

**Walsall Area Action Plan  
Publication Consultation 7<sup>th</sup> March-3<sup>rd</sup> May 2016  
Schedule of Representations Received and Responses by the Council**

This schedule provides a summary of the points made in representations received on the Publication Draft Plan, together with the Council's responses to the points made.

The representations are set out in the same order as the topics / policies appear in the Publication Document, so where one representation refers to several different issues or different parts of a policy then the points made are set out separately.

Where the Council is proposing to make changes to the plan – in response to representations received or for other reasons – these are set out in a Schedule of Proposed Pre-Submission Modifications, which is the subject of consultation for a period of 6 weeks from 7<sup>th</sup> November -19<sup>th</sup> December 2016.

See the Council's consultation web pages at [www.walsall.gov.uk/planning\\_2026](http://www.walsall.gov.uk/planning_2026)

Chapter 1: Introduction												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
1285		PCCWM	Tyler Parkes	Winkler	1. Introduction	1a. AAP - General			The CCWMP fully SUPPORTS the amendments proposed in the Draft Plan in so far as they relate to issues of crime, safety and security. The CCWMP is grateful that the Council has been able to incorporate the majority of the amendments requested in our submission made to the Preferred Options version of the AAP.			Welcome Support.
3539		Canal & River Trust		Denby	1. Introduction	1a. AAP - General			We are pleased to note that representations submitted by the Trust in response to the 2013 & 2015 consultations on the AAP have been duly considered. The Trust have no further comments to make in relation to the Publication Draft.			Welcome Support.
2274		Natural England		Murray	1. Introduction	1a. AAP - General			NE has reviewed the above document and, in generic terms, welcome the minor amendments made to the Plan as a result of previous consultation. We find the Publication Draft reflects the needs and opportunities for people and wildlife more positively providing opportunity for policy to help maximise the delivery of an enhanced environment / public realm for the town centre area. Specific support is provided for the related amendments made to Objective 9 and Policy AAPLV8 (Environmental Infrastructure).			Welcome Support.

Chapter 3: A Place for Shopping												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
1840				Brown	3. A Place For Shopping	3a. Shopping - General			The Saddler's centre is a credit to Walsall with the new health care facility and T.J.Hughes store			Welcome Support.
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1		CT welcome the emphasis on concentrating the retail within the heart of the town centre as per Policy AAPS1; and the consolidation of the area from the 2005 would reflect the reality of the changes to the retail core.			Welcome Support.
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1			There would be argument to further reduce the PSA area to encourage consolidation and strengthening of the heart of the town.	PSA is reduced.	No Change Proposed. The respondent has not provided any evidence to support the argument or made any suggestions to where the boundary should be changed. The evidence supporting the AAP justifies the proposed Primary Shopping Area boundary and no change is considered necessary.
	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1		We note that these previous comments have been considered in this 'Publication Draft' and we support the revised wording to "remove areas where retail is less likely to come forward" (emphasis added).			Welcome Support.
	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1	TC26		We previously commented that the former Shannon's Mill site (referred to as site TC26) is not an area where retail is less likely to come forward given its allocation within policy APPINV2 St Matthew's Quarter as a potential site for retail development. We recognised that in its current undeveloped form, the site does not act as part of the PSA but, with the realisation of the allocation, it will. In this context, we considered that the site (TC26) should be identified as a "PSA Expansion Area". In this way, any future retail development would be recognised as an extension to the PSA rather than being separate from it and hence accord with the sequential test.	The site (TC26) should be identified as a "PSA Expansion Area". In this way, any future retail development would be recognised as an extension to the PSA rather than being separate from it and hence accord with the sequential test. That the former Shannon's Mill site (TC26) is identified as a "PSA Expansion Area" in the AAP Policies Map and associated AAP Policies.	No Change Proposed. No change is proposed in regards to including a 'Primary Shopping Area Expansion Area' as there is no evidence to justify the expansion of the Primary Shopping Area and this would be contrary to the advice given by the council's consultants. It is considered that the current St Matthew's Quarter policy (AAPI2 in the PO document and AAPINV2 in the Publication stage) and New Retail Development Policy AAPS2 provide enough flexibility to provide for retail should there be demand and need at this site as in accordance with the sequential approach.
	1259	AEW UK	Brooke Smith Planning	Caplan	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1	TC19		It is noted that the boundary of the PSA has not been altered in the current Publication version of the plan. As such AEW UK's consultation comments previously made on this point are still considered relevant (see point below from PO stage)	The PSA is expanded to include Jerome Retail Park.	No Change Proposed. There is no evidence to justify the expansion of the Primary Shopping Area (PSA) and this would be contrary to the advice given by the Council's consultants. It is officers' view that Jerome Retail Park provides a crucial role in providing larger units for bulky goods and convenience retailing and we are keen for this to continue - as set out in Policy AAPS2. We do not consider that it has the same role and function as the rest of the PSA and as such we have no evidence to suggest we should include it within the boundary.
	1259	AEW UK	Brooke Smith Planning	Caplan	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1	TC19		Jerome Retail Park provides a further 8,200 sqm of flexible prime retail floor space, the future of which should be secured via inclusion in the Primary Shopping Area, where it would be in accordance with and protected by Policy AAPS2. Its proximity to Walsall Town Centre and railway station, and the range of unit sizes on offer will enable a diverse range of operators to locate within Walsall, catering for both convenience and comparison retail, including food retail. The extension of the PSA to include the entire retail park would not impact negatively upon Park Street, which is recognised as the heart of Walsall town centre. The extension would potentially enable the provision of larger retail units in an extremely central location, hence avoiding competition from out of town shopping centres.	The PSA is expanded to include Jerome Retail Park	No Change Proposed. There is no evidence to justify the expansion of the Primary Shopping Area (PSA) and this would be contrary to the advice given by the Council's consultants. It is officers' view that Jerome Retail Park provides a crucial role in providing larger units for bulky goods and convenience retailing and we are keen for this to continue - as set out in Policy AAPS2. We do not consider that it has the same role and function as the rest of the PSA and as such we have no evidence to suggest we should include it within the boundary.

