if not viable / deliverable Residential-led Mixed Use	4.92	Around 18,800 sq metres of floorspace Higher, further education and training Or 440 homes	By 2016	To include conversion of Grade II listed building, accessibility improvements towards the Railway Station and environmental canalside frontage improvements. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional. A planning application has been submitted for part of the site (5,400 sqm) and it is anticipated that the remainder will be developed in accordance with the Springfield Campus Strategic Development Framework.
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) and in keeping with the conservation area covering part of the site.
Stafford St / Cannock Rd	4e	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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
Grimstone Street Depot	4f	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	4g	Residential	1.23	75 homes	2021-26	To incorporate buffer with adjoining industrial estate.

Broad Gauge Way (Low Level Station)	4h	Car showroom / food and drink (A3, A4, A5) / offices (B1a) / residential / a convenience store to serve the existing and proposed residential population of the local area	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. Any development should be in keeping with the conservation area within which the site falls.
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	1.05	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, be in keeping with the conservation area within which the site falls and address the canal.
Crane Foundry	4l	Residential	0.77	80 homes	2021-26	Improve pedestrian, cycle and highway access including potential access via tunnel to link up with Qualcast Road. Development should be in keeping with the conservation area within which the site falls and address the canal. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

	Former Stamping Works and Butter and Cheese Warehouse, Horseley Fields	4m	Residential-led Mixed Use including leisure (D2) / small-scale retail	2.39	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. Development should be in keeping with the conservation area covering part of the site and address the canal. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	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. Development should be in keeping with the conservation area within which the site falls and address the canal. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

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 R3 CC8 CC10	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	Springfield Brewery and adjoining land	Environmental Improvements	Environmental and public realm improvements, particularly to the Canalside frontage
CC8	Union Mill Street public realm	Public Realm Improvement	Creation of public space to provide a quality setting for listed building conversion at the Former Stamping Works
CC8	Cannock Road / Stafford Street Gateway	Key Gateway Corridor	High quality design required along road corridors
CC8	Wednesfield Road Gateway	Key Gateway Corridor	High quality design required along road 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

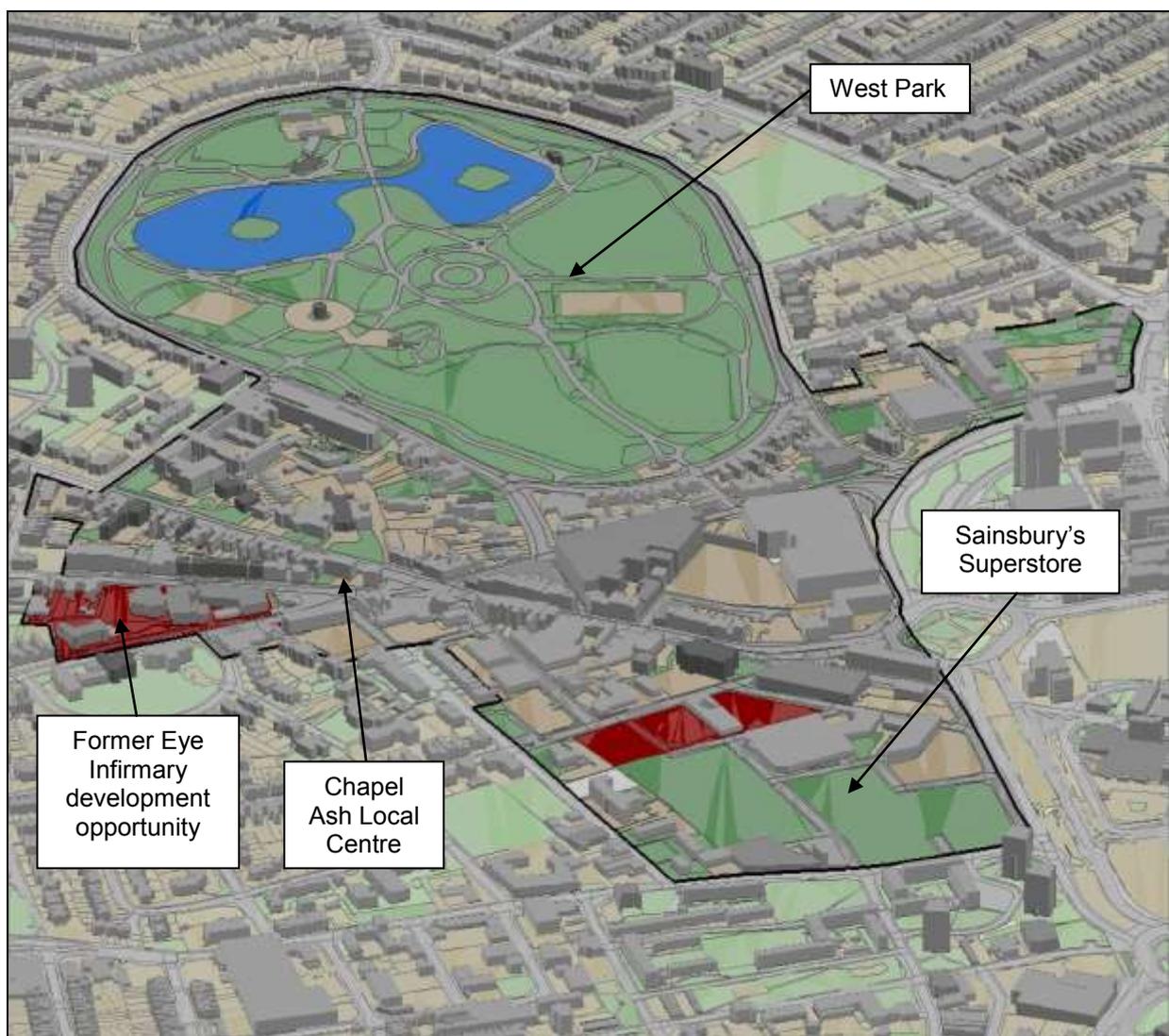
Policy	Name	Map Ref	Phasing	Further Information
CC6	Wednesfield Road	T7	By 2026	Improved accessibility for cyclists
CC6 CC8 CC10	Lower Horseley Fields / Lower Walsall Street	T8	2021-26	Increase car / bus / cycle capacity, enhance access to the canal towpath and improve access to development sites
CC6	Cannock Road / Stafford Street Junction	T9	By 2021	Junction improvements to support development at Peel Centre Retail Park, including provision for cyclists
CC6	Rapid Transit Public Transport to Wednesfield	T15	2021-26	Potential future extension of either Metro or other new rapid transit public transport infrastructure towards Walsall, serving New Cross Hospital and Wednesfield. 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's 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 21 – 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 heritage asset.

(b) Strengthening the retail and service offer of Chapel Ash Local Centre as defined in Appendix B. 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 Infirmary and Nurses' Home, Clifton House (former Charles Clarke building) the Attwood Building

(d) Enhanced linkages between the Sainsbury's 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

4.6.1 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's 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's 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.

4.6.2 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.

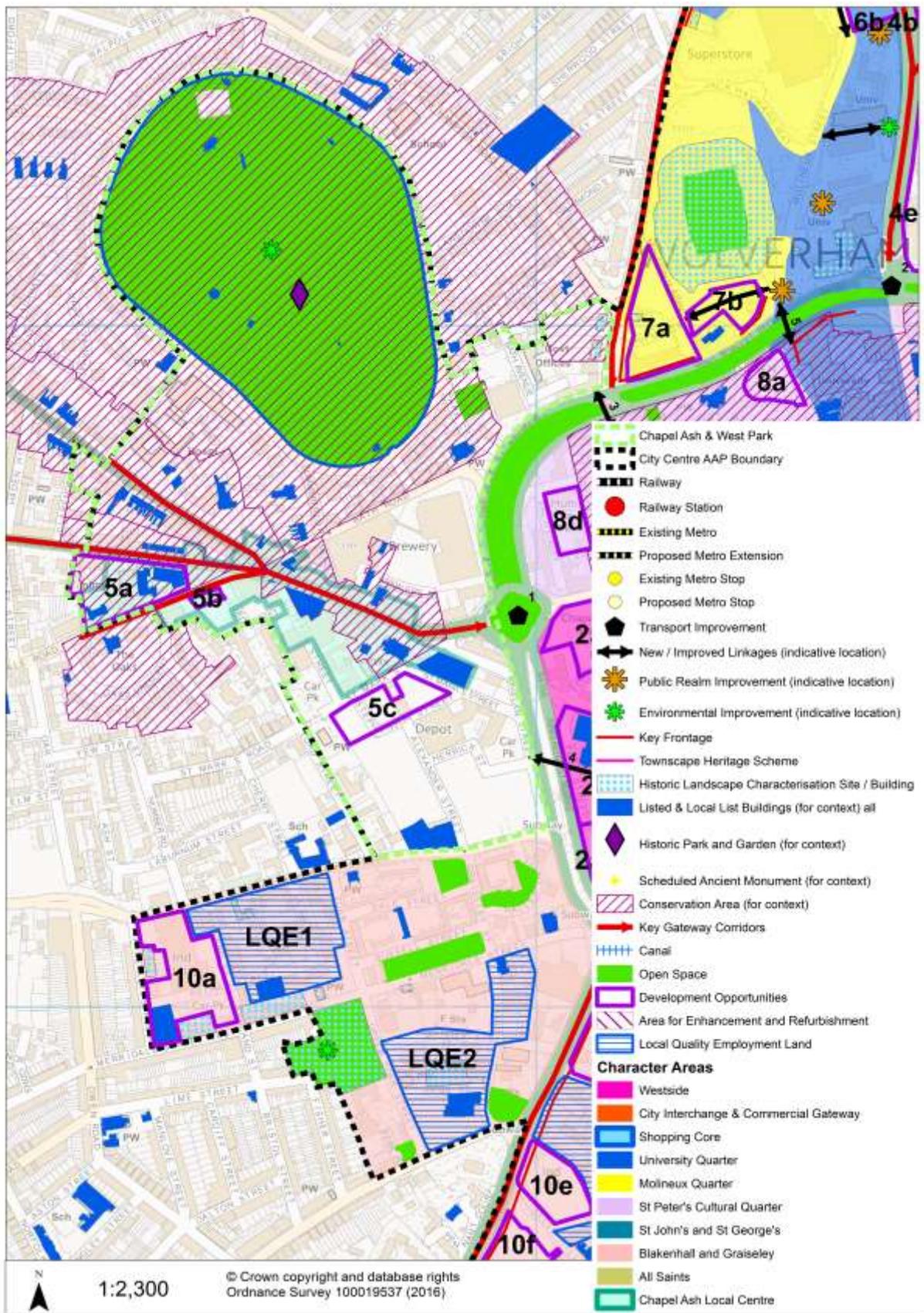
Development Outputs

- Around 110 new homes
- Around 900 sq metres of office and retail floorspace
- Protection and enhancement of open space and the conserving and enhancement of 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)
- Sites Assessment Study (2014)

