

Appendix to
The Complementary Centres Strategy

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1. Introduction

This is an appendix to The Complementary Centres Strategy, as set out by Dudley MBC. The Complementary Centres Strategy is part of a package of documents which have been prepared to justify the promotion of Brierley Hill as the Strategic town centre for the Borough.

The document demonstrates why it is not physically possible or feasible to promote further retail expansion in the town centres of Dudley, Halesowen and Stourbridge. In addition, the reasons why Brierley Hill / Merry Hill has the potential for further retail, office and residential development over and above that which is possible in the other three centres, is demonstrated.

The document concludes that, based on the previous work undertaken on the approach, along with the evidence provided in this report, Brierley Hill would be best suited to take the role of Strategic town centre whilst the other three centres would perform separate supporting roles within the Borough.

2. Background

The Council have produced a Complementary Centres Strategy, (to which this report should be read in conjunction with), which sets out the main reasons why the three centres of Dudley, Halesowen and Stourbridge do not possess the potential for expansion as Brierley Hill does. It explains how Dudley Town Centre, along with the Borough's other centres, lack the physical capacity and market attractiveness to accommodate substantial strategic growth and how an attempt to expand the existing centres would prejudice their long established characteristics. It also demonstrates the fact that the Council is committed to the future development of these centres by undertaking planned regeneration of an appropriate scale, and through development initiatives (e.g. The Dudley Town Centre Master Plan, which seeks to focus regeneration and renaissance around residential development and the Stourbridge and Halesowen Area Action Plans as set out in the Council's Local Development Scheme).

The Complementary Centres Strategy builds on the work undertaken by GVA Grimley which identifies the broad range of retail provision needed in the Black Country. The strategy demonstrates that, in conformity with the RSS and PPS6, the Brierley Hill / Merry Hill area is most suitable to perform the role of the Strategic Centre in the Borough and that this Centre would compliment the existing network of centres.

3. Dudley Town Centre

Dudley is the Borough's current strategic centre. However, Dudley town centre no longer acts as, or is perceived as, a significant retail centre because of Merry Hill. This is evidenced in the work of GVA Grimley and Roger Tym Associates for the Black Country Study and Roger Tym Associates for the Regional Centres Strategy. As this report will set out, Dudley performs a secondary function in terms of retail and office provision and does not have the physical capacity for retail expansion as town centre is tightly constrained.

The regeneration of the town is articulated both by the UDP and the Dudley Town Centre Masterplan, which sets out the key delivery mechanisms required to regenerate the town centre. This vision and strategy concentrates on residential-led regeneration and focusing on the town's role as a core for sub-regional tourism and leisure.

There are numerous Opportunity Sites identified by the UDP across Dudley town centre, mostly for small-scale infilling or mixed uses development. Opportunity site H to the south of the town centre, has been identified as a potential site for the development of large food-store and an amount of comparison retailing. Apart from this, there would be no potential for the significant retail expansion of Dudley as the existing units are small-scale and there is limited land available.

For the purposes of demonstrating the constrained nature of the town centre, each of the development blocks as defined by the Adopted UDP, 2005, will be considered in turn with a brief explanation and aerial photograph to illustrate why they are not conducive to significant expansion. The considerations regarding potential expansion of the development blocks are summarised on a plan at the end of the Dudley town centre section.

Dudley Town Development Blocks

Retail Core: Block 01 Market Place North & Block 02 Market Place South	Retail Expansion Potential
Blocks B01 and B02 lie in the centre of the Dudley Town. The central location of the block means that the predominant land use here is retail (A1) with very little in terms of other land uses apart from one storage warehouse and a handful of units in A2 use. The Fountain Arcade lies within this block, which is designated as a Protected Frontage. Block B02 also contains the Churchill Precinct and Birdcage Walk, both areas having Protected Frontages.	There is no capacity for retail expansion apart from infill and redevelopment of individual units only.