	1259	AEW UK	Brooke Smith Plannin g	Caplan	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1	TC19		The Council's aim to deliver 6,000 sqm gross new convenience goods floorspace and 1,500 sqm gross new convenience goods floorspace, is significantly lower than the BCCS target of 85,000 sqm gross. Although it is important to set a realistic and deliverable target, in line with the BCCS regeneration strategy, the total figure of 7,500 sqm gross floorspace seems unambitious, and may result in a degree of complacency once the target has been achieved, resulting in potential retail sites being overlooked.	The PSA is expanded to include Jerome Retail Park	No Change Proposed. The work commissioned clearly evidences that there is limited demand and consumer expenditure to support additional retail in the centre. The plan therefore needs to make the careful balance between providing for future growth whilst protecting the PSA heart of Park Street.
	1259	AEW UK	Brooke Smith Plannin g	Caplan	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1	TC19		AEW UK agrees with the suggested core areas within the PSA where new retail development should be focussed, being St Matthews Quarter; Park Place; and Saddler's Shopping Centre. AEW UK suggests the addition of Jerome Retail Park as a prime retail location within the PSA, as detailed previously. Ensuring new retail units are large and have flexible usage is considered an important aspect of ensuring Walsall's development is successful and harbours an element of longevity. The units within Jerome Retail Park have the ability to offer large, flexible retail spaces, therefore supporting the suggestion to include this site within the PSA.	The PSA is expanded to include Jerome Retail Park	No Change Proposed. There is no evidence to justify the expansion of the Primary Shopping Area (PSA) and this would be contrary to the advice given by the Council's consultants. The Council agrees that Jerome Retail Park offers opportunities for larger units and this is why it has been identified as the first location for proposals that cannot be accommodated in the PSA in Part b) of AAPS2.
	1259	AEW UK	Brooke Smith Plannin g	Caplan	3. A Place For Shopping	3b. Primary Shopping Area	AAPS1	TC19		AEW UK agrees that focussing convenience retailing and bulky goods within the PSA will diversify the retail offer within central Walsall, promoting viability and vitality within the town. Although AEW UK request that the PSA boundary is extended to include Jerome Park (TC19), it is accepted that should this not be the case, the retail park is named as a preferred site to be considered should the core sites be unable to accommodate convenience retailing and bulky goods.	The PSA is expanded to include Jerome Retail Park	No Change Proposed. There is no evidence to justify the expansion of the Primary Shopping Area and this would be contrary to the advice given by the Council's consultants. The Council agrees that Jerome Retail Park offers opportunities for larger units and this is why it has been identified as the first location for proposals that cannot be accommodated in the PSA in part b) of AAPS2.
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS2		The focus for gross additional floor space within the St. Matthews Quarter is welcome, as a further development of this part of the town centre is vital if it is to maintain its competitiveness against Crown Wharf.			Welcome Support.
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS2	TC01 and TC02	Considering the AAPS2 sites; CT are pleased to note the support for TC01 and TC02 and continue to look to bring forward development in this area.			Welcome Support.
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS2	TC02		There is a proviso (in the policy) that development should not be 'above 3 storeys'; it should be noted that the existing car park within this area is greater than 3 storeys and should redevelopment be sought, building height would be a factor in viability. We would suggest that the wording be amended to remove the reference to a specific storey height to "...but any development should be of sensitive design to avoid dominating the surrounding character"	Suggest that the wording be amended to remove the reference to a specific storey height to "...but any development should be of sensitive design to avoid dominating the surrounding character"	Change proposed. Wording to be amended to: "...but any development should be of sensitive design to avoid dominating the surrounding character, with no more than 3 storeys at the Digbeth frontage and 5 storeys at the Freer Street frontage." (OMAAP5)
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS2	TC07		In respect of TC07, the wording should be strengthened to ensure any new development looks to better integrate the park into the town centre.	In respect of TC07, the wording should be strengthened to ensure any new development looks to better integrate the park into the town centre.	Change Proposed. TC07 text in the table is modified to state that any additional retail floorspace at Crown Wharf should look to strengthen the sites integration with the centre. (OMAAP6)
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS2	TC41, TC50 and TC55		TC41, TC50 and TC55 CT are concerned that any development of scale within these areas could dilute any offer within the town centre by giving occupiers an alternate location. CT would prefer these were excluded from the retail opportunity areas unless a compelling sequential argument could be made.	TC41, TC50 and TC55 are excluded from the retail opportunity areas unless a compelling sequential argument could be made.	Change Proposed. A sentence has been added to the policy to further clarify that these sites are considered as part of a sequential assessment. (OMAAP4)
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS2		CT welcome the support to the delivery of further development in the St. Matthews Quarter as defined within section 3.2.3 Delivery.			Welcome Support.

