

Supplementary Planning  
Guidance  
for  
Stourport-on-Severn



**Severn Road**  
development brief



**Adopted**  
**July 2001**

**Supplementary Planning Guidance  
For  
Stourport-on-Severn**

**SEVERN ROAD DEVELOPMENT BRIEF  
JULY 2001**

**Wyre Forest District Council**

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## 1. INTRODUCTION

### 1.1 The Purpose of this Brief

The Wyre Forest District Council is the Local Planning Authority responsible for producing the Local Plan, which was adopted in 1996 and is currently under review. Recent changes in the use and ownership of the sites in the Severn Road area of Stourport-on-Severn (See Plan 1), together with revisions to national planning policy, suggest that the policy framework would benefit from further clarification. Discussions with landowners including British Waterways confirm the need to develop a strategic vision for the wider area. It is considered that this brief provides the opportunity to extend the scope of Local Plan policy STC.3 (Canal Basins Redevelopment Area), whilst promoting the development of the Lichfield Basin site as a catalyst for redevelopment.



*The Canal Basins of Stourport-on-Severn - a unique charm and quality*

The purposes of the brief are to:

- i) provide strong Supplementary Planning Guidance (SPG) to assist in Development Control decision making;
- ii) encourage the suitable development of the Lichfield Basin site to act as a catalyst for the wider area;
- iii) supplement the Adopted Local Plan and help minimise uncertainty and improve the efficiency of the planning and development process;
- iv) provide a framework for negotiation that sets out clear and coherent development principles based on the analysis of the planning context and;
- v) provide value in encouraging development that is designed to a high standard by identifying constraints, providing realistic ideas and stimulating interest in energy efficiency and mixed uses.

### 1.2 Brief History of Stourport-on-Severn

The town of Stourport-on-Severn owes its origin and development largely to the construction of the Staffordshire and Worcestershire Canal in the late 18<sup>th</sup> century. James Brindley selected its siting for its special geography as the terminus of his canal to enable continuous navigation with the important trade routes provided via the Severn. The town grew rapidly attracting industries and associated businesses to become one of the biggest interchange ports in the country during the early part of the 19<sup>th</sup> century. The focus for this activity was an extensive working area of interlocking basins, locks and waterside buildings. In parallel and in consequence of the wealth created grew an adjacent town of elegant Georgian houses and shops. The character of Stourport-on-Severn has been very much cast by this unique historic development and although leisure boating has replaced water transport of goods, the Basins remain a thriving navigation facility as well as being increasingly an important tourist attraction.

### 1.3 Severn Road

The three sites (Lichfield Basin; Carpets of Worth; and Cheapside) covered by this development brief include all the land to the east of Severn Road and Mart Lane up to the River Stour, an area of just over 10 hectares. Plan 1 [Location and Context] shows the significance

of this both in terms of its size, being virtually equivalent to the core area of the town centre and to its sensitive position relative to the Basins and the Rivers Severn and Stour.

Plan 1 [Location and Context] also shows the relationship of the Stourport-on-Severn Conservation Areas to the site. The Stourport Basins Conservation Area in fact extends through the site covering all the British Waterways land formerly occupied by Larchlap Fencing through to the Severn and Stour on a line just to the north of Cheapside.



*Severn Road - The Distinctive Shape of the Carpet Factory.*

This development brief has been prepared in recognition of the importance of the sites, both in relation to the existing historic character of the town and to their potential impact on its future direction.

#### **1.4 Other Strategies**

This Development Brief forms an integral part of a wider economic development strategy for Stourport-on-Severn incorporating Sandy Lane Action Plan, the Severn Road Development Brief and the Stourport-on-Severn town Centre Strategy and Action Plan.

## 2 LOCAL PLANNING CONTEXT

### 2.1 Changing Circumstances

As part of the preliminary stages of the Local Plan review, the Wyre Forest District Council, as Local Planning Authority, began to consider how to respond positively to the structural changes in Stourport-on-Severn's traditional employment base during 2000. The Lichfield Basin (formerly Larch Lap) site was vacant following a significant scheme of decontamination. Recent changes in the surrounding area, including the closure of the vinegar factory and scheduled closure of the Carpets of Worth factory are leading to development pressures in the wider area around Severn Road.

### 2.2 The Adopted Local Plan (1996)

The Wyre Forest District Local Plan provides the policy context for development in the area. This Plan is now under review and the adoption of a new Local Plan is scheduled for the end of 2003. At the moment the vast majority of the area is allocated in the Local Plan for Class B.1, B.2 and B.8 Uses. However, at the heart of the area is a site, Lichfield Basin, which is subject to a specific policy (Policy STC.3) in the adopted plan. The importance of this site, which is owned by British Waterways, is well recognised.

The Adopted Local Plan contains two policies of particular relevance to the brief area:

- Policy STC.2 (Canal Basins Stourport-on-Severn) states:

**Proposals for the enhancement of the Canal Basin Area, which invest in its role as a tourist and visitor attraction and recognise its Conservation Area status, will be permitted, subject to compliance with all other relevant policies in the Local Plan.**

- Policy STC.3 (Canal Basins Redevelopment Area, Stourport-on-Severn) states:

**The details of development of the Canal Basins Redevelopment Area will be the subject of negotiation between British Waterways, developers and the Local Planning Authority. Subject to compliance with other policies of the Plan, mixed use development of that area could include business uses within Class B1, professional and financial services within Class A2, residential uses, an hotel, a restaurant/café, and a public house or wine bar. Account should be taken of the desirability of reintroducing water space to the third upper canal basin and of the following requirements: -**

- i) the need to preserve and enhance the character or appearance of the Canal Basins Conservation Area;**
- ii) the need to make car parking provision to cater for the needs generated by the development;**
- iii) the need to form vehicular access to the redevelopment area without causing detriment to the existing highway network of the Town Centre.**

### 2.3 The Local Plan Review

The planning policy context of this brief will reflect that of the emerging Local Plan and the related background studies. Two local studies are relevant to the redevelopment of the brief area:

a) *Wyre Forest Retail and Commercial Leisure Study*

The Wyre Forest Retail and Commercial Leisure Study was commissioned in order to provide a sound basis for the review of the local plan policies on retailing and town centres, whilst providing a health check for the three town centres. This study identifies part of the Carpets of Worth site as being an appropriate site for the development of a foodstore to meet the needs of the town. Accordingly, part of this site is identified as a potential location for a supermarket. In accordance with Planning Policy Guidance Note 6 (Retailing and Town Centres), specific retail proposals on the site would require full and proper justification and would need to be assessed against the requirements of PPG6.

b) *Wyre Forest Housing Needs Survey*

In order to underpin the affordable housing policies in the Local Plan and inform the development of the Council's Housing Strategy a housing needs survey has been undertaken. This detailed survey indicates a substantial need for affordable housing during the next five years. One of the recommendations of the study is that the Council negotiates with prospective developers towards achieving a target of up to 30% subsidised affordable homes developed by registered social landlords. The study also recommends that each site be assessed individually with targets being subject to wider planning, economic priority and sustainability considerations. Other recommendations relate specifically to development briefs and state that they should:

- encourage more, smaller dwellings to meet current needs and address the shortage in the existing stock;
- promote the delivery of low-cost market units to meet the needs for new forming households in addition to affordable housing;
- take account of the need for additional accommodation for the growing elderly population and;
- have due regard to the lifetime home standard for new housing.

As part of the Local Plan review, and the associated pre-deposit consultation, a draft vision and a set of coherent aims and objectives have been established, which underlie the objectives and detail of this brief.

## **2.4 Wyre Forest District Local Plan Review: Deposit Plan (August 2001)**

In July 2001, the Council approved the following policies for inclusion in the Deposit Local Plan scheduled for publication at the end of August 2001:-

- STC.1 – Lichfield Basin (Severn Road Phase One)
- STC.2 – Carpets of Worth (Severn Road Phase Two)
- STC.3 – Cheapside (Severn Road Phase Three)
- STC.5 – Canal Basins Area

In order to be consistent with the adopted Local Plan (1996), the Severn Road Brief area is to be subject to phased release, with phase one (Lichfield Basin) being consistent with the redevelopment envisaged through the site specific policy STC.3 of the adopted Local Plan (See Page 3).

The replacement policies STC.1 to STC.3 above will provide the Local Plan context for this development brief and any associated design guidance. Other new policies to be included in the replacement Local Plan will provide the framework on specific issues.

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## **3 National Planning Context**

Since the publication of the Adopted Wyre Forest District Local Plan there have been a number of important advances in national planning policy and advice.

### **3.1 Housing**

Revised Planning Policy Guidance Note 3 on Housing (March 2000) sets out the governments policy in relation to housing development. This establishes a new approach to planning for housing, including new provisions relating to making the best use of land, re-using urban land and buildings, promoting mixed use development, assessing local housing needs and delivering adequate provision of affordable housing. The emphasis on making the best use of land relates to the redevelopment of brownfield land and the attainment of higher (or more efficient) densities.

Through the review of Wyre Forest District Local Plan, the Council will be undertaking a review of all the non-housing allocations in the adopted Local Plan, in accordance with Paragraph 42 of PPG 3. It is intended that this review will identify whether some land might be better used for housing or mixed uses. The Severn Road area is an historic industrial area of the town that could present a unique redevelopment opportunity adjacent to the town centre. An initial assessment of the Severn Road area suggests that it may well be appropriate for mixed-use development.

### **3.2 Mixed Uses and Balance**

At the strategic level, Draft PPG.13 (Paragraph 20) emphasises the importance of producing a 'broad balance' between employment and housing within urban areas to minimise the needs for more distant commuting.

