

8 Assessment of reasonable alternative development sites

8.1 Identification of reasonable alternative sites

8.1.1 The Black Country Call for Sites request first opened in July 2017 and re-opened from 9th July – 20th August 2020⁶³. Since then, SMBC have carried out annual SHLAAs of sites within which have the potential to accommodate new housing development, factoring in the latest available evidence. Other sources of supply considered for the SLP include sites with planning permission, existing allocations from adopted plans, and sites which have been identified as surplus for example those identified in Open Space strategies.

8.1.2 SMBC have undertaken a filtering process (or 'gateway check') of all potential sites identified through the evidence base in order to determine which sites should be considered as reasonable alternatives for the purpose of the SA.

8.1.3 If the following receptors were obviously present at a site, the Council have generally rejected such sites from inclusion as a reasonable alternative to be appraised through the SA process:

- Ancient Hedgerows
- Ancient Woodland/Veteran Tree
- Common Land
- Flood Zone 3
- Green Belt
- Health and Safety Executive (HSE) Zone 1 (for residential)
- Local Nature Reserve (LNR)
- Operational Burial Grounds
- Registered Park & Garden (RPG)
- Scheduled Monument (SM)
- Site of Importance for Nature Conservation (SINC)
- Site of Special Scientific Interest (SSSI) / Special Area of Conservation (SAC)
- Strategic Open Space

8.1.4 Sites have also been filtered out where the landowner has expressed unwillingness, or sites with one or more significant planning constraints which cannot be mitigated.

8.1.5 Identification of a site as a reasonable alternative does not imply that the site is not subject to other constraints or indeed that any receptor listed in para 8.1.3 will not in some way be potentially affected by a reasonable alternative site. Further potential constraints are assessed as part of the SA and plan making process for identified reasonable alternatives, using available evidence derived from publicly accessible data sources and information supplied by the Council.

⁶³ Available at <https://blackcountryplan.dudley.gov.uk/t2/p3/> [Date accessed: 02/06/23]

8.1.6 SMBC have identified a total of 120 reasonable alternative sites, which are listed in **Table 8.1**. This includes 55 sites identified solely for residential use, 19 sites identified solely for employment use, one is identified solely for GTTS use, and eight sites are identified for mixed-use. The remaining 37 sites are identified as reasonable alternatives for multiple uses (i.e. the sites could potentially be developed for residential, employment and/or GTTS use).

Table 8.11: Reasonable alternative development sites identified by SMBC

Site reference	Site address	Site use	Net area (ha)	Housing capacity (if applicable)
SEC3-181	Varney Business Park, Varney Avenue, West Bromwich	Employment	0.73	N/A
SEC4-1	Zion Street, Tipton	Employment	2.43	N/A
SEC3-9	Alexandra Ind Est, Locarno Rd/ Alexandra Rd, Tipton	Housing/Employment	1.87	75
SEC3-99	Providence Street, Cradley Heath	Employment	6.33	N/A
SH1	Brown Lion Street	Housing	0.46	20
SEC3-113	Brandon Way (east side)	Housing/Employment	0.47	19
SEC3-46	Droicon Ind Est, Portway Road	Employment	0.87	N/A
SEC3-175	Coneygre Rd, Burnt Tree, Tipton	Housing/Employment	1.02	75
SEC-36	Silverthorne Lane	Housing/Employment	1.05	100
SEC3-29	Site off Richmond St, West Bromwich	Employment	1.10	N/A
SEC3-148	Castle St, Tipton	Housing/Employment	1.49	60
SH2	Land adjacent To Asda Wolverhampton Road, Oldbury	Housing/Employment	1.60	62
SEC4-4	Soho Triangle	Employment	1.71	N/A
SEC3-191	Oldfield Trading Estate, Cradley Heath	Housing/Employment	1.76	70
SEC4-3	70-74 Crankhall Lane	Housing/Employment	1.78	50
SEC3-133	Brymill Industrial Estate, Brown Lion St, Tipton	Housing/Employment	1.98	56
SEC3-189	Waterfall Lane, Cradley Heath	Housing/Employment	1.78	50
SEC3-22	Hale Trading Estate, Tipton	Housing/Employment	2.73	120
SEC3-40	Newlyn Road, Cradley Heath	Housing/Employment	3.40	102
SEC1-4	Severn Trent land off Roway Lane	Employment	3.65	N/A
SH3	88/90 Dudley Rd West	Housing/Employment	0.36	12
SH4	Lower High Street (Station Hotel & Dunns Site)	Housing/Employment	0.28	20
SH5	Mill Street, Great Bridge	Housing	0.86	30
SH6	Swan Lane, North of A41, West Bromwich	Housing	3.77	147
SH7	The Boat Gauging House & Adjoining Land, Factory Road, Tipton	Housing/GTTS	0.57	50
SH8	Alma Street, Wednesbury	Housing	0.52	19

Site reference	Site address	Site use	Net area (ha)	Housing capacity (if applicable)
SH9	The Phoenix Collegiate, Friar Park Road, Wednesbury	Housing	4.80	84
SH62	Star and Garter, 252 Duchess Parade, West Bromwich	Housing	0.05	60
SH10	Tipton Conservative and Unionist Club, 64 Union St, Tipton	Housing	0.19	14
SH11	Sandwell District & General Hospital	Housing	0.82	121
SH12	Fmr Springfield & Brickhouse Neighbourhood Office and adjacent land Dudley Road, Rowley Regis	Housing	0.65	26
34	John Dando House, 235 Hamstead Road, Great Barr Birmingham	Housing	0.86	26
35	Intersection House, 110 Birmingham Road, West Bromwich	Housing/Employment	0.80	136
36	Vacant Land Off Friardale Close, School Road, Carrington Road, Wednesbury	Housing	0.76	30
38	173 Rolfe Street, Smethwick	Housing	0.40	12
40	Metro House 410-416 High Street West Bromwich	Housing	0.38	34
42	Land between St Pauls Road & Tollhouse Way	Housing	0.33	11
43	Land adjacent Compton Grange, Whiteall Road, St Annes Road, Cradley Heath	Housing	0.30	15
44	Crosswells Road, Langley	Housing	0.29	12
45	164 Birmingham Road, West Bromwich	Housing/Employment	0.22	16
46	5 Lombard Street West Bromwich	Housing	0.16	44
SH13	Silverthorne Lane/ Forge Lane Cradley Heath	Housing	1.05	74
SH14	Langley Maltings, Western Road, Langley	Housing	2.72	95
SH15	Macarthur Road Industrial Estate, Cradley Heath	Housing	0.30	10
SEC3-79	Land off Overend Road, Cradley Heath Business Park	Employment	3.04	N/A
SH16	Cradley Heath Factory Centre, Woods Lane, Cradley Heath	Housing	5.41	160
SH17	Land adj to Droicon Estate, Portway Road, Rowley Regis	Housing/GTTS	0.70	28
SH18	STW/SMBC Land, Friar Park Road, Wednesbury	Housing/Employment	26.60	630

Site reference	Site address	Site use	Net area (ha)	Housing capacity (if applicable)
SEC3-193	Perrott Street/ Kitchener Street, Black Patch, Smethwick	Employment	1.39	N/A
SH19	Land at Horseley Heath, Alexandra Road, and Lower Church Lane, Tipton	Housing/Employment	1.90	60
SH20	Elbow Street, Old Hill	Housing/Employment/GTTS	0.77	25
SH21	Dudley Road East/Brades Road	Housing/Employment	2.65	106
SH22	Tatbank Road, Oldbury	Housing/Employment	1.15	40
SH23	28-64 High Street, West Bromwich	Housing	0.60	58
63	Site between Dudley St & Victoria St, Wednesbury	Housing/Employment	1.18	41
SH24	Cokeland Place / Graingers Lane, Cradley Heath	Housing	0.36	13
SH25	Bradleys Lane / High Street, Tipton	Housing/Employment	5.60	230
SH26	Lower City Road, Oldbury	Housing/Employment	1.83	63
SH27	Site surrounding former Post office and Telephone exchange, Horseley Heath, Tipton	Housing/Employment	1.16	42
SH28	Friar Street, Wednesbury	Housing/Employment	1.01	38
SH29	Used Car Sales site on corner of Lower Church Lane and Horseley Heath, Tipton	Housing/Employment	0.56	20
71	Grafton Lodge, Grafton Road, Oldbury	Housing	0.53	19
74	The Corner of Great Bridge & Richmond Street South	Employment	0.23	N/A
SH30	Land to east of Black Lake, West Bromwich	Housing/Employment	2.45	86
SH31	Summerton Road, Oldbury	Housing/Employment/GTTS	0.89	32
SH32	Bank Street (West), Hateley Heath	Housing/Employment/GTTS	0.85	43
SH33	Wellington Road, Tipton	Housing/Employment/GTTS	0.91	31
SH34	Brandhall Golf Course	Housing	36.90	190
SH35	Rattlechain Site Land to the north of Temple Way, Tividale	Housing	14.8	518
SH36	Land between Addington Way and River Tame, Temple Way	Housing/Employment/GTTS	0.90	32
SH37	Edwin Richards Quarry, Portway Road, Rowley Regis	Housing	10.10	526
SEC3-66	Soho Foundry	Employment	12.60	N/A
SH38	Brades Road, Oldbury	Housing/Employment	1.14	54
SM1	Chances Glassworks	Mixed-use	0.64	22
SH40	Langley Swimming Centre, Vicarage Road, Oldbury	Housing	0.49	20
SH41	North Smethwick Canalside	Housing	8.77	400

Site reference	Site address	Site use	Net area (ha)	Housing capacity (if applicable)
SH42	Forge Put, junction Franchise Street and Beebee Road	Housing	0.14	10
SEC1-3	Land at Birchley Island, Junction 2 of M5, Oldbury	Employment	1.00	N/A
110	Bloomfield Road Amenity Space	Housing/Employment	0.38	15
118	Constance Avenue Open Space	Housing	1.60	64
120	Darbys Hill Open Space	Housing	3.80	114
132	Lily Street Open Space	Housing	3.80	114
137	Poppy Drive Open Space	Housing	0.80	32
140	Timbertree Crescent Open Space	Housing	0.50	20
142	Wylde Crescent Open Space	Housing	0.50	20
SH43	Land of Tanhouse Avenue, Great Barr	Housing	1.66	46
SH44	Wyndmill crescent, West Bromwich	Housing	0.19	11
SH46	Site Of Nos 118-152	Housing	0.41	20
SH47	Site Of Former Stone Cross Neighbourhood Office	Housing	0.32	14
SEC3-122/ SEC3-23/ SEC3-125	Groveland, Oldbury	Employment	2.26	58
SM3	Evans Halshaw car showroom, Carters Green	Mixed-use (housing/ commercial)	0.89	140
SH49	St Johns St, Carters Green	Housing	0.82	33
SM4	Army Reserve, Carters Green	Mixed-use (housing/ commercial)	1.17	63
SH50	Tentec, Guns Lane	Housing	0.60	129
SH51	Providence Place/ Bratt St	Housing	1.32	70
SM5	Cultural Quarter, West Bromwich	Mixed-use (housing/ food and beverage/ community/ leisure)	1.09	52
SM6	Queens Square Living, West Bromwich	Mixed-use (housing/ retail/ offices/ community/ leisure)	2.84	396
SM7	West Bromwich Central	Mixed-use (housing/ retail/ offices/ educational/ food and beverage/ community/ leisure/ health)	3.84	343
SH52	Overend Street, West Bromwich	Housing	0.71	70
SM8	George Street Living	Mixed-use (housing/ community/ leisure)	2.36	327
SH53	Grove Lane/ Cranford Street/ London Street	Housing	1.23	108
SH54	Cranford Street / Heath Street / Canal	Housing	5	115
SH55	Cape Arm Cranford Street	Housing	2.13	170
SH56	Moilliett Street Park - Grove Lane masterplan	Housing	0.77	31
SH57	Grove Street / MMUH / School - Grove Lane MP	Housing	2.18	85
SH58	Abberley Street Grove Lane Master Plan	Housing	2.48	140
SG1	Extension to Caravan Site, Brierley Lane, Bilston	GTTS	0.73	10