2608	Walsall Bescot Pradera Limited	Quod	Rainbird	3. A Place For Shopping	3c. New Retail Development	AAPS2			Despite the Council's evidence base identifying a need for just 6,000 square metres of comparison and 1,500 square meters of convenience over the plan period, Policy AAPS2 allocates a large number of sites for retail opportunities without any reference to the scale of need that the site is capable of meeting. The key evidence base supporting the policy does not identify retail as an appropriate land use on a number of these sites. Multiple references to retail opportunities for convenience/ bulky goods is not justified when viewed against the evidence. The lack of identified capacity indicates that this scale and number of allocations could never be delivered over the plan period, not least because more central allocations (sites TC01 to TC05) are likely to accommodate the scale of need identified. DIY and bulky goods retailing in general does not sit comfortably within a town centre context because of the space and operational requirements. Existing retail parks are far better equipped to deal with any intensification to accommodate this demand, subject to the application of the relevant tests.	The identification of sites TC29, TC41, TC50 and TC55 as sites for convenience and bulky goods retailing under Policy AAPS2 is not justified. We therefore suggest that these sites are removed from Policy AAPS2.	No Change Proposed. The policy clearly states that where possible retail development will be located within the PSA. The sites have been identified in the plan to provide clear guidance to developers on which sites should be considered and in what order as part of the sequential assessment. The NPPF states that plans should "allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites". Whilst the 'need' may be limited there is still a number of examples of demand and the Council wanted to plan positively for such cases and ensure schemes are as well connected to the PSA to limit any negative impact. This is in accordance with the NPPF which states plans should "allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available". Much of Walsall's PSA is not necessarily suitable for larger scale units as this would be detrimental to its character especially in Park Street and often reconfiguration makes schemes unviable. These sequential sites have therefore been identified to plan positively for larger units should they be required. The sequential sites have also been identified to strengthen the Council's position in regards to out-of-centre development which has continually undermined investment within the town centre. The DTZ report stated that there is a need for a strong position against out-of-centre retailing in order to protect the centre's vitality and viability.
3556	Ropemaker Properties Limited	Quod	Rose	3. A Place For Shopping	3c. New Retail Development	AAPS2			The representations seek to ensure that the AAP does not allocate sites for retail development where that use is not justified. The requirements of the sequential and impact tests would demand consideration of these sites, adding unnecessarily to the burden upon businesses looking to invest in retail development outside of town centres. The evidence supporting the AAP shows there is no need for further floorspace until later in the plan period. Even then, the scale of the need is very modest. It does not justify the identification of six sites to meet it. This scale of need could be accommodated within existing vacancies or as modest extensions to existing stores. The DTZ study does not recommend any of the four sites not currently in retail use (TC26, TC41, TC50 and TC55) for bulky goods retail development. The DTZ study of 2015 is based on a household survey of shopping patterns undertaken in 2009, there have been considerable changes in the retail market since then and local shopping patterns are likely to have changed. It is not a robust basis for allocating sites for retail use. The only purpose of the allocations appears to be to place barriers in the way of further out of centre retailing.	The identification of sites TC29, TC41, TC50 and TC55 as sites for convenience and bulky goods retailing under Policy AAPS2 is not justified. We therefore suggest that these sites are removed from Policy AAPS2.	No Change Proposed. The policy clearly states that where possible retail development will be located within the PSA. The sites have been identified in the plan to provide clear guidance to developers on which sites should be considered and in what order as part of the sequential assessment. The NPPF states that plans should "allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites". Whilst the 'need' may be limited there is still a number of examples of demand and the Council wanted to plan positively for such cases and ensure schemes are as well connected to the PSA as possible to limit any negative impact. This is in accordance with the NPPF which states plans should "allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available". Much of Walsall's PSA is not necessarily suitable for larger scale units as this would be detrimental to its character especially in Park Street and often reconfiguration makes schemes unviable. These sequential sites have therefore been identified to plan positively for larger units should they be required. The sequential sites have also been identified to strengthen the Council's position in regards to out-of-centre development which has continually undermined investment within the town centre. The DTZ report stated that there is a need for a strong position against out-of-centre retailing in order to protect the centre's vitality and viability.

	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	3. A Place For Shopping	3c. New Retail Development	AAPS2	TC26		Part b) of the policy states that "Where retailing cannot be accommodated within or immediately adjacent to the Primary Shopping Area the Council will expect the following sites to be considered in order". The former Shannon's Mill site (TC26) is listed second in the order of sites to be considered, behind Jerome Retail Park (TC19). This wording implies that all of the sites listed are not immediately adjacent to the PSA. This is true for all but site TC26 which is immediately adjacent to the PSA – there is a shared boundary between the two. The separation between TC19 and the PSA is not extensive, but it is present. Moreover, TC26 falls within the St Matthew's Quarter boundary, an area prioritised for regeneration and as a shopping destination (AAPINV1). Therefore, we considered it was not clear why TC19 should be prioritised for retail development over TC26.	We therefore suggested that, if the site was not identified as an extension site to the PSA, it should be prioritised in this policy and part b) reworded to read "Where retailing cannot firstly be accommodated within the Primary Shopping Area, or secondly immediately adjacent to it on the former Shannon's Mill site (TC26), the Council will expect the following sites to be considered in order". The current list would then be set out, excluding TC26, and renumbered accordingly.	No Change Proposed. We note that Shannon's Mill does indeed have a more physical link with the PSA but we consider that the potential for Jerome to accommodate retail that couldn't be accommodated in the PSA is greater as there is potential for the re-use and reconfiguration of existing retail floor space. Given the vulnerable nature of retail in the centre officers wish to concentrate investment in current retail areas rather than the overall offer to be expanded. The site has however come before Crown Wharf which we consider has limited capacity for reconfiguration and which currently has poor linkages to the PSA. Therefore no changes have been made.
	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	3. A Place For Shopping	3c. New Retail Development	AAPS2		We previously commented that part cii) of the policy was inconsistent with the NPPF as it required that edge of centre proposals should have "no adverse impact" on the town centre. We considered that this wording would impede proposals even where the impact is very slight. We note that these comments have been considered and the policy now reads "no significant adverse impact". We support the revised wording.		Welcome Support.	
	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	3. A Place For Shopping	3c. New Retail Development	AAPS2		We also commented in our earlier representations, we considered that part d) of the policy be reworded to read, "...planning conditions will be applied where necessary to limit the impacts of the development..." to reflect proposals would not have a significant adverse impact on the centre. We recognise that these comments have been considered and part d) have been reworded to read "planning conditions will be applied where necessary to minimise the impacts of the development". We support this amendment.		Welcome Support.	
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	3. A Place For Shopping	3c. New Retail Development	AAPS3			CT are concerned that any development of the market is carried out in such a way that there is no impediment to the free flow of pedestrians between the St. Matthews Quarter and the remainder of the town centre; and that sight lines are in no way impeded to the Old Square and its anchor tenants from Park Street.		No Change Proposed. The market scheme is intended to compliment town centre business and provide better connections throughout the centre. Any detailed issues around the design should be addressed as part of the planning application process.
1860				Rigby	3. A Place For Shopping	3d. The New Walsall Market	AAPS3			Crescent shape of the Bridge should be kept clear and open. This is not the right location for the market. The market should return to its historic location up the hill and the Bridge should be used for recreation.	Market is located on the hill	No Change Proposed. The consultant's work on the location for Walsall market sets out clearly why the Bridge is the best location. The scheme has planning permission and the Council looks to deliver a new market for Walsall to help support the centre's vitality and maintain a market in the centre. The design of the new market allows for the stalls to be demountable and the AAP supports the use of this space for community events.
1840				Brown	3. A Place For Shopping	3d. The New Walsall Market				The market is vital in encouraging more people into the town. Needs to be a better shopping experience with a wider variety of stalls.		No Change Proposed. Agree that the market is vital and the Council has a commitment to invest in a new improved market for the centre.