Block 03 Castle Street / Tower Street	Retail Expansion Potential
<p>Block 03 is situated in a fairly central location within the Dudley Town Centre boundary, slightly towards the north. The southern side of the block, being nearer to the Town Centre lends itself to being dominated by retail uses, while to the north, is mixed use area including an antiques auction room, health and fitness club and small pockets of residential dwellings. There are also a number of car parks within this area to serve the relatively larger sized units such as the auction room and health centre.</p>	<p>Block 03 incorporates the Castle Street Opportunity Site where a partial or comprehensive redevelopment of mixed uses including residential is considered appropriate. There is no capacity for retail expansion of a scale required to facilitate lifting Dudley town centre to the status of a strategic centre.</p>

Block 04 Tower Street / Ednam Road	Retail Expansion Potential
<p>Block 04 is situated in a fairly central location to the Dudley Town Centre, slightly to the northwest. More than 50% of the area of Block B04 is a local park – an area of open gardens. The rest of the block is chiefly office use – mainly the ICT department of Dudley Council, the police station and fire station together with their associated car parking areas.</p>	<p>This block incorporates the Tower Street Opportunity Site where there is potential for redevelopment of the existing surface level car park to achieve a multi-storey car park servicing shoppers and visitors. There is no capacity for retail expansion of a scale required for a strategic centre.</p>

Block 05 Castle Street / Bus Station	Retail Expansion Potential
<p>Block 05 is located fairly centrally to Dudley Town Centre. Roughly half of the area of land within this block is dedicated to Dudley bus station and associated car parks in the southern half. The northern half of the block contains a church with associated grounds and an office block. On the western side of the block is a row of small retail units.</p>	<p>The proposed bus expansion scheme and church limit any available space for future retail expansion.</p>

Block 06 Castle Broadway / Castle Hill	Retail Expansion Potential
<p>Block 06 lies to the north of Dudley Town Centre. The north and western sides form the edge of the inset plan boundary. The area is dominated by Castle Hill and the land uses associated with it such as Dudley Zoo. About 90% of the area within this block is the Castle Hill Special Landscape Heritage Area. The southern strip of the block, located close to Castle Hill contains mixed uses such as residential and leisure.</p>	<p>The positioning of the block and the policy covering the Special Landscape Heritage Area prohibits any retail expansion.</p>

Block 07 Upper High Street / Trident Centre	Retail Expansion Potential
Block 07 lies towards the south western side of Dudley Town Centre. The northern and southern boundaries of the block are dominated by retail units as it is these boundaries that are formed by roads into and out of the town centre – Wolverhampton Street and Upper High Street. The Inhedge, which forms the other side of this triangular area, incorporates Opportunity site C where the Council will encourage redevelopment with a preference for residential and leisure uses.	The only potential for retail expansion would involve limited redevelopment of small, individual retail units as the park, and nature of the block, limits capacity for extensive retail expansion.

Block 08 Upper High Street / King Street	Retail Expansion Potential
Block 08 is situated towards the south west of Dudley Town Centre. Block B08 is quite narrow and the area is dominated by retail units that face onto Upper High Street. King Street, on the other side of the block, houses mainly the backs of the units that front onto the High Street. A large office block is located on the eastern side of the block, fronting onto Union Street.	Within this block, regeneration is sought through mixed use small-scale secondary shopping and infill development. There is no physical capacity for large-scale retail expansion.

Block 09 Upper High Street / Top Church	Retail Expansion Potential
Block 09 is situated towards the south western corner of the Town Centre boundary. St. Thomas's Church ("Top Church") and the associated grounds and living accommodation, situated in the north eastern half of the block cover almost half of the space within the block. The remainder of the block contains smaller units in use for retail and commercial operations.	There is no capacity for retail expansion due to distance from the retail core.