Site reference	Site address	Site use	Net area (ha)	Housing capacity (if applicable)
188	Land Between No.32 And George Betts School, West End Avenue, Smethwick	Housing	0.32	11
189	Hawes Lane, Rowley Regis	Housing	0.56	15
SH59	Beever Road, Great Bridge	Housing	1.01	18
191	Former Sunlight Laundry, Stanhope Road, Smethwick	Housing	0.73	33
SH61	Thandi Coach Station, Alma Street, Smethwick	Housing	0.71	58
SEC1-1	Whitehall Road, Tipton	Employment	5.29	N/A
SEC1-8	Legacy 43, Ryder Street, West Bromwich	Employment	0.88	N/A
SEC1-5	Land at Coneygre, Newcomen Drive, Tipton	Employment	6.92	N/A
SEC1-6	Land off Brandon Way, West Bromwich	Employment	3.00	N/A
SEC1-2	British Gas, Land off Dudley Road, Oldbury	Employment	1.05	N/A
SEC1-7	Site off Bilport Lane, Wednesbury	Employment	5.30	N/A
SM2	Lion Farm Playing Fields, Oldbury	Mixed-use (including housing, employment and open space)	20.89	200
SH60	Site of 30-144 Mounts Road, Wednesbury	Housing/Employment	1.07	22

8.2 Overview of Site Assessments (Pre-Mitigation)

- 8.2.1 **Chapter 2** sets out the methodology used to appraise reasonable alternatives and options in the SA process, and topic-specific methodologies for the assessment of reasonable alternative sites in **Appendix B** sets out how the likely impact per receptor has been identified in line with the local context and assumptions.
- 8.2.2 The assessment of the 120 reasonable alternative sites, including rationale for the recorded impacts, is presented in full in **Appendix C**.
- 8.2.3 A summary of the impact matrices for all reasonable alternative site assessments pre-mitigation is presented in **Table 8.2**. These impacts should be read in conjunction with the assessment text narratives in **Appendix C** as well as the topic-specific methodologies and assumptions presented in **Appendix B**.
- 8.2.4 It should be noted that the site assessments include an overall impact symbol, summarised in **Table 2.4**, for each of the 14 SA Objectives. **Appendix C** documents likely impacts on receptors within each SA Objective, which have been included to provide the reader with contextual information that is relevant to each SA Objective. The overall impact symbol in **Table 8.2** below for each SA Objective is always represented by the lowest common denominator. It may be possible that positive or negligible receptor impacts are relevant to an SA Objective, however, if one of the receptor impacts is identified as a major negative impact, the SA Objective will be identified as major negative overall.

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- 8.2.5 Each appraisal includes an impact matrix which provides an indication of the nature and magnitude of impacts pre-mitigation. All assessment information excludes consideration of detailed mitigation i.e. additional detail or modification to the reasonable alternative that has been introduced specifically to reduce identified environmental effects of that site. Presenting assessment findings 'pre-mitigation' facilitates transparency to the decision makers.
- 8.2.6 The appraisal of the 120 reasonable alternative sites demonstrated that all development proposals would be likely to result in a range of sustainability impacts as shown in **Table 8.2**.
- 8.2.7 Sandwell is predominantly urban, accompanied with proportions of greenspace dispersed throughout the borough; including larger areas to the east within Sandwell Valley that forms Sandwell's only extent of Green Belt land, and to the south west within Rowley Regis. The SA identified a range of positive and adverse potential impacts of the reasonable alternative sites on the objectives within the SA Framework.
- 8.2.8 Negative impacts were mainly identified in relation to issues associated with air quality due to the proximity of sites to the borough's major roads and the location of all development within Sandwell AQMA; the likely impact on the borough's carbon footprint associated with the construction and occupation of new development; loss of undeveloped land and/or land of environmental value; proposed developments coinciding with SWFR; potential adverse effects on SLINCs due to development sites coinciding or located adjacent to these designations; and sites located in deprived areas with potential to exacerbate inequalities without careful planning.
- 8.2.9 Positive impacts were identified in relation to the provision of new housing and employment floorspace which would contribute towards meeting the identified needs; benefits to health and accessibility as many sites are located within sustainable distance to NHS hospitals, GP surgeries and public green spaces; accessibility to schools and access to railway and bus services; and the majority of sites being located within Flood Zone 1 where fluvial flood risk is low.

Table 8.22: Summary impact matrix of all reasonable alternative sites (pre-mitigation)

Site Reference	1 Cultural Heritage	2 Landscape	3 Biodiversity	4 CC Mitigation	5 CC Adaptation	6 Natural Resources	7 Pollution	8 Waste	9 Transport	10 Housing	11 Equality	12 Health	13 Economy	14 Education
SEC3-181	0	+/-	+/-	+/-	-	+	-	+/-	++	0	0	++	+/-	0
SEC4-1	-	+/-	+/-	+/-	--	-	-	+/-	++	0	-	-	+/-	0
SEC3-9	0	+/-	-	+/-	--	+	-	+/-	++	+/-	-	++	+/-	++
SEC3-99	-	+/-	-	+/-	-	+	-	+/-	++	0	0	++	+/-	0
SH1	0	+/-	+/-	0	+	+	-	0	++	+	0	-	0	-
SEC3-113	0	+/-	+/-	+/-	-	+	-	+/-	++	+/-	-	++	+/-	-
SEC3-46	0	+/-	-	+/-	--	-	-	+/-	-	0	0	-	+/-	0
SEC3-175	-	+/-	+/-	+/-	+	+	-	+/-	++	+/-	0	++	+/-	-
SEC-36	0	+/-	-	+/-	-	+	-	+/-	++	+/-	0	++	+/-	-
SEC3-29	0	+/-	+/-	+/-	-	-	-	+/-	-	0	0	+	++	0
SEC3-148	-	+/-	+/-	+/-	--	+	-	+/-	++	+/-	0	++	+/-	-
SH2	0	+/-	+/-	+/-	--	-	-	+/-	-	+/-	-	++	+/-	++
SEC4-4	-	+/-	+/-	+/-	+	-	-	+/-	-	+	-	-	++	0
SEC3-191	0	+/-	+/-	+/-	--	-	-	+/-	++	+/-	-	++	+/-	++
SEC4-3	0	+/-	+/-	+/-	-	+	-	+/-	++	+/-	-	++	+/-	++
SEC3-133	0	+/-	-	+/-	-	-	-	+/-	++	+/-	-	-	+/-	-
SEC3-189	0	+/-	+/-	+/-	-	-	-	+/-	-	+/-	0	-	+/-	++
SEC3-22	0	+/-	-	+/-	-	-	-	+/-	++	+/-	0	-	+/-	++
SEC3-40	0	+/-	+/-	+/-	--	-	-	+/-	++	+/-	-	++	+/-	++
SEC1-4	0	+/-	-	+/-	--	-	-	+/-	++	0	0	++	++	++
SH3	-	+/-	+/-	+/-	--	+	-	+/-	++	+/-	0	++	+/-	0
SH4	0	+/-	+/-	+/-	+	-	-	+/-	++	+/-	0	++	+/-	-
SH5	-	+/-	-	0	--	-	-	0	++	+	-	++	-	++
SH6	0	+/-	+/-	-	-	-	--	-	++	++	-	++	--	++
SH7	--	+/-	-	+/-	-	-	-	+/-	++	+	0	++	+/-	-
SH8	0	+/-	+/-	+/-	+	+	-	0	++	+	0	++	-	-
SH9	0	+/-	-	+/-	-	-	-	0	++	+	-	-	0	++
29	-	+/-	+/-	+/-	-	+	-	0	++	+	-	++	0	++
SH10	-	+/-	+/-	+/-	+	-	-	0	++	+	-	++	0	++
SH11	0	+/-	+/-	-	-	-	--	-	++	++	0	++	-	++
SH12	0	+/-	-	0	+	+	-	0	-	+	0	-	0	++
34	0	+/-	-	0	-	-	-	0	++	+	0	++	-	++
35	0	+/-	+/-	+/-	-	+	-	+/-	-	+/-	0	++	+/-	++
36	0	+/-	+/-	0	-	-	-	0	++	+	-	++	-	++
38	-	+/-	+/-	0	+	+	-	0	++	+	-	++	0	++
40	0	+/-	+/-	0	-	+	-	0	++	+	0	++	-	++
42	-	+/-	+/-	0	-	-	-	0	++	+	0	++	0	++
43	-	+/-	+/-	0	+	-	-	0	++	+	0	++	0	-
44	0	+/-	+/-	0	-	-	-	0	++	+	0	-	0	++

Site Reference	1 Cultural Heritage	2 Landscape	3 Biodiversity	4 CC Mitigation	5 CC Adaptation	6 Natural Resources	7 Pollution	8 Waste	9 Transport	10 Housing	11 Equality	12 Health	13 Economy	14 Education
45	0	+/-	+/-	+/-	+	-	-	+/-	-	+/-	0	++	+/-	++
46	-	+/-	+/-	0	+	+	-	0	++	+	0	++	-	++
SH13	0	+/-	-	0	-	+	-	0	++	++	0	++	-	-
SH14	--	+/-	+/-	0	--	+	-	0	++	+	-	++	--	-
SH15	0	+/-	+/-	0	-	+	-	0	++	+	0	++	-	-
SEC3-79	0	+/-	-	+/-	-	+	--	+/-	++	0	0	-	+/-	0
SH16	-	+/-	-	-	--	-	--	-	++	++	0	++	--	-
SH17	0	+/-	-	0	-	+	-	+/-	-	+	0	-	+/-	-
SH18	0	+/-	-	+/-	--	-	-	+/-	-	+/-	0	-	+/-	-
SEC3-193	-	+/-	-	+/-	-	-	+/-	+/-	-	0	-	-	++	0
SH19	0	+/-	-	+/-	-	-	-	+/-	++	+/-	0	-	+/-	++
SH20	0	+/-	+/-	+/-	-	-	-	+/-	++	+/-	0	++	+/-	++
SH21	-	+/-	-	+/-	+	+	-	+/-	-	+/-	0	-	+/-	++
SH22	0	+/-	+/-	+/-	-	-	-	+/-	++	+/-	0	-	+/-	++
SH23	0	+/-	+/-	0	-	+	-	0	-	+	-	++	-	++
63	0	+/-	+/-	+/-	+	-	-	+/-	++	+/-	0	++	+/-	++
SH24	0	+/-	+/-	0	+	+	-	0	++	+	0	++	-	++
SH25	0	+/-	-	+/-	--	+	-	+/-	++	+/-	-	-	+/-	++
SH26	-	+/-	+/-	+/-	--	-	-	+/-	++	+/-	0	-	+/-	++
SH27	0	+/-	+/-	+/-	-	+	-	+/-	++	+/-	0	++	+/-	++
SH28	0	+/-	-	+/-	--	+	-	+/-	++	+/-	0	++	+/-	-
SH29	0	+/-	+/-	+/-	--	+	-	+/-	++	+/-	-	+	+/-	++
71	0	+/-	+/-	0	+	-	-	0	++	+	0	++	-	++
74	0	+/-	+/-	+/-	-	+	-	+/-	++	0	0	++	+/-	0
SH30	0	+/-	-	+/-	-	+	-	+/-	++	+/-	0	++	+/-	++
SH31	-	+/-	+/-	+/-	--	-	-	+/-	-	+/-	0	-	+/-	++
SH32	0	+/-	+/-	+/-	+	+	-	+/-	++	+/-	0	++	+/-	++
SH33	-	+/-	+/-	+/-	-	-	-	+/-	++	+/-	-	++	+/-	++
SH34	-	+/-	-	-	+	-	--	-	++	++	0	-	0	++
SH35	-	+/-	-	-	--	-	--	-	-	++	0	-	0	-
SH36	0	+/-	-	+/-	--	-	-	+/-	-	+/-	0	-	+/-	-
SH37	-	+/-	-	-	--	-	--	-	-	++	0	-	0	++
SEC3-66	--	+/-	-	+/-	-	-	--	+/-	-	0	-	-	+/-	0
SH38	-	+/-	+/-	+/-	--	+	-	+/-	-	+/-	0	-	+/-	++
SM1	--	+/-	+/-	+/-	-	+	-	+/-	++	++	-	++	+/-	++
SH40	0	+/-	+/-	0	--	+	-	0	++	+	0	-	-	++
SH41	--	+/-	-	-	--	-	--	-	++	++	-	++	--	++
SH42	0	+/-	+/-	0	-	+	-	0	-	+	0	+	0	++
SEC1-3	0	+/-	+/-	+/-	-	-	-	+/-	++	0	-	+	++	0
110	0	+/-	+/-	+/-	--	-	-	+/-	++	+/-	0	+	+/-	-
118	0	+/-	-	0	-	-	-	0	-	+	-	++	0	++