Chapter 4: A Place for Business												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
1860				Rigby	4. A Place for Business	4a. Business - General	AAPB1			Stafford Street end of town should be kept as an office and business area.		No Change Proposed. Agree that Stafford Street should be kept in its current uses and that business should be directed to vacant units within this area. The policy supports the re-use and redevelopment of existing offices.
	18	Zurich Assurance	Columbia Threadneedle	Flavelle	4. A Place for Business	4a. Business - General			CT endorse any policy which will encourage additional visitors to the town centre, particularly an increase in the daytime captive population that have the potential to increase the vitality of the retail core.			Welcome Support.
	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	4. A Place for Business	4c.Social Enterprise Zone	AAPB3	TC25		Units 12-13 and 15-23 Lower Hall Lane are proposed as part of the Social Enterprise Zone (ref. TC25). Despite continuous active marketing by the landlord for employment use since 2012, there has been no interest by potential occupiers and these units remain vacant. Given their listed status, these buildings need substantial work to bring them in to a lettable condition and these works are not viable on the basis of the office market, demand and rents achievable. Converting the buildings back to housing, i.e. their original use, would put them in a viable use which is consistent with their conservation, and with objectives to increase residential accommodation in and around the heart of the town centre. The owner of these buildings has recently sought pre-application advice on the change of use of these buildings to residential use. The clear intention of the owners of these buildings is to convert them to residential use. This is consistent with their original use, and the purpose for which they were constructed. It would also potentially offer the opportunity to provide houses in a central location, rather than apartments, which would increase the range of accommodation available. A residential conversion would also represent a viable means of securing the future use of these listed buildings. Any allocation here needs to reflect market reality and the costs associated with restoring listed buildings. There has been no interest from office occupiers. Whilst other uses cannot be discounted entirely there has been no evidence to date that the acquisition and conversion of these buildings for the uses suggested by the draft allocation is viable.	Residential uses should be included within this list of acceptable uses within the designated Social Enterprise Zone. If this approach is not accepted, then 12 & 13 along with 15 – 23 Lower Hall Lane should be omitted from the allocation TC25 on the AAP Policies Map.	Proposed modification. Additional sentence to say "Residential uses may be supported where buildings within the Social Enterprise Zone are historically listed if it can be demonstrated this is the best approach to maintaining the character of the buildings and that any proposal will not jeopardise the delivery of a Social Enterprise Zone". (MMAAP1)