The emphasis being placed on ensuring a balance of uses within the Severn Road area is supported by PPG.1 (General Policy and Principles), PPG.3 (Housing) and Draft PPG.13 (Transport).

### **3.3 Transport**

Revised Planning Policy Guidance Note 13 on Transport (October 1999) sets out the Government's policy in relation to transport. The guidance now places the emphasis on minimising the need to travel by encouraging mixed uses; encouraging the use of alternative modes of travel to the private car; promoting higher densities at transport nodes and; introducing maximum parking standards. The ideas and principles set out in this brief have been generated with this in mind.

### **3.4 Design**

Central Government advice on design considerations is currently embodied in revised Planning Policy Guidance entitled "General Policy and Principles" (PPG 1). Revised in February 1997, the guidance contained in Paragraphs 13 to 20 ("Design") and Annex A ("Handling of Design Issues) of this document sets the national framework for design as a material planning consideration. It is considered that the impact of new buildings and their curtilage are matters of proper public concern, as they help to define public spaces, streets and vistas and create the context for future development.

The design of the built environment has possibly never been higher on the national agenda. In 2000, the Government produced a new guide on how planning can help to achieve better urban

design. *“By Design: Urban design in the planning system: towards better practice”*, sets out a number of key principles which are embedded in this development brief. They include character; continuity and enclosure; quality of the public realm; ease of movement; legibility; adaptability; diversity and sustainability. This brief aims to develop the principles set out in “By Design” in order to ensure that the redevelopment of the Severn Road area creates a harmonious network of successful places which complements the surrounding landscape and townscape.

### **3.5 Development and Flood Risk**

A new Planning Policy Guidance Note 25 (July, 2001) sets out the Government’s position in relation to the issue of development and flood risk. Clearly, with the Rivers Severn and Stour forming boundaries to the development brief area land drainage considerations are important. This brief has been prepared having regard to PPG 25.

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## 4. SITE ANALYSIS

### Context - Surrounding Area

Plan 1 [Location & Context] shows the extent of the development brief site and its important relationship to the town centre and other key features of the town. The site is surrounded as follows: -

- a) South. The River Severn, wide expanse of navigable waters within important natural wildlife corridor and valley with Severn Way Long Distance Footpath on northern bank with the site boundary.
- b) East. The River Stour, tributary to the Severn. Again, an important natural wildlife corridor with approx. 50m wide meadow and newly planted tree bank divide to new housing development on former power station site. Boundary extends to waters edge with many of the former factory elements built close to this edge.
- c) West[S] Mart Lane and Severnside. To the west of Mart Lane and Severnside is the important and attractive wide expanse of the Canal Basins as well as a number of key listed buildings.
- d) West[N] Western side of Severn Rd from Mitton Street to Lichfield Street. Mix of predominantly late Victorian semi-detached and terraced houses with long front gardens.
- e) North[1] Lichfield Street. Important Street of early 19<sup>th</sup> Century listed houses in terraced form on north side with views over former Lichfield Basin. Shorter terrace of listed and valued houses on south side with private back gardens bordering development area.
- f) North[2] Mitton Street and Stour Lane

### 4.2 Relationship to Conservation Areas

Plan 1 [Location & Context] shows the relationship of the site to the Stourport-on-Severn Conservation Areas. Three conservation areas, Stourport Basins, High Street and Gilgal together with the Canal corridor merge to form a large and significant area of special architectural and historic interest. This borders the site on its Stour Lane edge and also cuts through the site to include within its boundary all of the British Waterways land up to the eastern side of Severn Rd and all of the land from a line taken to include 1&2, Cheapside through to the Stour and the Severn.

### 4.3 Contamination

Proposals involving the redevelopment of contaminated land must have regard to the Council's Contaminated Land Strategy and the provisions of PPG 23 and will need to include appropriate remediation.

### 4.4 Floodplain

With the brief area having both the Rivers Stour and Severn at its boundary, development proposals will be subject to further consultation with the Environment Agency.

## **5. LAND USES**

### **5.1 Mixed Uses**

The redevelopment of the Severn Road area presents a unique opportunity for the town of Stourport-on-Severn. It is considered that redevelopment consisting of a mix of uses including residential will enable the area to complement and assimilate more closely with the tourism potential of the basins and town centre. At the same time, however, it is important that a residual element of the land area remains allocated for employment uses, in order to protect the balance between employment and housing provision in the town. Section 3.2 sets out the national planning context for seeking to achieve a mix of uses in Severn Road, whilst section 2.3 (a) sets out the context regarding the retail needs of Stourport-on-Severn. Plan 6 (Opportunities) in the appendices identifies locations within the brief area for the various land uses envisaged.

With the development of mixed-use schemes, it is important to ensure that the proposed uses are compatible with surrounding uses. It must be demonstrated that proposals will not have an adverse impact on existing land uses. Similarly, it must also be demonstrated that existing development will not have a detrimental impact on the proposed development. Any proposed mitigation scheme must be adequate and should be included as part of the proposal.

### **5.2 Housing**

An area is identified for new housing in the centre of the brief area, being focused on the Lichfield Basin site and extending eastwards towards the River Stour. It is also envisaged that development for housing may also form a significant proportion of any redevelopment within or adjacent to Cheapside.

The Severn Road area lies within an area of compact and fine grain urban form at the heart of Stourport-on-Severn. Where residential development is proposed, the opportunity exists to achieve a relatively high density of between 50 to 70 dwellings per hectare where this could enhance the town's physical form without detriment to the amenity of neighbouring residents and occupiers. The site represents the edge of the traditional urban form of the town and lies adjacent to a large area of open space that separates the site from the more modern suburban residential areas.

Proposals must have regard to the findings of Wyre Forest Housing Needs Survey. A number of the recommendations set out in the draft report are highlighted in section 2.3. In particular, given that the area is likely to make a significant contribution to the supply of housing land in Stourport on Severn, the Council will seek to negotiate that 30% of the dwellings on sites within the brief area should be affordable dwellings, unless material considerations indicate otherwise. Paragraph 10 of PPG3 places the emphasis on creating mixed and inclusive communities. In line with this guidance, the Council is keen to ensure that housing development within the Severn Road brief area should secure a positive social mix and avoid the creation of large areas of housing of similar characteristics.

### **5.3 Employment**

Land is allocated for B1 Business uses between Severn Road and the River Stour and between the proposed new housing area and possible food store site. The imaginative incorporation of business uses will be a key element in maintaining an appropriate balance of uses both within the town of Stourport-on-Severn and within the Severn Road area. This allocation will address the perceived shortage of quality and available employment land within the boundaries of the

town.

By definition, B1 business uses are office or other industrial processes which can be carried out in any residential area without detriment to the amenity of that area by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit. Therefore, it is considered that such uses are wholly appropriate at this location and such development would accord with national planning guidance.

TP Activity Toys operates in the South of the brief area in Cheapside and adjacent to the River Severn. Any redevelopment proposals involving the former vinegar works should be for uses that will complement the new housing development to the north of the site. It is envisaged that the mix here will also be one of predominantly residential properties with small-scale offices and workshops interspersed.

#### **5.4 Retail (A1)**

Section 2.3 (a) provides the strategic context for retail provision in Stourport-on-Severn through a brief analysis of Wyre Forest District Retail and Commercial Leisure study. In line with the recommendations of that study, land is identified in the very north of the brief area as a possible site for a foodstore.

#### **5.5 Other Uses**

That the use envisaged is mixed but predominantly residential and that the central, more sensitive areas of the site are preferred for housing development. Other uses will be considered on their merits, but must have regard to the issue of compatibility, as stated in section 5.1 above.

## 6. LOCAL CHARACTER & BUILT HERITAGE

### 6.1 Local Distinctiveness

Local distinctiveness is defined by the DTLR as “the positive features of a place and its communities which contribute to its special character and sense of place”. Clearly, one of the key aspects of good design is the ability to demonstrate a respect for the local character of an area. This can be achieved in numerous ways, but will involve an analysis of: -

- Building features and architectural style
- Scale,
- Proportions
- Materials,
- Density
- Siting
- Urban grain and layouts
- Landscaping
- Topography
- Other distinctive features of the area may also be considered, including key features of local history.

Designers will be expected to take the following sequential approach to assessing local character and design:

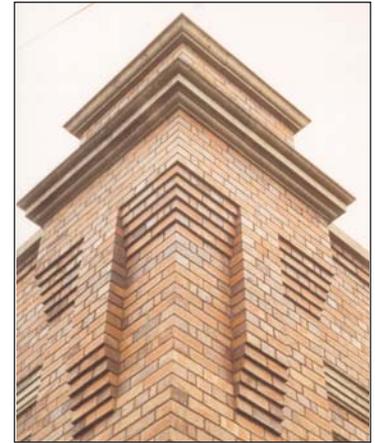
- a) The **shape** of development proposals (the layout, massing and landscape) should be designed to relate to the existing layout and to be harmonious with the setting and context. The proposed shape should also reflect the topography of the site and complement or enhance skylines, views and vistas.
- b) The **materials** which designers specify for proposals should reflect the scale, texture and colour of materials that are generally characteristic of the area.
- c) The design of the **building** should respect local building forms and features such as roof slopes, window types, decoration, garden plots and historic forms.



### 6.2 Character Analysis

Plan 2 [Character Map] identifies specific areas of individual local distinctiveness within and around the town centre. It demonstrates an extraordinary rich diversity within a character base that is expressly Georgian. This is due the town’s unique inception and its close relationship to

watercourses, both natural and man-made upon which new uses have developed. The towns decline as an inland trading port has coincided with a growth in its tourism trade and has produced a number of the character streams e.g. Riverside Amusement Park, Shipleys Funfair and Bridge Street's 'seaside' appearance. The predominantly industrial character of Severn Road emanates from earlier associations with the canal or water sources, e.g. carpet mill, vinegar works as well as the former power station on adjoining land. These traditional industries have been overtaken by new employment generated in the service sector, automotive engineering and other specialised manufacturing at modern premises at Bewdley Road, Worcester Road and Sandy Lane.



