

Midland Metro

5.2

Land Use

5.2.1 Baseline Conditions

The Wednesbury to Brierley Hill scheme falls within the Metropolitan Boroughs of Sandwell and Dudley. The most northern point of the alignment is at Wednesbury, located within the Borough of Sandwell. From here the scheme runs in a south westerly direction through Tipton, where it crosses into the Borough of Dudley. The alignment then continues south west, serving Dudley town centre, Merry Hill and Brierley Hill town centre, where the scheme terminates.

A full description of the alignment is provided in *Section 2.5*.

A description of the existing land uses adjacent to the proposed scheme, including the proposed park and ride sites, is provided below in *Box 5.1*.

Information relating to the location of conservation areas and sites of importance for cultural heritage and archaeology is provided in *Section 6.7*. The location of sites designated for their nature conservation interest are described in *Section 6.8*.

Box 5.1 Land Use Along the Proposed Wednesbury to Brierley Hill Route

Existing Rail Corridor - Wednesbury to Tipton Road

The alignment commences to the south west of Wednesbury town centre, where the proposed route leaves Line 1 and joins a mothballed railway corridor. Industrial premises, including the Newby Foundries, are located to the east of the alignment. The Midland Metro depot and the Leabrook Waste Repository Site are located to the west of the alignment. The scheme also passes the River Tame in this area. To the west of the alignment, adjacent to the Leabrook Waste Repository Site there is an area of undeveloped land which includes two balancing ponds. The River Tame also flows through this area. This is designated as a Site of Local Importance for Nature Conservation (SLINC). The alignment then crosses the Tame Valley Canal. It is understood that the British Waterways Board have aspirations to develop the canal in terms of amenity and tourism. The provisional Gold's Hill tram stop is located to the south of the canal. Land to the east of the alignment is used for industry and includes the Eagle Lane Industrial Estate. To the west, there is an electricity substation and a number of electricity pylons, which run parallel to the route. This land is currently undeveloped with the exception of recent office accommodation. The River Tame runs parallel to the scheme alignment, which is located on an embankment in this area.

The alignment then crosses under Black Country New Road and the Walsall Canal. West of the alignment is residential in nature, including properties on Eagle Lane, Bramah Way, New Road, Daisy Meadow, Deeley Drive and St Helen's Avenue. In addition, St Luke's Day Centre is also located on New Road. Land to the south east is characterised by industrial units at Great Bridge, including Aeroplas Ltd and the former Toll End Works and Radcliffe Works sites.

After crossing under Horseley Road, the surrounding land use is mainly residential to east and includes Heath Close, Dovecote Close and Horseley Heath. To the north west of the alignment is a former industrial site (formerly the Old Brierley Crystal Works), which is subject to redevelopment for housing. Horseley Road stop is located in this area, which is served by a park and ride site in an area of vacant industrial land to the east of the alignment.

East of Lower Church Lane surrounding land uses become residential in nature on both sides of the alignment, although some industrial buildings are located adjacent to the West Coast Main Line (WCML). A proposed park and ride site, which is currently used for the storage of building materials, is located to the north west of the alignment adjacent to the WCML. The alignment then crosses under the WCML and the Birmingham Canal. Residential areas exist on both sides of the alignment in this section of the route, in addition to an area of vacant land between the railway alignment on the north west side and Peel Street. After crossing over Conegyre Road, residential properties continue to the north of the alignment, including properties on Binfield Street and Mayfair Gardens. In addition, a doctor's surgery, Park Methodist Church, and a Muslim Welfare Centre are located to the north. The Sedgley Road East stop will be located to the east of Sedgley Road East Underbridge with pedestrian access provided from Mayfair Gardens and Binfield Street. Conegyre Leisure Centre and Playing Fields are located to the south of the alignment.

The alignment then crosses Birmingham Canal. Residential properties, including those on Lindley Avenue, are located to the north of the alignment. A waste storage site is located to the south of the alignment. The alignment continues south west, crossing Birmingham New Road. South west of the crossing surrounding land uses become more industrial in nature, including the Castle View Industrial Estate, a scrap yard and a former depot site. However, residential properties are located immediately west of the crossing on Birmingham New Road. The grounds of the Guest Hospital site are also located to the west of the alignment in this area. The alignment then crosses Tipton Road, where it leaves the railway corridor on an embankment onto the Former Dudley Freightliner Depot site. This site, which is currently unoccupied, is designated for residential and commercial uses in the Dudley UDP.

Box 5.1 Land Use Along the Proposed Wednesbury to Brierley Hill Route continued.