	2606	J Hayward & Sons of Walsall Ltd	CT Planning	Timothy	4. A Place for Business	4d. Town Centre Employment Land	AAPB3	TC47	<p>The identification of the land to the north of Portland Street (site reference TC47) for a "release employment site" is supported. It is noted within the supporting Policy justification that the Planning Authority generally supports a movement of industry out of the town centre and that appropriate town centre uses are considered suitable. In supporting the application, it is imperative for J Hayward &amp; Sons of Walsall Ltd that if they are to realise their ambition to relocate to more suitable premises in the locality, that they should realise the best value for their site. To do this, the widest possible range of alternative uses for the site must be possible. In this respect, the redevelopment of "consider for release" employment sites for alternative town centre uses (excluding A1 Retail) is supported since a flexible range of uses is imperative in order to enhance the prospects of redeveloping such town centre employment sites.</p>			Welcome Support.
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Chapter 5: A Place for Leisure												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
1860				Rigby	5. A Place for Leisure	5b. New Leisure Developments	AAPPLE1					No Change Proposed. Agree a theatre would be a good addition to the centre and there are opportunities within the Waterfront area for further leisure uses. The plan provides opportunities for leisure investment should there be the demand and market interest.
1460		Sport England		Sharples	5. A Place for Leisure	5c. Sport and Cultural Facilities	AAPPLE2		Sport England supports the inclusion of the Gala Baths in Policy AAPLE2. Sport England has in the past invested in the Gala Baths through its former Active England Fund in the mid 2000s. The issues correctly identified on page 41 with the Gala Baths is that they do need serious investment. Part of this investment should come from CIL generated by the new dwellings from sites identified within this AAP. The new residents will increase the usage of the facility which is currently under pressure. The residents will also add pressure to the existing playing pitch stock and sports halls, so there will be a need to invest in new facilities locally.			Welcome Support.
1460		Sport England		Sharples	5. A Place for Leisure	5c. Sport and Cultural Facilities	AAPPLE2		Sport England has been in talks with Walsall College over a potential Artificial Grass Pitch which may be either within the AAP boundary or just outside it. It would be acceptable to use CIL towards its creation. This would be of benefit to both students and new residents as well as existing users of the town centre.			Welcome Support.
1840				Brown	5. A Place for Leisure	5c. Sport and Cultural Facilities				The re-location of the local history centre is not included in the plan. We feel that the re-location nearer the town centre could become a valuable source of income to the town.		No Change Proposed. The relocation of the Local History Centre is included in part C) of Policy AAPLE2.
2274		Natural England		Murray	5. A Place for Leisure	5e. Walsall Canal	AAPPLE4			With regard to Policy AAPLE4: Walsall Canal, however, we advise you that implementation of the proposed policy criterion (a) may potentially impact upon the Cannock Extension Canal SAC to the north. We have had sight of the associated (joint) Habitat Regulations Assessment (HRA) February 2016, however, this does not make reference to the TCPAA in respect of the SAC. Criterion (a) and its support of increased moorings may potentially result in increased boat traffic along the network. We believe this may fall outside initiatives assessed as part of Policy ENV4 of the Black Country Joint Core Strategy HRA. Is your authority satisfied that the SAC will not be adversely affected by this Policy? We should perhaps have a discussion on this once I have reviewed further documentation which has come to me in respect of the Hatherden [Hatherton] Canal Project. This objection has since been withdrawn - see below.		No Change Proposed. A meeting was had with NE and this clarified the confusion which subsequently allowed them to withdraw the objection. See below.

2658		Environment Agency		Ross	5. A Place for Leisure	5e. Walsall Canal	AAPPLE4			We would suggest that there is inclusion of further wording to improve the canal corridor through sensitive design and landscaping and to function more effectively as a Green Corridor as part of the Green Network (Policy AAPPLE4) . This could then feed through to the Walsall Waterfront comments where we were suggesting canalside improvements through that policy as well, (Policy AAP14). We would be happy to provide some specific wording if required for the policy.	Further wording to improve the canal corridor through sensitive design and landscaping and to function more effectively as a Green Corridor as part of the Green Network	Change Proposed. Addition to Part e) of AAPPLE4 policy. "Where possible, incorporating Green Infrastructure as part of development including through sensitive design and landscaping proposals that will complement the canal network and the environmental infrastructure network by providing a natural setting and improving the ecological value of the network". (MMAAP4) Additional wording to last paragraph of AAPINV4 "Schemes will also be expected to complement the natural environment of the canal and where possible provide green infrastructure". (MMAAP15)
2274		Natural England		Murray	5. A Place for Leisure	5e. Walsall Canal	AAPPLE5		Further to our response dated 4 May 2016, and as a result of the discussions at our subsequent meeting 24 May 2016, I can confirm Natural England does not have concerns with regard to Policy AAPPLE4 Walsall Canal. Our previous hesitation in respect of AAPPLE4 was a result of our lack of clear understanding, at the time, with regard to the policy and its potential relationship with the Hatherden [Hatherton] Canal Restoration Project. This has since been clarified and concerns removed.			Welcome Support.
1840				Brown	5. A Place for Leisure	8e. Walsall Waterfront			The re-development of the Town Wharf area is excellent.			Welcome Support.

Chapter 6: A Place for Living												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
1466		Walsall College		Rajania	6. A Place for Living	6c. Education	AAPLV2	TC48 and TC46	I agree with the designation of TC48 and TC46 as this would, in the long run, create the learning quarter envisaged in the Gigaport planning and the original Walsall College Wisemore Campus development project.			Welcome Support.
	2606	J Hayward & Sons of Walsall Ltd	CT Plannin g	Timothy	6. A Place for Living	6c. Education	AAPLV2	TC46		Objection is raised to site reference TC46: East of Portland Street on the basis that the allocation for education purposes under Policy AAPLV2 is too restrictive. There is no evidence to demonstrate that Walsall College need TC46 to meet its aspirations, or indeed have the resources to deliver the site in the plan period. There is a real risk that the proposed land use allocation will blight. TC46 should be treated in the same way as TC47 "consider for release" employment use. Such an allocation would not preclude site TC46 being used for education if it was required by Walsall College as educational uses fall within the definition of "town centre uses". Whilst economic circumstances are not normally a planning consideration, they are if this existing business that employs some 100 people are to be relocated. If the relocation is to be secured, then the maximum value for the existing sites must be achieved. The allocation of this site for education will not enable an existing company to relocate.	The site allocation TC46: East of Portland Street, Should be excluded from Policy AAPLV2: Education. The site should, however, be reallocated as a "consider for release" employment site under the terms of Policy AAPB3: Town Centre Employment Land.	No Change Proposed. Allocating space for the college to expand is considered the best approach to creating a high quality campus in the centre. The site is also allocated for office development and should a college scheme prove to be undeliverable an alternative scheme will be supported.
1466		Walsall College		Rajania	6. A Place for Living	6c. Education		TC47		The site designated TC47 is considered suitable for education purposes, particularly as the availability of the adjacent playing field could be developed into a sports pitch. This still remains the aspiration for Walsall College. Therefore, I would ask that you review the allocation of TC47 to be education/offices.	TC47 is allocated as education/offices.	No Change Proposed. Insufficient evidence has been provided to support allocating further land for the college.
1860				Rigby	6. A Place for Living	6f. Historic Character and Local Distinctiveness	AAPLV5			The historic buildings in the centre should be preserved		No Change Proposed. The plan is supported by a Characterisation Study and a strong policy of preserving the character of the centre which are considered sufficient to address these concerns.
1840				Brown	6. A Place for Living	6f. Historic Character and Local Distinctiveness			Pleased to note the plan intends to Protect and Enhance the Historic Character and Local Distinctiveness of the area.			Welcome Support.
2149		Historic England		Worrall	6. A Place for Living	6f. Historic Character and Local Distinctiveness			Historic England welcomes the wording revisions and amendments that have been made in respect of the historic environment and has no further comments to make on the AAP document at this publication stage.			Welcome Support.
3486		Woodland Trust		Milward	6. A Place for Living	6i. Environmental Infrastructure	AAPLV8		We support the references to street trees and particularly Policy AAPLV8 which calls for: "Existing trees within the town centre will be protected and maintained where feasible and additional trees and planting will be encouraged". This fits with national policy.		We would also like to see this policy cross reference to the forthcoming Walsall Urban Tree Strategy.	Welcome Support. The Urban Forestry Strategy for Walsall has not yet been adopted so reference to this document would not be suitable.

