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## **DUDLEY LOCAL CENTRES**

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**Name of Centre: Hawne**

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	3	10.0
	Comparison	13	43.3
	<i>sub-total</i>		53.3
Service	Non-retail shops	10	33.3
	Community	3	10.0
Vacant		1	3.3
<b>Total</b>		<b>30</b>	<b>100</b>

Representation		
Anchor Store(s)	Name	Tesco Express
	Floorspace sqm	490 sqm gross
Other Multiple Retailer(s)		
Usually Include	Newsagent	2
	Post Office	✓
	Pharmacy	✓
Occasionally Include	Hot food takeaway	6
	Hairdresser	2
	other shop(s) of local significance	Vets, Doctors Surgery, Opticians, Beauticians, Funeral Directors, Property Management Company, Betting Office, Tattooist.

<p><b>Commentary</b> (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)</p>	<p>There appeared to be only one vacant unit in the area and this seemed to be simply because the occupier had moved next door to larger premises. There were not a great number of 'To Let' or 'For Sale' signs and most upper floors appeared to be in use for residential purposes or offices which related directly to the ground floor use.</p> <p>The shops and facilities and types of businesses provide an ideal mix of uses for a small local centre. The centre provides a pleasant environment where the local people can purchase day-to-day needs and also some specialist shops which would draw customers from a wider area.</p> <p>Most of the buildings appear to be in fairly good repair although facia enhancements would be beneficial.</p>
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**Community**

<p><b>List of Facilities</b> (e.g. church, library, community centre)</p>	<p>There is a Church with associated community meeting hall at the Eastern end of the shopping parade.</p> <p>There was a cash machine located outside Tesco.</p> <p>There is also a BP service station located at one end of the shops although it was felt that this did not need to be included within the proposed boundary.</p>
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<p><b>Commentary</b> (e.g. focus of these facilities for community identity, dependency of local community on these facilities)</p>	<p>The Church was in use for a meeting at the time of the survey and had numerous fliers up advertising events, meetings and functions taking place in the Church. It would therefore appear that the Church and meeting hall operates as a small community centre within the locality.</p>
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Accessibility	Commentary
<b>Public Transport</b> (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	<p>This shopping area lies on a strategic road network within the Borough and also on a bus showcase route and bus investment route. There were two main bus stops noted in this area, one on either side of the road, and a number of heavily used buses were noted stopping in Hawne during the course of the survey.</p>
<b>Pedestrian Linkages</b> (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	<p>There were two pedestrian crossings crossing the busy Stourbridge Road both were at each end of the shopping parade. For the size of the proposed centre, it was considered that two crossings were adequate.</p> <p>The footpaths were of suitable width although there were a number of potholes and uneven surfaces on the footpaths which could pose problems for pushchairs and those of limited mobility.</p>
<b>Cycling</b> (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	<p>There were no cycle spaces, cycle lanes or cycle routes noted in this area.</p>
<b>Car Parking</b> (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	<p>Car parking provision is very good for a small shopping area. There were 27 spaces counted outside the Tesco Express and all the shops had a few spaces each at the front - there are approximately 20 parking spaces in front of the shops on the left hand side of Alexandra Road and approximately 7 spaces on the section of shops on the right side of Alexandra Road. There are also private spaces at the Church, Doctors Surgery and the Vets.</p> <p>Most of these spaces outside the shops (apart from Tesco's) are not identified by any ground markings and much of the surfaces are uneven. A number of cars were viewed parking on grassed areas to the front of the shops on the right side of Alexandra Road, therefore suggesting that there were not adequate parking spaces available. However, there were numerous other spaces available and those parking on the grass appeared to do so to be as close as possible to the shop which they were visiting. The amount of car parking spaces seemed relative, or slightly overly sufficient, compared to the amount of shops in the area. It would be beneficial to have the parking bays in front of the shops marked out and a small ridge around the grassed area to prevent parking on the grass at the front of the shops.</p> <p>Double yellow lines were marked along the full length of the main Stourbridge Road which runs through this shopping area therefore prohibiting parking along the main road. There was no illegal parking noted during the site visit.</p>
Environmental Quality	
<b>Commentary</b> (observations of state of built/ natural environment)	<p>Hawne presents a relatively attractive small shopping centre. There were no problems of litter or graffiti noted during the site visit and the area gave a pleasant impression. Some of the buildings were especially attractive, such as the Funeral Directors at the Western entrance to the local centre (photograph B). This building provides an attractive beginning to the shopping parade and improves the townscape.</p> <p>Within the proposed boundary, there were not many trees noted. However, the larger houses on the left side of the Eastern boundary had a number of trees and greenery at the fore which added to the pleasant environment.</p> <p>There are also some new houses immediately outside the proposed boundary at both ends of the shopping area and these add to the pleasant, clean image.</p>