Block 10 Netto	Retail Expansion Potential
Block 10 lies on the western periphery of the Town Centre Inset. The wider, northern end contains the Netto Foodstore and associated car parking, whilst the southern end is green space with grass and trees.	There is no capacity for retail expansion due to distance from the retail core and the physical incapability of the block to incorporate any further retail uses.

Block 11 Stone Street / Priory Street	Retail Expansion Potential
Block 11 lies in a fairly central location and lends itself to several types of land uses across the frontages. The frontages present a mix of retail, office and residential development. Cafes, bars and a pub are also present within the area. The southern tip of the block is designated as a protected frontage. The northern tip of the block is the newly created Town Square. This block incorporates Opportunity site F where the refurbishment and redevelopment of existing buildings surrounding the square is encouraged.	In this block, the protection of retail use in the prime retail frontage adjoining the High Street is particularly important and there is a small capacity for retail redevelopment in other sections of this block. There is no capacity for large-scale retail expansion and shops units are small in size.

Block 12 Tower Street / Priory Street	Retail Expansion Potential
Block 12, a small parcel of land, lies close to the centre of Dudley. This site includes a large apartment block on the southern tip, with mixed uses such as a pub, beauty studios and hair salons along Stone Street. On the northern side of the block, fronting onto New Street and Priory Street, the uses are mainly offices.	There is only limited capacity for small-scale retail redevelopment close to the retail core.

Block 13 Ednam Road / St James's Road	Retail Expansion Potential
Block 13 lies fairly central, slightly to the western side of the Town Centre. The listed and civic buildings within this block limit any retail expansion and most of the buildings are currently used by Dudley MBC as a civic office function.	There is no physical or potential capacity for retail expansion in this block.

Block 14 St James's Road / Priory Street	Retail Expansion Potential
Block 14 lies towards the western edge of Dudley Town Centre but is fairly central. The block is roughly split in two, with the northern half being used for offices and the southern half being used mainly for residential such as the recently converted telephone exchange.	There is no physical or potential capacity for retail expansion in this block.

Block 15 College / The Broadway	Retail Expansion Potential
Block 15 is situated in the north of Dudley Town Centre. The land within this block is used in its entirety for Dudley College of Technology and its accompanying car parking space.	There is no physical or potential capacity for retail expansion in this block.

Block 16 Priory Road / The Broadway	Retail Expansion Potential
Block 16 is situated towards the north of Dudley Town Centre. This area is used almost entirely for residential, except on the southern tip, which contains the Dudley Baptist Church. Adjacent to the church, there is also a residential care home.	Retail expansion would not be considered acceptable or viable in the block and besides this there is no physical capacity for retail development.

Block 17 St James's Road / Priory Road	Retail Expansion Potential
Block 17 sits on the extreme western side of the Town Centre. The northern side of the block contains a large field that is part of Castle High School, and the southern side of the block is used for a large, public car park as well as some offices owned and used by Dudley MBC. On the western edge there is some residential development that was formerly used for offices. This block incorporates Opportunity site G which has potential for the former high school to be redeveloped for residential with ancillary uses.	This block is not conducive to retail development due to its distance from the retail core and the nature of existing development within the block and the potential redevelopment for residential uses.

Block 18 Wolverhampton Street / St James's Road	Retail Expansion Potential
Block 18 is located on the western boundary of the Dudley Town Centre area. The land within Block B18 is mainly for office use and the related car parking space for those buildings. In the south western corner of the block there is a church.	Retail expansion would not be considered acceptable or viable in the block.

Block 19 Wolverhampton Street / High Street	Retail Expansion Potential
Block 19 is located on the western side of Dudley Town Centre. The land use within this area is mixed, including a job centre, health centre, a church, Magistrate's court and some residential flats. On the extreme western tip of the area is a small frontage of (chiefly) vacant retail shops and a row of terraced dwellings.	There is limited capacity for retail redevelopment within the row of small shops, but there is no capacity for large-scale retail expansion.