Chapter 7: Transport, Movement and Accessibility												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
2275		West Midlands Integrated Transport Authority		Davies	7. Transport, Movement and Accessibility	7a. Transport, Movement and Accessibility - General			We like to further reiterate our support for the partnership approach that has been taken to addressing the strategic transport needs of the plan and the wider area and would welcome further dialogue as this plan develops. We would also offer any support required in developing a comprehensive infrastructure plan that enables the successful delivery of the AAP. The early development of this infrastructure plan will give potential investors confidence and allow funding and financing packages to be developed and is therefore a crucial piece of supporting evidence.			Welcome Support.
2275		West Midlands Integrated Transport Authority		Davies	7. Transport, Movement and Accessibility	7c. Cycling	AAPT2			The ITA would however welcome reference to the development of the Metropolitan Strategic Cycle Network, as set out in Strategic Transport Plan "Movement for Growth", the emerging Black Country Walking and Cycling Strategy and how town centre routes should be connected to the wider Metropolitan Cycle Network. Also the provision of good quality cycle parking should be accompanied with consistent regional branding, signage and mapping etc. The ITA's approved Cycle Charter should also be mentioned and the importance of integrating the cycle network with the public transport network. This document sets out principles for transforming cycling in the region and provides a shared vision in terms of developing a coordinated cycle network.	Reference to the development of the Metropolitan Strategic Cycle Network. The ITA's approved Cycle Charter should also be mentioned and the importance of integrating the cycle network with the public transport network.	Changes Proposed. Reference documents as evidence (OMAAP29)
	1259	AEW UK	Brooke Smith Plannin g	Caplan	7. Transport, Movement and Accessibility	7c. Cycling	AAPT2	TC19		The suggested improvements of the route linking the railway station to the proposed Bradford Bus Interchange are thought to be surplus to requirements as AEW UK are keen to retain all of the current parking provision within Jerome Retail Park. AEW UK are reluctant to lose any of the land within Jerome Retail Park, and would therefore suggest an extension and renovation of the current Bus Station rather than introducing the new Bradford Bus Interchange. A cycle route could then be extended from the Railway Station through to the existing Bus Station, via Park Street, providing a safe, well connected cycle route between the two public transport hubs.	The cycle path is removed	No Change Proposed. It is not considered that the cycle path proposal will have any negative impact on the Jerome Retail Park.
	1259	AEW UK	Brooke Smith Plannin g	Caplan	7. Transport, Movement and Accessibility	7d. Public Transport	AAPT3	TC19		As set out in AEW UK's previous representations, the proposals will significantly encroach upon the Jerome Retail Park, hence reducing the current parking provision within the site. This will impact on the viability of the retail park and its ongoing operation. The boundary of the proposed bus interchange area has not altered from the previous draft version of the plan. As such AEW UK maintains an objection to this policy (see point below from PO stage).	The bus interchange allocation on the site is removed	No change proposed. The Council believes this is the best option to deliver public transport improvements in the centre and proposes to continue with the allocation.
	1259	AEW UK	Brooke Smith Plannin g	Caplan	7. Transport, Movement and Accessibility	7d. Public Transport	AAPT3	TC19		AEW UK, as owner of Jerome Retail Park, challenges the intention to introduce an improved bus station by creating the Bradford Bus Interchange, as it encroaches upon existing land uses within the retail park. The proposal would drastically reduce the parking provision within the retail park, which is considered impractical given the large scale bulky goods retail units which operate on site. It is suggested that the current St Paul's Bus Station is utilised, by increasing the capacity and making the necessary public realm improvements.	The bus interchange allocation on the site is removed	No change proposed. The Council believes this is the best option to deliver public transport improvements in the centre and proposes to continue with the allocation.