Figure 22 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 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 site.
	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 the convergence of key arterial routes into the city centre. Scope for reuse of the existing building or redevelopment for high quality building with a principal frontage to Merridale Road.
	St Mark's 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 R3 CC8 CC10	West Park	Open Space / Environmental Improvement	Ongoing investment and programme of maintenance in West Park.
CC9	49-51 Waterloo Road	Historic 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

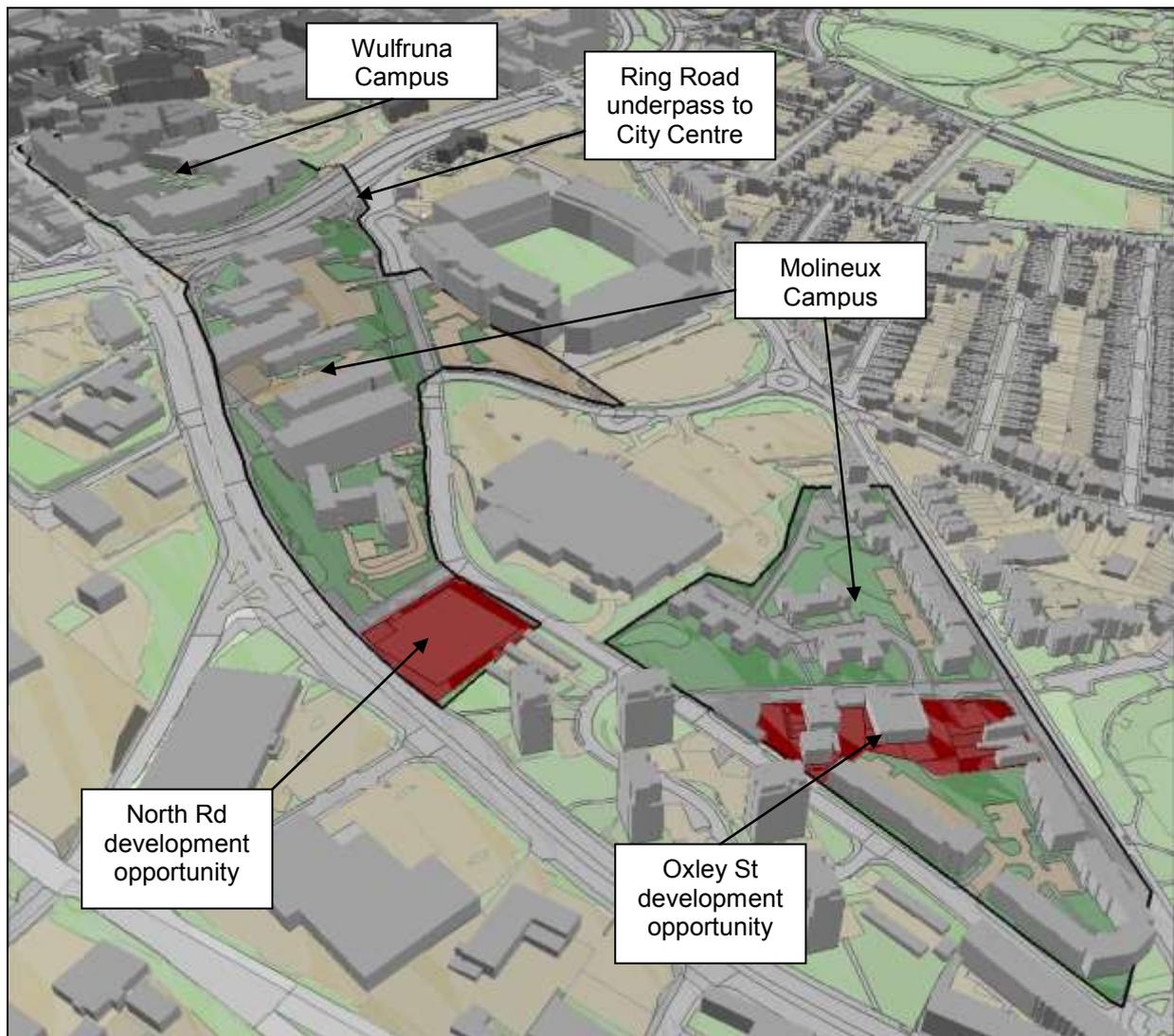
Policy	Name	Map Ref	Phasing	Further Information
CC6	Chapel Ash Island	T1	By 2026	Enhance pedestrian and cycle linkages to West Park and Chapel Ash. Determine the need and opportunity for capacity enhancement, pedestrian / cycle facilities, public transport and safety improvements.
CC6	Waterloo Road Crossing	T3	By 2026	Enhance pedestrian and cycle linkages at key entrance to city centre core area and important link from West Park
CC6	Ring Road St Mark's	T4	By 2021	Enhance pedestrian and cycle links between Sainsbury's superstore and Westside Character area.

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 23 – 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 of Wolverhampton 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 landmark's, 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

4.7.1 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 provides a number of facilities that perform an important function and contribute to the vitality of the city centre, including the Arena Theatre. The University of Wolverhampton is committed to develop the University Quarter and is currently undertaking an ambitious £45m investment programme. Recent developments at the City Campus include a new science facility and a Business School.

4.7.2 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.

- 4.7.3 The role of the University of Wolverhampton 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 of Wolverhampton 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.
- 4.7.4 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.
- 4.7.5 In line with Policy CC9, 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 Figures 9 and 10).

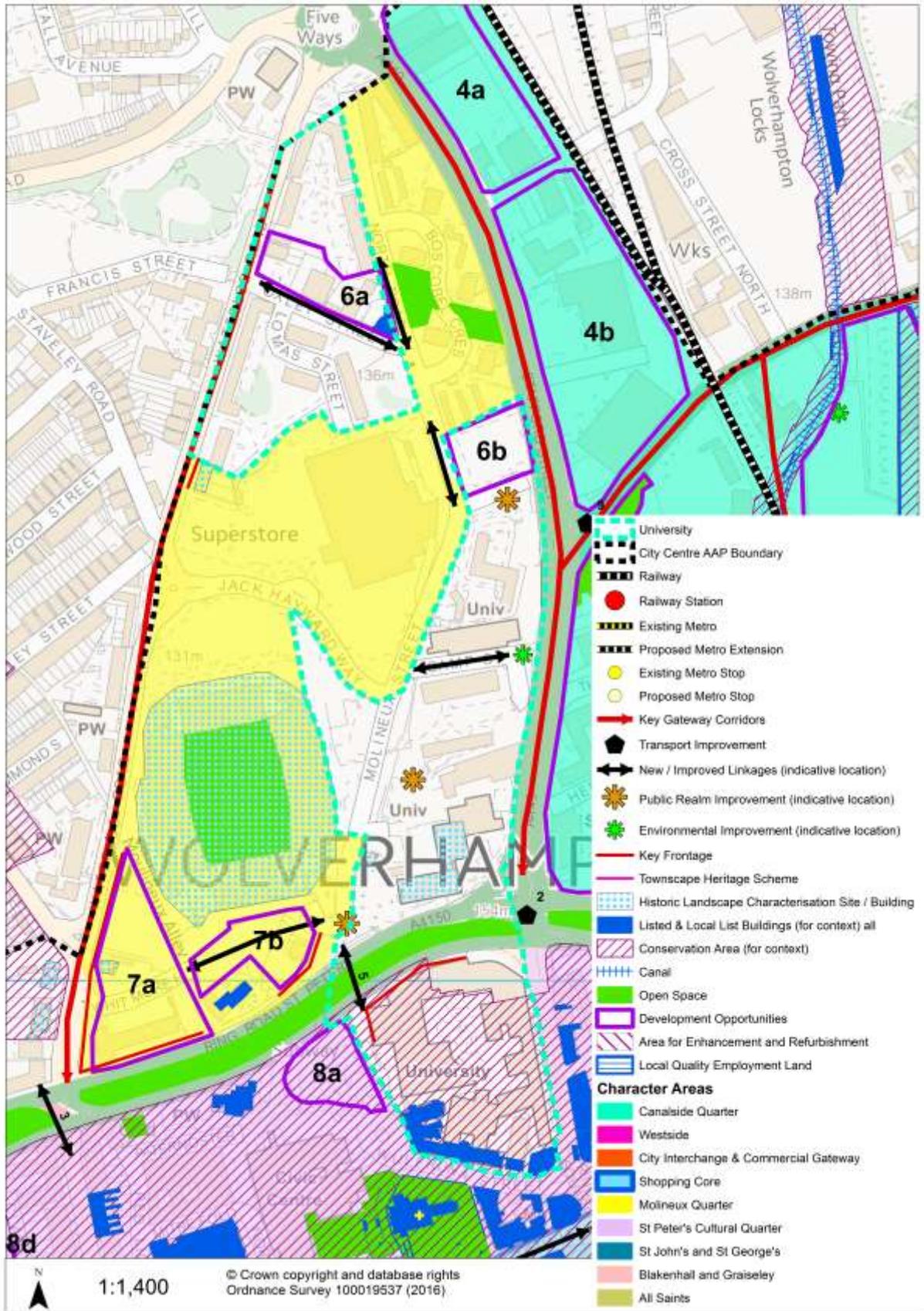
Development Outputs

- Protection and enhancement of open space and the conserving and enhancement of 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)

Figure 24 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 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 of Wolverhampton	0.41	6,000 sq metres floorspace including potential for 40 homes	By 2026	The site consists of a large surface car park used by the University of Wolverhampton. There are a number of TPO trees on the site 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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

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 CC10	University of Wolverhampton Public Realm enhancements	Public Realm Improvements Environmental Improvement New / Improved Linkage Key Frontage	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 Oxley Street site onto North Road. Enhanced frontage of University Building at corner of the ring road and Deanery Place.
CC9	The Feathers PH, Molineux Street	Historic Characterisation	Landscape
CC9	University of Wolverhampton School of Art and Design building	Historic Characterisation	Landscape