The ornate use of brick and plinth - a feature of the Carpets of Worth factory

Plan 3 identifies a number of valued buildings and structures that it would be desirable to incorporate within redevelopment schemes. Many of these buildings and structures and the Victorian factory buildings which predominate in the Severn Road area can provide a strong landmark tradition, local identity and can help to provide depth and interest. The sensitive conversion and reuse will be actively encouraged.



Attention to detail - Carpets of Worth

The most unique quality of Stourport-on-Severn is the towns association with the canal network and the basins. The brief area encompasses the Larch Lap site, which is the site of a former third basin, known as Lichfield Basin. The reopening, or partial reopening, of this important third basin must be an intrinsic part of any redevelopment proposal involving this site. Plan 3 [Key Existing Buildings] identifies the archaeology of the site. It is considered that the benefit and desirability of reopening the third basin must be balanced against the associated cost. For these reasons, it is unlikely that the former basin will be recreated in its entirety. Whilst the restored basin outlined in Plans 4-6 is indicative it gives a clear indication of the amount of waterspace envisaged for the site.

The design of proposals for sites within or affecting the setting of the Conservation Area must seek to safeguard and enhance the special character and appearance of the area. To assist designers, the District Council has commissioned a 'Conservation Area Character Appraisal' for the Conservation Areas of Stourport-on-Severn.

### 6.3 Key Character Objectives

C1) *To safeguard and enhance the Conservation Areas of Stourport-on-Severn.*

**ACTION 1: New development proposals must have due regard to the Conservation Character Appraisals for Stourport-on-Severn.**

C2) *To reflect the character of the Canal Basin Area and the more compact urban form of the Georgian town centre.*

**ACTION 2: New development proposals must have regard to local distinctiveness and clearly relate to, and complement the character of the surrounding area, having regard to the character map (Plan 2).**



Corner of Stour Lane and Mitton Street

- C3) *To reflect and enhance the adjoining natural corridors of the River Stour and Severn.*

**ACTION 3: New development should seek to incorporate existing trees and landscape features and seek to create new habitat in accordance with Table 1 (Habitat considerations), page 16.**

- C4) *To strengthen and enrich local character by providing links which evoke memories of past activities on the site within new development proposals.*

**ACTION 4: The listed and valued buildings, structures and landscape features identified by Plan 3 in the appendices must be sensitively and creatively incorporated into development proposals unless material considerations indicate otherwise.**

**ACTION 5: Proposals for the Lichfield Basin Site [2] should involve the partial reopening and incorporation of the former basin and, where applicable, the incorporation of the archeological features of the former basin.**

- C5) *To achieve a tight knit urban character with enclosed courtyards, interesting spaces, link walls and ginnells.*

**ACTION 6: New development should reflect the scale, form and general pattern of existing housing in Lichfield Street, Mart Lane and Severnside. Less permeable suburban estate patterns will be resisted.**



*Lichfield Street, Opposite the Basin Site.*

## 7. DESIGN

### 7.1 Design detailing

Ensuring a high quality design will be crucial. It is important that careful consideration is given to the layout including landscaping and infrastructure, materials and building forms. The aim should be to strike an appropriate balance between reflecting the unique heritage of the area and design innovation. Area 'K' identified in the Character Map [Plan2] is a large expanse of mostly brick Victorian factory buildings. The re-use of these factory buildings for small-scale B1 Office or light industrial uses will be encouraged. Whilst a number of valued features within this area are identified for incorporation within a redevelopment scheme, there is perhaps greater scope for innovation in this area. Nevertheless, designers must reflect local distinctiveness when designing layouts and building forms and selecting appropriate materials.

### 7.2 Sustainable Design

Sustainability is at the heart of planning and is an intrinsic part of this brief. The design of new development offers considerable potential for moving further towards sustainable living, both directly and indirectly.

Directly, development can be designed to incorporate the most up-to-date techniques in resource utilisation and recycling. Proposals should seek to incorporate these techniques, including passive solar gain, photovoltaics and sustainable drainage techniques. Examples of sustainable drainage techniques include the use of soakaways, porous paving, pools and reed-beds. Such techniques have a number of benefits and avoid creating or exacerbating localised flooding issues. Other examples are provided in the Environment Agency's "Guide to Sustainable Drainage".

### 7.3 Design Objectives

D1) *To create a legible layout of interconnected spaces, which incorporate existing features and infrastructure.*

**ACTION 7: Designs should create focal points, open spaces and main pedestrian and vehicular thoroughfares, where the most active uses and building entrances should be concentrated.**

D2) *To create logical layouts and successful and interesting spaces that are unique in their design detail.*

**ACTION 8: Proposals should incorporate existing assets including the listed and valued features identified by Plan3 and create new features in to the design, wherever practicable.**

D3) *To promote energy efficiency, recycling and sustainable drainage.*

**ACTION 9: Proposals will be expected to incorporate energy saving technology and techniques, utilise recycled building materials on site and incorporate sustainable drainage techniques.**

D4) *To ensure high quality landscaping and optimum security.*

**ACTION 10: Proposals must incorporate appropriate landscaping schemes which:**

1. **accentuate views and vistas\***;
2. **clearly define public and private space**;
3. **include the appropriate use of lighting**;
4. **optimise natural surveillance and**;
5. **present a clear management plan.**

\*NOTE: Views and vistas will be encouraged, which incorporate the listed and valued buildings, structures and features identified by Plan 3 [key existing buildings] and the river environments.

**ACTION 11: Landscaping schemes must incorporate appropriate screening including the appropriate use of planting and the incorporation of existing valued structures and features.**

NOTE: This will be particularly relevant in the northern edge of the site and to Severn Road opposite existing housing in order to provide screening to a possible foodstore and B1 employment uses to include reference to beneficially re-using existing valued features for alternative uses, such as trolley or cycle parks.

D5) *To provide a suitable basis for more detailed design guidance.*

**ACTION 12: Where possible, the Council will seek to work in partnership to prepare more specific design guidance for each of the three sites.**

NOTE: The Lichfield Basin Design Guidance prepared in partnership with British Waterways is a model approach for the Severn Road and Cheapside areas.

D6) *To provide for the recreational and enjoyment needs of occupiers and visitors.*

**ACTION 13: Proposals should include an appropriate balance of private and communal amenity space.**

NOTE: Private amenity space, which may be shared, should, wherever practicable be enclosed by other private space and buildings. As with landscaping schemes, proposals should incorporate a clear management plan.

## 8. NATURE CONSERVATION

### 8.1 Natural Features

Both the River Severn and River Stour are identified as Specific Wildlife sites. This reflects their importance in providing a valuable habitat for a rich diversity of flora and fauna. With the Development Brief area including the confluence of these two corridors, it is important that any development proposals have particular regard to the nature conservation importance of the sites. The opportunity provided by redevelopment to enhance the presently ecologically poor urban riverside habitat offers considerable potential for wildlife gain. This will be achieved through the careful consideration of landscaping schemes within the corridors. In particular, the use of tree species that are associated with local character.

### 8.2 Landscape and Natural Habitat Objectives

N1) *To fulfil the specific targets identified by Table 1 (below) and in line with the Biodiversity Action Plan for Worcestershire.*

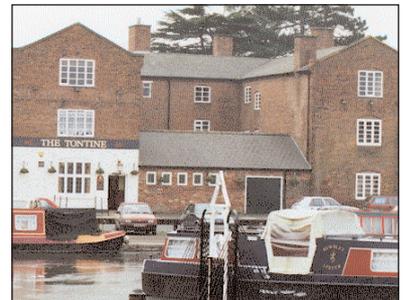
**ACTION 14: Proposals in the Stour corridor must have regard to enhancing bio-diversity.**

N2) *To safeguard and enhance the environment of River Stour corridor.*

**ACTION 15: Proposals should involve additional planting at the Rivers edge and within the 10m maintenance zone required by the Environment Agency.**

N3) *To reflect the natural environment of the canal basins area in the Lichfield Basin site.*

**ACTION 16: Proposals involving the Lichfield Basin site are unlikely to include any substantial areas of natural landscape, but should provide scope for a number of medium sized trees in a generally hard landscape scene in strategic positions.**



N4) *To blend the character of the basins with the River Stour Nature corridor.*

**ACTION 17: Proposals for the Carpets of Worth and Vinegar works sites should replicate the enclosed courtyard forms of housing envisaged for the Lichfield Basin site but replace water with greenspace.**



NOTE: This will provide an appropriate transition towards the Stour natural corridor.

Table 1 – Habitat Considerations

<b>HABITAT/SPECIES</b>	<b>ACTION PLAN TARGET</b>	<b>SUGGESTED METHODS TO MEET TARGETS</b>
Scrub	To create new areas of scrub in areas of low ecological importance but bordering wildlife sites	Planting of hawthorn, blackthorn alder along banks
Rivers and Streams	Maintain and increase biodiversity  Restoration of natural systems	Creation of soft relatively undisturbed river banks where amphibious wildlife can thrive. Removal of man made structures to create natural river banks with appropriate reconstruction of natural style bank profiles
European Otter	Expand otter population	Creation of otter friendly natural river banks to provide otters with cover and habitat to further encourage their expansion in the Stour Valley
Bats	To encourage the inclusion of bats into schemes of habitat creation	Naturalise bank to provide good feeding grounds for Daubenton's Bats. Planted alder and black poplar providing roosts when they reach maturity
Water Vole	Restore water vole population	Naturalisation of river banks to aid water vole recovery
Black poplar	Plant new Female trees	Ensure that a few female and several male black poplars of approved local genetic stock are included in the planting scheme along the river
Swifts	To encourage the inclusion of habitats for swifts into building design	Incorporate nest boxes for swifts to colonise new buildings

## 9 ACCESS AND MOVEMENT

### 9.1 Site Location

The site occupies a key location near to Stourport town centre. It is located within easy walking and cycling distance of a reasonably large population and is reasonably close to existing bus services and interchange points. The principle of redevelopment of the site for a mixed range of land uses, including residential, business and retail development would accord with PPG.13 (Transport). The location of the site on the periphery of the town centre area enables redevelopment to play a key part in improving movement between the town centre and the suburbs beyond.