2275		West Midlands Integrated Transport Authority		Davies	7. Transport, Movement and Accessibility	7d. Public Transport	AAPT3			Further development under Policy AAPT3, Point C, regarding SPRINT is suggested. Consideration should be paid to future SPRINT Bus Rapid Transit lines and stops in the town centre and all routes should adhere to the Approved ITA SPRINT Standards. The town centre's road network also needs to consider the operation of longer Bus Rapid Transit vehicles in terms of manoeuvring and consideration should be paid to how public transport, including SPRINT, will serve existing and new developments. In terms of the policy justification the ITA request that recognition of the Key Route Network and how it will provide more efficient use of road space, taking into account all modes of travel.	Consideration should be paid to future SPRINT Bus Rapid Transit lines and stops in the town centre and all routes should adhere to the Approved ITA SPRINT Standard's. Request that reference is made to the Black Country Rapid Transit review (2015) and The Bus Network Development Plan can be included in the delivery and evidence base sections of this policy when it is ready. In the delivery section reference should be made to Walsall MBC working with the new Combined Authority to deliver solutions as part of this new authority and will deliver such schemes and programmes within the Devolution Deal.	No Change Proposed. The policy references SPRINT and this is considered sufficient
2275		West Midlands Integrated Transport Authority		Davies	7. Transport, Movement and Accessibility	7e. Road Improvements	AAPT4		We welcome the aspiration to maintain and improve access in and around the Town Centre. Within this, the importance of bus and ensuring sufficient capacity for buses stopping should be recognised.	As previously mentioned, reference to the Key Route Network should be noted which serve the main strategic demand flows of people and freight, and provide connections to the national strategic road network. The Key Route Network covers Littleton Street West and Blue Lane West and is within the Strategic Transport Plan for utilising of the highway capacity more effectively (to cater for movement of all modes including rapid transit and core bus routes, the Metropolitan Cycle Network, lorries, vans and private cars). The allocation of road space should cater for all modes including public transport and cycling and should therefore be noted under the Key Route Network and referenced under policy AAPT4.	Reference to the Key Route Network	Change Proposed. Text has been included to cover the key route network (OMAAP30)
2275		West Midlands Integrated Transport Authority		Davies	7. Transport, Movement and Accessibility	7f. Car Parking	AAPT5			Parking provision and pricing needs to promote economic growth, clean air and improved health and quality of life for people. It is important that any increased parking should NOT have a detrimental effect on the flow of buses and respect the below policy within the Strategic Transport Plan: - Ensuring town centre access for core bus routes facilitates their minimum commercial speed of 16 km per hour am peak journey times; - Ensuring city centre access for SPRINT Bus Rapid Transit lines facilitates a minimum commercial speed of 20 km per hour am peak for proposed SPRINT routes in Walsall; The provision of high quality, secure parking for motorbikes, scooters and cycles is welcomed but the provision of CCTV is also recommended. A lack of appropriate safe cycle parking facilities is often cited as a barrier to cycling and cycle ownership and use, and could be a constraint on the future growth of cycling.		No change proposed. The current wording is considered to be sufficient to cover the issues raised.
1840				Brown	7. Transport, Movement and Accessibility	7f. Car Parking				Cheap car parking is essential to encouraging people into Walsall.		No Change Proposed. The car parking strategy and regime will look to ensure the right balance is made.

Chapter 8: A Place for Investment												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
	115a	Norton & Proffitt Developments Ltd	Planning Prospects Ltd	Barnes	8. A Place for Investment	8c. St Matthew's Quarter	AAPINV2	TC26		Shannon's Mill site (TC26) should be allocated as a mixed use site to include retail and as an extension to the PSA, although other uses, including residential in particular, should be included as part of the mix. We considered that there was no reason to specify the type of retailing (i.e. convenience or bulky goods) on the former Shannon's Mill Site (TC26).	We therefore suggested that part e) of the policy was amended to read "...is allocated as an expansion area for the Primary Shopping Area for retailing as part of a mixed use allocation, including residential". That the former Shannon's Mill site (TC26) is identified as a "PSA Expansion Area" in the AAP Policies Map and associated AAP Policies.	No Change Proposed. There is no evidence to justify the expansion of the PSA and this would be contrary to the advice given by the Council's consultants.
1840				Brown	8. A Place for Investment	8d. Walsall Gigaport		TC50		Day Street Car park should not be developed for another use other than car parking unless a new multi storey car park is delivered first providing town centre car parking.		No Change Proposed. The car parking strategy will ensure the right level of parking is retained in the centre.
1840				Brown	8. A Place for Investment	8d. Walsall Gigaport			Congratulate all involved in Littleton Street developments.			Welcome Support.
3530				Millington	8. A Place for Investment	8e. Walsall Waterfront	AAPINV4	TC08		Walsall does not need anymore tasteless apartments /retail outlets etc but turn the site into a marina helping to encourage what businesses we already have to grow. If a residential or over night marina was built it could encourage boat shows exhibitions , and many of the local businesses would benefit.		No Change Proposed. There is no evidence of demand or need for a residential or over night marina. The Canal & River Trust have commented on the plan in support and haven't requested that a marina is provided. The town centre does not have a lot of large scale development opportunities and Lex provides a good opportunity for developments that would not necessarily be purely residential but could include other uses such as office and leisure providing jobs and attracting people to the centre.
681		Coal Authority		Bust	8. A Place for Investment	8h. Addressing Potential Site Constraints	AAPINV7		Welcomes the inclusion of ground conditions within the list of potential constraints to development which may require further consideration by developers.			Welcome Support.
681		Coal Authority		Bust	8. A Place for Investment	8h. Addressing Potential Site Constraints	AAPINV7			The Coal Authority continues to consider that the statement made in the Policy regarding prior extraction being rarely feasible in Walsall is not justified. This would in our view render the Plan out of general conformity to the BCCS and to the NPPF paragraphs 143 and 144. If this criterion is retained we consider the policy is unsound. We do however recognise that the surface coal resource only covers a small part of the overall plan area. The feasibility of prior extraction must be considered on a case-by-case basis.		Change Proposed. Proposed Modifications to Policy AAPINV7 - delete last two sentences of paragraph f) of policy. It is recognised that the wording of this paragraph could be interpreted as being inconsistent with BCCS Policy MIN1. It is therefore accepted that it would be preferable to delete this part of the Policy. However, the Council does not agree that the statement regarding prior extraction is incorrect: the respondent has provided no evidence that it is feasible to extract coal in advance of development on previously-developed sites in Walsall except in very rare cases. There have been no documented 'prior extraction' schemes in Walsall since the BCCS was adopted. Furthermore, the evidence to support the SAD demonstrates that many previously-developed urban sites in Walsall have been subject to mining in the past, any remaining mineral resources are likely to be overlain by a significant depth of 'made ground,' and there are often potential risks from ground contamination, meaning that the preferred land remediation solutions are unlikely to allow any remaining minerals present to be extracted, irrespective of whether they have any economic value (see Walsall SAD, CIL Viability & Deliverability Study (2015) - Appendix 1, DTZ). (MMAAP16)
2658		Environment Agency		Ross	8. A Place for Investment	8h. Addressing Potential Site Constraints	AAPINV7		Following our previous comments in relation to opening up culverts within the Town Centre, and subsequent conversations and emails with the council, we acknowledge that there would be great difficulty in achieving this within the centre given the depth of the watercourses unless there was a coordinated Masterplan to redevelop large areas of the Town Centre at the same time.			Welcome Support.