Site Reference	1 Cultural Heritage	2 Landscape	3 Biodiversity	4 CC Mitigation	5 CC Adaptation	6 Natural Resources	7 Pollution	8 Waste	9 Transport	10 Housing	11 Equality	12 Health	13 Economy	14 Education
120	0	+/-	-	0	+	-	--	0	-	++	0	++	0	++
132	0	+/-	+/-	0	--	-	--	0	++	++	-	++	0	++
137	0	0	+/-	0	+	-	-	0	++	+	0	++	0	++
140	0	+/-	-	0	+	-	-	0	-	+	0	-	0	-
142	0	+/-	+/-	0	+	-	-	0	++	+	0	-	0	++
SH43	0	+/-	--	0	-	-	-	0	-	+	0	++	-	++
SH44	0	+/-	+/-	0	+	-	-	0	++	+	-	++	0	-
SH46	0	+/-	+/-	0	+	+	-	0	++	+	-	++	0	-
SH47	0	+/-	+/-	0	--	-	-	0	++	+	0	++	0	++
SEC3-122/ SEC3-23/ SEC3-125	-	+/-	+/-	+/-	+	-	-	+/-	++	0	0	++	+/-	0
SM3	-	+/-	+/-	-	-	+	--	-	++	++	0	++	+/-	++
SH49	0	+/-	+/-	0	--	+	-	0	++	+	0	++	0	++
SM4	0	+/-	+/-	0	--	+	-	0	++	+	0	++	+/-	++
SH50	0	+/-	+/-	-	+	+	--	-	++	++	0	++	-	++
SH51	-	+/-	+/-	0	-	-	-	0	++	+	0	-	0	++
SM5	--	+/-	+/-	0	+	-	-	0	++	+	0	++	+/-	++
SM6	-	+/-	+/-	-	-	+	--	-	++	++	-	++	+/-	++
SM7	--	+/-	+/-	-	--	+	--	-	++	++	-	++	+/-	++
SH52	0	+/-	+/-	0	+	-	-	0	++	+	-	++	-	++
SM8	0	+/-	+/-	-	-	+	--	-	++	++	-	++	+/-	++
SH53	0	+/-	+/-	0	-	+	-	0	-	+	-	-	-	++
SH54	-	+/-	+/-	-	--	-	--	0	-	++	-	-	-	++
SH55	-	+/-	+/-	0	--	-	--	0	-	++	-	-	--	++
SH56	0	+/-	+/-	0	+	+	-	0	-	+	-	-	-	++
SH57	0	+/-	+/-	0	--	+	-	0	-	+	-	-	--	++
SH58	-	+/-	+/-	-	-	-	--	-	-	++	-	-	--	++
SG1	0	+/-	+/-	+/-	--	-	-	+/-	-	+	0	-	0	++
188	0	+/-	+/-	0	+	-	-	0	++	+	-	++	0	++
189	-	+/-	+/-	0	+	-	-	0	-	+	0	-	0	++
SH59	0	+/-	-	0	--	-	-	0	++	+	0	-	0	++
191	0	+/-	+/-	0	-	-	-	0	++	+	-	-	0	++
SH61	0	+/-	+/-	0	--	+	-	0	-	+	-	-	-	++
SEC1-1	-	+/-	-	+/-	--	+	-	+/-	++	0	-	++	+/-	0
SEC1-8	0	+/-	+/-	+/-	+	-	-	+/-	++	0	0	++	++	0
SEC1-5	-	+/-	+/-	+/-	--	-	-	+/-	++	0	0	++	++	0
SEC1-6	-	+/-	+/-	+/-	--	+	-	+/-	-	0	0	++	++	0
SEC1-2	0	+/-	+/-	+/-	-	-	-	+/-	++	0	0	++	++	0
SEC1-7	0	+/-	-	+/-	--	-	-	+/-	-	0	0	-	+/-	0
SM2	0	+/-	+/-	+/-	--	-	--	+/-	++	++	0	-	++	-
SH60	0	+/-	+/-	+/-	--	-	-	+/-	++	+/-	0	++	+/-	++

8.3 Mitigation

- 8.3.1 The sustainability appraisal of 120 reasonable alternative sites against baseline sustainability information has identified a number of adverse effects associated with the SA Objectives in the SA Framework (see **Table 8.2**). The purpose of this section is to consider if and how these effects can be mitigated by applying the mitigation hierarchy.
- 8.3.2 The first stage of the mitigation hierarchy is to consider if the adverse effect can be avoided. This may be possible by withdrawing the potential site allocation.
- 8.3.3 For allocations which are likely to remain on the basis that the plan makers consider their inclusion to be necessary, mitigation measures should be explored to reduce the overall significance of effect. If it is not possible to mitigate identified adverse effects, these will remain at the end of the SA process and will be declared in the environmental report and non-technical summary.
- 8.3.4 One way to reduce adverse impacts identified against baseline receptors is to consider the potential mitigating effects of planning policies.
- 8.3.5 Aspects of the policies within the draft SLP (see **Appendix D**), would be anticipated to help ensure that potential adverse impacts on sustainability identified as a result of the development proposed within the SLP, are avoided.
- 8.3.6 **Tables 8.3 to 8.15** list the identified adverse impacts according to SA Objective that could potentially arise following development at the 120 reasonable alternative sites. The table then goes on to list which, if any, of the draft SLP policies would be likely to help avoid or mitigate these adverse impacts.

Table 8.33: Mitigating SLP Policy for SA Objective 1 – Cultural Heritage

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Alteration of character or setting of a heritage asset</p>	<p>Policy SHE1 (Listed Buildings and Conservation Areas) states that <i>"development proposals will be required to conserve and enhance local character and those aspects of the historic environment together with their settings"</i>. The policy also requires development proposals that would affect a heritage asset to carry out an Assessment of Significance which would inform part of a Design and Access Statement and / or a Heritage Impact Assessment.</p> <p>Policy SHE2 (Development in the Historic Environment) states that heritage assets within the borough will be <i>"retained and, wherever possible, enhanced and their settings respected"</i>.</p> <p>Policy SHE3 (Locally Listed Buildings) ensures heritage assets are conserved and enhanced, stating that development proposals affecting locally listed buildings will only be permitted where they</p>	<p>These policies would be expected to mitigate potential adverse impacts on the local historic environment which may occur following development proposals, including impacts on Listed Buildings, Conservation Areas, Scheduled Monuments, Registered Parks and Gardens and</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	<p><i>"positively contribute towards the architectural or historic significance".</i></p> <p>Policy SHE4 (Archaeology) states that <i>"development should safeguard both designated and non-designated archaeological assets and the character and setting of areas of acknowledged archaeological significance"</i>. The policy also requires sites with known archaeological potential to provide an archaeological assessment and / or field evaluation.</p>	<p>Archaeological Sensitive Areas.</p>

Table 8.44: Mitigating SLP Policy for SA Objective 2 - Landscape

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Threaten or result in the loss of locally distinctive or sensitive landscapes</p>	<p>Policy SHE1 (Listed Buildings and Conservation Areas) states that <i>"development proposals will be required to conserve and enhance local character"</i>.</p> <p>Policies SHE2 (Development in the Historic Environment), SHE3 (Locally Listed Buildings) and SHE4 (Archaeology) all ensure the protection and enhancement of heritage assets within the borough, which would expect to improve the local landscape character, where heritage assets would positively contribute to local character and distinctiveness.</p> <p>Policy SDS7 (Green and Blue Infrastructure in Sandwell) provides measures to support the green and blue infrastructure within the borough, which would expect to positively contribute to the locally distinctive landscape character.</p> <p>Policy SNE3 (Provision, retention and protection of trees, woodlands and hedgerows) supports the provision, retention and protection of trees, woodlands and hedgerows, which would also be expected to contribute towards the conservation of landscape character.</p> <p>Policy SNE5 (The Rowley Hills) aims to protect the Rowley Hills from inappropriate development that would lead to the loss of valued qualities that make up the local landscape character, including panoramic views.</p> <p>Policies SDM1 (Design Quality), SDM2 (Development and Design Standards), SDM3 (Tall Buildings and Gateway Sites)</p>	<p>These policies would be expected to mitigate potential adverse impacts on the local landscape character, ensuring that new development respects and enhances local distinctiveness.</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	and other Development Management policies seek to ensure that new development creates a strong sense of place and help to conserve and enhance the landscape / townscape character.	

Table 8.55: Mitigating SLP Policy for SA Objective 3 – Biodiversity, flora, fauna and geodiversity

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
Threats or pressures to international or Habitats sites (SAC)	Policy SNE1 (Nature Conservation) states that development would not be permitted where it would <i>"have an adverse impact on the integrity of an internationally designated site, such as Cannock Chase Special Area of Conservation or Fens Pools Special Area of Conservation"</i> . The policy also requires details regarding how improvements to the natural environment will be carried out, to be accompanied alongside the planning application.	This policy would be expected to mitigate potential adverse impacts on Habitats sites and associated functionally linked land, subject to the recommendations of the emerging HRA.
Threats or pressures to locally designated / non-statutory biodiversity or geodiversity sites, priority habitats and species	Policy SNE1 (Nature Conservation) seeks to protect, conserve and enhance biodiversity assets including local designations, and requires that where the benefits of development strategically outweighs the importance of a local nature conservation site, <i>"damage must be minimised"</i> and remaining impacts will be required to be fully mitigated, with the addition of a mitigation strategy also required to accompany relevant planning applications.	These policies would help to conserve locally designated biodiversity sites; however, they would not be expected to fully mitigate potential adverse impacts on SLINCs or priority habitats where proposed development sites coincide with these assets.
Effects on GI and ecological networks	Policy SDS7 (Green and Blue Infrastructure in Sandwell) ensures that green and blue infrastructure is protected and enhanced throughout the borough and states that <i>"development in Sandwell will be expected to maintain the existing network of green infrastructure across the borough"</i> and networks <i>"should be enhanced wherever possible"</i> . Policy SNE1 (Nature Conservation) states that development proposals will need to take account of the Local Nature Recovery Strategy and <i>"should plan for</i>	These policies would be likely to enhance the connectivity between habitats and improve the resilience of ecological and GI networks to current and future pressures.