<b>Development Opportunities</b>	
<p><b>Commentary</b> (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)</p>	<p>There would be potential within the proposed centre for redevelopment of some of the ground floors within residential units to become retail. There is also an area of waste land between the cycle shop and the television sales shop which is currently overgrown and used for fly-tipping. It is understood that a fast-food chain were interested in redeveloping this piece of land, however, due to a number of reasons, this proposal did not go ahead. However, the location of this land would lend itself to development suitable within a local centre such as retail with residential above.</p>
<b>Any other comments</b>	
<p><b>Commentary</b> (any other observations/points of note)</p>	<p>It would appear that 'Hawne' already operates a small local centre providing for the day to day needs of the local community. The Tesco Express was busy and seemed to draw trade from the nearby residential areas as well as people stopping on the way past in cars.</p>
<b>Summary</b>	
<p><b>Commentary</b> (summary including strengths/ weaknesses/ opportunities/ threats)</p>	<p><b>Strengths</b> - functions as a local centre providing day to day provisions and some specialist goods. Only one vacant unit and no 'for sale' or 'to let' signs indicate that demand for units in this area is good. Hawne is a pleasant village-type area.</p> <p><b>Weaknesses</b> - the parking at the Eastern end of the centre was difficult and indistinct. The main Stourbridge Road is very busy and traffic travels quickly along this road. It may be necessary to install more traffic calming measures.</p> <p><b>Opportunities</b> - there may be potential for some of the residential units to change use to retail on the ground floor which would allow more diversity in the centre. There are also development opportunities on the edge of centre for residential uses.</p> <p><b>Threats</b> - almost 20% of the town centre uses are take-aways. This is quite a high proportion for a small local centre and it may undermine the vitality of the centre if any more were to open. The Tesco probably draws trade away from the smaller convenience stores.</p>
<b>Recommendation</b>	
<p><b>Commentary</b> (e.g. no change, potential movement within hierarchy, altering centre boundary line)</p>	<p>It is recommended that Hawne becomes designated as a new Local Centre under the Dudley Local Development Framework.</p>



Photograph A: Parade of shops at western end of the proposed local centre



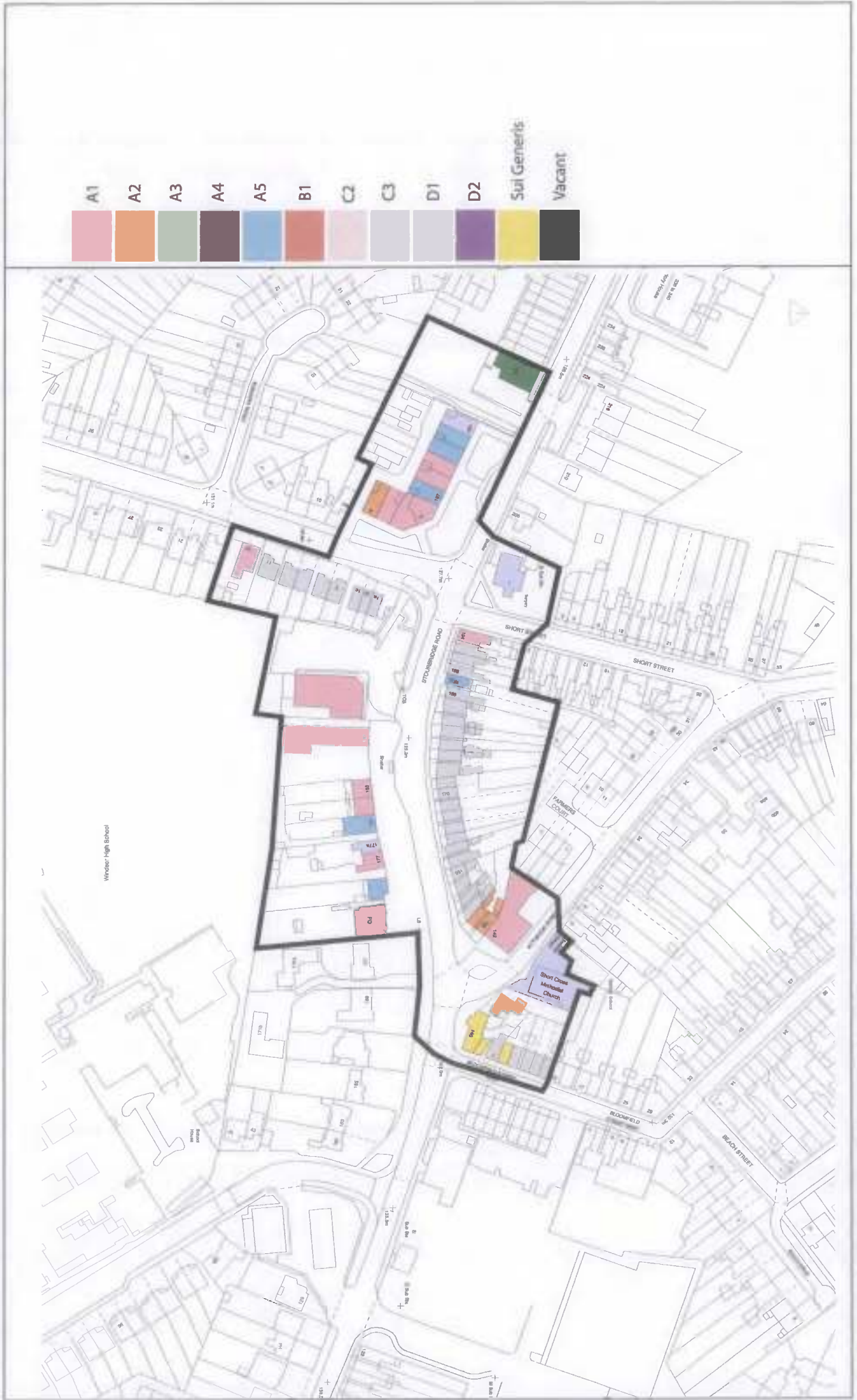
Photograph B: waste land adjacent to bike shop