Dudley Centre – Tipton Road to Blowers Green Road

From the Tipton Road crossing, the proposed alignment follows Castle Hill. To the north is Dudley Castle and Zoo, with the Zoo's pedestrian entrance fronting Castle Hill. Retail premises are located on the southern side of Castle Hill including the former Odeon Cinema and a casino. The route then turns south into Birmingham Street (North). Dudley Central Mosque and Muslim Community Centre is located at the corner of Castle Hill and Birmingham Street. Commercial properties, including a listed building which has been converted to offices, are located to the west of the alignment with residential properties on Bourne Street to the east.

Dudley Bus Station is located at the south eastern end of Birmingham Street. This will be remodelled as part of the scheme proposals. The alignment cuts through an area, which is currently used for car parking. On the eastern side of the car park is Porter's Field. An area for bus parking, a nightclub and a public house are located on Porter's Field. This area is mainly retail in nature and includes a Kwik-Save supermarket, a number of small retail units, Church Hill Shopping Centre and a department store (Beatties). The footbridge located in this area will be removed as part of the proposals. The alignment then joins King Street and turns south onto Flood Street. Car parks line both sides of Flood Street and an office building lies on the western side. The site of the office building is earmarked for redevelopment. Flood Street will need to be realigned to the east to accommodate the route.

The alignment then runs along side Dudley Southern Bypass. Between Flood Street Roundabout and Cinder Bank, the proposed route will run along a segregated alignment on the northern side of the Bypass at-grade. Industrial uses, allotments and the Grazebrook Memorial Park flank the southern side of the bypass while industrial development is located to the north. A proposed park and ride site is located adjacent to New Road in this area. Residential properties are located on New Road and Shaw Road to the west of the alignment. Further west, industrial properties are located on either side of the alignment, where it re-joins the mothballed railway corridor adjacent to Blowers Green Road.

Existing Rail Corridor – Blowers Green Road to Pensnett Canal

The Cinder Bank stop will be located in this area adjacent to Blowers Green Road. This will be served by a park and ride site on the western side of Blower's Green Road. An aggregate processing operation currently occupies the site. Within the existing railway cutting, the route is flanked by industrial development on both sides.

The alignment then continues west on an embankment through Thornleigh Trading Estate, crossing Dudley Canal at the Parkhead Locks via the Parkhead Viaduct. An amenity area is located to the north west which leads into residential development. Industrial premises are located to the south east between Parkhead Viaduct and Canal Street. This includes Peartree Industrial Estate. Residential properties are located to the north west of the alignment, including those on Holy Hall Road, Wood Street and Buxton Road. The alignment then crosses under Pedmore Road. Beyond Pedmore Road there is residential development on the north western side of the alignment on Cochrane Road. Industrial properties are located to the south east including the former Hill and Smith Ironworks site. Industrial units are also located to the north west in this area, where the alignment crosses the Pensnett Canal.

Box 5.1 Land Use Along the Proposed Wednesbury to Brierley Hill Route continued.

Merry Hill – Pensnett Canal to Brierley Hill

The industrial area within the vicinity of the Pensnett Canal is known as Harts Hill. This includes the Harts Hill Development Regeneration Area. Proposed uses for this area comprise of a mixed-use development including residential and industrial uses (specifically B1, B2 and B8 use categories).

At Canal Street, the alignment leaves the railway corridor and crosses the Dudley Canal before passing through an industrial area to the east of Round Oak Rail and Norish Food Care premises. The alignment is on a reinforced earth embankment in this area. Land immediately to the north of the Round Oak Rail depot will be used as a work area during construction. The alignment then runs at-grade along the north side of Waterfront Way (South) before turning south to cross over Waterfront Way and pass by the north east elevation of an office building within the Waterfront office development. The Waterfront stop will be located at the main spine way through the Waterfront Development.

Moving towards Brierley Hill, the route then passes predominantly office (including car park areas) and retail uses. The route crosses over Waterfront Way at-grade and then utilises the former alignment of a monorail system to reach Level Street roundabout. To the east is the Merry Hill Centre and car parking off Central Way. The route will run on an extension to the canalside plateau taking part of the land occupied by The Embankment, which will be stopped up and closed. The Merry Hill stop will be located along this plateau to serve the Merry Hill Centre, the cinema and other planned leisure and residential developments.

Finally, the route swings north west, crossing the Dudley Canal. To the east and south are the Merry Hill Centre, a cinema, Kentucky Fried Chicken and other retail outlets. The route will re-cross Dudley Canal on a new structure, passing through the former Brier School playing fields. The alignment then climbs on a reinforced earth structure where it passes through an area of tree planting and between Brierley Hill leisure centre and a Buddhist temple. The alignment terminates on Cottage Street. The ASDA supermarket is located to the north west of the terminus.