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	<p><i>the maintenance and where possible enhancement of such linkages”.</i></p> <p>Policy SNE2 (Protection and Enhancement of Wildlife Habitats) seeks to ensure that all developments deliver a minimum 10% biodiversity net gain in line with statutory requirements, and require development to <i>“be designed to protect and enhance existing habitats and ecological networks, including wildlife corridors and stepping stones”.</i></p>	

Table 8.66: Mitigating SLP Policy for SA Objective 4 – Climate Change mitigation

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Increased Carbon Emissions</p>	<p>Policy SCC1 (Increasing efficiency and resilience) ensures that development proposals in Sandwell will include opportunities for adaption to, and the mitigation of, climate change. The policy is underpinned by other policies that collectively aim to reduce the borough’s carbon footprint, including policies SCC2 (Energy Infrastructure), SCC3 (Managing Heat Risk), SCC6 (Renewable and Low Carbon Energy and BREEAM Standards), SDS7 (Green and Blue Infrastructure in Sandwell), SDM1 (Design Quality), STR1 (Priorities for the Development of the Transport Network) and STR9 (Planning for Low Emission Vehicles).</p> <p>Policies SDS7 (Green and Blue Infrastructure in Sandwell) and SDM1 (Design Quality) include measures that require development proposals to incorporate green cover and urban green features.</p> <p>Policy STR1 (Priorities for the Development of the Transport Network) ensures the transport network within the borough promotes active travel and that <i>“all new developments must provide adequate access for all modes of travel, including walking, cycling and public transport”</i>, reducing the need for travel via private cars.</p>	<p>Although these policies strongly support a reduction in GHG emissions associated with development, the policies would not be expected to fully mitigate GHG emissions from development, for example, arising from the release of embodied carbon, GHG emissions from the operation of development and potential loss of carbon stores, for example in soils.</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	Policy STR9 (Planning for Low Emission Vehicles) ensures the borough is able to provide for low emission vehicles through infrastructure such as vehicle charging points.	

Table 8.77: Mitigating SLP Policy for SA Objective 5 – Climate Change adaptation

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
Fluvial flood risk	<p>Policy SCC4 (Flood Risk) sets out measures to identify and manage the risk of flooding throughout the borough and ensure that development is avoided in areas of high fluvial flood risk, in line with the NPPF. The policy also encourages development proposals to naturalise urban watercourses and open up culverts to provide multi-functional benefits, including for reinstating natural river channels.</p> <p>Various SLP policies including SDS7 (Green and Blue Infrastructure in Sandwell) would help to conserve and enhance GI coverage within the borough, with associated benefits for flood water storage and mitigation.</p>	These policies would be expected to mitigate potential adverse impacts associated with development in areas at risk of fluvial flooding.
Risk of surface water flooding	<p>Policy SCC4 (Flood Risk) requires development proposals to incorporate Sustainable Drainage Systems (SuDS) and additionally carry out a Flood Risk Assessment.</p> <p>Policy SCC5 (Sustainable drainage and surface water management) underpins Policy SCC4 (Flood Risk) in relation to SuDS, outlining design requirements and states that “<i>surface water drainage strategies are required for all major developments, regardless of their size and the flood zone and catchment they are in</i>”.</p> <p>Policies SNE1 (Nature Conservation), SDS7 (Green and Blue Infrastructure in Sandwell), and SDM1 (Design Quality) provide measures that would protect and enhance green and blue infrastructure and ecosystem</p>	These policies would be expected to mitigate potential adverse impacts associated with development in areas at risk of surface water flooding.

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	services, with likely multi-functional benefits including for flood risk reduction.	

Table 8.88: Mitigating SLP Policy for SA Objective 6 – Natural Resources

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
Loss of previously undeveloped land / land with environmental value	<p>The proposed development strategy for the SLP promotes the use of brownfield land as much as possible. Policy SDS1 (Development Strategy) states that development within the borough will seek to achieve sustainable development through "<i>delivering development on brownfield sites in the urban area</i>". Underpinning Policy SDS1 are Policies SDS2 (Regeneration in Sandwell), SDS6 (Sandwell's Green Belt), SCO3 (Land contamination and instability), SDM3 (Tall Buildings and Gateway Sites), and SHO2 (Windfall Developments). These policies include measures that ensure undeveloped land is protected and that previously developed land in urban areas is utilised.</p> <p>Policies SNE1 (Nature Conservation), SNE4 (Geodiversity and the Black Country UNESCO Global Geopark), SNE6 (Canals), SHE1 (Listed Buildings and Conservation Areas), SHE2 (Development in the Historic Environment), SHE3 (Locally Listed Buildings), and SHE4 (Archaeology), include measures that protect land with ecological or environmental value.</p>	The policies would help to promote an efficient use of land and reduce the loss of undeveloped land and associated soil resources; however, the policies would not be expected to fully mitigate these impacts and some small-scale losses of soil would remain.

Table 8.99: Mitigating SLP Policy for SA Objective 7 – Pollution

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
Increase in, and exposure to, air pollution (from	Policy SHW3 (Air Quality) requires development proposals to carry out an appropriate Air Quality Assessment (AQA) to outline how the proposal will	These policies will help to minimise adverse impacts associated with the

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>main road or AQMA)</p>	<p>meet air quality objectives. Policy SHW3 addresses air quality issues across the borough and is underpinned by additional policies that ensure air quality objectives will be met including Policies SDS2 (Regeneration in Sandwell), SDS4 (Achieving well-designed places), SDS7 (Green and Blue Infrastructure in Sandwell), SNE1 (Nature Conservation), SNE2 (Protection and Enhancement , SNE3 (Provision, retention and protection of trees, woodlands and hedgerows), SCC1 (Increasing efficiency and resilience), SCC2 (Energy Infrastructure), SCC3 (Managing Heat Risk), SCC6 (Renewable and Low Carbon Energy and BREEAM Standards), SHW1 (Health Impact Assessment), SHW2 (Healthcare Infrastructure), SHW4 (Open Space and Recreation), SHO3 (Housing Density, Type and Accessibility), STR1 (Priorities for the Development of the Transport Network), STR6 (Influencing the Demand for Travel and Travel Choices), STR9 (Planning for Low Emission Vehicles), STR10 (Transport Innovation and Digital Connectivity) and SDM1 (Design Quality).</p> <p>Policies SDS7, SNE1, SNE2, SNE3, SHW4 and SDM1 include measures to improve accessibility, reduce the need to travel and provide low emission alternative modes of transport.</p> <p>Policies SDS7 (Green and Blue Infrastructure in Sandwell), SNE1 (Nature Conservation), SNE2 (Protection and Enhancement of Wildlife Habitats), SNE3 (Provision, retention and protection of trees, woodlands and hedgerows), SHW4 (Open Space and Recreation) and SDM1 (Design Quality) support the conservation and enhancement of green cover and GI features across the borough that can facilitate ecosystem services such as carbon storage and filtration of air pollutants.</p> <p>Policies SCC2 (Energy Infrastructure), SCC3 (Managing Heat Risk) and SCC6 (Renewable and Low Carbon Energy and BREEAM Standards) include</p>	<p>exposure of site end users to poor air quality associated with main roads and AQMAs. However, these policies would not be expected to fully mitigate these adverse impacts when considering the implications of delivering the large scale of proposed development all of which will lie within the Sandwell AQMA.</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	measures that support energy efficient design and infrastructure across the borough.	
<p>Risk of contamination of groundwater Source Protection Zones</p>	<p>Policy SCC4 (Flood Risk) seeks to ensure that no development is permitted within a groundwater SPZ that would physically disturb an aquifer.</p> <p>Policies SNE1 (Nature Conservation), SNE2 (Protection and Enhancement of Wildlife Habitats), SNE3 (Provision, retention and protection of trees, woodlands and hedgerows), SNE6 (Canals), SDM1 (Design Quality) and SDS7 (Management of Hot Food Takeaways) would help to increase green cover and protect biodiversity assets that would provide ecosystem services such as the filtration of water.</p>	<p>These policies would be expected to mitigate negative impacts associated with development on groundwater SPZs.</p>
<p>Risk of contamination of watercourses</p>	<p>Policies SNE1 (Nature Conservation), SNE2 (Protection and Enhancement of Wildlife Habitats), SNE3 (Provision, retention and protection of trees, woodlands and hedgerows), SDM1 (Design Quality) and SDS7 (Management of Hot Food Takeaways) would help to increase green cover and protect biodiversity assets that would provide ecosystem services such as the filtration of water.</p> <p>Policy SNE6 (Canals) requires development proposals likely to affect the canal network must <i>"protect and enhance water quality in the canal and protect water resource availability both in the canal and the wider environment"</i>.</p> <p>Policy SCC4 (Flood Risk) outlines the requirements for inclusion of SuDS within development proposals and is underpinned by SCC5 outlining design requirements, stating that <i>"surface water drainage strategies are required for all major developments, regardless of their size and the flood zone and catchment they are in"</i>. SuDS can provide benefits to water quality.</p>	<p>These policies may help to lessen adverse impacts on water quality associated with new development, however they would not be expected to fully mitigate these effects.</p>

Table 8.1010: Mitigating SLP Policy for SA Objective 8 – Waste

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Increase in waste</p>	<p>Policy SWA1 (Waste Infrastructure Future Requirements) sets out the waste infrastructure requirements to be adhered to throughout the borough, seeking to reduce the generation of waste and associated pollution, promote re-use and recycling of waste in line with the waste hierarchy. The policy ensures the “<i>minimisation of waste production and the re-use and recovery of waste materials</i>” by providing sufficient waste facilities.</p> <p>The policy is underpinned by Policies SWA2 (Waste Sites), SWA3 (Preferred Areas for New Waste Facilities), SWA4 (Locational Considerations for New Waste Facilities) and SWA5 (Resource Management and New Development). These policies set out measures to ensure waste facilities meet the demand of the borough in regard to capacity and are sustainable by nature/design, whilst being strategically located in suitable locations.</p>	<p>These policies could potentially encourage recycling and appropriate waste disposal within new developments; however, this policy would not be expected to fully mitigate the increase in household waste which is predicted to occur due to the increased number of dwellings in the Plan area.</p>

Table 8.1111: Mitigating SLP Policy for SA Objective 9 – Transport and accessibility