Block 20 Stafford Street / Cross Street	Retail Expansion Potential
Block 20 is situated on the western side of the Town Centre area. This area is used almost entirely as a car park. The only two buildings on the site are the Shakespeare Inn on the extreme western point, and a public convenience on the opposite, eastern tip.	Here is no capacity or potential for retail expansion within this block due to its distance from the retail core.

Block 21 King Street / Flood Street	Retail Expansion Potential
<p>Block 21 is located to the south of Dudley Town Centre. The predominant use for the land within this area is customer car parking for the Town Centre. Other uses include Falcon House, a large office block that lies in the centre of the Block. Retail units exist along King Street, along with two large office blocks and an army training centre. There are also some pockets of industrial land towards the centre of the area. A large furniture store is situated on the eastern tip, with associated car parking space.</p> <p>The site incorporates Opportunity Site H which adjoins the new bypass and the proposed Midland Metro. Together with the proposed pedestrian priority treatment of King Street, this provides a major opportunity for integration of a substantial new development into the established retail core area. The UDP recognises the potential for a large new food-store to be located in this opportunity site and identifies this as an appropriate use.</p>	There is potential for a large foodstore which would bring qualitative improvement to the convenience shopping offer of Dudley.

Block 22 King Street / Vicar Street	Retail Expansion Potential
Block 22 is located on the south western boundary of Dudley Town Centre. The developments in this block are of varying nature from a large motor garage to a community centre and a training centre for Dudley MBC. The far western extreme tip of the block is residential which is divided from the main part of the block by Churchfield Street.	There is no capacity for retail expansion in this block due to the distance from the retail core and due to the fact that retail development in this block would contravene with policies within the UDP.

Block 23 Hall Street / Porter Street	Retail Expansion Potential
Block 23 is situated on the south-eastern side of Dudley Town Centre. The now vacant, partially derelict Cavendish House office building dominates this block. There is quite a high level of vacant units within this block. There is also a car park in Porter Street, fairly near to the centre of the block.	Here is potential for small-scale retail redevelopment for small individual shops providing they are well integrated with the town centre retail core.

Block 24 Trindle Road	Retail Expansion Potential
<p>Block 24 is located on the north eastern edge of Dudley Town Centre. The site is dominated by a large area of open space that takes up about two thirds of the total area available. The western side contains a car paint shop and a car showroom and associated buildings. A railway splits the site and divides the built area from the open area.</p>	<p>The topography and railway line segregate this block from the town centre and as such it provides no potential for retail development.</p>

Block 25 Bourne Street / Castle Hill	Retail Expansion Potential
<p>Block 25 is a mixed use site which lies to the east of Dudley Town Centre. Around the outer edge of the site – the western and southern boundaries in particular – are some shop units, takeaways and one or two vacant units. Some office development also exists adjacent to the church, fronting onto Trindle Road.</p>	<p>Some limited potential exists for refurbishment and redevelopment of individual vacant units but there is no capacity for large scale retail redevelopment.</p>

4. Halesowen Town Centre

Halesowen currently performs a non-strategic town centre role. This paper sets out the capacity of the centre's ability to perform a more strategic retail role than at present. The surrounding blocks are not suitable for any significant retail, office or residential expansion, apart from the two identified, moderately-sized opportunity sites in the centre.

Within the retail core there exists potential for the redevelopment and reconfiguration of the Cornbow Shopping Centre, which received planning permission in 2005. Further to this, the UDP identifies potential for 4,500 m² of comparison retail floorspace within the town centre.