There has long been widespread concern over the impact of high levels of traffic on the historic core of Stourport-on-Severn. It is considered that the existing access arrangements to the site are inadequate for the scale of development envisaged and that access is a major constraint on the major redevelopment of the area. Therefore, major redevelopment will necessitate considerable alterations and improvements to the existing access arrangements and the surrounding transport infrastructure. The County Council's Transportation Study (see below) will help to inform this process and to identify the key issues.

### 9.2 Relief Road

The line of the Stourport-on-Severn relief road is safeguarded through the Local Plan. Part of the route has already been constructed through the provision made as part of the redevelopment of the former Power Station Site for housing. In the near future, a further short section of the relief road is expected to be provided as part of further housing development in the Timber Lane area of the town. The Council is keen to ensure that redevelopment of the Severn Road area includes direct access to the proposed relief road. The Council will seek to obtain a Section 106 Obligation from developers to construct a new access link from the East including a road bridge over the River Stour. Given that there is currently no programme for the construction of the relief road, developers would be expected to construct a short section of the relief road in order to connect the access point with Discovery Road. It is envisaged that this access road will provide a significant new route into the Severn Road area from the East and Worcester.



*Discovery Road - New Access Road to extend*

### 9.3 Transportation Study

The County Council has commissioned consultants to undertake a transportation study for Stourport-on-Severn. This will investigate all of the traffic and transportation issues relating to the town centre and will also have regard to the redevelopment of the Severn Road area. It is envisaged that the study will report in Autumn 2001 and that it will indicate the priority to be accorded to the construction of the relief road, and the potential for reducing road capacity on the surrounding road network in order to allow the widening of footways and the pedestrian priority measures identified within this Development Brief.

#### 9.4 Analysis of existing movement patterns and development opportunities (Notes for Drawing 5).

1. Existing road has been built to a higher standard to accommodate future Relief Road and new bridge crossing of the Severn.

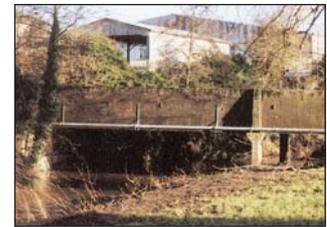
*If this can be utilised to feed the site, it will greatly assist in reducing local traffic using the Gilgal, Mitton Street, Lion Hill, Lichfield Street and Severn Road*

2. The Stour together with the past industrial uses of this land have presented a significant barrier to the desire line to the town centre east-west. This is particularly pertinent to the recent residential developments built on the Power Station site. It means that both vehicles and pedestrians are funnelled via Worcester Road and Mitton Street. The only alternative pedestrian route is via the Severn riverside footpath, which is not made up and is liable to flooding.

*A new road bridge crossing the Stour into the site together with a further footbridge to the north will provide more direct access.*

3. An existing road bridge exists but is blocked off for any form of access.

*This position could be used for the new access to the site.*



Existing Bridge over the Stour

4. Existing riverside walk forms part of Severn Way long distance walk.

*British Waterways proposals for upgrading path through Basins area will enhance walking experience of this important area and improve access for the disabled. Possible extension up to Stour bridges to be considered.*

5. Existing sandstone wall facing Severn Road is listed and an important feature of the site but will restrict access to its present gateway position to the north.

*Three existing small gateways to be utilised for pedestrian access.*



The Listed Wall of Lichfield Basin

6. Pedestrian use of Mitton Street is difficult due to narrow footpaths and in one section no footpath, also speed of traffic on one way system and poor visibility for crossing. This is likely to be exacerbated by improvements for increased vehicle movement to Severn Road.

*Improvements to Mitton Street should therefore be considered to include measures to reduce speed of traffic, reduction to single lane of traffic, increased pavement width and clearly designated crossing zones.*

*Pedestrian access to proposed Stour Walk is also likely to feed to this point via the northern edge of the site.*

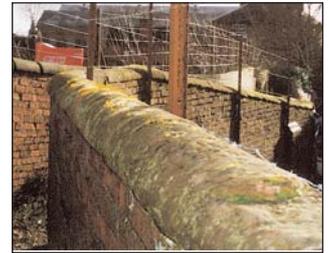
7. Pedestrian link from Canal towpath to Basins area is via awkward and dangerous road crossing at the corner of Lion Hill and York Street.

*Improvements should therefore be considered at this point to include measures to*

*reduce speed of traffic using Lion Hill, possible reduction to single lane of traffic, increased pavement width and clearly designated crossing zones.*

8. No separate footway exits for certain lengths of Mart Lane.

*The opening up of the 3<sup>rd</sup> upper basin will undoubtedly increase the importance of Mart Lane as the main spine feed into the Basins for pedestrians and will introduce a great deal more east-west movement. Vehicular access will continue to be necessary but should be discouraged and should be secondary to pedestrian movement. Consideration should therefore be given to an appropriate road surface treatment and other measures to restrain vehicle speed e.g. Tegular blocks, bollards, chicanes etc. This should extend for the full length of Mart Lane.*



Pedestrian Bridge linking Mart Lane to Severn Road

9. The existing narrow footpath linking Mart Lane to Severn Road close to its junction with Cheapside is an attractive and important feature and should be retained together with the link to the Angel and Severn side.

*Appropriate improvements to its surface should be considered to enable access for all, plus some sections of walling to be rebuilt/reinstated. Appropriate surface treatment should also be considered for Cheapside to ensure pedestrian priority for shared use.*

## 9.5 Key Objectives

- A1) To reduce through traffic in Stourport on Severn town centre.

**ACTION 18:** As part of any detailed proposals a Transportation Assessment (TA) will be required to be undertaken in order to identify the impact of the proposals on the local road and transportation network. The scope of this assessment will need to be agreed with the County Council as Highways Authority.

**ACTION 19:** Proposals in the brief area should include appropriate access arrangements including the appropriate enhancement of on-site and off-site transport infrastructure and the utilisation of the proposed relief road.

- A2) To enhance legibility and safety through having due regard for the town environment, cyclists and pedestrians.

**ACTION 20:** Proposals should involve improvement measures outside the site for Mitton Street and Lion Hill to reduce traffic speed and improve general access and use by pedestrian and cyclists.

NOTE: Improved connectivity between the site and the High Street and Tan Lane (schools) will be particularly important.

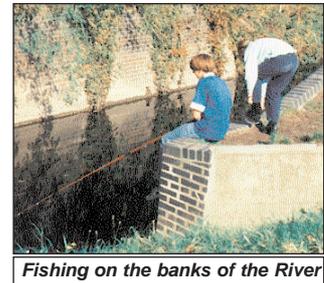
**ACTION 21:** To restrict traffic in Mart Lane, Severnside, Lichfield Street and Cheapside and to ensure that these roads are sensitively and appropriately designed to achieve pedestrian priority.

NOTE: The limited use of the above roads for access, service traffic and disabled visitors will greatly improve the pedestrian environment in the area.

- A3) *To maximise the recreation potential of the natural corridor of the River Stour.*

**ACTION 22: Development proposals should include a new Stour walk within the site to link the Severn Way and Mitton Street.**

**ACTION 23: A pedestrian link on the east bank of the Stour linking with Worcester Road will also be encouraged.**



- A4) *To enhance pedestrian permeability through the site in order to satisfy the general east-west desire line to the town centre.*

**ACTION 24: Proposals should create and fully incorporate new pedestrian and movement corridors through the site, which connect with the town centre and residential areas east of the river.**

NOTE: Such routes are designed to be both safe and to draw maximum benefit from the special character of the town's Basins and Rivers environments.

- A5) *To create well-landscaped infrastructure, which provides appropriate mitigation, security, views, vistas and a sense of arrival.*

**ACTION 25: Proposals should incorporate additional tree planting to screen and soften the visual impact of the proposed Relief Road and service road to the site.**

**ACTION 26: The new access road into site should involve appropriate planting. Particular attention should be paid to the sensitive incorporation of lighting.**

NOTE: This will provide continuity with the Stour natural corridor.

**ACTION 27: The new link road and any new landscaping will need to comply with the Environment Agency's requirements for flood alleviation.**

- A6) *To enable the provision of direct public transport access to the redevelopment area.*

**ACTION 28: Proposals should include direct and safe pedestrian routes to the town centre and the nearest bus stops.**

**ACTION 29: Proposals should provide suitable infrastructure to enhance local bus services, including bus stops and appropriate road layouts.**

- A7) *To ensure that car parking and the provision of infrastructure for cyclists' pedestrians and public transport users are suitably incorporated as an integral part of the overall design solution*

**ACTION 30: Car and Cycle parking provision will be subject to the new parking standards set out in "Car Parking Standards: Worcestershire" .**

NOTE: Given that the brief area is within an area of high public transport accessibility and in close proximity to the town centre, more restrictive car parking standards will apply, together with increased provision for cycle parking.