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
Limited access to bus services	<p>Policy STR1 (Priorities for the Development of the Transport Network) states that <i>"all new developments must provide adequate access for all modes of travel, prioritising walking, cycling and public transport to influence travel choices"</i>.</p> <p>Policy SDS1 (Development Strategy), STR3 (Managing Transport Impacts of New Development), STR6 (Influencing the Demand for Travel and Travel Choices), SHW2 (Healthcare Infrastructure), SHW3 (Air Quality) and SDS4 (Achieving well-designed places) include measures that would improve accessibility to bus services.</p>	<p>The policy encourages the use of Sandwell's bus network and would be expected to mitigate the restricted access to the bus services within the borough, which affects only a few sites.</p>
Limited access to the railway network	<p>Policy STR1 (Priorities for the Development of the Transport Network) identifies the <i>"Midlands Rail Hub"</i> as a key transport priority. The policy states that that <i>"all new developments must provide adequate access for all modes of travel, including walking, cycling and public transport"</i>.</p> <p>Policy STR4 (The Efficient Movement of Freight & Logistics) states that <i>"existing and disused railway lines will be safeguarded for rail-related uses"</i>.</p> <p>Policies SHW3 (Air Quality), STR3 (Managing Transport Impacts of New Development), STR6 (Influencing the Demand for Travel and Travel Choices), SDS1 (Development Strategy) and SDS4 (Achieving well-designed places) include measures to ensure sustainable transport methods are accessible and are being pursued, including the railway network.</p>	<p>The policy encourages the use of the railway network in the borough and would be expected to mitigate the restricted access to the railway network, which affects only a few sites.</p>
Limited access to local services and facilities	<p>Policy STR1 (Priorities for the Development of the Transport Network) states that <i>"all new developments must provide adequate access for all modes of travel, prioritising walking, cycling and public transport to influence travel choices"</i>.</p> <p>Policy SDS1 (Development Strategy), STR3 (Managing Transport Impacts of New Development), STR5 (Creating Coherent Networks for Cycling and Walking), STR6 (Influencing the Demand for Travel</p>	<p>These policies would be expected to improve access to local services and facilities including via public transport.</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	<p>and Travel Choices), SHW2 (Healthcare Infrastructure), SHW3 (Air Quality) and SDS4 (Achieving well-designed places) include measures that would improve accessibility to local services and facilities.</p> <p>Sandwell’s Centres policies (SCE1-SCE6) support appropriate uses within centres to meet day to day needs of residents and visitors to these areas, in accordance with the settlement hierarchy, including Policy SCE5 (Provision of Small-Scale Local Facilities not in centres) which supports the provision of new small-scale local facilities outside of centres.</p> <p>Policy SDM9 (Community Facilities) supports the retention of, and development of new, community facilities.</p>	

Table 8.1212: Mitigating SLP Policy for SA Objective 11 – Equality

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Residents located in deprived areas</p>	<p>Policies SDS4 (Achieving well-deigned places), SHO9 (Education Facilities), SHW2 (Healthcare Infrastructure), SHW5 (Playing Fields and Sports Facilities), SEC5 (Improving Access to the Labour Market), SID1 (Promotion of Fibre to the Premises and 5G Networks) and SDM6 (Hot Food Takeaways) include measures that ensure residents have access to local services, including employment opportunities, various public transport methods, shops, educational facilities, leisure and sport facilities and public open space.</p> <p>Policy SHO9 (Education Facilities) states educational facilities should be <i>"wherever possible, located to address accessibility gaps"</i>.</p> <p>Policy SHW2 (Healthcare Infrastructure) states that healthcare facilities should be <i>"located to address accessibility gaps"</i>.</p>	<p>The policies would be likely to ensure that new development provides site end users with good access to services and facilities, and that new infrastructure is provided to address inequalities.</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	Policy SHW5 (Playing Fields and Sports Facilities) states that playing fields and sports facilities <i>"will be encouraged, especially in areas where public provision is deficient"</i> .	

Table 8.1313: Mitigating SLP Policy for SA Objective 12 – Health

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
Limited access to healthcare facilities	<p>Policy SHW2 (Healthcare Infrastructure) states that new healthcare facilities should be <i>"well-designed"</i> and <i>"well-served by public transport infrastructure"</i>. Furthermore, the policy requires any development that would have unacceptable impacts upon healthcare facilities functioning to <i>"contribute to the provision or improvement of such services"</i>.</p> <p>Policy SDM9 (Community Facilities) includes measures to increase community facilities, including leisure facilities and states that <i>"the provision of additional community facilities will be encouraged, including those serving cultural and other social needs"</i>.</p> <p>Policies STR1 (Priorities for the Development of the Transport Network), STR2 (Safeguarding the Development of the Key Route Network (KRN)), STR5 (Creating Coherent Networks for Cycling and Walking) and SDS4 (Achieving Well-designed Places) provide measures that improve accessibility to healthcare and leisure facilities.</p>	These policies would help to ensure that residents across Sandwell have good sustainable access to healthcare facilities.
Limited access to the pedestrian or cycle network	<p>Policy STR1 (Priorities for the Development of the Transport Network) states that <i>"all new developments must provide adequate access for all modes of travel, prioritising walking, cycling and public transport to influence travel choices"</i>.</p> <p>Policy STR5 (Creating Coherent Networks for Cycling and Walking) states that <i>"Sandwell will ensure that it can create and maintain a comprehensive cycle network"</i></p>	These policies would be expected to mitigate adverse impacts associated with restricted access to the PRoW and cycle networks and help to encourage the uptake of these sustainable transport options.

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	<p><i>based on the four tiers of the West Midlands cycle network”.</i></p> <p>Policies SDS1 (Development Strategy), STR3 (Managing Transport Impacts of New Development), SHW2 (Healthcare Infrastructure), SHW3 (Air Quality) and SDS4 (Achieving Well-designed Places) include measures that would improve accessibility to the pedestrian or cycle network.</p>	
<p>Loss of public greenspace</p>	<p>Policy SHW5 (Playing Fields and Sports Facilities) states that <i>“the wider community use of school playing fields, other school facilities, such as sports halls, and private facilities will be encouraged, especially in areas where public provision is deficient”.</i></p> <p>Policy SHW4 (Open Space and Recreation) states that <i>“proposals should maintain and / or enhance the quantity, quality and accessibility of open space and address any shortfalls in provision”.</i></p> <p>Policies STR1 (Priorities for the Development of the Transport Network), STR2 (Safeguarding the Development of the Key Route Network (KRN)), STR5 (Creating Coherent Networks for Cycling and Walking) and SDS4 (Achieving well-designed places) provide measures that improve accessibility to public greenspace within Sandwell.</p>	<p>These policies would be expected to ensure that development proposals do not result in the net loss of public greenspace across the Plan area.</p>

Table 8.1414: Mitigating SLP Policy for SA Objective 13 – Economy

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Net loss of employment floorspace</p>	<p>Policy SDS1 (Development Strategy) states that the Council alongside local communities, partners and key stakeholders will <i>“deliver at least 1,206ha of employment land”.</i></p> <p>Policy SEC1 (Providing for Economic Growth and Jobs) outlines the area of employment land to be delivered and the use of existing employment areas, where the policy states that the <i>“the council will support, with public</i></p>	<p>These policies would be expected to mitigate the potential adverse impacts associated with the loss of existing employment land across the Plan area.</p>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	<p><i>intervention as necessary, the regeneration and renewal of</i> existing employment areas.</p> <p>Policy SEC2 (Strategic Employment Areas) states it will <i>"ensure that uses defined by Use Class E (commercial, business and services⁶⁴) remain the predominant uses within the defined retail core / primary shopping areas"</i>.</p> <p>Policy SEC4 (Other Employment Sites) states that development will be supported for <i>"new industrial employment uses or extensions to existing industrial employment uses"</i>.</p> <p>Policy SDM9 (Community Facilities) states that <i>"any proposal for a community facility or use that involves the loss of premises and sites identified as falling within either strategic or local employment areas will be refused"</i>.</p>	
<p>Limited access to employment opportunities</p>	<p>Policies SDS1 (Development Strategy) and SEC1 (Providing for Economic Growth and Jobs) include measures to retain employment areas and introduce new employment areas.</p> <p>Policy SEC2 (Strategic Employment Areas) states that Strategic Employment Areas will be characterised by <i>"excellent accessibility"</i>.</p> <p>Policy SEC3 (Local Employment Areas) states that Local Employment Areas are <i>"characterised by a critical mass of industrial, warehousing and service activity with good access to local markets and employees"</i>.</p> <p>Policy SEC5 (Improving Access to the Labour Market) states that development proposals for new major job-creating development will <i>"be made available to the residents of Sandwell, particularly those in the most deprived areas of the borough and other priority groups"</i>.</p> <p>Policies SDM1 (Design Quality), SCE1 (Sandwell's Centres), STR1 (Priorities for the Development of the Transport Network), STR2 (Safeguarding the Development of the Key Route Network (KRN)), STR3 (Managing Transport Impacts of New Development) and STR5 (Creating Coherent Networks for Cycling and</p>	<p>These policies would be expected to improve access to employment opportunities across the Plan area.</p>

⁶⁴ <https://www.planningportal.co.uk/permission/common-projects/change-of-use/use-classes>

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
	<p>Walking) ensure that residents have access to employment opportunities through well-designed places and strong transport infrastructure.</p> <p>Policies SID1 (Promotion of Fibre to the Premises and 5G Networks) and SDM10 (Telecommunications) would improve access to employment opportunities, including home working, through the provision of a strong fibre network and telecommunications infrastructure.</p>	

Table 8.1515: Mitigating SLP Policy for SA Objective 14 – Education, skills and training

Identified adverse impact	Potential mitigating influence of SLP policies	Commentary: Will the policies mitigate the identified adverse effects?
<p>Limited access to education opportunities</p>	<p>Policy SHO9 (Education Facilities) states that nurseries, schools and higher education facilities should be "<i>well-designed</i>" and "<i>well-served by public transport infrastructure</i>".</p> <p>Policies SDM1 (Design Quality), SCE1 (Sandwell's Centres), STR1 (Priorities for the Development of the Transport Network), STR2 (Safeguarding the Development of the Key Route Network (KRN)), STR3 (Managing Transport Impacts of New Development) and STR5 (Creating Coherent Networks for Cycling and Walking) ensure that residents have access to education opportunities through well-designed places and strong transport infrastructure.</p> <p>Policies SID1 (Promotion of Fibre to the Premises and 5G Networks) and SDM10 (Telecommunications) provide additional access to educational opportunities by the provision of a strong fibre network and telecommunications.</p> <p>Policies SWB2 (Development in West Bromich) and SCE3 (Town Centres (tier-two centres)) include measures that support the development of educational facilities.</p>	<p>These policies would be expected to improve access to education opportunities across the Plan area.</p>

8.4 Selection and Rejection of Sites

- 8.4.1 Planning Practice Guidance (PPG) on SEA states that the SA process should outline the reasons why alternatives were selected and the reasons the rejected options were not taken forward. An overview of the reasons for site selection and rejection have been provided by SMBC, as summarised in **Table 8.16**. Reasons for selection and rejection of the sites proposed at this stage in the plan making process have been informed by the detailed site assessment process undertaken by the Council.
- 8.4.2 **Table 8.16** is intended to provide an overview only. The decision making of the Council in relation to the sites taken forward reflects the findings of the evidence base documents prepared to support the preparation of the SLP, including the findings of the SA, and have been accompanied by detailed site assessment proformas.