Photograph C: Development Opportunity Site outside eastern boundary

# Hawne Local Centre

Surveyed March 2009



- A1
- A2
- A3
- A4
- A5
- B1
- C
- C
- D1
- D2
- Sui Generis
- Vacant

**Name of Centre: Oldswinford**

Ground floor Composition		Number of Units	Percentage
Retail	Convenience	4	7.5
	Comparison	22	41.5
	<i>sub-total</i>	25	49.1
Service	Non-retail shops	22	41.5
	Community	4	7.5
Vacant		1	1.9
<b>Total</b>		<b>53</b>	<b>100</b>

Representation		
Anchor Store(s)	Name	Tesco Express
	Floorspace sqm	490 sqm
Other Multiple Retailer(s)		
Usually Include	Newsagent	1
	Post Office	1
	Pharmacy	1
Occasionally Include	Hot food takeaway	4
	Hairdresser	2
	other shop(s) of local significance	Doctors, Dentist x2, Public Houses x3, Restaurants x2, Furniture Shops x2 and a Graphic Design Studio.

<p><b>Commentary</b> (including how elements are provided e.g. individually/ by one unit, observations of uses/ vacancies on upper floors)</p>	<p>Much of the centre consists of traditional two storey terraced units with pitched roofs. It appeared that most of the upper floors were used for residential uses or offices and storage uses related to the ground floor shop. There were also a number of infill developments with 1960's style character frontages (Photograph A).</p> <p>At the time of the survey, Oldswinford benefited from a low vacancy rate with only one vacant unit recorded. t/here were no 'To Let' or 'For Sale' signs noted at the time of the survey.</p> <p>Tesco Express was visibly the most frequently visited shop and comprised of a Tesco supermarket alongside a petrol station. There is also a clothing and shoe bank and cash machine at Tesco's.</p>
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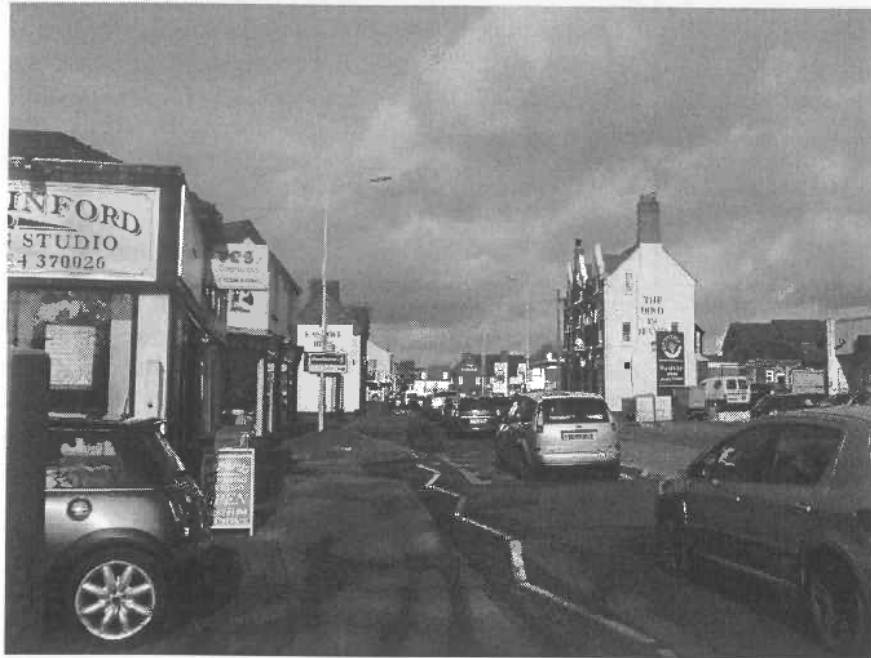
<b>Community</b>	
<p><b>List of Facilities</b> (e.g. church, library, community centre)</p>	<p>There was no Church or community centre within the main shopping area, however, there was a Church visible out of the boundary on Hagley Road heading towards Stourbridge.</p>

<p><b>Commentary</b> (e.g. focus of these facilities for community identity, dependency of local community on these facilities)</p>	<p>N/A</p>
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Accessibility	Commentary
<b>Public Transport</b> (e.g. on strategic bus route, frequency of services, proximity of bus stops/ metro)	<p>There was only one bus stop visible on Hagley Road which offered the following West Midlands travel services: No's 242 and 242A - Dudley to Stourbridge via Oldswinford</p>