**ACTION 31: All proposed parking areas should be designed to a high standard as an integral part of the design.**

**ACTION 32: Proposals for large car parking area will be subject to particular scrutiny and must incorporate high quality surface treatments other than tarmac, sustainable drainage and suitable provision for the safe movement of pedestrians.**

NOTE: The proposed foodstore and high density housing areas will have shared car-parking areas. It is important their visual impact is harmonious with the surrounding townscape and landscape.

## **10. IMPLEMENTATION**

### **10.1 Design Guidance**

This brief provides a set of broad development principles and a framework within which the Council and landowners will be able to maintain a constructive dialogue. It envisaged that this brief can be used in conjunction with additional Design Guides that accord with the brief and build on its content to ensure that the area realises its full potential.

The District Council will encourage landowners and developers to work in partnership, in order to formulate a shared design vision and to provide more detailed design guidance for the individual sites. It is envisaged that this process will also involve public consultation, which will enable local residents and key stakeholders to have their say about more detailed design considerations.

## 11. PUBLIC CONSULTATION STATEMENT

### 11.1 Introduction

This statement describes the consultation undertaken by Wyre Forest District Council for the preparation of the Severn Road Development Brief as Supplementary Planning Guidance.

### 11.2 Initial consultation

- a) In February 2001, a pre-public consultation draft Severn Road Development Brief was published and circulated to landowners, the Stourport-on-Severn Town Council, the Stourport-on-Severn Civic Society and the Worcestershire County Council for their comment. In addition a copy of the document was also forwarded to the Environment Agency and English Heritage who also submitted representations at this initial stage. This established the context and the key issues. The consultation process started on the 28<sup>th</sup> February and finished on the 21<sup>st</sup> March 2001.

The comments received on the initial Draft Brief were considered and, where appropriate, amendments were made. In preparing the public consultation draft, additional sections and text were added, some of which reflected the comments received, and the format of the document was altered to improve clarity.

- b) The public consultation Lichfield Basin Design Guidance (Draft 2) was prepared in partnership with British Waterways.

### 11.3 Consultation

Public consultation began Thursday 19<sup>th</sup> April 2001 and ended on Friday 18<sup>th</sup> May 2001. Complimentary copies of the Draft Severn Road Development Brief and Draft Lichfield Basin Design Guidance, together with a covering letter, were forwarded to the following:-

* Worcestershire County Council (Environmental Services and County Archaeology Services)	* West Mercia Constabulary
* Stourport-on-Severn Town Council	* Stourport on Severn Civic Society
* Environment Agency	* TP Activity Toys
* English Heritage	* Boyer Planning (on behalf of Carpets of Worth)
* Stourport-on-Severn Town Centre Forum	* Thomas Vale Construction Limited
* Severn Trent Water plc.	* Stourport-ion-Severn High School

Reference copies of the Draft Brief and Guidance, together with multiple copies of the summary leaflet were made available for inspection and removal, respectively, at each of the District's three public libraries in Stourport-on-Severn, Kidderminster and Bewdley and at the Council's Planning and Environment Division from 19<sup>th</sup> April 2001. Copies of the Draft documents were also available for inspection at the Civic Centre, Stourport-on-Severn.

### 11.4 Publicity

A news release and summary leaflet [a copy of the summary leaflet is appended] were produced to further publicise the public consultation and to draw attention to the special exhibition to be displayed at the Civic Hall Foyer on 24<sup>th</sup> April 2001. A copy of the news release,

together with a covering letter and a copy of the summary leaflet was circulated to the following newspapers and radio broadcasters on the 11<sup>th</sup> April 2001:-

- |  |                              |
|--|------------------------------|
| * Kidderminster Shuttle, Times and News (Stourport News) | * Kidderminster Chronicle    |
| * Worcester Evening News                                 | * Radio Wyvern FM            |
| * Kidderminster Express and Star                         | * BBC Hereford and Worcester |

A further news release was circulated on the 25<sup>th</sup> April 2001 to provide an update and to publicise a further exhibition at the Stourport-on-Severn library.

An important means of publicity and a further component of the consultation process involved a special distribution of the summary leaflet. In this respect, nearly 8000 loose copies of the leaflet were inserted into the Stourport News, which is a free newspaper distributed to most households in the town. Further copies were delivered by hand to addresses neighbouring the redevelopment area.

### 11.5 Exhibition

The exhibition held at the Civic Hall Foyer on the 24<sup>th</sup> April, between 12:00 midday and 8:00 pm, was a very important element of the public consultation. This consisted of a display containing the key plans, context and a summary of the key issues. Several reference copies of the Draft Severn Road Development Brief and Lichfield Basin Design Guidance were available for inspection, together with a reference copy of the Wyre Forest Retail and Commercial Leisure Study and the adopted Local Plan. A number of Council officers were also on hand to offer advice and answer questions. Multiple copies of the summary leaflet and comments forms were also available. In excess of 200 local residents, businesses and interest groups attended the exhibition.

As a result of the response and at the request of a number of visitors, the exhibition was taken to Stourport-on-Severn Library on the 27<sup>th</sup> April where it remained until 10<sup>th</sup> May 2001.

### 11.6 Representations

Interested parties were invited to make comments and suggestions and no specific means or media were stated, although a standard response form was prepared and distributed. The responses were received as follows:-

Standard response form (36); Letter (13); Report (1); and e-mail (2)

There were 52 respondents to the consultation, submitting some 217 individual comments. Of the individual comments, 170 related to the Severn Road Development Brief and 47 related to the Lichfield Basin Design Guidance. Copies of the responses were made available at the Civic Centre in Stourport-on-Severn and at the Council's Planning and Environment Division in Kidderminster.

All of the comments were given careful consideration. Summaries of the comments, together with the response and recommendations of the Head of Planning and Environment, were reported to the Council's Overview and Scrutiny (Environment and Development) Committee on 25<sup>th</sup> June 2001.

**NOTE:**

The Local Plan is currently under review. The First Deposit Local Plan, for publication on the 30<sup>th</sup> August 2001 includes three new policies:- STC.1 (Lichfield Basin); STC.2 (Carpets-of-Worth) and STC.3 (Cheapside). These policies form the policy framework for this Supplementary Planning Guidance and will be subject to the consultation arrangements of the Local Plan review. A copy of the timetable for the Local Plan Review is appended.

## **12. APPENDICES**

- 1. Severn Road Development Brief**
  - Context and Proposals Plans
- 2. 'Major Redevelopment Opportunity for Stourport-on-Severn'**
  - Summary Leaflet for Publicity
- 3. Local Plan Review Timetable (as at July 2001)**

## REFERENCES

**By Design**, Urban design in the planning system: towards better practice.  
*DTLR/Commission for Architecture & the built Environment 2000*

**Planning Research Programme: Planning and Development Briefs,  
A guide to better practice**  
*DTLR/Llewelyn-Davies and Drivers Jonas 03/2000*

**Introducing Urban Design: Interventions and Responses**  
*Edited by Clara Green and Marion Roberts 1998*

**Sustainable Residential Quality: Exploring the Housing  
Potential of Large Sites**  
*Llewelyn-Davies in association with Urban Investment and Metropolitan Transport Research Unit 01/2000*

**Wyre Forest District Local Plan**  
*Adopted Plan 05/1996*

**Car Parking Standards: Worcestershire (DRAFT)**  
*Worcestershire County Council 01/2001*

**Stourport-on-Severn Economic Development Strategy**  
*03./2001*

**Regeneration of the Canal Basins, Stourport-on-Severn:  
Outline Project Proposal**  
*WFDC Department of Property Services*

**Regeneration of Stourport-on-Severn**  
*Pieda Plc, Planning, Economic and Development Consultants 08/1996*

**Stourport Waterways Strategy: Précis**  
*British Waterways, Midlands & South West Region 1991*

**Staffordshire and Worcestershire Canal: Towpath Guide No 1**  
*J. Ian Langford 1974*

**Stourport-on-Severn: Images of England**  
*Compiled by Anna Carter for Stourport Civic Society 2000*

**Middle Severn: Local Environment Agency Plan**  
*Environment Agency 04/1997*

**A Guide to Sustainable Drainage**  
*Environment Agency*

- \* **Planning Policy Guidance Note 1: General Policy and Principles (February 1997)**
- \* **Planning Policy Guidance Note 3: Housing (March 2000)**
- \* **Planning Policy Guidance Note 6: Town Centres and Retail Developments (June 1996)**
- \* **Draft Planning Policy Guidance Note 13: Transport (October 1999)**
- \* **Planning Policy Guidance Note 15: Planning and the Historic Environment (September 1994)**
- \* **Planning Policy Guidance Note 23: Planning and Pollution Control**
- \* **Planning Policy Guidance Note 25: Development and Flood Risk (2001)**

\* The above are produced by the DTLR and published by the *Stationery Office*.