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

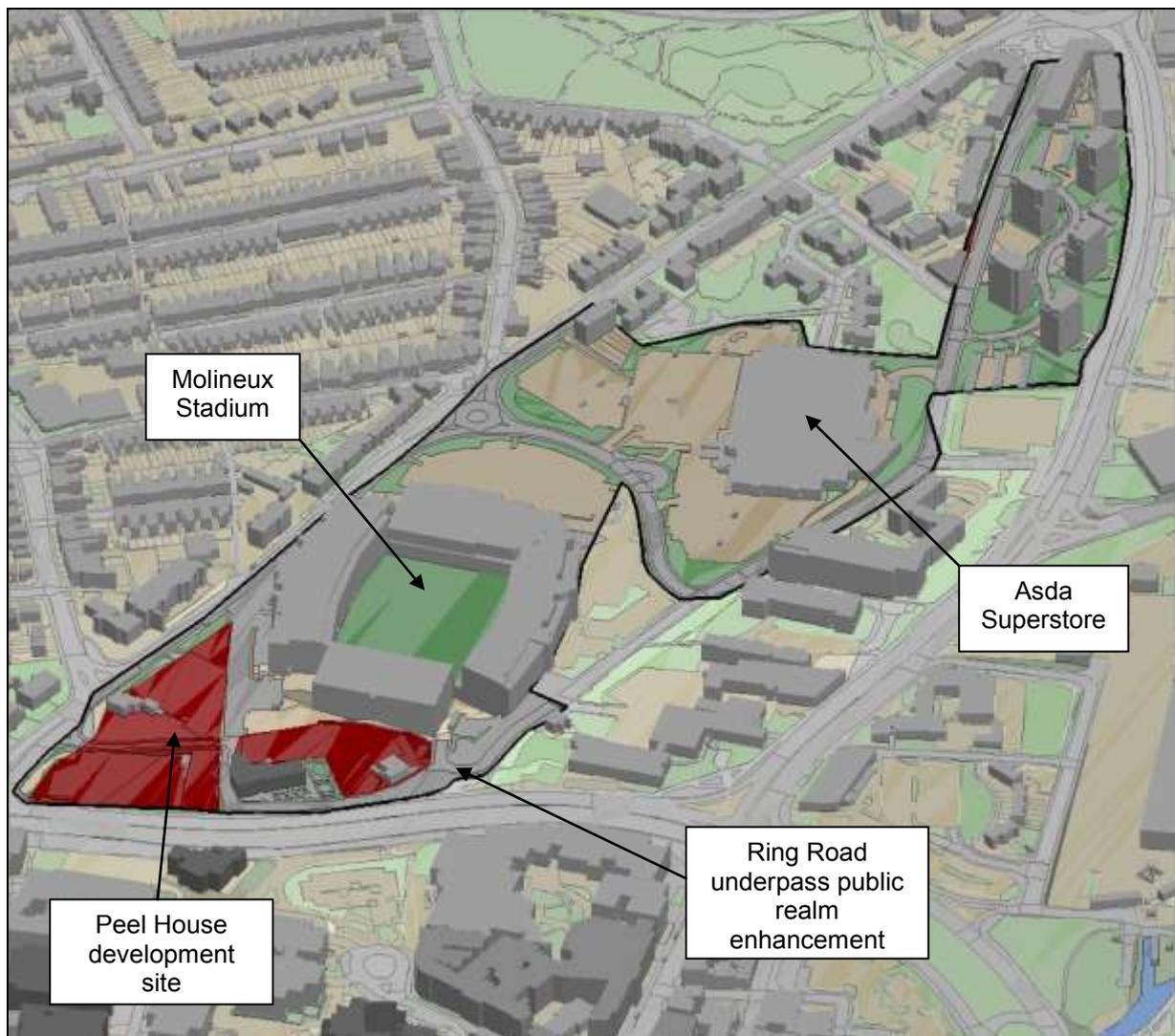
Policy	Name	Map Ref	Phasing	Further Information
CC6 CC8	Ring Road St Peter's Subway	T5	By 2021	Improvements to subway linked to creation of public square in Molineux Quarter

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 25 – 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;

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

Justification

- 4.8.1 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.
- 4.8.2 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.
- 4.8.3 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.

- 4.8.4 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 of Wolverhampton 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.
- 4.8.5 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.
- 4.8.6 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.
- 4.8.7 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.
- 4.8.8 In line with Policy CC9, 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 Figures 9 and 10).

Development Outputs

- Potential for 4,000 sq metres of office floorspace

- Protection and enhancement of public realm and open space and the conserving and enhancement of local heritage / townscape features

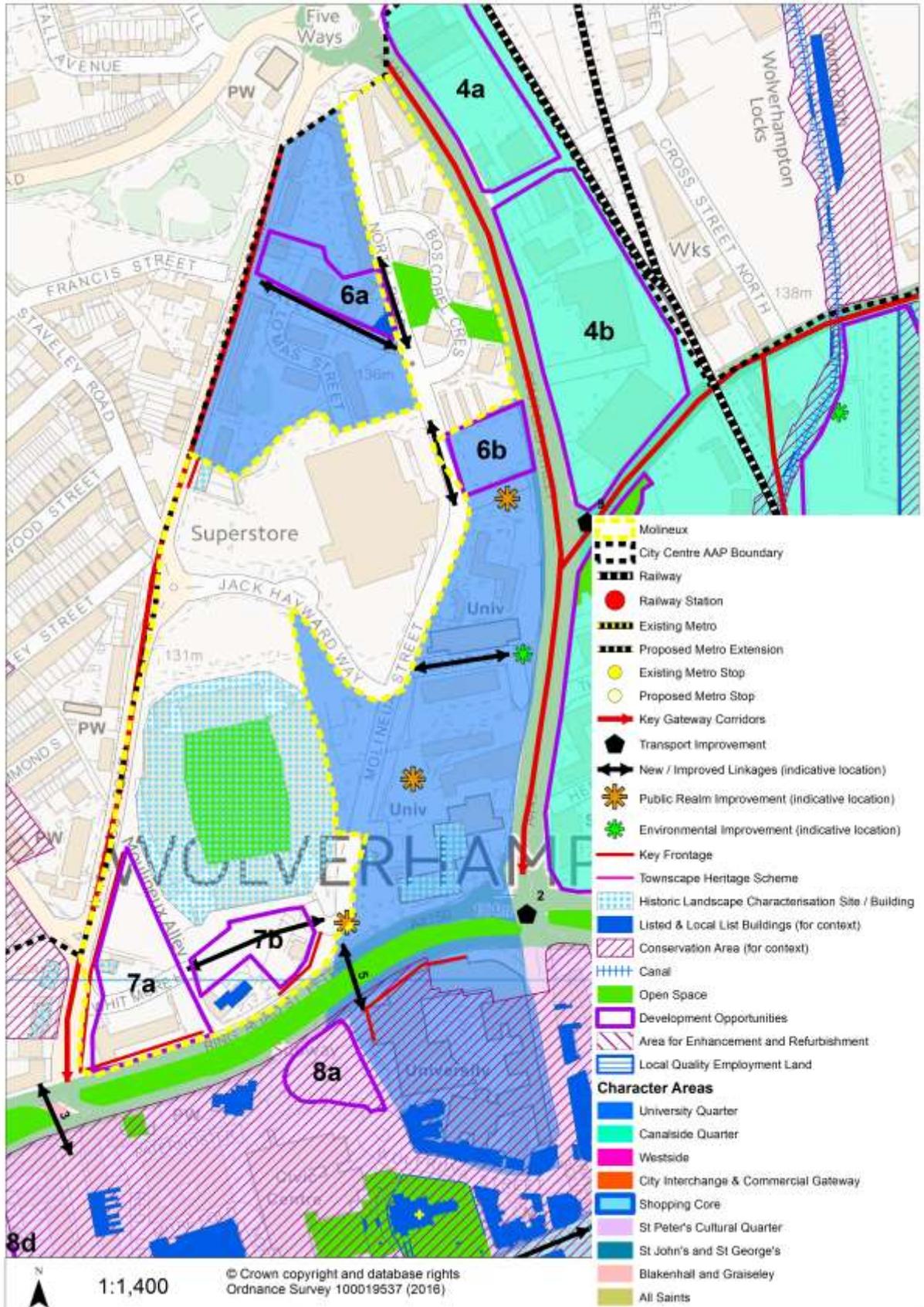
Evidence

- 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)



Molineux Football Ground and Molineux Hotel

Figure 26 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 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, education (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

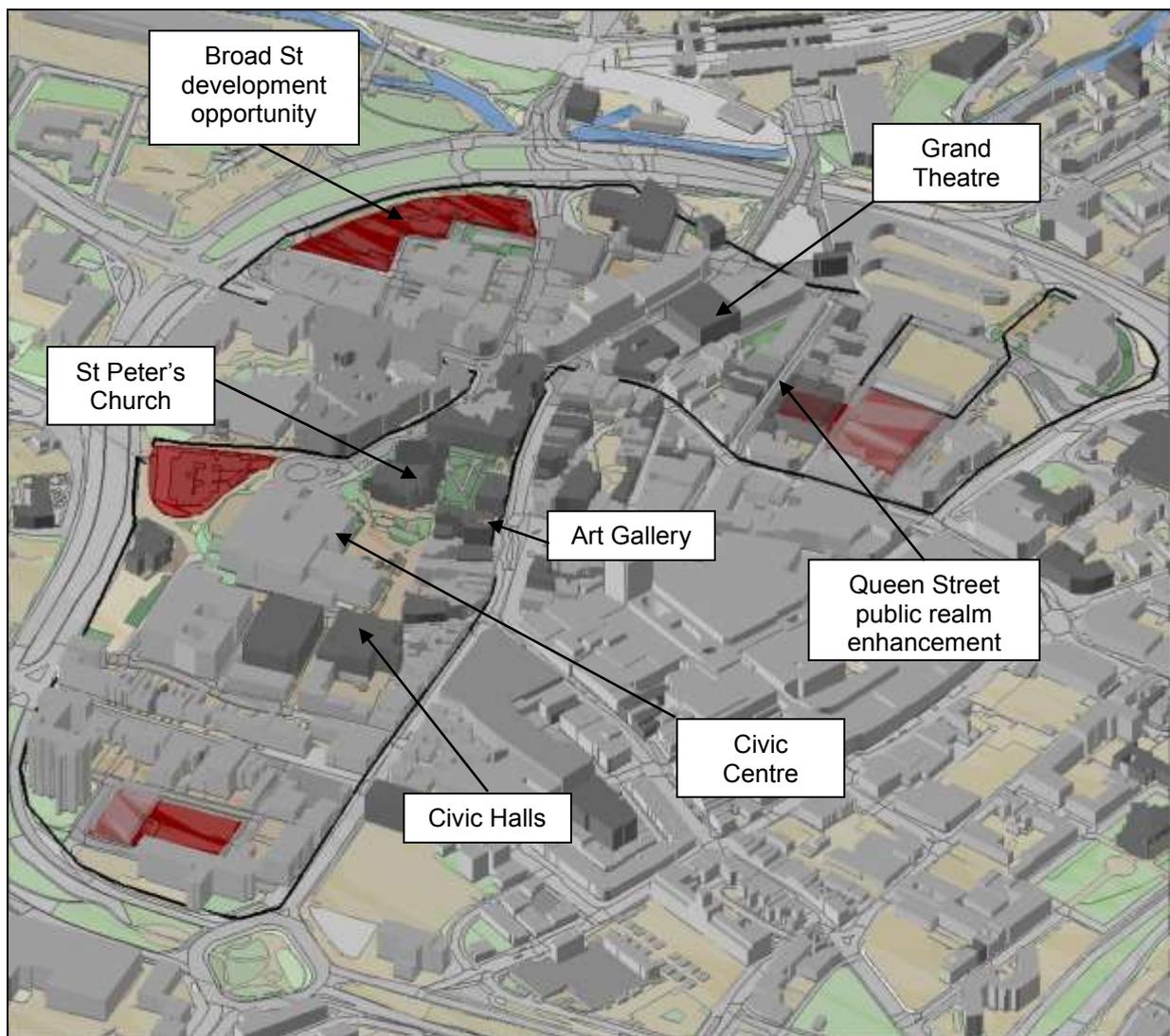
Policy	Name	Type	Further Information
CC8	Molineux Public Square	Public Realm Improvement	Creation of a high quality public square and gardens for students, football supporters, and members of the public to enjoy, acting as the main pedestrian gateway into the Molineux and University Quarters. TPO trees to be protected and retained on site.
CC8	Molineux Public Realm enhancements	Public Realm Improvement (no specific location)	To include new street trees, road resurfacing, widening of pavements, and introduction of cycle routes encouraged as part of redevelopment schemes.
UDP 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 Characterisation Landscape	
CC9	Molineux Stadium	Historic Characterisation Landscape	