Halesowen Town Development Blocks

Retail Core: Block 01 Cornbow Centre, Block 02 Pool Road & Block 03 High Street/Peckingham Street	Retail Expansion Potential
<p>Block 01 constitute over half of the retail core and consists primarily of the recently refurbished Cornbow Shopping Centre. Block B02 is dominated by the supermarket and the car park. This block also incorporates a number of listed buildings. Block B03 is a compact, small group of mainly retail units.</p>	<p>Due to the constrained size and nature of the retail units in B01, many are unsuitable to the needs of the modern day retailer. There is a minor potential for the expansion of the shopping centre but will any expansion will nevertheless be unable to provide any large retail units as it will be limited by the physical capacity of the area and by the listed buildings in B02. Retail redevelopment within B03 would be limited to the refurbishment or change of use for individual shops only.</p>

Block 04 Peckingham Street North & Block B05 High Street	Retail Expansion Potential
<p>Both these blocks lie partly within the retail core and are compact and small in nature. They contain numerous small-scale retail outlets on the streets within the retail core boundary, (western side) and some office use to the east.</p>	<p>There is limited retail expansion potential within these blocks due to their compact nature and any retail redevelopment would be limited to individual shops only.</p>

Block 06 Townsend	Retail Expansion Potential
This block is currently dominated by Midland House, a four storey office block creating a key feature at the entrance to the town. The block also incorporates a large surface area car park and any development within this block would be expected to focus on office uses.	Here is no capacity for retail expansion in this block as it is an established area used mainly for offices and contains no current retail outlets.

Block 07 Rumbow and Whitefriars	Retail Expansion Potential
This area represents a large are of open space, consisting of the recently refurbished Rumbow gardens and the historic Whitefriars together with the River Stour. The main development in this area will be any changes to the use of the Whitefriars building, and such changes would need to respect the historic and architectural status of the building.	Retail expansion would be considered unacceptable in this development block due to the open space nature and historic building.

Block 08 Birmingham Street	Retail Expansion Potential
This large block consists of a mix of uses, mainly commercial and industrial, which, through their location, contribute to the vitality of the town. The site includes, in the most part, Opportunity Site A which is a major site located to the west of the River Stour. In this area, development would be expected to provide a strong frontage to Birmingham Street and an enhanced frontage to the River Stour, together with an enhanced pedestrian route along it.	Retail development would not be appropriate in this block. There exists potential for development for leisure, residential and food & drink and enhancements along the river, but not with a retail focus.

Block 09 Great Cornbow	Retail Expansion Potential
This block lies to the southeast of the retail core within the town centre boundary. The area incorporates the leisure centre and offices in more peripheral locations. The Cornbow Shopping Centre ahs recently been granted planning permission to extend and redevelop	Any development other than that associated with the Cornbow Centre within this block will be focussed on the enhancement of the leisure uses and additional office development.

Block 10 Dudley Road / Whitehall Road	Retail Expansion Potential
This is a large, well-established mixed use area with both retail and commercial units. Any development within this area must give consideration to the Stour	There is some potential for retail expansion, but not for the large scale units required

Valley.	by modern retailers. The expansion of retail is also hindered by the presence of the River Stour.
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Block 11 Highfields	Retail Expansion Potential
This block is located in close proximity to the town centre and is characterised by flats on one part. Beyond this is the Highfields local park and the Walton campus. The block incorporates Opportunity Site C on the Walton Campus and is identified for residential development. It is expected that this development should contribute approximately 65 units to the town centre housing provision. The residential development will be expected to respect the open character of the site and the surrounding area, including the playing field.	Retail development within this area would be considered particularly inappropriate due to the residential nature of the block and its position in the town. The potential for development in the opportunity site applies only to residential development and possibly some leisure uses.

Blocks 12-20 Established Areas	Retail Expansion Potential
Each of these character areas represent a well established part of the town, where the range and mix of existing uses is unlikely to change significantly over the plan period. Development in these areas should respect the residential environment and in St John's, protection and enhancement of the area's historical and environmental qualities should be a priority.	There is no capacity for retail development in these established areas due to their distance from the retail core and the residential nature of many of these blocks.