<b>Pedestrian Linkages</b> (e.g. footpaths/ pedestrian or pelican crossings/ pedestrianised areas)	<p>Oldswinford had a fair footfall at the time of the survey and people were viewed in almost all areas. The most frequented area is Tesco Express and petrol station. The centre is situated at the cross roads of Hagley Road and Health Lane, both of which are main roads and carry strategic traffic through towards Stourbridge.</p> <p>There is only one pedestrian crossing which made it difficult to cross the road. Footpaths are fairly wide and shops can be easily accessed.</p>
<b>Cycling</b> (e.g. number of cycle spaces, proximity of cycle lanes/ cycle routes)	<p>No cyclists were observed in the centre at the time of the survey and there are no security lock-up racks.</p>
<b>Car Parking</b> (e.g. on/off street/ numbers of spaces/ quality/ how provision compares relative to number of units)	<ul style="list-style-type: none"> <li>▪ 19 spaces at Tesco</li> <li>▪ 21 spaces at The Cross Public House</li> <li>▪ 28 behind the Bird-in-Hand Public House</li> <li>▪ Approximately 35-40 unmarked spaces at the rear of Heath Lane</li> <li>▪ 6 on-street parking spaces on Hagley Road</li> <li>▪ Approximately 8 spaces on the northern end of Hagley Road, at the front of the shops</li> </ul> <p>Some illegal parking on double yellow lines was observed on Hagley Road. A significant number of car parking spaces in the local centre are at the rear of the main shopping area in a car park offering free parking, and at Tesco's. The two Public Houses have parking at the rear one which applies a parking charge, and the other which is only suitable for customers using the pub.</p> <p>The provision appears to be over-adequate relative to the number of units in the centre but yet some people still prefer to park on the main road rather than walk the short distance from the large car park situated just off Heath Lane. This may be because some shoppers are just passing through Oldswinford and are stopping off briefly to buy small convenience items.</p>
Environmental Quality	
<b>Commentary</b> (observations of state of built/ natural environment)	<p>The centre had a pleasant 'village' feel to it and was fairly busy with a good atmosphere.</p> <p>Some of the upper floors in the terraced units on the High Street have a slightly tired appearance but in general the overall look of the centre was very attractive (photographs A and C).</p> <p>There were 7 bins recorded in the centre and it was notably clean and tidy. There was also a recycling bank in the main car park at the rear of the main shopping area, and another beside Tesco Express.</p> <p>At either end of the main shopping area, there were some very attractive privately owned houses which help to give a sense of a natural boundary to the new centre (photograph D).</p>