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 27 – St Peter's 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) The preservation and enhancement of the Wolverhampton City Centre conservation area and heritage assets, including 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 Cultural Quarter and surrounding areas, particularly the City Interchange & Commercial Gateway and University Quarters.

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

Justification

4.9.1 The St Peter's Cultural Quarter is an important and attractive part of the city centre. The majority of the quarter is covered by the Wolverhampton City Centre conservation area and forms part of the historic core of the City. 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.

4.9.2 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.

4.9.3 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 of Wolverhampton and the Core Shopping Area.

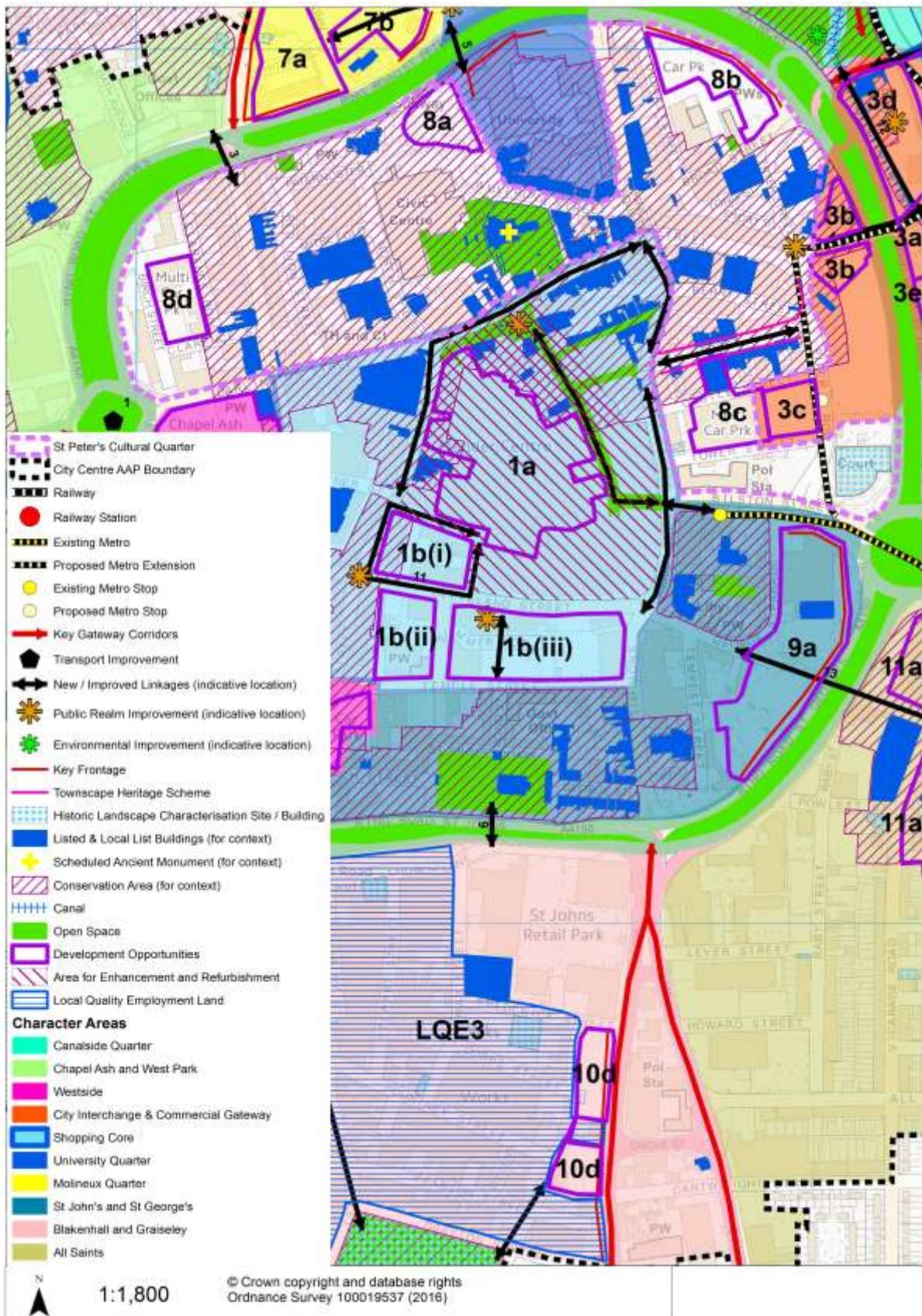
Development Outputs

- Around 40,000sq metres of floorspace,
- Around 50 new homes
- Protection and enhancement of public spaces and the conserving and enhancement of 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)

Figure 28 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 CC5 CC7	St Peter's Car Park	8a	Mixed uses including Education, Office, Leisure	0.42	Around 7,000 sq metres of floorspace	By 2026	High profile location regarding ring road and nearby landmark buildings. Proposals should improve the public realm and enhance the setting of the conservation area and nearby heritage assets such as St Peter's Church, including by maintaining important views. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	Broad Street Car Park	8b	Mixed uses including Education, Office, Leisure, including public car parking	0.64	Around 11,500 sq metres of floorspace including public car parking	By 2016	High profile location with important frontages to ring road and Broad Street. Need for high quality high density development including public car parking in keeping with the setting of the adjoining conservation area.
	Express and Star buildings	8c	Mixed uses	0.62	Around 10,000 sq metres of floorspace including 50 homes	By 2026	Potential for mixed use development and re-use of the locally listed Express & Star building which respects the conservation area setting through rationalisation of Express and Star landholdings. Proposals should protect the operational requirements of the City Centre Police Station south of the site.
	Birch Street block	8d	B1(a) offices	0.46	Around 11,000 sq metres floorspace	2021-26	Existing multi-storey car park in primary office quarter of the city centre. Potential for office development subject to provision of new car parking across the city centre in keeping with the setting of the adjoining conservation area.

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	New / Improved Linkage	Further enhancement of public realm and accessibility to improve key route between Interchange and Core Shopping Area.
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 Characterisation Landscape	
CC9	County Court, Piper's Row	Historic Characterisation Landscape	

Transport Proposals

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

Table CA8C: Transport Proposals

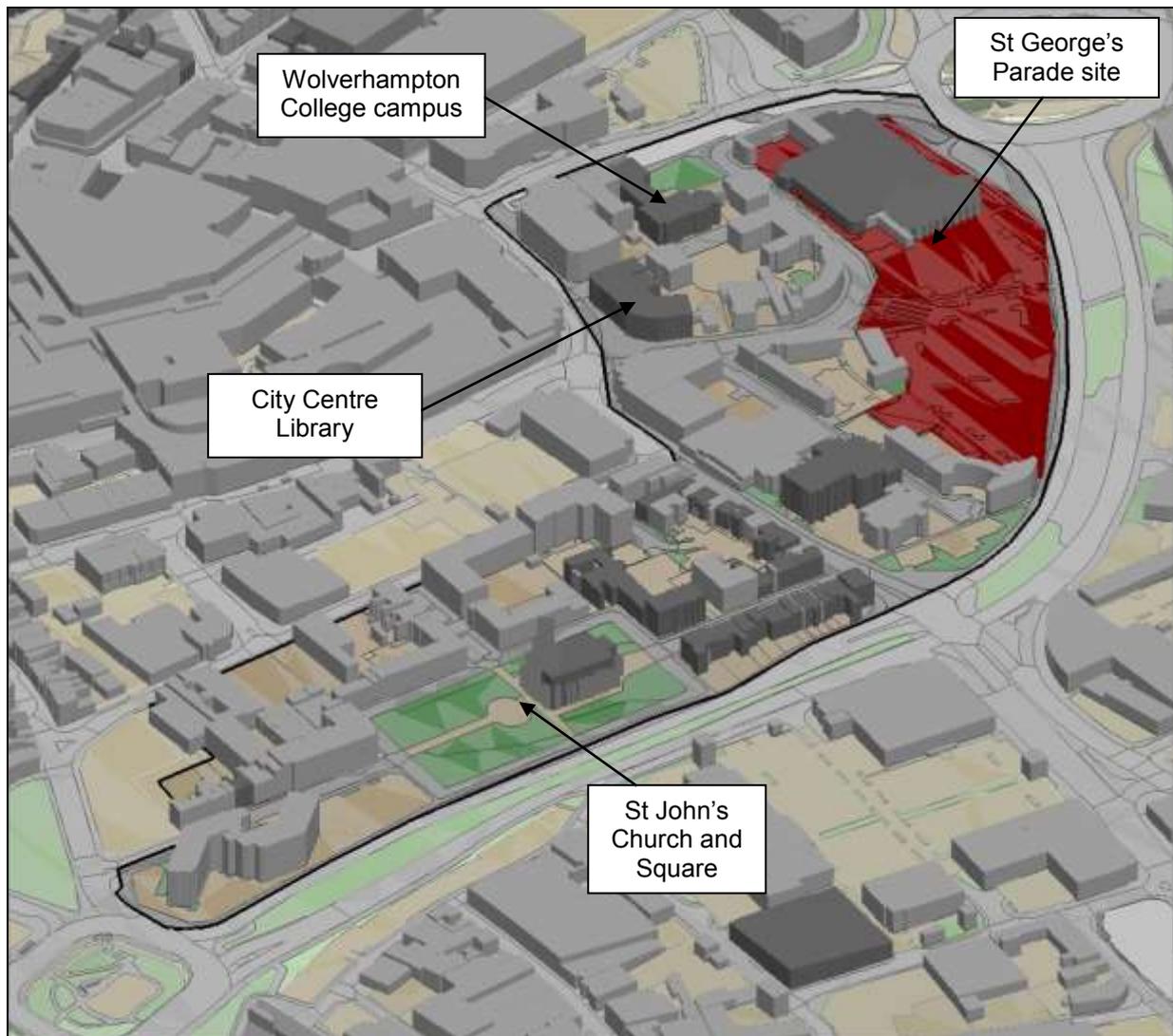
Policy	Name	Area Ref	Phasing	Further Information
CC6	Waterloo Road Crossing	T3	By 2026	Enhance pedestrian and cycle linkages to West Park and Chapel Ash
CC6 CC8	Queen Street	T11	By 2016	Investigate opportunities to reduce conflict between pedestrians and other transport modes.