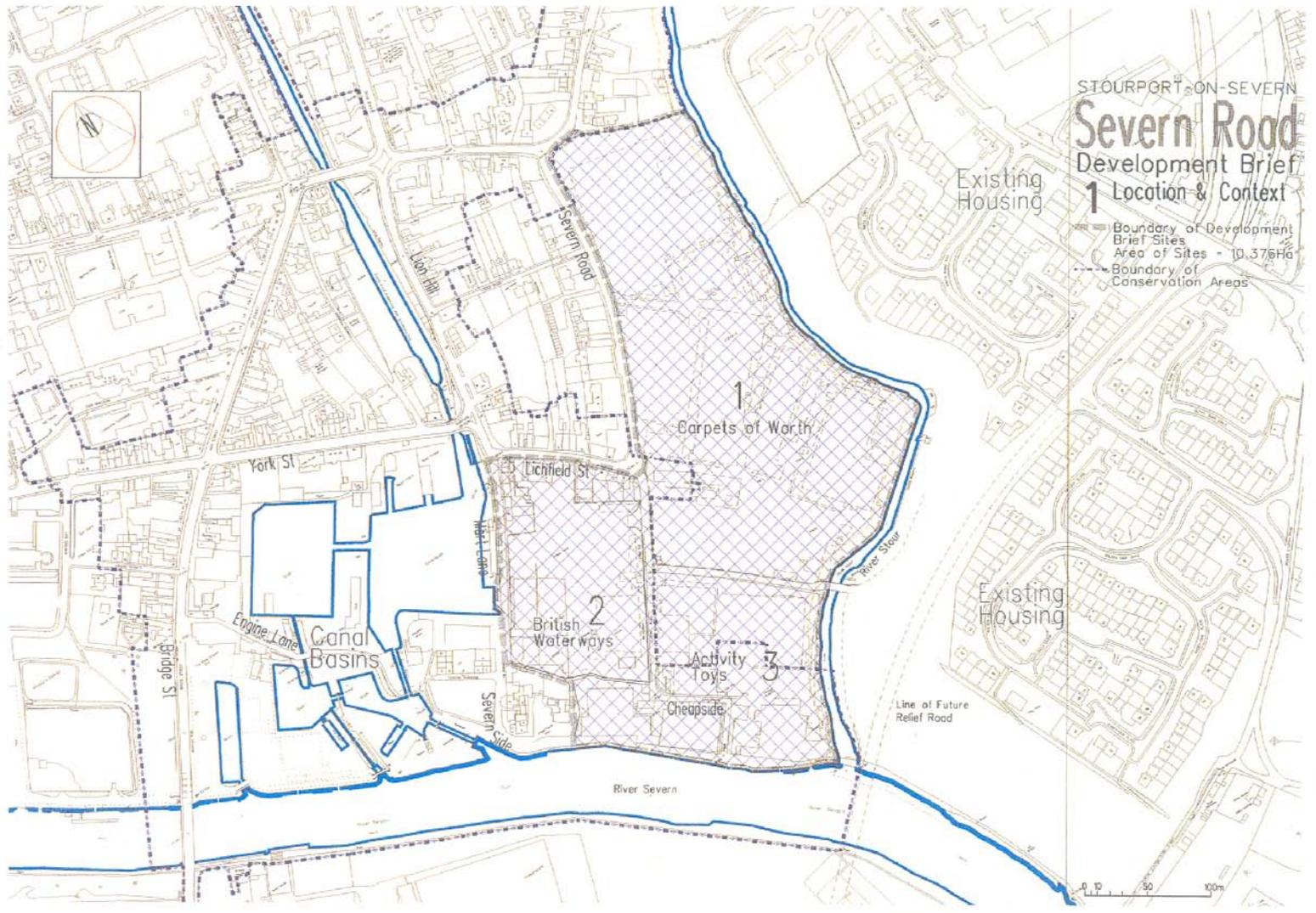
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# Severn Road

## Development Brief

### 1 Location & Context

- Boundary of Development Brief Sites - 10.376Ha
- Area of Sites - 10.376Ha
- Boundary of Conservation Areas



Existing Housing

1  
Carpets of Worth

2  
British Waterways

3  
Activity Toys

Existing Housing

Line of Future Relief Road

River Severn

0 50 100m

# Severn Road Development Brief

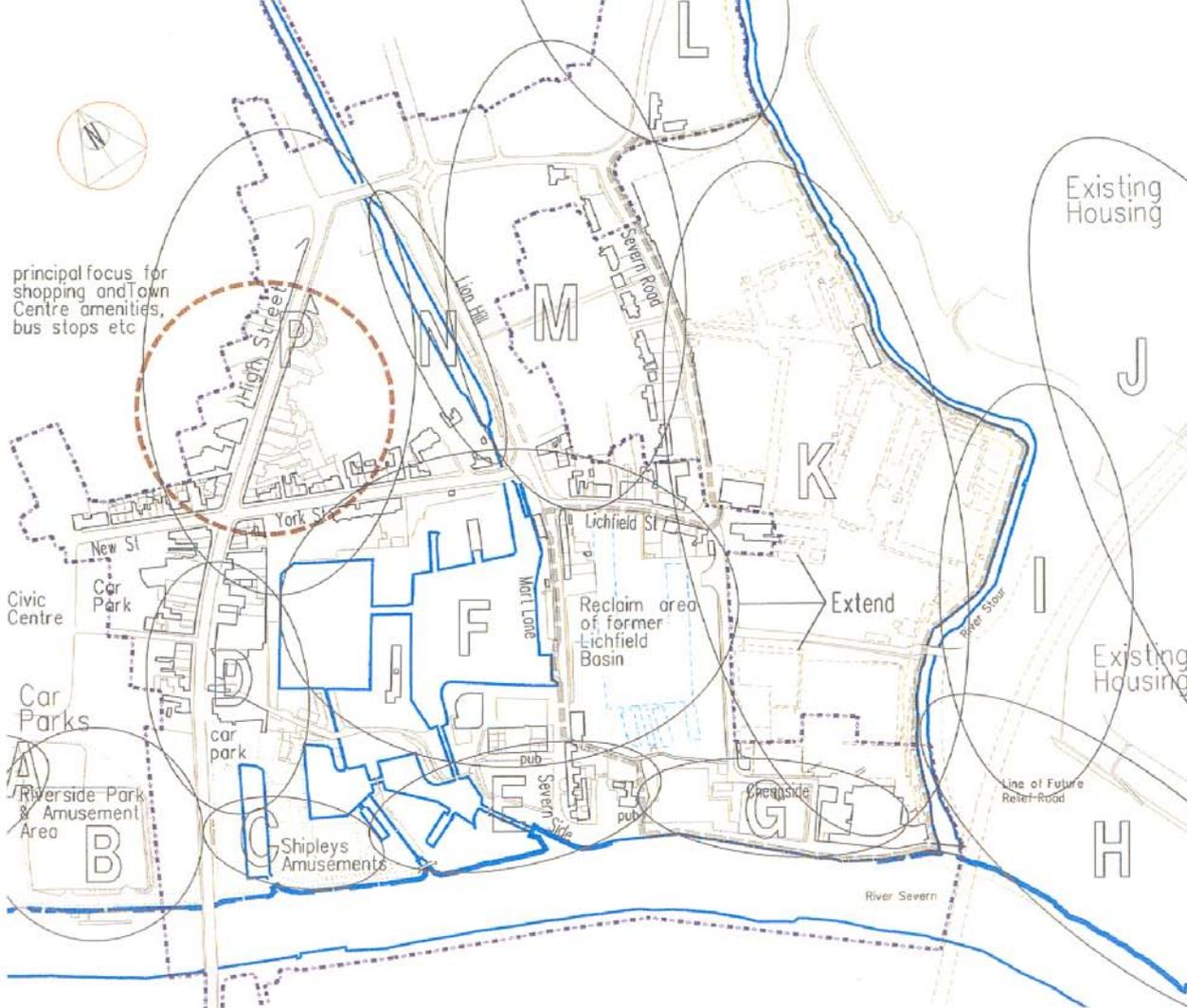
## 2 Character Map

— Boundary of Development Brief Sites  
 Area of Sites = 10.376Ha  
 - - - - - Boundary of Conservation Areas

**KEY**

- A Riverside Meadow/ broad grassed level area of public open space for picnic, general recreational & special events + tree lined riverside promenade
- B Amusement area within broad predominantly flat grassed area of public open space
- C Shipleys Amusement Area/ Loud, brash, hard surfacing of the fun fair environment with disused basin & boarding for river cruisers
- D Bridge Street, Pubs, take-aways, gift shops etc this area to for day visitor market & riverside attractions give a seaside flavour
- E Riverside/ Lower Basins, quiet, pleasant area of brick path walks, grassed with mature trees, massive locks, Tonline gardens
- F Upper Basins Area, wide expanse of water & colourful boats, key vistas/buildings
- G Riverside industrial area, high brick walls bordering riverside walk
- H Riverside open space, wide grassed meadow with informal riverside path
- I Stour Corridor, wide grassed meadow with pockets of tree growth
- J New Housing, Power Station Site
- K Severn Road Industrial Area Large expanse of mostly brick Victorian factory buildings
- L Galsland Milton Street/ Mixed use, wide variety of styles, traffic dominated
- M Severn Road Housing, mostly late Victorian semi-detached and terraced housing with long front gardens
- N Canal Corridor, mostly set lower and concealed from adjoining areas, providing quiet towpath walk
- P High St Area, busy main area of amenities mostly 3-storey Georgian and Victorian terraced forms, shops at g/ residential over