Miscellaneous Comments												
Unique Ref - Respondent	Unique Ref - Other (where Respondent is Agent)	Respondent Organisation	Agent	Last Name	Topic	Sub-Topic	Policy Reference	Site Reference	Supports the Plan - Provide Summary	Objects to the Plan - Provide Summary	Proposed Modifications	Council Final Response
1285		PCCWM	Tyler Parkes	Winkler	9. Miscellaneous Comments					<p>The CCWMP notes that no additional crime reduction policies or justification are proposed which will address the escalating problem of Heritage Crime, ATM crime, and crime resulting from poorly maintained developments; all areas highlighted in the Preferred Options submission. Whilst, the CCWMP recognises that these areas could be controlled by, for example, appropriate planning conditions attached to development consents, and their exclusion will not make the AAP unsound, he still requests that further consideration be given to the introduction of enabling development management policy justification within the AAP. This could, for example:</p> <ul style="list-style-type: none"> <li>- recognise that it may be preferable, in certain instances, to use 'replica' valueless materials on Listed Buildings or within Conservation Areas to deter crime and reduce the fear of crime;</li> <li>- highlight the need for greater control over the siting and surveillance of ATMs to minimise crime and the fear of crime; and</li> <li>- ensure development and redevelopment proposals consider the need for continued maintenance, such as in respect of landscaping, to reduce the risk of creating an environment in the future which might be more prone to vandalism and disorder.</li> </ul> <p>The CCWMP has asked that further consideration be given to addressing the issues of Heritage Crime, ATM crime, and crime resulting from poorly maintained developments through the introduction of appropriately worded policies or policy justification. However, given that these areas could potentially be addressed in Supplementary Planning Documents or through development management controls and planning conditions, the CCWMP will not be raising objection to these omissions from the AAP.</p>	<p>Requests that further consideration be given to the introduction of enabling development management policy justification within the AAP. This could, for example:</p> <ul style="list-style-type: none"> <li>- recognise that it may be preferable, in certain instances, to use 'replica' valueless materials on Listed Buildings or within Conservation Areas to deter crime and reduce the fear of crime;</li> <li>- highlight the need for greater control over the siting and surveillance of ATMs to minimise crime and the fear of crime; and</li> <li>- ensure development and redevelopment proposals consider the need for continued maintenance, such as in respect of landscaping, to reduce the risk of creating an environment in the future which might be more prone to vandalism and disorder.</li> </ul>	<p>No Change Proposed.</p> <p>Consultee accepts that the plan is sound without amendments and the suggested modifications are considered to be detailed for the AAP.</p>
1840				Brown	9. Miscellaneous Comments					<p>The whole of Bridge Street to Lichfield Street needs attention. Rubbish is still an issue and the area around the bus station and Butler's passage is still a disgrace. The traffic through the area is supposed to be restricted but vehicles disregard the signs.</p>		<p>Noted.</p> <p>We understand that there is further work needed to improve the experience of the centre including litter, traffic control and the general quality of the environment. A number of the policies look to improve the environment including public realm and linkages. It is also hoped that the further investment encouraged by the plans will act as a catalyst for further improvements and increased pride in the centre from residents.</p>

3471		Vodafone and Telephonic a(O2)	CTIL	McHenry	10. Transport and Infrastructure	10y. Infrastructure - Other				Plan is missing a Telecommunications Policy	<p>"Proposals for telecommunications development will be permitted provided that the following criteria are met:</p> <ul style="list-style-type: none"> <li>(i) the siting and appearance of the proposed apparatus and associated structures should seek to minimise impact on the visual amenity, character or appearance of the surrounding area;</li> <li>(ii) if on a building, apparatus and associated structures should be sited and designed in order to seek to minimise impact to the external appearance of the host building;</li> <li>(iii) if proposing a new mast, it should be demonstrated that the applicant has explored the possibility of erecting apparatus on existing buildings, masts or other structures. Such evidence should accompany any application made to the (local) planning authority.</li> <li>(iv) If proposing development in a sensitive area, the development should not have an unacceptable effect on areas of ecological interest, areas of landscape importance, archaeological sites, conservation areas or buildings of architectural or historic interest.</li> </ul> <p>When considering applications for telecommunications development, the (local) planning authority will have regard to the operational requirements of telecommunications networks and the technical limitations of the technology."</p>	<p>No Change Proposed.</p> <p>The level of detail in the suggested policy relates to development management matters and would not be appropriate for a site allocation document. It is already addressed by the existing saved UDP policy ENV38 which uses similar wording.</p>
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