5. Stourbridge Town Centre

Stourbridge is a long-established, attractive town centre which incorporates small shopping arcades and numerous niche retail units and good restaurants. The Council recognises that a new supermarket is required to draw back the lost food expenditure in retail terms for Stourbridge. It is felt that a foodstore in the scale of 7,000 square metres is required within the existing plan period.

The UDP has also allocated 4,500 square metres of comparison retail to Stourbridge. The UDP identifies 7 Opportunity Sites across the town centre, most of which are small scale and not devoted to retail, apart from the opportunity site identified for the large food-store. The town's image as an attractive centre offering unique retail and dining experiences and numerous buildings of high architectural quality, are the key assets which the Council intends to build upon. Any large-scale redevelopment for retail and office may well disturb these key assets and render the town characterless.

5.1 Stourbridge Town Development Blocks

Retail Core: Block 01 High street / St Johns Road, Block 02 High Street / Market Street / Ryemarket, Block 03 New Road / Market Street / Ryemarket & Block 05 Crown Centre / Bell Street	Retail Expansion Potential
<p>Block 01 is a dominant block within the retail core and is important in contributing to the intrinsic sense of enclosure that is Stourbridge. The north-west corner of the block currently has conservation status and any development should preserve and respect these buildings. The block incorporates Opportunity Site A at Coventry Street where residential development would be encouraged and there exists the potential for small niche shops to be created.</p> <p>Block 02 forms the central retail core of the town and is the most connected area of the town. Much of this block is within the conservation area and it reflects the historic feel of the town. The preferred uses within this block are again, small niche shops. Block 03 is the weakest block in the retail core due to the B & Q development. Preferred uses are limited to shops of a scale and nature that reflect the distinctive character of the block and larger units are considered inappropriate.</p> <p>Block 05 incorporates the Crown Centre which will continue to function as a retail centre but is likely to change to a more mixed use, with a possible focus on leisure, entertainment and community facilities around an improved town hall. Opportunity Site B is included in this block, where two car parks are located. Improvement is sought to present a more</p>	<p>Some retail redevelopment opportunity arises to reinstate the south side of Coventry Street in this B01 and to strengthen the pedestrian links. However, the shops are small in nature, and many of the buildings are historical, and therefore larger retail units would be considered unacceptable in the retail core blocks. Development opportunity also arises in B05 but the focus is more on traffic and access improvements with associated retail of a suitable scale.</p>

attractive frontage to the ring road, traffic management and replacement of the multi-storey car park.	
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Block 04 Bell Street / Market Street	Retail Expansion Potential
This is a mixed use area outside the retail core and is largely dominated by the leisure centre and St Thomas's church. The Market Street frontage is within the conservation area and many of the buildings in this block are worthy of inclusion within an extension to that area.	Retail expansion into this area is unsuitable as the church grounds provide the only open space within the town centre and should be retained as such. The historical nature of the buildings in this block would also hinder any large scale retail expansion.

Block 06 Lower High Street West	Retail Expansion Potential
This is a mixed use area to the north west of the retail core and has suffered some decline in recent years. Lower High Street differs from other town centre streets as it is wide and on rising ground, leading to rooflines and skylines being more visually prominent and these elements need to be acknowledged in any future development.	Large retail units would not be appropriate in this block due to its topography and nature. Retail development would be acceptable providing it was for small individual shops.

Block 07 Lower High Street East	Retail Expansion Potential
This is a mixed use area to the north of the retail core and is dominated by King Edward VI College and a stronger frontage to the ring road than other blocks. It incorporates Opportunity Site C which aims to focus residential development in a section to the north of this block.	Retail development would be acceptable providing it was for small individual shops as there is no capacity for larger units.