principal focus for shopping and town Centre amenities, bus stops etc



Existing Housing

Existing Housing

Extend

Line of Future River-Road

0 50 100m

# Severn Road Development Brief

## 3 Key Existing Buildings

Existing Housing

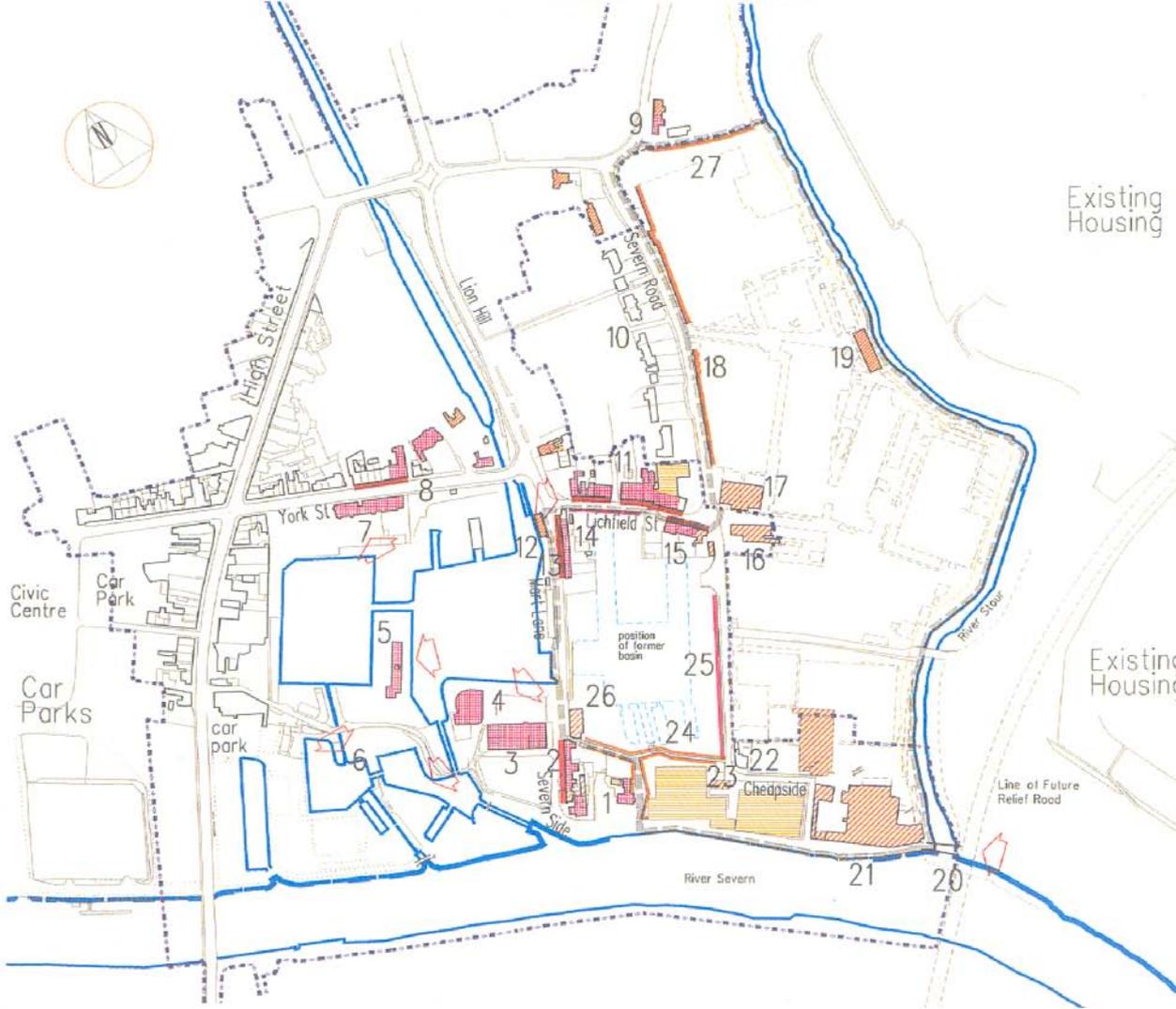
Boundary of Development Brief Sites  
Area of Sites = 10.376Ha  
Boundary of Conservation Areas

KEY

- 1 [L] Angel Public House, Severnside
- 2 [L] Nos 2-7, Severnside
- 3 [L] Tontine Buildings, Engine Lane
- 4 [L] Canal Maintenance Buildings and Lock Cottage, Engine Lane
- 5 [L] Stourport Yacht Club House, Engine Lane
- 6 [L] Canal Basins, Locks and Wharves
- 7 [L] 19-21 York St (incl. York House)
- 8 [L+V] Buildings to north side of York St
- 9 [L] 41, Milton St
- 10 [C] Properties to west side of Severn Rd
- 11 [L] 1-9, Lichfield St
- 12 [V] Chandiery, Marl Lane
- 13 [L+V] 1-5, Marl Lane
- 14 [V] Small former Waterways Office
- 15 [L+V] 15-18, Lichfield St
- 16 [V] Offices, Carpets of Worth (formerly Lichfield House), Severn Rd
- 17 [V] Carpets of Worth Building, Severn Rd
- 18 [V] Factory, brick facade, Severn Rd
- 19 [V] Factory Building(s), adj. River Stour
- 20 [V] Stour footbridge adj. River Severn
- 21 [V] Vinegar Factory Buildings, adj. Severn
- 22 [L] 1-2, Cheepside
- 23 [D] Factory Buildings, Cheepside
- 24 [V] Footpath & Walls, Marl Lane-Cheepside
- 25 [L] Sandstone walls, Severn Rd & Lichfield St
- 26 [V] White painted building, Severnside
- 27 [V] Brick Screen Wall to Stour Lane

- [Red Box] Listed Buildings (L)
- [Orange Box] Valued Buildings that should be retained (V)
- [Yellow Box] Detrimental Buildings & Development that should when possible be replaced (D)
- [White Box] Buildings with strong Group Value
- [Red Arrow] Key vistas

0 10 20 30 40 50 60 70 80 90 100m



Stour Corridor to be strengthened at its edges with additional tree planting and managed in line with BAP objectives as wildlife habitat

# STOURPORT-ON-SEVERN Severn Road Development Brief 4 Natural Features

- Boundary of Development Brief Sites  
Area of Sites - 10.376Ha
- Boundary of Conservation Areas

Existing Housing

Existing Housing

Tree and shrub screening to new development

Stour Walk within 10m maintenance strip

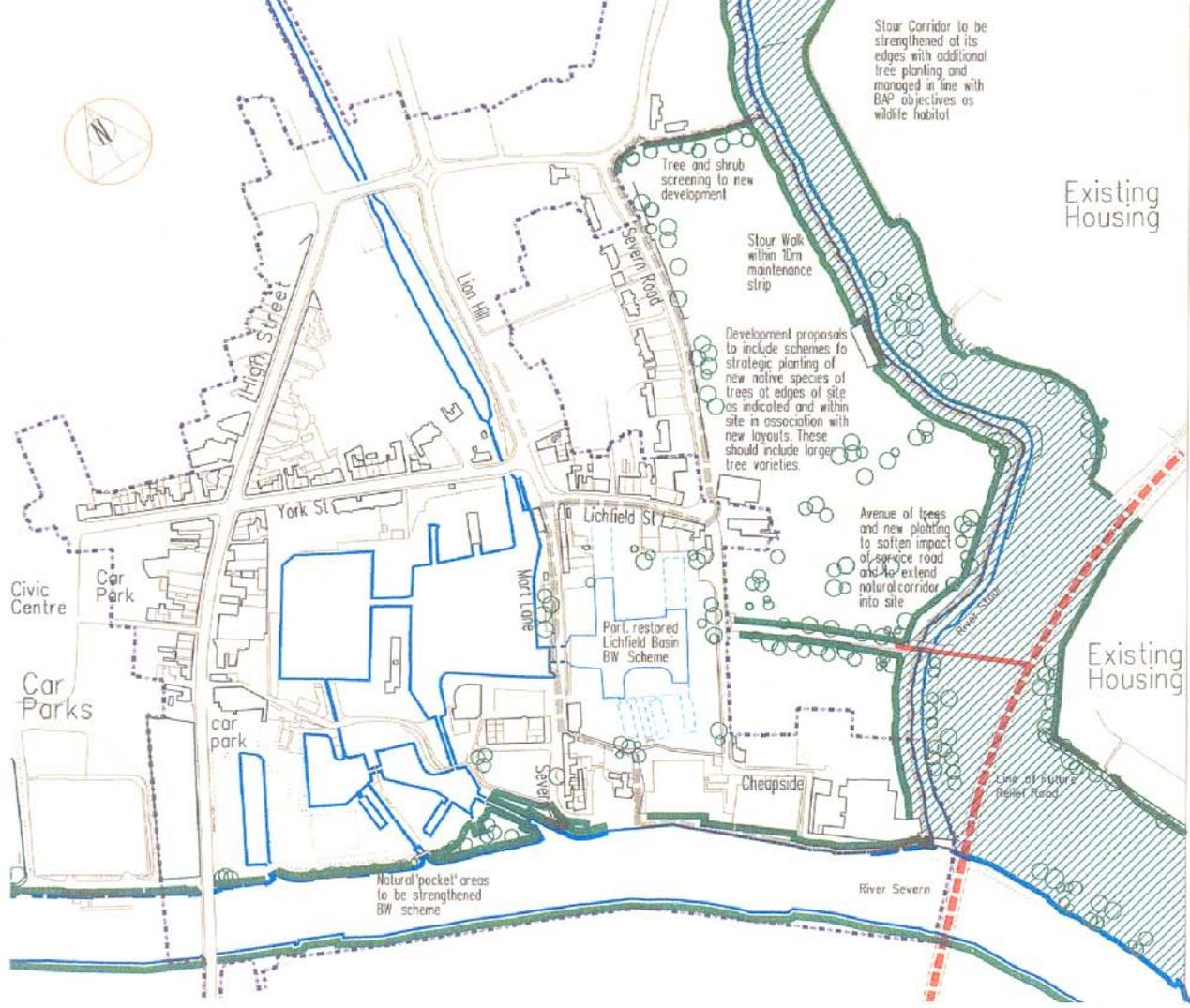
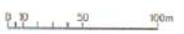
Development proposals to include schemes to strategic planting of new native species of trees at edges of site as indicated and within site in association with new layouts. These should include larger tree varieties.

