

Appendix M:

Walsall Town Centre Area Action Plan (AAP):

Rejected Spatial Options – Options Which Are Not ‘Reasonable Alternatives’ for the AAP (January 2016)

Rejected Spatial Options – Options Which Are Not ‘Reasonable Alternatives’ for the AAP (January 2016)

AAP Topic Area	Option Reference	Brief Description of Option	Summary of why it is not “Reasonable”
3. A Place for Shopping	Location of New Retail - Option 4	No provision is made in the AAP for additional retail floorspace in the Town Centre.	This would have serious implications on the Town Centre’s ability to deliver the ambitious targets set for retail development in BCCS Policy CEN3. Walsall needs to deliver major retail investment in order to maintain and improve its market share against competition from centres such as Birmingham and Wolverhampton. A strategy for retail growth that offers opportunities in a phased and flexible way is the only way to ensure the health and vitality of the Strategic Centre.
4. A Place for Business	The Location of Major New Office Development - Option 3	No provision is made in the AAP for additional office floorspace in the Town Centre.	This would have serious implications on the Town Centre’s ability to deliver the ambitious targets set for office development in BCCS Policy CEN3. Walsall needs to deliver major office investment in order to attract new business and provide new jobs. Identifying land for new office floorspace is the only way to ensure the health and vitality of the Strategic Centre.
4. A Place for Business	Industrial Uses - Option 4	All industrial land in the Town Centre is allocated for alternative uses without any process of ensuring the current occupiers have suitable premises to relocate.	This would impact on existing businesses and may result in the loss of employment in the borough if businesses close or have to relocate elsewhere. This would be contrary to economic aspirations of the BCCS, as set out in the Vision, Sustainability Principles, Spatial Objectives and Policies DEL2 and EMP1.

Source: Update of AAP Issues & Options Report (April 2013), Appendix 3a