Block 08 Angel Passage	Retail Expansion Potential
This block forms Opportunity Site D, a major opportunity for development to break the restrictive collar of the ring road. The Council have identified this site as suitable for a food store subject to its full integration with the town centre retail core.	There is definite potential for retail development within this block but the Council's preference is for a food store of approximately 2500m ² . There is also some potential for increased comparison goods retail within the large

	<p>store, but the development of this block is limited to anything much beyond 2500m². Therefore, if the large food-store is created on this site, it would not be a means for attracting further investment in retail as the capacity for retail expansion would be fulfilled.</p>
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Block 09 Birmingham Street	Retail Expansion Potential
<p>This is an edge of centre site to the east of the retail core and is split east to west by the river Stour. It contains some industry and the civic amenity centre and some open space. The block incorporates Opportunity site E where the Council will encourage development such as bulky goods retail or DIY concentrated on the western side of the site. The opportunity should also be taken to open up the river Stour and incorporate pedestrian access to and through the site.</p>	<p>This block is poorly linked with the retail core and such would not be conducive to retail development of a nature associated with a town centre use. For this reason bulky goods retail or DIY store would be encouraged.</p>

Block 10 Mill Race Lane South	Retail Expansion Potential
<p>This block is currently a modern industrial estate fronting the River Stour with open space to the rear forming part of the Stour Valley and an area of underutilised car park. It is located to the north-east of the retail core and is segregated by the ring road.</p>	<p>This block would not be considered appropriate for retail development due to its located and poor links with the retail core. Any development should be of an industrial nature.</p>

Block 11 St Johns Road / Birmingham Street	Retail Expansion Potential
<p>This block makes up a part of the Mill Race Trading Estate and is located to the north of the retail core, beneath Block 10. It is similar in nature to Block 10 although topographically on a higher level.</p>	<p>This block would not be considered appropriate for retail development due to its located and poor links with the retail core. Any development should be of an industrial nature.</p>

Block 12 Mill race Lane North	Retail Expansion Potential
This area forms the remainder of the trading estate and is an edge of centre site to the north of the retail core. It is very poorly connected to the town centre and has little relationship with it. The river Stour flows through the site but is canalised and well hidden.	Again, retail is not an option on this site due to its industrial nature and distance and poor linkages with the town centre.

Block 13 Stourbridge Gasworks	Retail Expansion Potential
This Opportunity Site, F, lies to the extreme north of the town centre and is a heavily polluted site with steep cliff faces to the north and east which are geological Sites of Importance for Nature Conservation and therefore should be retained and protected. The site may be considered acceptable for retail in the form of bulky goods or DIY stores. However, road improvements would need to be implemented if this type of development were to take place here.	There is limited potential for retail development in the form of a DIY store or bulky goods store but there is no potential of having retail development involving comparison goods stores such as those found in town centres as the topography of the site and its location would not allow for this.

Block 14 Enville Street	Retail Expansion Potential
This area lies to the west of the retail core and was originally the old gateway into the town centre but it is now severed by the ring road. This is a mixed use area retaining some small scale established retail uses. There are also a number of community uses including a school and community centre. The block incorporates Opportunity Site G where the Council is seeking to encourage residential development including a number of small scale shops.	As this site is separated from the retail core by the ring road, it would not be appropriate for any large scale retail expansion. The site also incorporates a number of distinctive buildings which should be given consideration in any redevelopment.

Block 16 Canalside	Retail Expansion Potential
This is a unique historical area, which includes the Stourbridge Branch Canal Conservation Area and the Bonded Warehouse. It forms the focus of many canal based activities and events, but suffers from being isolated from the town centre by the ring road. There are some vacant premises fronting the canal which area waiting development. Redevelopment should introduce residential uses into the area and aim to open and make a feature of the river.	Retail development would be considered wholly inappropriate in this block and any redevelopment should focus on residential uses.

Blocks 15, 17-25 Established Areas	Retail Expansion Potential
Within these blocks which lie on the periphery of the town centre, there is little scope for new development or redevelopment that might dramatically alter the mix of land uses. This is because there is a presumption in favour of the existing predominant uses.	There is virtually no capacity for retail expansion into these areas as they are long established and lie on the outskirts of the town centre.