<b>Development Opportunities</b>	
<b>Commentary</b> (e.g. text to include appraisal of development opportunities on sites within/ edge of centre/ upper floors)	There was only one vacant site in the centre that was situated close to the doctor and dentist surgery off the main shopping area and would be more suited to a house than a shop. The area is a built up urban area and any new small-scale development would be in-fill development. Any larger scale development to occur would most likely involve whole scale demolition and complete redevelopment.
<b>Any other comments</b>	
<b>Commentary</b> (any other observations/points of note)	<p>Crime &amp; Safety: There were no visible signs of crime recorded in Oldswinford at the time of the survey. The centre is perceived as a reasonable safe area by day and because almost the entire centre is on a main road and it is assumed to also be reasonably safe later in the evening. Good natural surveillance is offered during the day from visitors, the shop units themselves and the traffic. Almost everywhere is overlooked in one way or another.</p> <p>No CCTV was observed at this location.</p>
<b>Summary</b>	
<b>Commentary</b> (summary including strengths/ weaknesses/ opportunities/ threats)	<p><b>Strengths</b> - functions as a centre with good mix of individual shops and services which provide for day-to-day needs and some speciality shops. Car parking is abundant. The centre is not run-down nor does it feel unsafe.</p> <p><b>Weaknesses</b> - inadequate pedestrian crossing. Crossings would be appropriate on all roads at the busy crossroads.</p> <p><b>Opportunities</b> - enhancement of bespoke shops. The 'tired' looking facades could be revamped to a style suitable to the surroundings.</p> <p><b>Threats</b> - if the Tesco Express was to become any larger, it may have a negative effect on the rest of the local centre.</p>
<b>Conclusion</b>	
<b>Commentary</b> (e.g. at risk, stable, significant potential for future development)	The village at Oldswinford clearly has the potential to become a fully functioning local centre and should be recognised as such through the Local Development Framework.
<b>Recommendation</b>	
<b>Commentary</b> (e.g. no change, potential movement within hierarchy, altering centre boundary line)	<p>It is felt that Oldswinford already functions as a local centre in PPS6 terms. On arrival in the area a sign welcomes visitors into the 'Village of Oldswinford' and it is clear to see that the shopkeepers and local people view this area as a small centre.</p> <p>From the survey undertaken, Oldswinford is considered a vibrant and fully operational local centre with all the necessary components which would warrant local centre status for this area. The centre has a good mix of shops and services and provides well for the day-to-day needs of the locality as well as offering some specialist shops.</p>



Photograph A. View of main shopping area taken from southern end of proposed centre boundary



Photograph B. Northern end of Hagley Road towards Stourbridge (taken outside The Cross pub at the junction of Heath Lane and Hagley Road)