Avenue of trees and new planting to soften impact of service road and to extend natural corridor into site

Natural 'pocket' areas to be strengthened BW scheme

Line of Future Relief Road

River Severn



Civic Centre

Car Park

Car Parks

York St

Lichfield St

Cheapside

car park

Mort Lane

Part restored Lichfield Basin BW Scheme

Severn

Lion Hill

Severn Road

River Severn

# Severn Road Development Brief

## 5 Access & Movement

Alternative route for Stour Walk with additional footbridge to eastern side and easier exit onto Worcester Road

Existing Housing

KEY DESIRE LINE

Existing Housing

principal focus for shopping and Town Centre amenities, bus stops etc

Civic Centre

Car Parks

Riverside Park & Amusement Area

Shipleys Amusements

Milton Street

Lion Hill

York St

New St

car park

New Bridge

pub

pub

Cheapside

Restored Lichfield Basin

Lichfield St

Severn Road

Severn

River Stour

Line of Future Relief Road

5

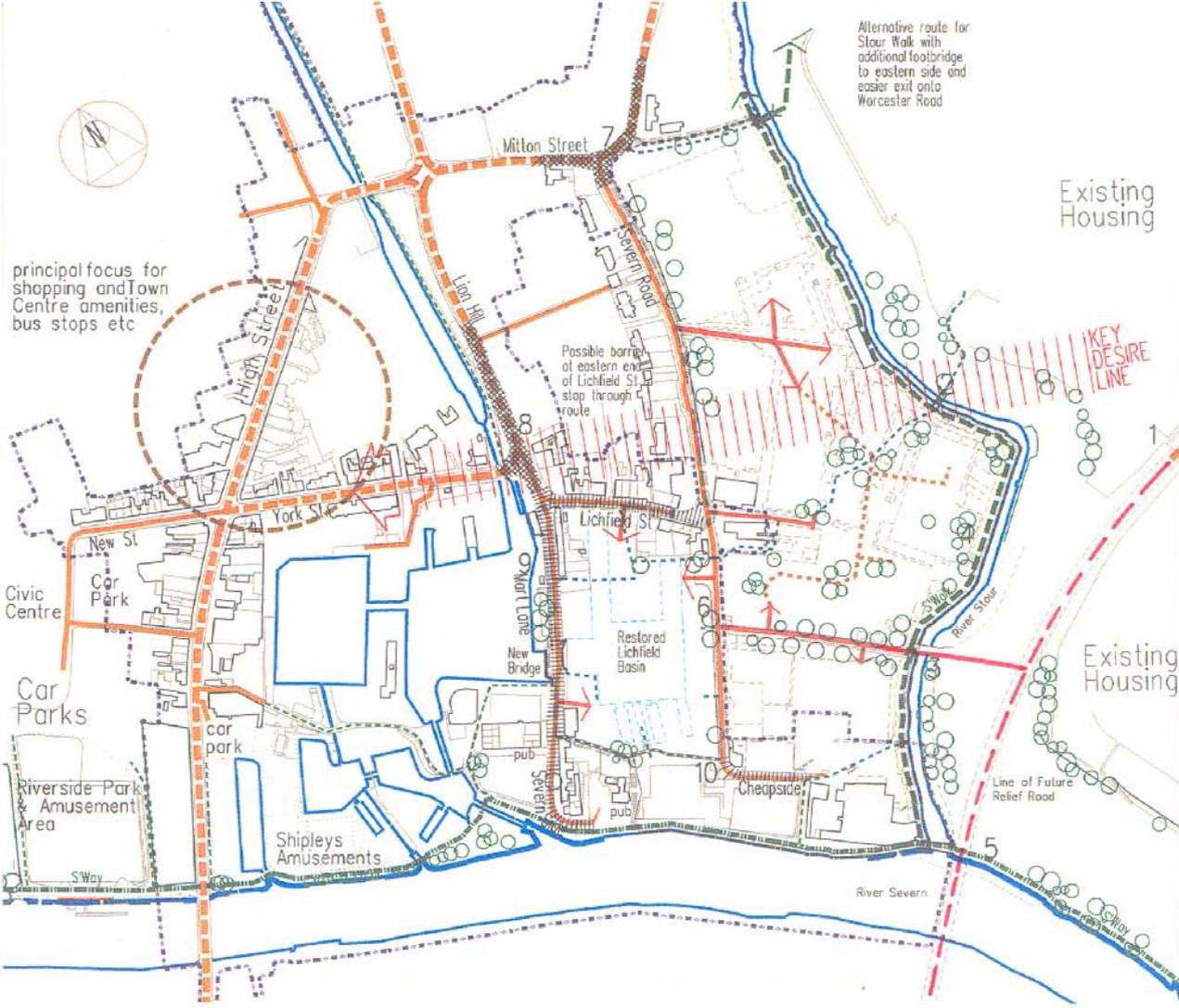
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7

- Boundary of Development Brief Sites - Area of Sites = 10.376Ha
- Boundary of Conservation Areas

- KEY
- Existing Through Roads
  - Existing Service Roads
  - Proposed Relief Road
  - Proposed Service Roads & Access Points
  - Existing Roads where improvement Measures Required
  - Existing Service Roads where Pedestrian Priority Measures Required
  - Existing Riverside Walk [Severn Way]
  - Proposed Riverside Walk [Stour Walk]
  - Existing Footpaths
  - New Footpaths

See text for specific detail considerations points 1-10





**Timetable for Severn Road Development Brief and  
Lichfield Basin Design Guidance:**

Public Consultation	19th April - 18th May 2001
Amendments/consideration of responses	May/June 2001
ADOPTION as Supplementary Planning Guidance	July 2001

Once adopted, the brief and design guidance will be material considerations in deciding planning applications in the area.

**EXHIBITION:**

An exhibition will be held at Stourport-on-Severn Civic Centre (Civic Hall foyer) on the 24th April (12noon - 8pm) where more information will be available and where you can discuss the brief with the Council's officers.

**FURTHER INFORMATION:**

Copies of the Draft Brief and Design Guide are available at libraries and a number of Council offices. Copies of the Development Brief can also be purchased (priced £5) from the Planning and Environment Division.

**Please send your comments to:**

Jake Berriman  
Head of Planning and Environment  
Land Oak House, Chester Road North,  
Kidderminster, Worcs. DY10 1TA.

Your comments should be returned to Wyre Forest District Council by **Friday 18th May, 2001.**

**For more information Tel: (01562) 732557**  
or e-mail: [wfdcplanreview@btconnect.com](mailto:wfdcplanreview@btconnect.com)

**Major Redevelopment Opportunity  
for  
STOURPORT-ON-SEVERN**

*\*New Employment?*

*\*New Housing?*

**Severn Road Development Brief  
&  
Lichfield Basin Design Guide**

**DRAFT**

*\*New Shopping?*

*\*New Opportunity?*

**Exhibition: 24th April 12noon - 8pm.  
at Stourport Civic Centre**

*HAVE YOUR SAY ON STOURPORT'S FUTURE*



Planning and  
Environment Division

*Taking Wyre Forest Forward*

**We would like your views on:**



Lichfield Street

**MOVEMENT:**

- New Access Road
- Enhance the Pedestrian Environment of Mitton Street & Lichfield Street.
- Improving links between the Town Centre and the former Power Station site.

**NEW FOODSTORE:**

- Wyre Forest Retail Study identifies a need for a small food store in Stourport-on-Severn.
- This site is identified as a possible location.



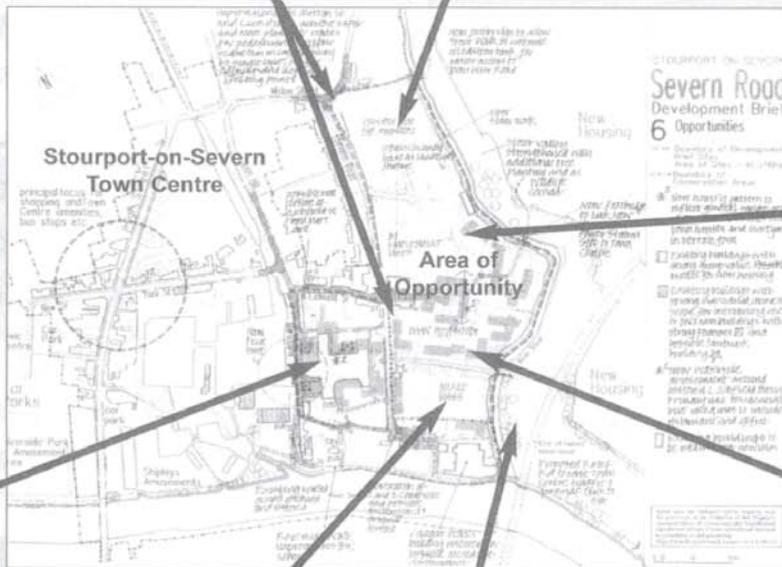
Towards the Vinegar Works

**HIGH QUALITY DESIGN:**

- Reflecting local character.
- Creating new public spaces.
- Ensuring a joined up approach.
- Creating a high quality environment for work, living and leisure.

**LICHFIELD BASIN DESIGN GUIDANCE (in partnership with British Waterways):**

- Attention to design detail.
- The re-opening of the third basin currently hidden under the former Larch Lap site, creating waterside development opportunities.
- Redevelopment for high density, high quality housing.



**NEW EMPLOYMENT:**

- Wyre Forest District Council consider that an area of land between the possible new food store and housing should be allocated to create new development for business and employment.

**NEW HOUSING:**

- Link Basins with the Stour Corridor.
- High Density.
- 30% affordable.
- High quality.



Larch Lap Site / Lichfield Basin

**MIXED USES:**

- Redevelopment opportunities involving Vinegar Works and Cheapside.
- Housing, workshops and offices.

**NATURE CORRIDOR:**

- Protecting the flood plain.
- Creating new habitat.
- Enhancing existing landscape.
- Create recreation opportunities.



Yacht Club

Taking Wyre Forest Forward

# Opportunities for Involvement in the Local Plan Review – Timetable to 2003