Table 8.1616: Outline reasons for selection / rejection of reasonable alternative sites for the SLP provided by SMBC

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SEC3-181	Varney Business Park, Varney Avenue, West Bromwich	Employment	Selected for employment	Site identified through BEAR process. Site assessment found the opportunity to bring the site forward for residential purposes within the plan period seems unlikely given its good connectivity, popularity and relatively low- cost rental values for small businesses. Consequently, allocation for gypsy and traveller use is not considered appropriate. Continued allocation for Employment use is recommended.
SEC4-1	Zion Street, Tipton	Employment	Selected for employment	Site identified through BEAR process. Site assessment found site not considered appropriate for residential use or gypsy and traveller site given surrounding predominantly employment uses. Extant planning permission for a small infill storage unit on part of the site. Continued allocation for employment use recommended.
SEC3-9	Alexandra Ind Est, Locarno Rd/ Alexandra Rd, Tipton	Housing/ Employment	Selected for employment; Rejected for housing	Notwithstanding site constraints if the existing employment user was willing /able to relocate, residential use would be preferred in view of the proximity of local services and good transport connections. Redevelopment for Employment use appropriate but unlikely given limited viability. Neighbouring site has recently gained permission for employment use and is under construction. The site is fully occupied and operating well so employment allocation considered suitable.
SEC3-99	Providence Street, Cradley Heath	Employment	Selected for employment	Site identified through BEAR process. The extent of operational uses occupying popular low-cost units, and the lack of relocation opportunities, makes an employment allocation appropriate for this site. Although the site is well located and connected to existing facilities the realistic opportunity to redevelop the site for residential purposes seems unlikely within the plan period. The predominance of surrounding employment uses makes new residential less attractive and adverse ground conditions could also detrimentally affect viability. Similarly, allocation of part of the site for gypsy and traveller use is also considered to be inappropriate. The allocation for Employment use is considered to be the favoured land use allocation

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SH1	Brown Lion Street	Housing	Selected for housing	Site has consent for 20 dwellings.
SEC3-113	Brandon Way (east side)	Housing/ Employment	Selected for employment; Rejected for housing	Site was identified through the BEAR process and was assessed for housing and employment use. The site assessment had no red ratings and found continued allocation for Employment use would be preferred. A small-scale housing redevelopment could be appropriate, but the main surrounding use is Employment. A continued allocation for Employment would therefore be the preferred option.
SEC3-46	Droicon Ind Est, Portway Road	Employment	Selected for employment	Site in existing employment use and landowner has advised that they have no plans to move and will continue with existing use.
SEC3-175	Coneygre Rd, Burnt Tree, Tipton	Housing/ Employment	Selected for employment; Rejected for housing	Site was identified through the BEAR process and was assessed for housing and employment use. There is an opportunity for residential development of up to 100 dwellings if existing employment uses could be relocated. The site has a main road frontage, is surrounded by residential uses, with a canal frontage along its southwestern boundary. There is good pedestrian connectivity to local schools, health and shopping facilities. An employment allocation is supportive of existing viable businesses and would safeguard against job losses. The site is occupied and operating well so employment allocation considered suitable.
SEC-36	Silverthorne Lane	Housing/ Employment	Selected for employment; Rejected for housing	Site was identified through the BEAR process and was assessed for housing and employment use. Employment use could introduce 3000sqm of new development but is unlikely given the need to relocate several businesses and would not be appropriate in this mainly residential area. However, the site is occupied with employment uses and operating well, allocating this site for employment use would safeguard existing business, employment land and jobs. The site area, its location close to a local centre and in a residential neighbourhood, and good transport connections provides potential for gypsy and traveller pitches. However, such a use could hamper the site coming forward and could affect land values. NB This site includes an area of employment land where the landowner has responded in terms of retaining existing uses (ref WM78588). The site is occupied and operating well so employment allocation considered suitable.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SEC3-29	Site off Richmond St, West Bromwich	Employment	Selected for employment	Site identified through the BEAR process. Site assessment found there is an opportunity to redevelop the site for employment use. Housing is not a suitable use in this predominantly industrial area. The site does not meet the criteria for Gypsy and Traveller use given the surrounding land uses and that the site exceeds the 1ha limit. Employment is the most suitable allocation
SEC3-148	Castle St, Tipton	Housing/ Employment	Selected for employment; Rejected for housing	Site was identified through the BEAR process and was assessed for housing and employment use. The SAD allocation for housing is the preferred allocation but may be difficult to achieve within the plan period given the need to relocate existing businesses. Employment allocation would support existing businesses but is not the preferred allocation. Due to existing business wanting to stay and invest, employment allocation was considered more suitable.
SH2	Land adjacent To Asda Wolverhampton Road, Oldbury	Housing/ Employment	Selected for housing; Rejected for employment	Site was submitted through the Call for Sites process for employment use and assessed through the EDNA process. It found that the site was potentially suitable for B2 / B8 use, subject to addressing the issues raised through the recent refusal of a planning application for those uses. The site was subsequently assessed for both employment and residential use. There is an opportunity to introduce ca 60 homes on this site but overcoming access constraints is key. Access is solely available from Titford Road but previous objections from residents regarding the potential for increased use and congestion, would need to be satisfactorily addressed. Siting of houses should safeguard existing residential amenity and the asset of the watercourse and proposed SLINC should be acknowledged. The existing allocation for Employment use is acceptable with the caveat that a satisfactory site access from Birchley Island must be achieved, and new buildings must not detrimentally affect the amenity of existing residents by way of noise, outlook, overlooking and privacy.
SEC4-4	Soho Triangle	Employment	Selected for employment	Site identified through the BEAR process. There is limited opportunity for either residential, employment or gypsy and traveller uses, given the very restricted site access. The previous use as open storage of aggregate could be continued subject to the height restriction of commercial vehicles in view of the access under the rail line.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SEC3-191	Oldfield Trading Estate, Cradley Heath	Housing/ Employment	Selected for employment; Rejected for housing	Site was identified through the BEAR process and was assessed for housing and employment use. The allocated use of this site should take into account the proximity of EMP3-37 and EMP3-40. Combined, the three sites total ca 6ha. All of these adjoining sites are currently operational with a variety of employment uses – having previously been allocated for residential in the SAD and subsequently Employment in the BCP. Occupiers who responded to previous consultation expressed no wish to relocate. Although the combined sites could provide a developable area for ca 240 houses the predominant existing employment uses and the lack of enthusiasm to relocate, along with the relatively poor environmental conditions, lead to a preferred allocation for Employment uses. Residential use on this site in isolation would not be preferred.
SEC4-3	70-74 Crankhall Lane	Housing/ Employment	Selected for employment; Rejected for housing	Site was identified through the BEAR process and was assessed for housing and employment use. If the existing employment operation is willing / able to relocate, the preferred land use allocation would be residential. The existing 7m access road would allow a 5m carriageway and a single 1.8m footpath. The site is in a predominantly residential area and is close to open space a canal and an historic listed building – all assets which could command a high-quality housing development of ca 50 units. Operating business on site and not indicated that willing to move.
SEC3-133	Brymill Industrial Estate, Brown Lion St, Tipton	Housing/ Employment	Selected for employment	Site identified through the BEAR process. Site is fully occupied and the businesses would need relocating if it was to be bought forward for alternative uses. Allocation for Employment use would support existing businesses within the plan period. Site would be suitable for housing if could relocate existing businesses. The size of the site prohibits Gypsy and Traveller use
SEC3-189	Waterfall Lane, Cradley Heath	Housing/ Employment	Selected for employment; Rejected for housing	This site was identified in the BEAR and was assessed for both housing and employment use. There is an opportunity to assemble the three adjoining sites which could accommodate up to 150 new dwellings. The mainly council owned site off Waterfall Lane could potentially be brought forward earlier. The other two sites would need existing businesses to be relocated. However, site investigations would need to be undertaken and known adverse ground conditions could seriously affect viability. Continued allocation for Employment uses would suitable but unrealistic within the plan period. The site is occupied and Council owned with no plans to relocate.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SEC3-22	Hale Trading Estate, Tipton	Housing/ Employment	Selected for employment; Rejected for housing	<p>The site was identified in the BEAR and was assessed for housing and employment use.</p> <p>The opportunity for new employment is unlikely in the short to medium term given the general popularity of these fairly modern industrial units. The size of the site could accommodate around 8000sqm of new employment space. The existing employment allocation could therefore continue.</p> <p>In strict land use terms, a residential allocation would be more appropriate and could generate ca 120 dwellings. The site does not appear to be physically constrained and is in the vicinity of local services</p> <p>Preferred land use allocation is residential. This could be attractive to the landowner given potentially increased land values.</p> <p>The current Employment land allocation could continue given the popularity and occupation of the existing units.</p>
SEC3-40	Newlyn Road, Cradley Heath	Housing/ Employment	Selected for employment; Rejected for housing	<p>The site was identified in the BEAR and was assessed for housing and employment use.</p> <p>The SAD allocation for long term land use change from Employment to residential is ambitious but the preferred option. Relocation of existing businesses to achieve this is unlikely within the plan period so the BCP allocation for employment would also be consistent.</p> <p>Site is operating well and in multiple ownership making relocation a major issue so allocation for employment use is preferred.</p>
SEC1-4	Severn Trent land off Roway Lane	Employment	Selected for employment	<p>Site identified through Call for Sites for employment use. The EDNA work found that it was potentially suitable for B2/B8 industrial use, subject to a layout being configured to create a scheme that is deliverable and utilises as much of the site as economically possible.</p> <p>The current allocation for Employment use is therefore appropriate, having previously been assessed as such with an amber rating given adverse land conditions.</p> <p>A residential allocation would also be appropriate, but the likelihood of adverse ground conditions could affect viability and deliverability. The need for buffer zones and additional site accesses could affect capacity.</p> <p>The site is not suitable to be allocated for Gypsy and Traveller use given it exceeds 1 hectare.</p> <p>Landowner submitted site for employment use.</p>
SH3	88/90 Dudley Rd West	Housing/ Employment	Selected for housing;	<p>This site was a residential allocation in the SAD, it was assessed for housing and employment use.</p>

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
			Rejected for employment	The site offers an opportunity for ca 12 dwellings based on a moderate density, given its location close to existing facilities. Although there are large employment buildings to the north west the areas to the east and south are mainly residential, so this use would be appropriate. Employment allocation would support existing users but in the longer term, land use change to residential would appear to be more viable. Residential allocation is preferable, but deliverability could be questionable within the plan period. A continued employment allocation is also considered to be appropriate.
SH4	Lower High Street (Station Hotel & Dunns Site)	Housing/ Employment	Selected for housing; Rejected for employment	The site was identified by desktop survey. The site to the east has been recently redeveloped for housing at a density of 50 dwellings per hectare. Residential allocation would be consistent with this land use and take advantage of the sites' location close to public transport and connectivity to local services. A similar density could be applied. Redevelopment for employment use is considered unviable. Residential developed is considered to be an appropriate allocation on this site.
SH5	Mill Street, Great Bridge	Housing	Selected for housing	Applications have been submitted for housing
SH6	Swan Lane, North of A41, West Bromwich	Housing	Selected for housing	Site has consent for 147 dwellings and has been implemented
SH7	The Boat Gauging House & Adjoining Land, Factory Road, Tipton	Housing/GTTS	Selected for housing; Rejected for GTTS	The site was allocated in the SAD. The site assessment found good opportunity to introduce new residential units along with a refurbished former gauging house. Limited scope to accommodate new employment uses given site constraints. Site size and environment for residential use would not preclude an allocation for gypsy and travellers but viability would be questionable given the extant planning permission for housing. Residential allocation appropriate with limited scope for Gypsy and Traveller use. Application submitted and granted consent for housing. Land owner not willing with regards to G&T use.
SH8	Alma Street, Wednesbury	Housing	Selected for housing	Site was allocated in the SAD, given that the landowner has stated that the existing site no longer meets operational demands, there is an opportunity to allocate it for residential purposes – with good prospects of bringing it forward in the short to medium term.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SH9	The Phoenix Collegiate, Friar Park Road, Wednesbury	Housing	Selected for housing	Site has consent for 84 dwellings.
SH62	Star and Garter, 252 Duchess Parade, West Bromwich	Housing	Selected for housing	Site has consent for 60 dwellings.
SH10	Tipton Conservative and Unionist Club, 64 Union St, Tipton	Housing	Selected for housing	The site is in a predominantly residential area and Planning Permission is in place. Residential development would therefore be the appropriate use. The introduction of employment uses within this residential area would not be appropriate. The site is not large enough for a gypsy/traveller site. Site has consent for residential use.
SH11	Sandwell District & General Hospital	Housing	Selected for housing	Site has consent for 121 dwellings.
SH12	Fmr Springfield & Brickhouse Neighbourhood Office and adjacent land Dudley Road, Rowley Regis	Housing	Selected for housing	The site has received Planning Permission for residential development. This is in the process of being implemented which would preclude any alternative uses.
34	John Dando House, 235 Hamstead Road, Great Barr Birmingham	Housing	Selected for housing	Site has consent for 26 dwellings.
35	Intersection House, 110 Birmingham Road, West Brom	Housing/ Employment	Rejected for housing; Rejected for employment	The site was allocated in the BCP for employment. The site assessment found the implementation of the planning consent for conversion of the former offices to 97 residential units would seem to maximise and optimise the opportunity presented by this site. Redevelopment at a high density would be appropriate but demolition costs could be prohibitive and would not be a sustainable solution. The building could be reused for office use or B1 employment uses but the market and viability is questionable. Redevelopment for employment use would not be a viable option given the limited site area. The allocation of the site for residential or employment use would be appropriate – reuse of the existing building for either use would be a more sustainable and viable option rather than redevelopment. Site has permission for change of use to residential.
36	Vacant Land Off Friardale Close, School Road,	Housing	Rejected for housing	Part of Council house programme