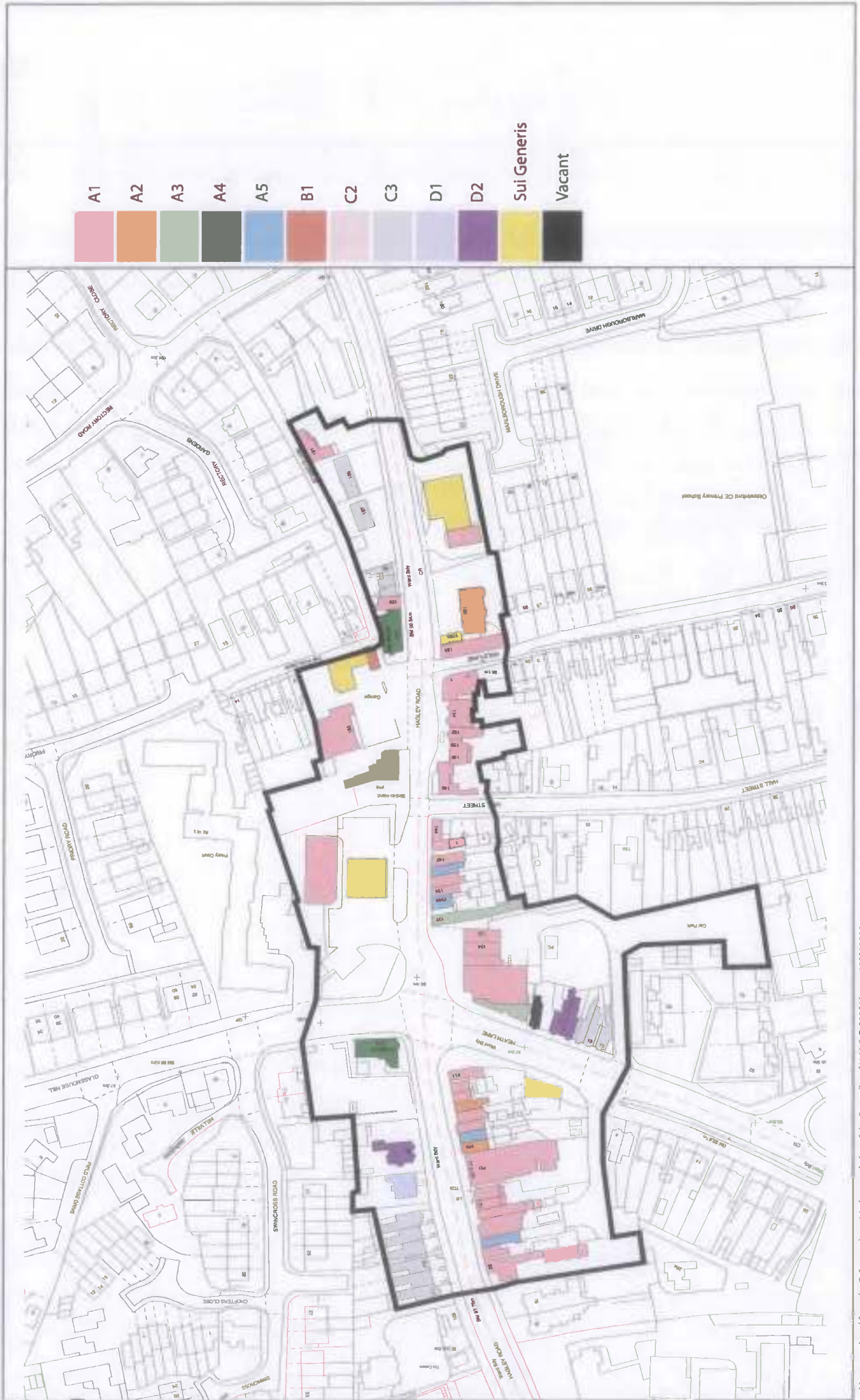
Photograph C. Buildings at the southern end of the centre – shows the attractive character of a number of the buildings



Photograph D. Attractive houses at the north end of the centre

# Oldswinford Local Centre

Surveyed March 2009



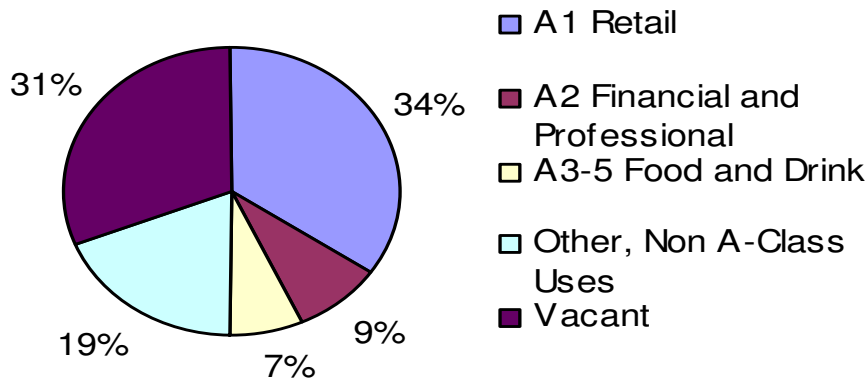
## Shell Corner Local Centre

### Survey Results

Table 11: Break of uses within centre as a whole/ protected frontage

Use Classification	Units in Area	% of Area	Units in PF	% of PF
A1 Retail	30	26.1	20	34.5
A2 Financial and Professional	8	7.0	5	8.6
A3 Restaurants & Cafes	2	1.7	1	1.7
A4 Drinking Establishments	0	0.0	0	0.0
A5 Hot Food Takeaway	5	4.3	3	5.2
B1 Business	7	6.1	2	3.4
B2 General Industrial	1	0.9	0	0.0
B8 Storage/Distribution	0	0.0	0	0.0
C1 Hotels	0	0.0	0	0.0
C2 Residential Institutions	0	0.0	0	0.0
C3 Dwellings	31	27.0	6	10.3
D1 Non-Residential Institutions	4	3.5	2	3.4
D2 Assembly and Leisure	0	0.0	0	0.0
Sui Generis	5	4.3	1	1.7
Other Non-Retail Uses	0	0.0	0	0.0
Vacant	22	19.13	18	31.03
<b>Total Number of Units</b>	<b>115</b>	<b>100.0</b>	<b>58</b>	<b>100.0</b>