5.2.2 Major Redevelopment Sites

There are a number of current and future regeneration sites located along the proposed alignment, many of which will benefit from the increased transport options provided by the scheme. The impact of the scheme, and its achievements in the context of regeneration policies, are examined in more detail in *Section 6.2*. A description of

each of these development sites is provided below in *Table 5.1* and illustrated in *Figure 5.1*.

Table 5.1 Regeneration Sites Adjacent to the Proposed Alignment

Regeneration Site	Proposals
<i>Borough of Sandwell</i>	
Land off Bilport Lane, Wednesbury	Proposed industrial and employment use. An industrial reclamation site and new access have been approved and partly implemented.
Ocker Hill Power Station, Power Way, Tipton	Proposed industrial and employment use, including 13,700 sq m of warehouse/industry. Outline planning permission for the site has been approved.
Land East of River Tame, Golds Hill Way, West Bromwich	Proposed industry and employment use. It is understood that no applications have been approved since outline planning permission was granted for industry and warehousing.
Golds Hill Way/Black Country New Road, West Bromwich	Proposed industrial and employment use.
Bagnall Street, Harvills Hawthorn, West Bromwich	Proposed economy and employment use for 46 employees.
Proposed Business Zone at Great Bridge	Proposed business use which runs either side of scheme until Great Bridge area and will ensure that these areas will be protected for business use (B1, B2 and B8). Complementary uses such as hotels, conference centres etc may be permitted where compatible and accessible by a choice of transport.
New Road/Horseley Heath, Great Bridge, Tipton	Proposed for housing use.
Railway Street, Tipton	Allocated for park and ride use (preferred), housing or industry use (acceptable).
Horseley Heath, Alexandra Road and Lower Church Lane, Tipton	Proposed housing use for 356 houses.
Peel Street, Tipton	Proposed housing use. A development planning brief has been prepared for this site.
Park Lane West (South Staffs Water Depot), Tipton	Proposed for residential use.
Castle View Industrial Estate Business Zone	Proposed residential use. This is an area of open space originally allocated from open space but now reallocated for development.
Birmingham New Road, Tipton	Allocated for industrial use.
<i>Borough of Dudley</i>	
Dudley former Freightliner Terminal	Outline planning permission for redevelopment for commercial and residential uses.

Tipton Road Development Area (Dudley Guest Hospital)	Proposed housing use and museums/exhibition halls. It is understood that some health care facilities will be retained during the development of this site.
Castle Gate	Castle Gate is a business and leisure park on a remediated site of approximately 47 acres being developed as 160 000 square feet of leisure facilities. A 14 screen, 55 000 square feet cinema anchors the project with ancillary restaurants, bars, a 98 bed three star hotel and a leisure/fitness club also on site. A ten pin bowling facility opened in September 2001. Following this, the first element of the 260 000 square feet business site, opened in October 2001.
Castle Hill	Brief submitted for leisure and tourism development of the 19.5 ha site west of Tipton Road, including the former Freightliner site. St Mowden Properties plc with Bellway Urban Partnerships are the preferred developer for Castle Hill.
Cloughton Development site	Proposed office use (preferred) and industrial use (B1 acceptable).
Hall Street/Porter Street	Proposed mixed use site (residential, business, retail and leisure).
Flood Street/King Street	Proposed food store and residential use.
Harts Hill Regeneration and Development Area	Proposed new mixed-use site, including residential and industrial (B1, B2 and B8) uses.
Site south east of Pensnett Canal	Zoned for redevelopment.
Development Opportunity Area DO9 (One of the two sites called Daniel's Land)	Zoned for housing (minimum 65 dwellings). Business, small shops, Professional and financial services, food and drink outlets, hotels and Community facilities and institutions are also identified in the Dudley UDP as acceptable uses for this site.
Development Opportunity Area DO8	Zoned for business and housing (minimum 100 dwellings). Small retail outlets, professional and financial services, food and drink outlets, hotels and community facilities and institutions are identified in the Dudley UDP as acceptable uses.
Development Opportunity Area DO1 (former Briers School)	Zoned for public space (Brierley Place), housing (300 dwellings), community facilities and institutions. Theatre and business uses are preferred although leisure and recreation, retail, small shops financial and professional services used by the public, food and drink outlets and residential institutions are also identified as acceptable uses.
Development Opportunity Area DO4	Zoned for public space (Merry Hill in part), housing (80 dwelling), community facilities and institutions. Business uses are preferred, although, retail, small shops, professional services and food and drink outlets are also identified as acceptable uses.
Development Opportunity Area DO5	Zoned for housing (minimum 225 dwellings). Business, general industry, food and drink outlets, residential institutions, community facilities and institutions, retail, small shops, and leisure and recreation facilities are also considered to be acceptable uses.

(1) Development Opportunity Areas described in the Dudley UDP.	

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