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 29 – St John's and St George's 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) The conserving 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

4.10.1 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 conserve 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.

4.10.2 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 which could include being re-occupied as a foodstore 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 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. The potential impact on views of St John's and St Peter's Churches should also be considered (see Figures 9 and 10).

4.10.3 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

- c 6,000 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 George's Parade site
- Delivery of public realm and access improvements
- The conserving and enhancement of local heritage / townscape features

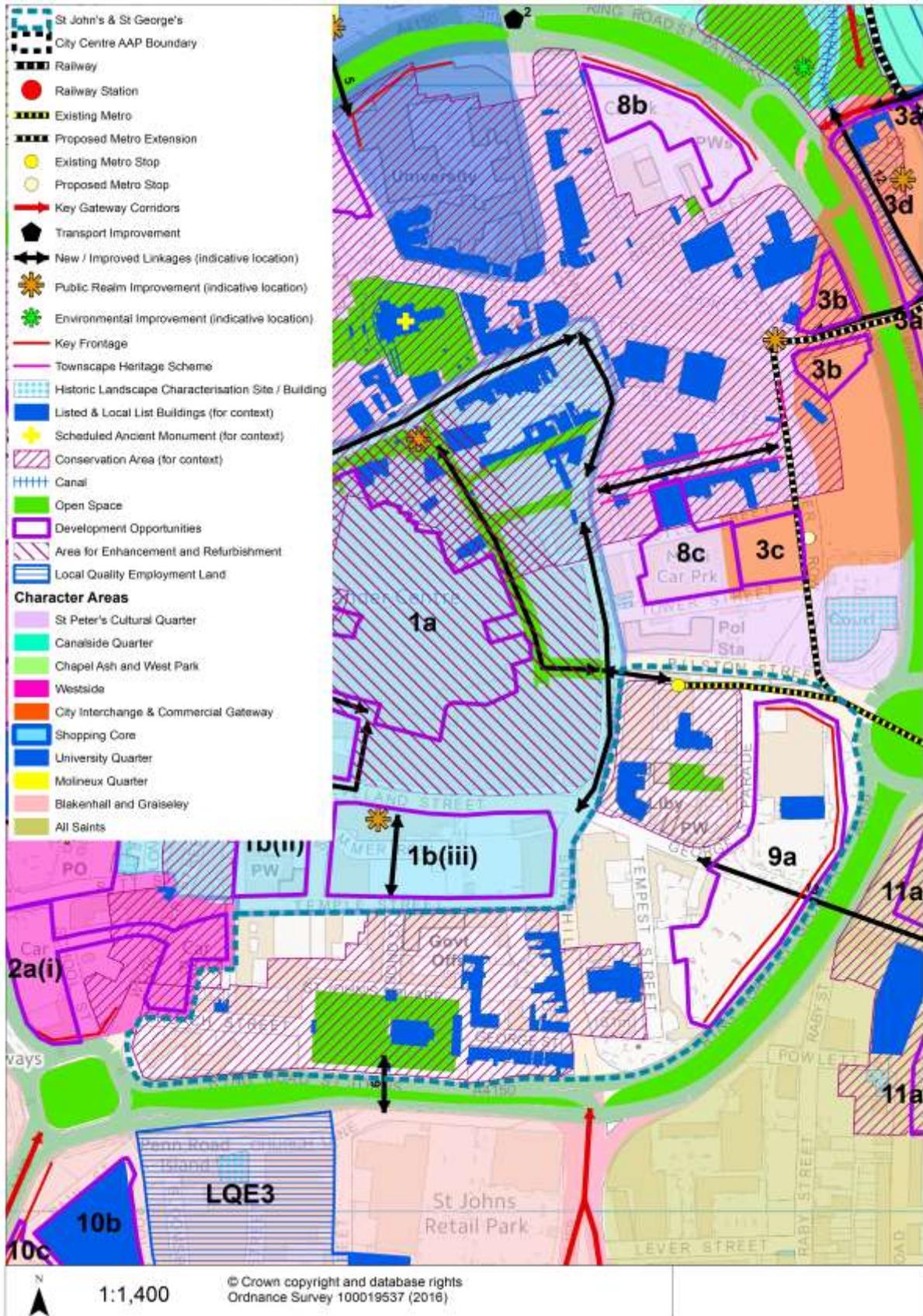
Evidence

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



Wolverhampton Central Library

Figure 30 Policy CA9 – Detailed Proposals for St John’s & St George’s 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 CA9A Development Opportunities

Policy	Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
CC1 CC2 CC3 CC5 CC7	Former St George's Parade Store	9a	Reuse of existing building Or Mixed Use including retail, offices (A2 / B1a), food and drink (A3, A4, A5) / residential / education / open space / community (D1) /leisure (D2)	2.15	Re-use of existing building providing c 6,000 sqm 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	Snow Hill / Cleveland Street	New / Improved Linkages	Public realm and access improvements
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
UDP R3	St John's Churchyard	Open Space	Protect

Transport Proposals

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

Table CA9C Transport Proposals

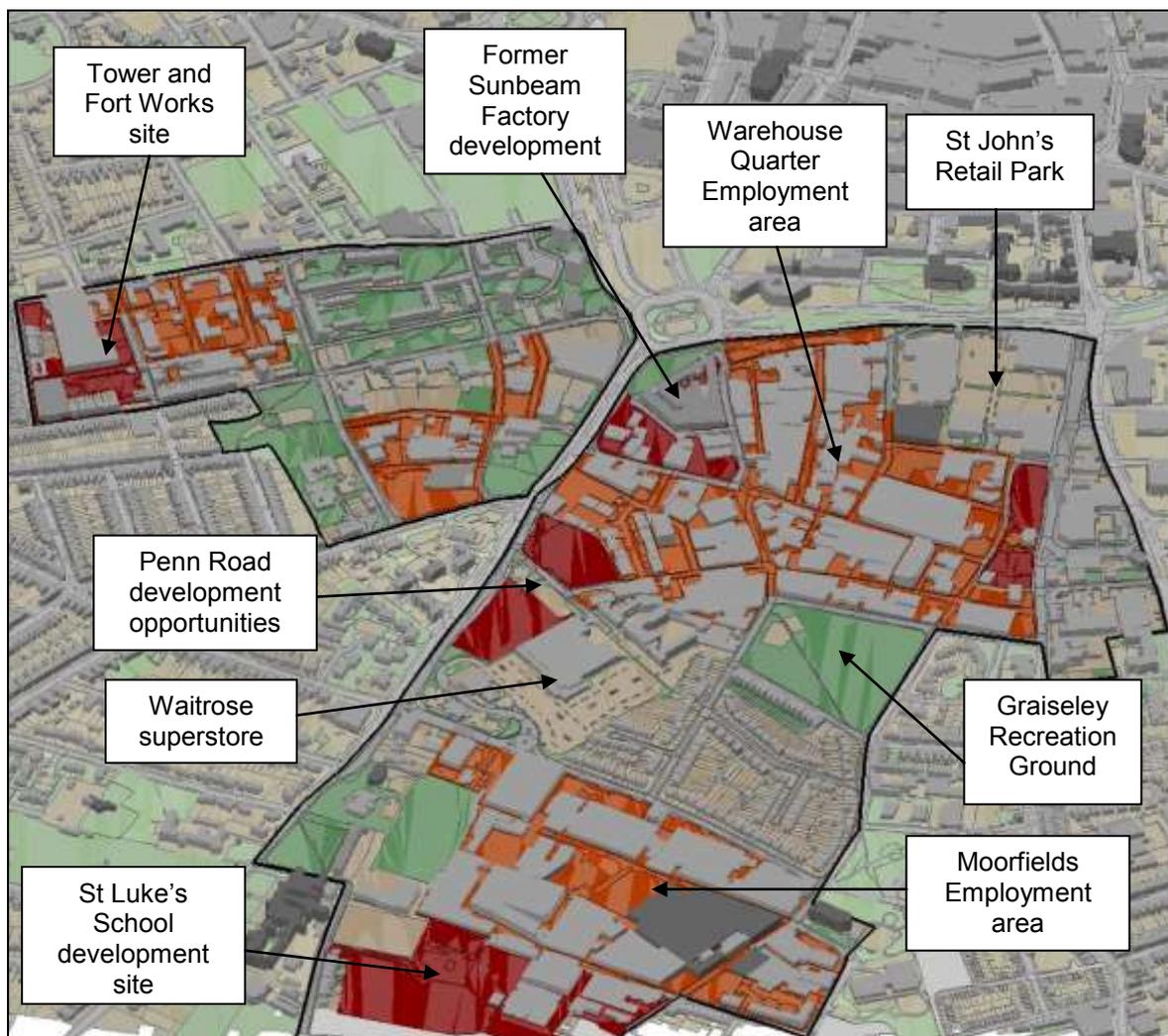
Policy	Name	Map Ref	Phasing	Further Information
CC6 CC8	St John's and St George's - Ring Road – Blakenhall / Graiseley	T6	By 2026	Improve pedestrian access across the ring road to the Blakenhall and Graiseley Character Area
CC6 CC8	St George's Parade - Ring Road - Cleveland Road	T13	By 2026	Any new development 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 (site 11a).