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
	Carrington Road, Wednesbury			
38	173 Rolfe Street, Smethwick	Housing	Rejected for housing	Site has consent and building control notice submitted
40	Metro House 410-416 High Street West Bromwich	Housing	Rejected for housing	Consent for conversion
42	Land between St Pauls Road & Tollhouse Way	Housing	Rejected for housing	Consent for alternative use
43	Land adjacent Compton Grange, Whiteall Road, St Annes Road, Cradley Heath	Housing	Rejected for housing	Consent for development
44	Crosswells Road, Langley	Housing	Rejected for housing	Council house programme
45	164 Birmingham Road, West Bromwich	Housing/ Employment	Rejected for housing; Rejected for employment	Consent for conversion
46	5 Lombard Street West Bromwich	Housing	Rejected for housing	Consent for conversion
SH13	Silverthorne Lane/ Forge Lane Cradley Heath	Housing	Selected for housing	Site was allocated in the SAD. The site is considered appropriate for residential use in accordance with the allocation. This provides the opportunity for a comprehensive residential development with adjoining sites in a highly sustainable location on the edge of the Town Centre near the railway station. Industrial uses in this area to the west of Cradley Heath Town Centre are fading and the reintroduction of employment uses would not be appropriate as the area is transformed. The site is too large to be allocated as a gypsy/traveller site.
SH14	Langley Maltings, Western Road, Langley	Housing	Selected for housing	The site was allocated in the SAD for housing. Residential redevelopment would be the appropriate use to continue the land use transformation in this area in accordance with the current allocation. It is considered that the long-term continuation of the low value employment uses would be detrimental to the setting of the Listed building. The site is not considered suitable for a gypsy /traveller site due to the detrimental impact of this use on the Listed building.
SH15	Macarthur Road Industrial Estate, Cradley Heath	Housing	Selected for housing	The site was allocated in the SAD for residential development. Residential development would be the appropriate use to continue the

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
				residential redevelopment of the former Woods Lane industrial estate in accordance with the Black Country Plan. The site is currently used for employment purposes and the use could be continued. However, it is considered that this would be detrimental to the residential amenity of new residents and the aspiration for the residential transformation of the area. The site is not considered suitable for a gypsy/traveller site due to its restricted site are
SEC3-79	Land off Overend Road, Cradley Heath Business Park	Employment	Selected for employment	The site has permission for industrial uses, the most recent in 2017 which has now been implemented. The site is 80% occupied by industrial uses with the River Stour acting as a buffer between residential to south. The site is allocated for local employment and given the nature of the northside of Overend Road (i.e. Predominantly industrial) residential use of this land is not appropriate and it should be safeguarded for employment. The continued allocation of the site for employment uses is therefore recommended
SH16	Cradley Heath Factory Centre, Woods Lane, Cradley Heath	Housing	Selected for housing	The site was allocated in the SAD for residential use. Residential development should be delivered in a comprehensive manner; otherwise, amenity issues emanating from historic uses may compromise residential use, unless sufficient mitigation between phases could be ensured. Redevelopment of the site close to the SLINC and the River Stour should be designed sensitively but should be orientated to overlook the open space. Redevelopment for employment uses is not considered to be appropriate given the wider strategy to achieve comprehensive residential development in this highly sustainable location. Similarly, allocation for Gypsy and Travellers use is not considered to be appropriate as the viability of comprehensive development would be heavily constrained, and as the site exceeds 1.0 hectare
SH17	Land adj to Droicon Estate, Portway Road, Rowley Regis	Housing/ GTTS	Selected for housing; Rejected for GTTS	The site was identified through desktop survey, the site assessment found a residential allocation could allow the introduction of ca 25 units at a moderate density – creating over 50 new houses if this and the adjacent site come forward. Landowner not willing with regards to GTTS.
SH18	STW/SMBC Land, Friar Park Road, Wednesbury	Housing/ Employment	Selected for housing;	SMBC with WMCA bringing site forward for residential use. A master plan is being produced.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
			Rejected for employment	
SEC3-193	Perrott Street/ Kitchener Street, Black Patch, Smethwick	Employment	Selected for employment	Residential use on this site is not suitable as it would be isolated in an employment area. Employment use is considered suitable as it could operate in isolation and is in keeping with the surrounding employment uses.
SH19	Land at Horseley Heath, Alexandra Road, and Lower Church Lane, Tipton	Housing/ Employment	Selected for housing; Rejected for employment	The site was allocated in the BCP for housing. The site is not currently in beneficial use. It has been allocated for housing in the Black Country Plan. Residential allocation may not be ideal on this site given the proximity of the Trading Estate, the scrapyards to the south and the anticipated ground contamination issues. Employment allocation may be a more suitable allocation though demand may be questionable as the site has been vacant for some time. Ground conditions would remain an issue for any industrial redevelopment. Site proposed for housing as considered suitable with mitigation.
SH20	Elbow Street, Old Hill	Housing/ Employment/ GTTS	Selected for housing; Rejected for employment; Rejected for GTTS	The site was allocated in the BCP for residential use. The site assessment found residential development would be the preferred use on this site and is a long-standing aspiration. The existing owner has expressed an interest in redevelopment for residential use so this should reduce issues with site assembly. The continuation of the employment use in this area would not be ideal within this predominantly residential area. The site is an ideal size for a gypsy/traveller site and is well located for local amenities. This would be a controversial use however within a relatively new residential area. Landowner was not a willing landowner with regards to GTTS.
SH21	Dudley Road East/Brades Road	Housing/ Employment	Selected for housing; Rejected for employment	Site was identified through the BEAR process; however further investigation found it to be a low value employment site. The site assessment considered the site for both residential and employment use. It is next to a site allocated for local employment land and is adjacent to a SLINC and Wildlife corridor that follows the existing canal on two boundaries. The site falls within the major consultation zone for a gas pipeline. Although the site is allocated for local employment land, subject to a new site being found for the relocation of businesses, the site is suitable for a residential development subject to a consultation with the Health and Safety Executive.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SH22	Tatbank Road, Oldbury	Housing/ Employment	Selected for housing; Rejected for employment	Residential redevelopment would be appropriate in this area and would continue new development from the south in this highly sustainable location near Rood End Local Centre and Langley Green Railway Station. This use is constrained by the existing employment uses, which would need to be relocated. Existing owners have stated that they have no intention to vacate except for an "interesting proposal". In addition, there are environmental factors to overcome such as the HSE allocation and potential access/noise issues.
SH23	28-64 High Street, West Bromwich	Housing	Selected for housing	Residential development in accordance with the allocation would be the appropriate use in this sustainable location on the edge of West Bromwich Town Centre with excellent public transport links. The existing landowner has expressed interest in developing the site over the next 5-10 years but for residential /retail. The retail element out of the Town Centre may not be supported so there may be delays in site delivery. Employment development would not be supported in this residential/commercial area with poor access. The site is considered too prominent for a gypsy/traveller site and the site area is marginal.
63	Site between Dudley St & Victoria St, Wednesbury	Housing/ Employment	Rejected for housing; Rejected for employment	Site was identified through desk top survey, however landowner intentions are to remain in operation for the foreseeable future.
SH24	Cokeland Place / Graingers Lane, Cradley Heath	Housing	Selected for housing	Residential redevelopment in accordance with the allocation would be an appropriate use. This would be sustainable on the edge of Cradley Heath Town Centre with excellent public transport links. The owner has confirmed that he requires a density of over 100dph to release the site which may not conform with the character of the surrounding area. The residential use may need to await the clearance and remediation of other adjoining industrial sites due to issues of noise and air quality and this could delay delivery. Retention of the employment use would not be suitable as the longer-term aspiration for the whole area to the south of Cradley Heath Town Centre is for the traditional industrial uses to be replaced with residential uses. The site is not large enough in isolation for a gypsy traveller site.
SH25	Bradleys Lane / High Street, Tipton	Housing/ Employment	Selected for housing; Rejected for employment	Residential development would be suitable should the constraints of site assembly and land contamination be overcome and could provide a significant capacity estimated at 230 dwellings. However, the nuisance use (scrapyard) has expressed interest in remaining and is a difficult site to relocate which could preclude redevelopment. Site considered suitable with mitigation

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SH26	Lower City Road, Oldbury	Housing/ Employment	Selected for housing; Rejected for employment	The site is allocated in the Black Country Plan for housing development and subject to overcoming the constraints of land remediation and site assembly there is the opportunity to exploit the canalside location. This would be an appropriate use for the site and would continue the residential transformation of the area started further south off Brades Rise. However, the site is currently used for employment purposes and the retention of this use would be suitable. There has been a mixed response from landowners with one expressing an interest in continuing operations on the site and another happy for residential, this may make site assembly difficult.
SH27	Site surrounding former Post office and Telephone exchange, Horseley Heath, Tipton	Housing/ Employment	Selected for housing; Rejected for employment	There is the opportunity to provide new comprehensive redevelopment in a highly sustainable location. The site is more likely to come forward comprehensively now that the informal open space within the site to the north has been released for development as it is no longer required for a Metro car park.
SH28	Friar Street, Wednesbury	Housing/ Employment	Selected for housing; Rejected for employment	Should a suitable relocation site be identified along with financial support, there is a good opportunity to remove a non - conforming use in this mainly residential area and thereby improve local amenity. The site is well connected to local schools and services. The loss of operational employment land would be offset by the potential to introduce ca 45 new homes.
SH29	Used Car Sales site on corner of Lower Church Lane and Horseley Heath, Tipton	Housing/ Employment	Selected for housing; Rejected for employment	The site is allocated in the Black Country Plan for housing development and this would be the appropriate use in the surrounding area in accordance with the current allocation. However, the site is currently used for motor uses and this use could be continued. The occupier has recently obtained Planning Permission to extend the use so this intention to remain may preclude residential development in the medium term
71	Grafton Lodge, Grafton Road, Oldbury	Housing	Rejected for housing	Council house programme
74	The Corner of Great Bridge & Richmond Street South	Employment	Rejected for employment	Site too small
SH30	Land to east of Black Lake, West Bromwich	Housing/ Employment	Selected for housing; Rejected for employment	Residential redevelopment of this site would be appropriate despite the loss of local employment as residential redevelopment is ongoing alongside Black Lake. Site owners however are divided on their future intentions. Some have mentioned remaining for 10 years so this could have implications for the speedy delivery of the site and allocation may