Figure 11: Break down of uses with the protected frontage



### District and Local Centre Characteristics

The level of (A1) retail in the centre is limited. There is Post Office, off-licence and a small general store and hairdressers among other uses. Shell Corner was identified in the 2005 Review as one of the weakest centres and consequently the Council has

undertaken the Shell Corner Local Centre Regeneration Strategy to plan the regeneration of this area. This Strategy was adopted by the Council in December 2008.

### **Dominant Uses**

Retail comprises of 26% of units in the entire centre, which is similar to the 2005 figure of 24%. In the Protected Frontage the level of retail is 34% which is slightly higher than the 2005 rate (28%) and is well below the 50% threshold required by the UDP.

Other dominant uses in the centre include other non A-Class uses which account for 42% in the entire centre and 19% within the Protected Frontages.

### **Other Uses**

The diversity of uses is generally poor in this centre. Other significant uses in the Protected Frontage are Financial and Professional services (9%) and eating and drinking (7%).

### **Vacancies**

There is a high level of vacancies in the centre as a whole (19%) and more concerning in the Protected Frontage (31%) which has risen slightly from the 2005 figure of 31%.

### **Traffic Congestion**

Long Lane is the main road running through Shell Corner local centre, linking Halesowen to Blackheath. The main congestion point in the centre is traffic waiting on Long Lane to turn right into Malt Mill Lane which is usually apparent at peak times.

### **Footfall**

The Saturday footfall counts were low at 735, however on a weekday the count was 279 which was the second worst of the entire local and district centres.

### **Summary**

The centre as a whole is performing badly, with poor footfall counts, low level of A1 uses and high vacancy levels in the Protected Frontage which undermines the vitality of the local centre.

It is important that the Council continue to implement the actions identified in the Shell Corner Local Centre Regeneration Strategy in order to reverse the decline of the centre.

# Shell Corner Local Centre

Surveyed 24th June 2008





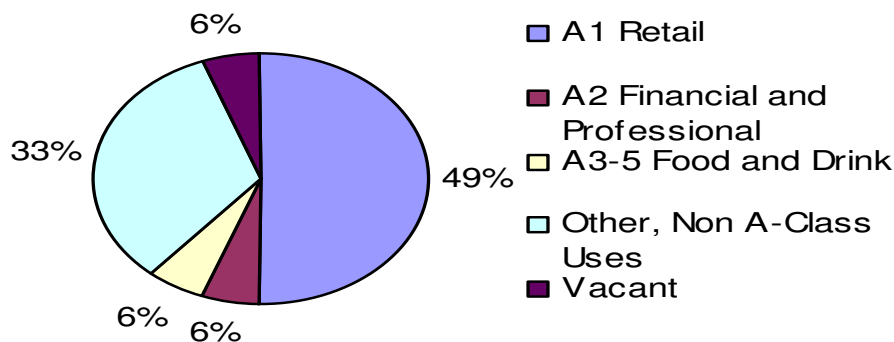
## Wordsley Local Centre

### Survey Results

Table 16: Break of uses within centre as a whole/ protected frontage

Use Classification	Units in Area	% of Area	Units in PF	% of PF
A1 Retail	29	36.3	9	50.0
A2 Financial and Professional	4	5.0	1	5.6
A3 Restaurants & Cafes	2	2.5	0	0.0
A4 Drinking Establishments	3	3.8	0	0.0
A5 Hot Food Takeaway	4	5.0	1	5.6
B1 Business	3	3.8	0	0.0
B2 General Industrial	3	3.8	3	16.7
B8 Storage/Distribution	0	0.0	0	0.0
C1 Hotels	0	0.0	0	0.0
C2 Residential Institutions	0	0.0	0	0.0
C3 Dwellings	18	22.5	0	0.0
D1 Non-Residential Institutions	5	6.3	1	5.6
D2 Assembly and Leisure	0	0.0	0	0.0
Sui Generis	4	5.0	2	11.1
Other Non-Retail Uses	0	0.0	0	0.0
Vacant	5	6.25	1	5.56
<b>Total Number of Units</b>	<b>80</b>	<b>100.0</b>	<b>18</b>	<b>100.0</b>

Figure 16: Break down of uses with the protected frontage



### District and Local Centre Characteristics

There are a range of uses in the centre including a small supermarket, Post Office and newsagent, pharmacy and butchers. The centre also includes some more specialist retail uses including hairdressers, florist, charity shops and art and craft shop etc.