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 conserved and 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 31 – 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 410 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 Tower and 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 John's
- (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) Conserving and enhancing the historic industrial environment.

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

Justification

4.11.1 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.

- 4.11.2 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.
- 4.11.3 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.
- 4.11.4 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 which is partially under construction. 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.
- 4.11.5 Planning permissions are in place for non-food retail units or a car showroom at the Former Metal Castings Site between the Waitrose Foodstore and the Penn Road, but housing-led development would also be acceptable.
- 4.11.6 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.
- 4.11.7 These open spaces also contribute to local character and distinctiveness, and are given protection under Policy CC9, together with other buildings and sites across the Character Area.

4.11.8 In line with Policy CC9, it is important that the height and design of development along the Penn Road (10b, 10c, 10e, 10f) 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 George's, St Luke's and St Mark's Churches, the Methodist Church, the Chubb building and the Former Eye Infirmary (see Figures 9 and 10).

Development Outputs

- At least 410 new homes
- 31 ha of local quality employment land
- Around 5,600 sqm of restricted non-food retail floorspace
- Enhanced open space and the conserving and enhancement of local heritage / townscape features

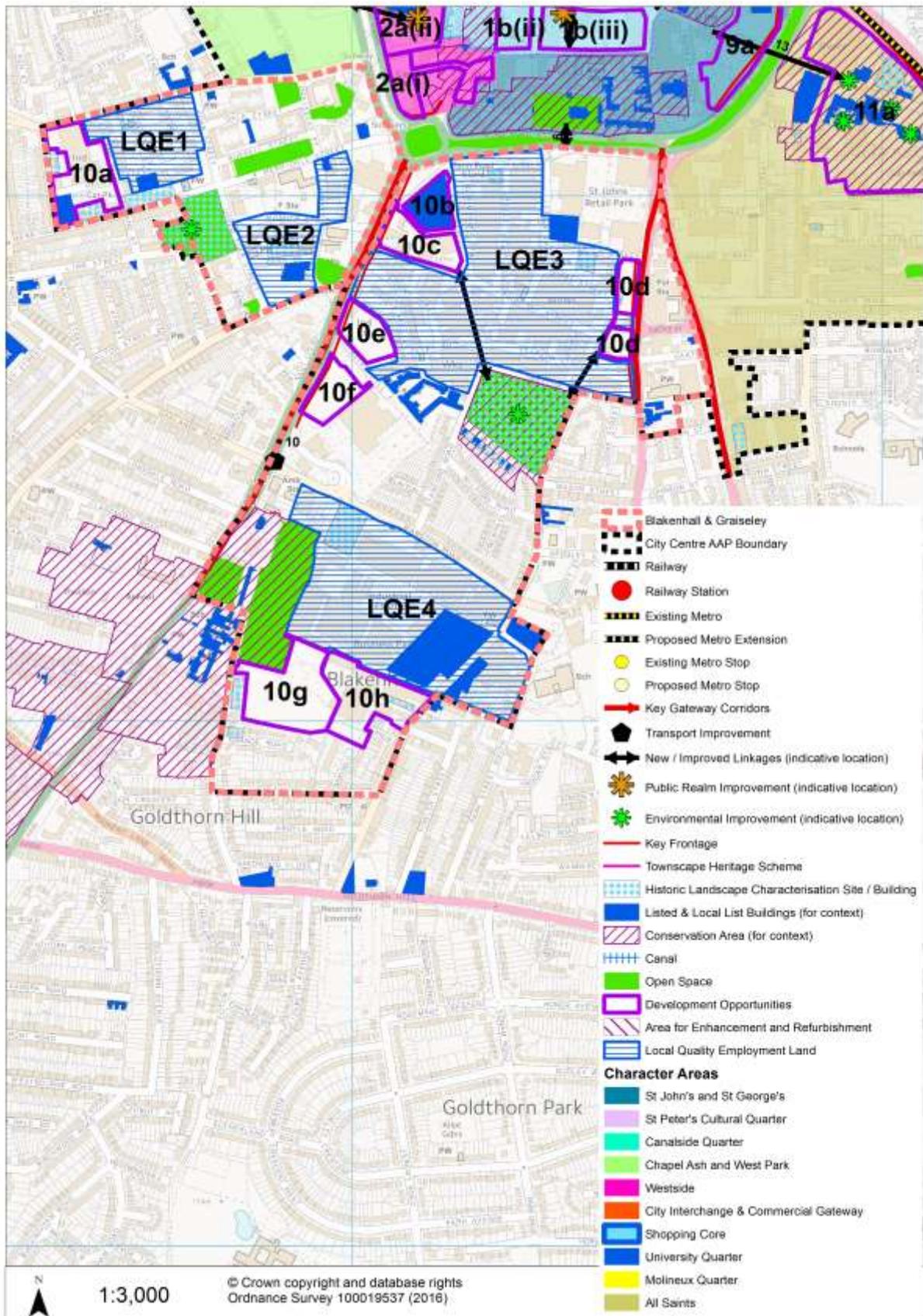
Evidence

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



Fellows Street Conservation Area, Blakenhall

Figure 32 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	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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	Former Sunbeam Factory	10b	Residential	0.65	155 homes	By 2021	Partially under construction. Any alternative development should respect the local list building, address the Penn Road frontage and protect views of landmark buildings.
	Ablow Street	10c	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	10d	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	10e	Car showroom or Residential	0.77	Car showroom or 80 homes (high density)	By 2026	2015 permission for car showroom. Any alternative development will need to address the Penn Road frontage and ensure views of landmark buildings are protected. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.

Policy	Site Name	Site Ref	Appropriate uses	Size (ha)	Development Capacity	Phasing	Further Information
	Former Metal Castings Site	10f	Car showroom, Retail or Residential-led development	0.80	Car showroom or up to 5,600 sq metres restricted non-food retail floorspace or 60 homes (high density)	By 2026	Extant permission for restricted non-food retail floorspace and 2015 permission for car showroom. Any alternative development will need to address Penn Road frontage and ensure views of landmark buildings are protected. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	Former St Luke's School	10g	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. Potential archaeological interest – desk based archaeological assessment required and, where necessary, field evaluation by a qualified professional.
	Moorfield Road	10h	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.

Local Quality Employment Land

Table CA10B Local Quality Employment Land

Policy	Site Name	Site Ref	Size (ha)	Further Information
CC4	Great Brickkiln Street	LQE1	3	Retained local quality employment land
CC4	Retreat Street	LQE2	3	Retained local quality employment land
CC4	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.
CC4	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 Linkage	To link existing and new residential communities with Graiseley Recreation Ground, the city centre and Blakenhall Local Centre
UDP R3 CC8 CC10	St Chad's Open Space	Open Space / Environmental Improvement	
UDP R3 CC8 CC10	Graiseley Recreation Ground	Open Space / Environmental Improvement	The Recreation Ground falls within the Fellows Street Conservation Area.
UDP R3 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	Historic Landscape Characterisation	
CC9	89-91 Goldthorn Road	Historic Landscape Characterisation	
CC9	33-57 Goldthorn Road	Historic Landscape Characterisation	
CC9	Works, Villiers Industrial Estate	Historic Landscape Characterisation	
CC9	6-35 Fellows Street	Historic Landscape Characterisation	
CC9	Queens Arms PH, Graiseley Row	Historic Landscape Characterisation	
CC9	Works Ablow Street	Historic Landscape Characterisation	
CC9	62-64 Stewart Street	Historic Landscape Characterisation	
CC9	The New Yew Tree Inn, Pool Street	Historic Landscape Characterisation	
CC9	Former Chapel Pountney Street	Historic Landscape Characterisation	
CC9	15 Bell Place	Historic Landscape Characterisation	
CC9	Works, Frederick Street	Historic Landscape Characterisation	

Policy	Name	Type	Further Information
CC9	42-60 Kimberley Street	Historic Landscape Characterisation	
CC9	62-82 Merridale Street West	Historic Landscape Characterisation	
CC9	Garage, Rosebery Street	Historic Landscape Characterisation	
CC9	24-58 Merridale Street West	Historic Landscape Characterisation	
CC9	Church, Merridale Street West	Historic Landscape Characterisation	
CC9	56 Merridale Street West	Historic Landscape Characterisation	
CC9	Works, Penn Street	Historic Landscape Characterisation	
CC9	Graiseley Recreation Ground	Historic Landscape Characterisation	
CC9	St Chad's Recreation Ground	Historic Landscape Characterisation	
CC9	J S Roper Building, Upper Villiers Street	Historic Landscape Characterisation	

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

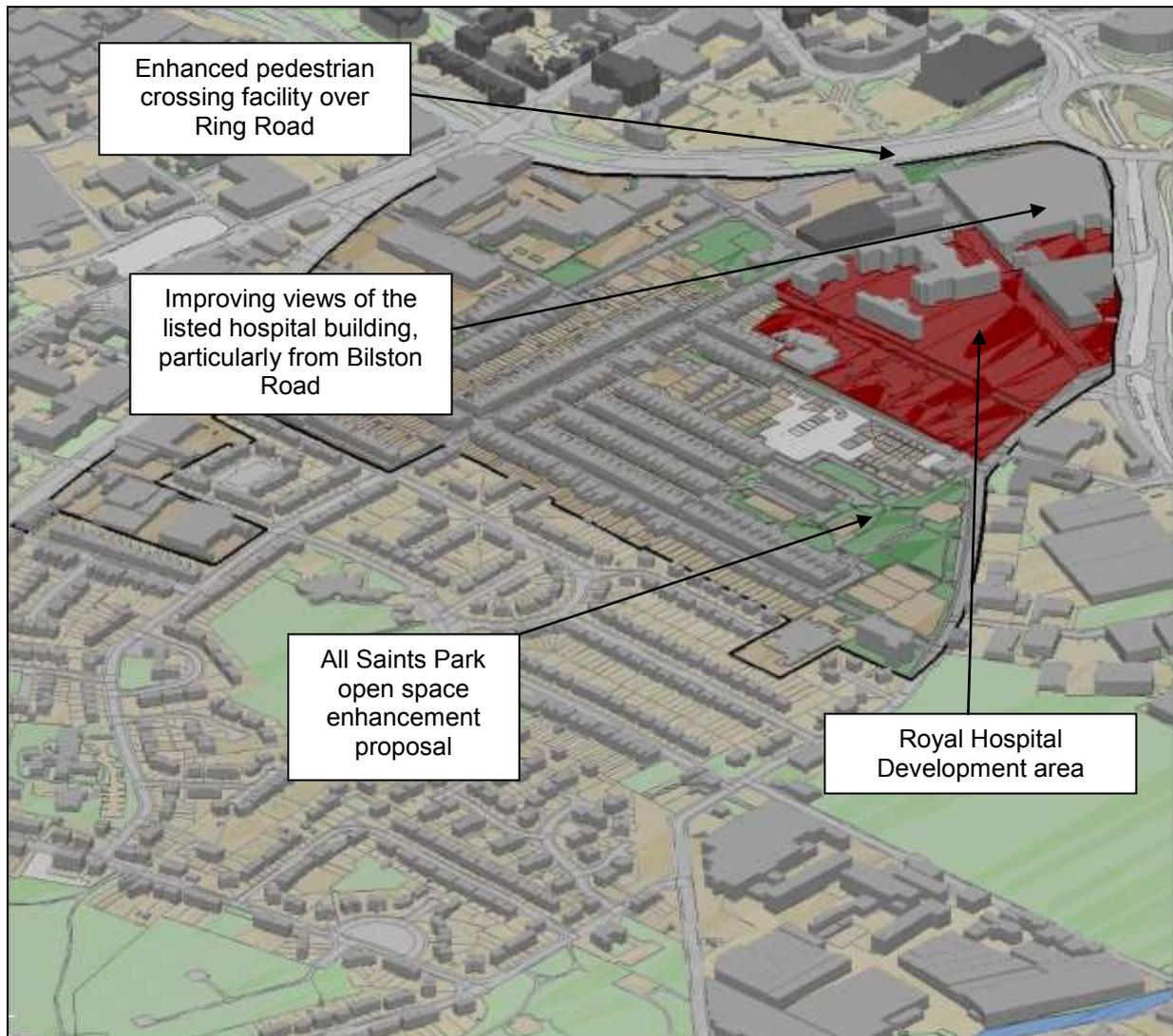
Policy	Name	Map Ref	Phasing	Further Information
CC6	St John's and St George's – Ring Road – Blakenhall / Graiseley	T6	By 2026	Improve pedestrian access across the ring road to St John's & St George's Character Areas
CC6	Penn Road / Oaklands Road Junction	T10		Explore junction improvements

CA11. All Saints

Vision

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

Figure 33 – All Saints Assets and Opportunities



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Policy CA11: All Saints

The All Saints Character Area will provide a rejuvenated residential community to the south and accommodate significant mixed development to the north that will complement both the city centre as a whole and the surrounding local area.

The key priority is to achieve the comprehensive regeneration of the Royal Hospital development area (site 11a). This area is suitable for a mixed use development, comprising housing and/or education and/or a foodstore (but only as defined in Table CA11A) as the principal uses, subject to the need to retain and convert the listed buildings and respect the conservation area context.

These primary uses might be supported by subsidiary and complementary uses which could include offices, leisure (including food and drink), retail, community uses, a petrol filling station and car showroom of a scale and nature consistent with other AAP policies.

It is important that the area delivers at least 100 new homes, as part of any mixed-use proposal, to maximise the potential of this sustainable location, served by new open space, enhanced public realm and improved linkages to the rest of the city centre.

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

Justification

4.12.1 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.

4.12.2 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 Figure 8). Improvements to All Saints Park are planned to create a pocket park serving the regenerated residential area.

4.12.3 Regeneration of the Royal Hospital development area (site 11a) will complement the regenerated All Saints residential area and the rest of the city

centre. The vacant Grade II listed Royal Hospital building and Lodge, together with the former Nurses Home, the surrounding development land and the former Bus Depot, provides the opportunity for comprehensive mixed use development, as set out in the policy. If development is phased then proposals will need to demonstrate that they will contribute to the comprehensive development of the area as a whole. Part of the development opportunity area (excluding the former Bus Depot) has planning permission for a large foodstore which has been implemented in part but is unlikely to be fully developed in its approved form.

4.12.4 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 served by a quality central open space and enhanced public realm, particularly around the Royal Hospital building, with good accessibility and overlooking. However, the site could accommodate 350-500 homes, potentially including student accommodation.

4.12.5 There is a need to protect the character of the Cleveland Road conservation area by protecting and enhancing historic buildings, particularly 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.

4.12.6 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.

4.12.7 In line with Policy CC9, it is important that the height and design of development protects and respects, in particular, views of Royal Hospital, especially from Bilston Road and its listed building / conservation area setting, and of St George's Church (see Figures 9 and 10).

Development Outputs

- Around 22,300 sq metres mixed use development, including a minimum of 100 homes and including potential for delivery of the lawfully implemented extant planning permission for a foodstore of up to 13,840 sq metres (gross) (providing up to 9,000 sq metres net sales area, of which up to 4,050 sq metres can be for comparison goods sales), around 1,668 sq metres of new office floorspace (gross) and up to 2,652 sq metres of mixed uses
- Provision, protection and enhancement of open space and public realm and the conserving and enhancement of 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 & Addendum Letter (2014/15)
- City Centre Historic Landscape Characterisation Study (2011)
- City Centre Viewsheds Study (2014)



All Saints Work Space, All Saints Road

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 CC5 CC7	Royal Hospital Development Area	11a	<p>Mixed Use – principal uses: residential (including student accommodation) and associated open space and/or education and/or a foodstore (but only as defined in Development Capacity).</p> <p>Subsidiary uses could include retail (A1), offices (B1a and A2), leisure (D2), food and drink (A3, A4, A5), community uses (D1), petrol filling station (sui generis) and car showroom (sui generis)</p>	6.25	<p>Around 22,300 sq metres of floorspace including a minimum of 100 homes and including potential for delivery of the lawfully implemented extant planning permission for: a foodstore of up to 13,840 sq metres (gross) (providing up to 9,000 sq metres net sales area, of which up to 4,050 sq metres can be for comparison goods sales), around 1,668 sq metres of new office floorspace (gross) and up to 2,652 sq metres of mixed uses, served by open space and enhanced public realm</p>	Up to 2026	<p>2011 planning permission / listed building consent for a large foodstore-led mixed use development of the Royal Hospital site (including part refurbishment of listed building) has been implemented but not completed.</p>

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
UDP R3 CC8 CC10	All Saints Park	Open Space / Environmental Improvement	Improvements to create a quality pocket park serving the local area.
CC8 CC10	Royal Hospital Development Area Open Space	Environmental Improvement	Creation of new open space
CC9	Former Dixons Building, Bilston Road	Historic Landscape Characterisation	
CC9	2 Vicarage Road	Historic Landscape Characterisation	
CC9	68a Raby Street	Historic Landscape Characterisation	
CC9	The Dartmouth Arms PH, Vicarage Road	Historic Landscape Characterisation	
CC9	All Saints Church & Community Centre, All Saints Road	Historic Landscape Characterisation	
CC9	Workspace, All Saints Road	Historic Landscape Characterisation	
CC9	Builders Arms PH, Derry Street	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 CA11C Transport Proposals

Policy	Name	Map Ref	Phasing	Further Information
CC6 CC8	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 Figure 35.

Figure 35 - 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

Requirements	Delivery
Renewable Energy, including consideration of the use of district heating systems	WCC/ Developers
Site remediation and stabilisation to proposed land use standard, taking into account the findings of the Geo-environmental Desktop Study (site specific)	Developers
Any need for additional 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/ Environment Agency

Justification

- 5.1.1 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.
- 5.1.2 The main infrastructure requirements to support new development in the AAP area up to 2026 are included in Figure 35.
- 5.1.3 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.
- 5.1.4 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.

5.1.5 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 35 either in a lead or supporting role. This requires collaboration with important stakeholders, such as the business community.

5.1.6 A Delivery Plan has been produced, with input from infrastructure providers, developers and other key organisations, which demonstrates how the development opportunities and supporting infrastructure in the AAP will be delivered and addresses issues of viability, funding and phasing.

Evidence

- Wolverhampton Strategic Housing Land Availability Assessment (SHLAA) (2014)
- Geo-environmental Desktop Study (2011)
- Land Interests Study (2011)
- Sites Assessment Study (2014)

Monitoring

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

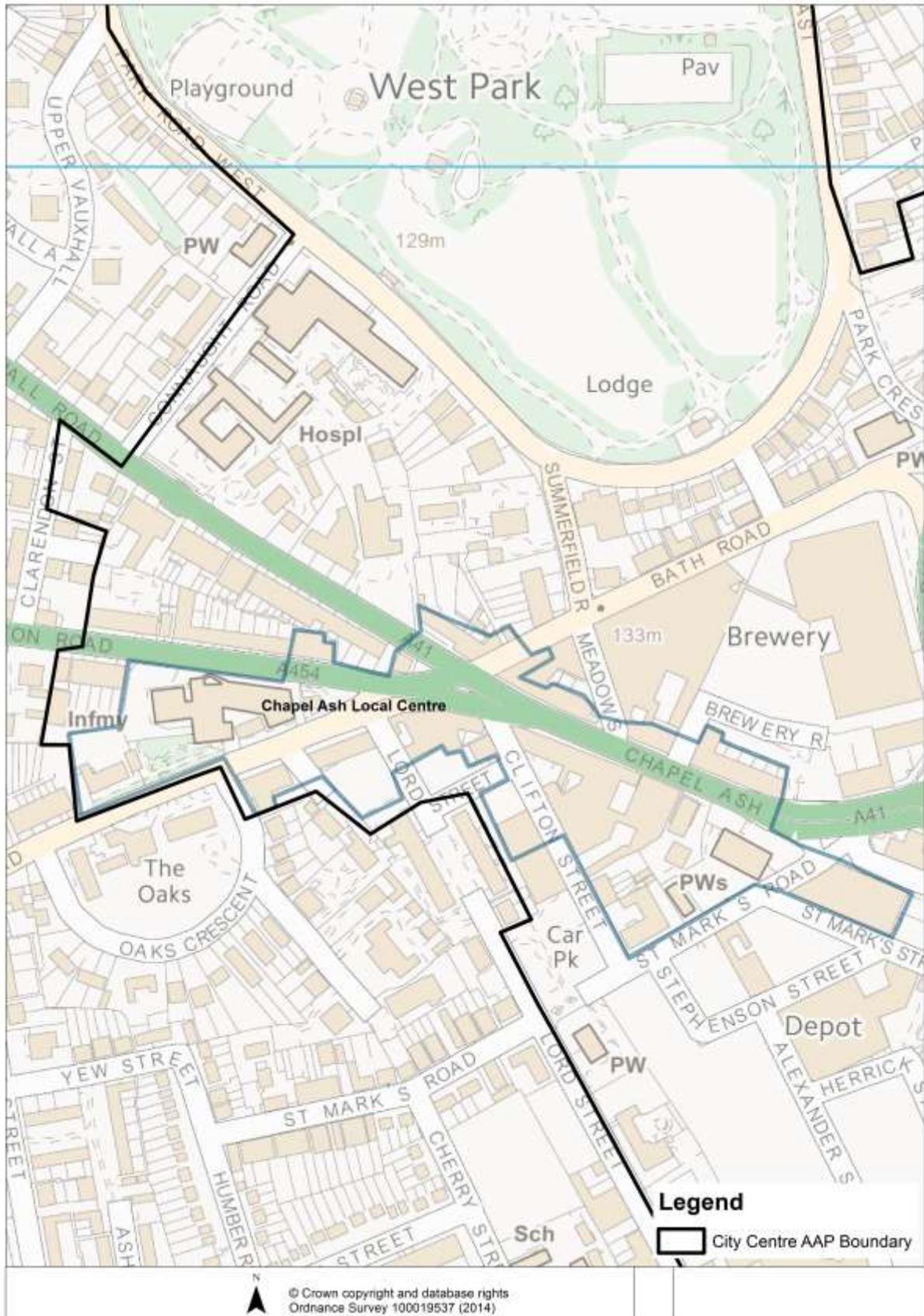
5.1.8 The policies in this Plan will be monitored through the following:

AAP Policy	Indicator
CC1	BCCS LOI CEN1/2/3
CC2	BCCS LOI CEN1/2/3
CC3	BCCS LOI CEN1/2/3
CC4	BCCS LOI EMP3b / DEL2c
CC5	Delivery of key education and learning proposals.
CC6	BCCS LOI TRAN2/4a/4b
CC7	BCCS LOI HOU1
CC8	BCCS LOI ENV3/3a
CC9	BCCS LOI ENV2
CC10	BCCS LOI ENV5
CC11	BCCS LOI ENV3b/7
CC12	Delivery of infrastructure will be monitored through the AAP Delivery Plan and relevant indicators for individual policies.

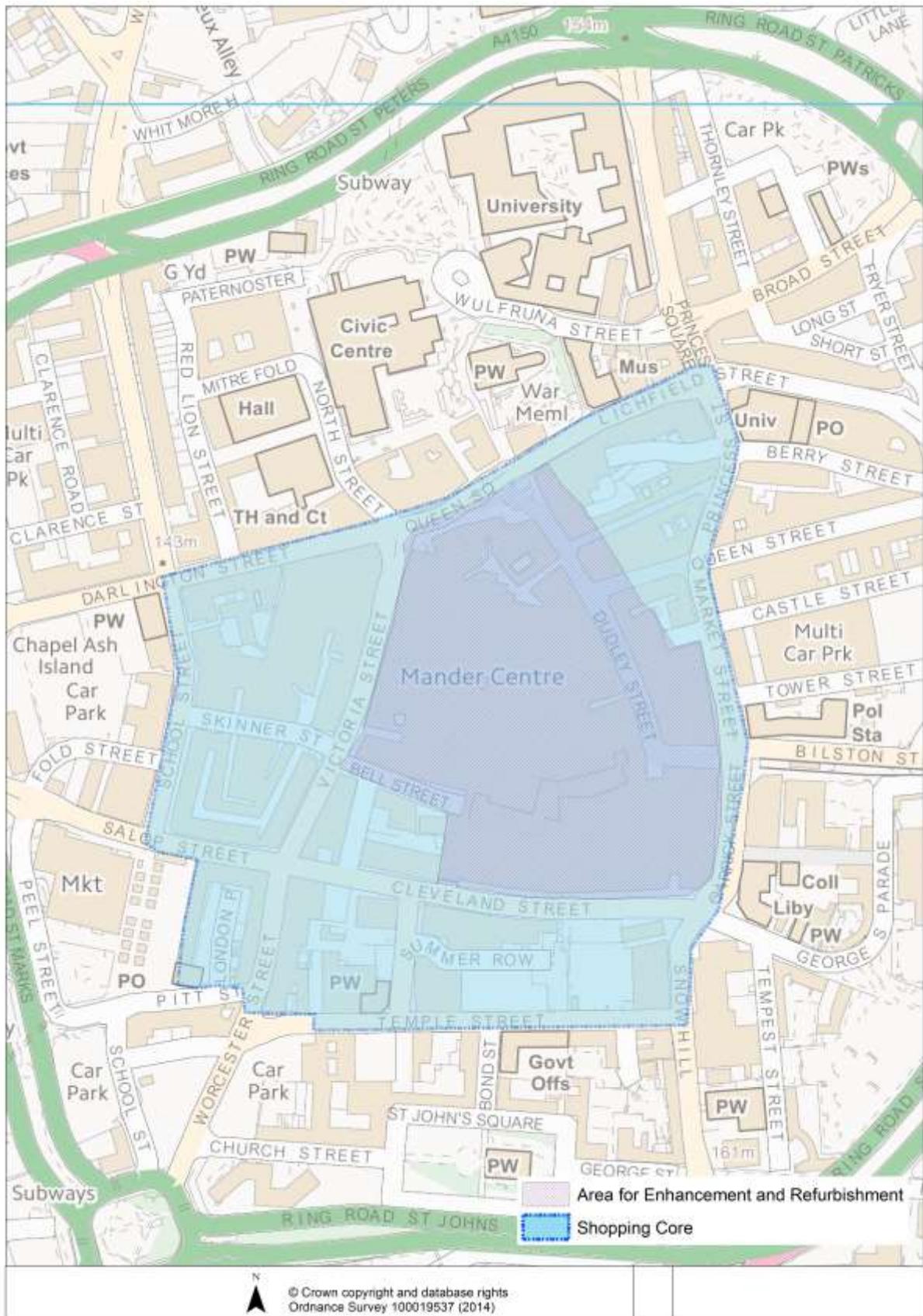
Appendix A - Glossary

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
EI – Environmental Infrastructure
EIG – Environmental Infrastructure Guidance
HCA – Homes and Communities Agency
HLC – Historic Landscape Characterisation
HRA – Habitats Regulation Assessment
LEP – Local Enterprise Partnership
NPPF – National Planning Policy Framework
PSA – Primary Shopping Area
SA – Sustainability Appraisal
SAC – Special Area of Conservation
SLINC – Site of Local Importance for Nature Conservation
SINC – Site of Importance for Nature Conservation
SPD – Supplementary Planning Document
UDP – Wolverhampton Unitary Development Plan (adopted June 2006)
WCC – Wolverhampton City Council

Appendix B – Chapel Ash Local Centre Boundary



Appendix C – Schedule of City Centre Frontages



This schedule defines the individual frontages within each frontage use category, to be used in conjunction with Policy CA1 (e)

PRIMARY FRONTAGES

These are frontages within the Shopping Core Character Area which fall within the “Area of Enhancement and Refurbishment” (see Plan in this Appendix) and are listed below:

1. Properties fronting the north side of	Bell Street
2. Properties fronting the north side of	Central Arcade
3. Properties fronting the south side of	Central Arcade
4. 5 – 15	Central Arcade (Gallery Level)
5. 4 – 18	Central Arcade (Gallery Level)
6. 8 – 12	Cleveland Street
7. 13 – 18	Cleveland Street
8. 5 – 7	Dudley Street
9. 8 – 26	Dudley Street
10. 57 – 62	Dudley Street
11. 27a – 56	Dudley Street
12. 1 – 4	Dudley Street
13. 1 – 9	Farmers Fold
14. All Units	Hampton Walk
15. 1 – 17	Mander Gallery (Gallery Level)
16. 21 – 38	Mander Gallery (Gallery Level)
17. 45 – 48	Mander Gallery (Gallery Level)
18. 39 – 43	Mander Gallery (Gallery Level)
19. 1 – 16	Mander Square
20. 33 – 50	Mander Square
21. 45 – 48	Mander Square
22. 1 – 19	Queens Arcade (Gallery Level)
23. 2 – 4	Queens Arcade (Gallery Level)
24. 10 – 12	Queens Arcade
25. 19 – 26	Queen Square
26. 12 – 18	Queen Square
27. 1 St John’s Street – 7 St John’s Arcade	St John’s Arcade
28. 5 St John’s Street – 12 St John’s Arcade	St John’s Arcade
29. 31 – 32 Mander Square and 1 – 15 Victoria Arcade	Victoria Arcade
30. 4 – 16	Victoria Arcade
31. 20 – 23	Victoria Street
32. 16 – 19	Victoria Street
33. 1 – 15	Victoria Street
34. 54 – 56	Woolpack Street
35. 1 – 2E	Wulfrun Square
36. 3 – 10	Wulfrun Square
37. 11 – 27	Wulfrun Way
38. 28 – 46	Wulfrun Way

SECONDARY FRONTAGES

These are frontages within the Shopping Core Character Area which fall outside the “Area of Enhancement and Refurbishment” (see Plan in this Appendix) and are listed below:

40. 1 – 6	Bell Street
41. 1 – 25	Darlington Street
42. 3 School Street – 25 Darlington Street	Darlington Street
43. 1 – 17	King Street
44. 25 – 30	King Street
45. Public House and 2 – 5 Princess Street	Princess Street
46. 1 – 13	Queen Street
47. 15 – 42	Queen Street
48. 61a – 68	Queen Street
49. 117 – 129	Salop Street
50. New Market Square	School Street
51. 42 – 51	Snow Hill
52. 53 – 80	Victoria Street
53. 37 – 51	Victoria Street
54. 1 Cleveland Street and 24 – 36 Victoria Street	Victoria Street
55. Castle Yard, Market St corner to Bilston St corner	Bilston Street
56. 1a – 7	Cleveland Street
57. 20 – 30	Cleveland Street
58. Units 1 – 6 Security House	Cleveland Street
59. 4 – 60	Lichfield Street
60. 24 – 29	Market Street
61. Public House and 10 – 14 Princess Street	Princess Street
62. 7 – 8b	Princess Street
63. 1 – 6	Salop Street
64. 27 – 51	School Street
65. 1 – 21	Skinner Street
66. 33 Cleveland Street and 1 – 22 Worcester Street	Worcester Street
67. 67 – 83	Worcester Street
68. Ground Floor Beatties Car Park	School Street