## **Dominant Uses**

Retail use occupies 36% of the entire centre which is an increase from the 29% recorded in the 2005 Review. Within the Protected Frontages retail is 49% which although better than the 2005 figure of 45%, is still below the UDP 50% recommendation.

Non A-class uses accounted for 42% which is a fall from the 2005 figure of 55% in the centre as a whole, within the Protected Frontage the figure is 33%.

## **Other Uses**

Food and drink uses account for 11% in the entire centre and 6% in the Protected Frontage. Financial and Professional are 5% in the entire centre and 6% in the Protected Frontage.

## **Vacancies**

The vacancy levels are low at 6% in the Protected Frontage which is the same as the 2005 Review.

## **Traffic Congestion**

The High St runs through the centre and there are two heavily congested junctions on this road which experience queuing traffic throughout the day.

## **Footfall**

The footfall levels are average, for a Saturday they were 806 and weekday were 1188.

## **Summary**

The percentage of retail in the Protected Frontage is below the level recommended by the 2005 UDP and needs to be monitored. The centre performs fairly well with vacancy levels being low and footfall counts reasonable.

## **Section Three: Summary**

This section aims to draw together the overall findings of this Review in order to identify the weakest local and district centres which will become the Council's priority for regeneration over the next 3 years. In order to select the priority centres, a point scoring system has been devised to assess the centres on the following indicators:-

- Vacancy levels - Is there a problem with vacancy in the centre?
- Retail representation in the Protected Frontage – Are 50% of units in the protected frontage in (A1) Retail use? 50% is the recommended by the UDP as the minimum level to ensure that the centre maintains and enhances its vitality and viability.

- Pedestrian flows- Is there a problem with footfall in the centre?
- Air Quality- Is there a problem with air pollution in the centre?
- Traffic Congestion – Is the level of traffic congestion in the centre acceptable and would it hinder the vitality and viability of centres?

For each centre, the following scores have been used for vacancy levels, retail representation in the Protected Frontage, pedestrian flows and traffic congestion:

- 1 Point      Poor
- 2 Points     Fair
- 3 Points     Good
- 4 Points     Excellent

In relation to scoring air quality, the 2007 annual counts have been scored using the following weighting:-

- 1 Point      Worst Areas in terms of nitrogen dioxide
- 2 Points     High level of nitrogen dioxide concentration
- 3 Points     Border line areas that are under close investigation
- 4 Points     No problem detected

Table 17: Evaluation of the performance of centres

Name of Centre <sup>1</sup>	Vacancy Levels	Retail 50% or above in PF?	Footfall	Air Quality	Traffic Congestion	Total Score
Kingswinford	3	2	4	4	2	15
Lye	1	1	3	3	1	9
Sedgley	2	4	4	2	1	13
Amblecote	3	4	3	4	4	18
Cradley/ Windmill Hill	1	1	1	1	2	6
Gornal Wood	3	3	4	3	3	16
Netherton	3	2	2	1	1	9
Pensnett	2	3	2	2	2	11
Quarry Bank	3	2	1	2	3	11
Roseville	2	3	4	4	3	16
Shell Corner	1	1	1	4	4	11
The Stag	4	4	1	4	3	16
Upper Gornal	4	3	1	4	4	16
Wall Heath	3	1	3	4	3	14
Wollaston	3	4	3	4	2	16
Wordsley	3	1	2	2	1	9

As can be seen from table 17 above, the centres that require the most concentrated form of intervention are: Lye, Cradley/Windmill Hill, Netherton and Wordsley. In order to reverse the decline of these centres, Regeneration

Strategies are required. Lye and Cradley already have regeneration strategies, in the form Lye District Centre Action Plan and the Cradley/Windmill Hill Regeneration Plan and the Council is in the process of implementing the actions from these plans. Regeneration Strategies are needed for Netherton and Wordsley

The three centres that are close to being priorities are Shell Corner, Quarry Bank and Pensnett. These three centres were identified as priorities in the 2005 Review and consequently the Council is in the process of undertaking regeneration strategies in Pensnett and Quarry Bank and have an approved Regeneration Strategy for Shell Corner. The Council will continue to progress the actions identified in these strategies in order to reverse the decline of these centres.