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
				need to be considered. The site is currently used for local employment purposes and could be retained for this purpose though not ideal as the area is transforming for residential use
SH31	Summerton Road, Oldbury	Housing/ Employment/ GTTS	Selected for housing; Rejected for employment; Rejected for GTTS	Residential redevelopment is ongoing to the south of the canal and would be appropriate in this location. A capacity of 32 dwellings has been suggested. However, there are existing employment uses on this site and some owners have expressed interest in remaining on the site. This could delay/preclude site assembly for residential redevelopment. The existing use for employment use could be continued in this location though this is not ideal as the local area is transforming to residential use. The site meets the criteria for a gypsy /traveller facility though this would be controversial opposite a relatively new housing Estate off Brades Rise Land owner not willing with regards to GTTS use.
SH32	Bank Street (West), Hateley Heath	Housing/ Employment/ GTTS	Selected for housing; Rejected for employment; Rejected for GTTS	The use of the site for residential purposes is considered suitable. A capacity of 43 dwellings has been suggested. The landowner has proposed residential development on the site and has confirmed that he has is willing for this to proceed on completion of the existing lease in 2024. Industrial use would be appropriate as the site is currently used for local employment uses. However, residential use would be more appropriate as the area to the north of Church Lane is under transformation for residential purposes. The site meets the criteria for a gypsy and traveller site though it is a prominent site on a busy road and would not be an ideal use in this location. The landowner was contacted but was not willing with regards to the site with regards to GTTS.
SH33	Wellington Road, Tipton	Housing/ Employment/ GTTS	Selected for housing; Rejected for employment; Rejected for GTTS	The redevelopment of the site for residential purposes is considered suitable within this area. The landowner is willing to relocate his business. The capacity of the site has been estimated as 31, a moderate density. The site is currently used for local employment uses and could be retained for this purpose though the existing owner has expressed interest in relocating and the surrounding area is generally residential. The site does meet the criteria for a gypsy/traveller facility though it is a relatively prominent location. However the landowner was not willing with regards to their site being developed for GTTS
SH34	Brandhall Golf Course	Housing	Selected for housing	The site is considered suitable for residential development though the capacity is restricted by the need to overcome Policy and

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
				environmental concerns and the need to accommodate a replacement school. The development is controversial in the local area given the loss of the open space though there is no formal allocation on the majority. There may therefore be a requirement to provide a substantial park as part of any redevelopment. The Cabinet of the Council decided in November 2022 that the development should comprise 5ha of housing and a park of 27ha. This restricts the housing capacity of the site. The site is not considered suitable for industrial use within this predominantly residential area where access would need to be gained through residential Estates. In theory part of the site could be reserved for a gypsy and traveller site but it is considered that this would be detrimental to the attractiveness of this already complicated site.
SH35	Rattlechain Site Land to the north of Temple Way, Tividale	Housing	Selected for housing	It is considered that subject to the resolution of constraints of ground contamination, environmental concerns, and Policy issues the development for residential purposes would be suitable. The accommodation of these constraints which have still partly to be determined would reduce the site area for development. It is not considered appropriate to restore the historic employment use in this predominantly residential area. Gypsy/traveller use is not suitable given the size of the site
SH36	Land between Addington Way and River Tame, Temple Way	Housing/ Employment/ GTTS	Selected for housing; Rejected for employment; Rejected for GTTS	Although there are issues with the ground conditions and historic industrial uses to overcome, the site is considered suitable for residential redevelopment. There is the potential for development with the adjoining larger site, which would provide an increased capacity and bring disused land back into beneficial use. The site is currently neglected former industrial land. Restoration of this use is not considered appropriate in this predominantly residential area. The site is appropriate in terms of site area as a gypsy/traveller site though may be isolated. However, discussions are on going with adjoining landowners which means the site is not available for use by GTTS.
SH37	Edwin Richards Quarry, Portway Road, Rowley Regis	Housing	Selected for housing	Site has consent for residential development.
SEC3-66	Soho Foundry	Employment	Selected for employment	There is an opportunity for new employment development (mixed use) within the site possibly using an existing access from Foundry Lane. Due regard would need to be given to the high level of statutorily protected structures within the site.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
				<p>It is accepted that the future of the site is somewhat dependent on introducing a high quality, mixed use heritage led, regeneration programme. However, the proximity of established, viable, albeit low value employment uses, precludes residential development. The site is poorly connected to local services and the presence of adverse noise and air quality conditions would create a poor residential environment. The continued allocation of this site and the wider area for employment, would protect existing businesses and prevent loss of jobs. It will also continue to accommodate relocation of displaced businesses arising from the residential land use allocation around the Rolfe Street area.</p> <p>The site is not considered suitable for gypsy and traveller use as it does not meet selection criteria.</p>
SH38	Brades Road, Oldbury	Housing/ Employment	Selected for housing; Rejected for employment	<p>The site was identified through the Call for Sites process for residential use. The site assessment considered the site for residential use and found that the site has limited constraints that could be resolved with mitigation measures.</p> <p>The site is currently a mix of residential property and commercial and poor quality vacant land; a comprehensive residential scheme could provide opportunity to address the canal frontage and improve access to the canal. The industrial land to the west is severed by the canal and there is an existing robust boundary with established trees adjacent the works on Brades Road, which would address amenity issues. The site is partially constrained by the presence of a gas pipeline, which may impact on the density, but this is unlikely to be overly restrictive given that the site falls within a HZE middle zone.</p>
SM1	Chances Glassworks	Housing/ Employment	Selected for mixed use	<p>The current proposals look to provide approximately 275 dwellings, 7,500sqm of office floor space and a 500sqm Heritage Centre on the site.</p> <p>An allocation for a mix of Employment and Residential use is considered appropriate and support the plans for a Heritage led regeneration programme.</p>
SH40	Langley Swimming Centre, Vicarage Road, Oldbury	Housing	Selected for housing	<p>Opportunity to redevelop the site for housing – existing swimming baths no longer required since construction and opening of the Sandwell Aquatic Centre in the vicinity of this site</p> <p>Site not suitable for Gypsy and Traveller Use by way of site area.</p> <p>Employment use not appropriate given that this is a predominantly residential area.</p>

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SH41	North Smethwick Canalside	Housing	Selected for housing	Part of the Rolfe Street, Canalside Regeneration
SH42	Forge Put, junction Franchise Street and Beebee Ro	Housing	Selected for housing	The site is a brownfield site that is no longer in beneficial use. Residential use would be the appropriate redevelopment on this site surrounded by residential dwellings ideally in combination with the adjoining car dealers. The ground conditions may require investigation though this is unlikely to preclude development. Employment uses would not be appropriate in this area and the site is not large enough for a gypsy/traveller site.
SEC1-3	Land at Birchley Island, Junction 2 of M5, Oldbury	Employment	Selected for employment	The site was submitted through the Call for Sites process for employment use and assessed through the EDNA. This found that it is potentially suitable for high quality employment space and is a site that should be prioritised for development due to its location, size and potential massing opportunity. The site is allocated for high quality employment and has historically benefited from permission for office uses/casino/hotel uses the most recent in 2015 for a restaurant/public house use expired in October 2018. The proximity of the M5 junction 2 which is known to be a high air quality area, pollution and noise are key environmental considerations. It should be safeguarded for employment use.
110	Bloomfield Road Amenity Space	Housing/ Employment	Rejected for housing; Rejected for employment	Site not available and not in line with spatial strategy
118	Constance Avenue Open Space	Housing	Rejected for housing	Site not available and not in line with spatial strategy
120	Darbys Hill Open Space	Housing	Rejected for housing	Site not available and not in line with spatial strategy
132	Lily Street Open Space	Housing	Rejected for housing	Site not available and not in line with spatial strategy
137	Poppy Drive Open Space	Housing	Rejected for housing	Site not available and not in line with spatial strategy
140	Timbertree Crescent Open Space	Housing	Rejected for housing	Site not available and not in line with spatial strategy
142	Wylde Crescent Open Space	Housing	Rejected for housing	Site not available and not in line with spatial strategy
SH43	Land off Tanhouse Avenue, Great Barr	Housing	Selected for housing	Site submitted through the Call for Sites process for residential use. The original site assessment considered the site for residential use and

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
				found there are three red ratings for this site relating to views, loss of accessible greenspace and greenfield. This loss could be outweighed by the public benefits of development. Amber ratings relating to loss of public open space and habitat can be overcome through appropriate mitigation measures and planning conditions. The site has since been reassessed to take account of the RSPB access road dissecting the site, the ecological survey, which indicated that the western part of the site had more ecological value. It is felt that the eastern part of the site could be developed for housing with mitigation and BNG for the loss of the SLINC be directed the western part of the site. The boundary of the Green Belt would therefore not change.
SH44	Wyndmill crescent, West Bromwich	Housing	Selected for housing	Council house programme
SH46	Site Of Nos 118-152 Whitehall Road	Housing	Selected for housing	Consent for residential and implemented
SH47	Site Of Former Stone Cross Neighbourhood Office	Housing	Selected for housing	Consent for residential
SEC3-122/ SEC3-23/ SEC3-125	Groveland, Oldbury	Employment	Selected for employment	Identified through BEAR process and met site selection criteria
SM3	Evans Halshaw car showroom, Carters Green	Mixed-use (housing/ commercial)	Selected for mixed use	Part of the West Bromwich Master Plan and Interim Statement
SH49	St Johns St, Carters Green	Housing	Selected for housing	Part of the Carters Green vision
SM4	Army Reserve, Carters Green	Mixed-use (housing/ commercial)	Selected for mixed use	Part of the Carters Green vision
SH50	Tentec, Guns Lane	Housing	Selected for housing	Consent for residential development
SH51	Providence Place/ Bratt St	Housing	Selected for housing	Part of the West Bromwich Master Plan and Interim Statement
SM5	Cultural Quarter, West Bromwich	Mixed-use (housing/ food and beverage/ community/ leisure)	Selected for mixed use	Part of the West Bromwich Master Plan and Interim Statement
SM6	Queens Square Living, West Bromwich	Mixed-use (housing/ retail/ offices/ community/ leisure)	Selected for mixed use	Part of the West Bromwich Master Plan and Interim Statement
SM7	West Bromwich Central	Mixed-use (housing/ retail/ offices/ educational/ food and	Selected for mixed use	Part of the West Bromwich Master Plan and Interim Statement

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
		beverage/community/ leisure/ health)		
SH52	Overend Street, West Bromwich	Housing	Selected for housing	The appropriate use of the site would be residential on the edge of the Town Centre with excellent transport links. Delivery of the site will be constrained by the need to relocate the existing businesses. Employment uses would not be appropriate on the edge of the centre with poor access.
SM8	George Street Living	Mixed-use (housing/ community/ leisure)	Selected for mixed use	Part of the West Bromwich Master Plan and Interim Statement
SH53	Grove Lane/ Cranford Street/ London Street	Housing	Selected for housing	Part of the Grove Lane Master Plan
SH54	Cranford Street / Heath Street / Canal	Housing	Selected for housing	Part of the Grove Lane Master Plan
SH55	Cape Arm Cranford Street	Housing	Selected for housing	Part of the Grove Lane Master Plan
SH56	Moilliett Street Park - Grove Lane masterplan	Housing	Selected for housing	Part of the Grove Lane Master Plan
SH57	Grove Street / MMUH / School - Grove Lane MP	Housing	Selected for housing	Part of the Grove Lane Master Plan
SH58	Abberley Street Grove Lane Master Plan	Housing	Selected for housing	Part of the Grove Lane Master Plan
SG1	Extension to Caravan Site, Brierley Lane, Bilston	GTTS	Selected for GTTS	The site was previously considered for use as an extension to the extant GTTS on adjacent land and has now been brought forward as the BCP provided an opportunity to allocate it.
188	Land Between No.32 And George Betts School, West End Avenue, Smethwick	Housing	Rejected for housing	Council house programme
189	Hawes Lane, Rowley Regis	Housing	Rejected for housing	Council house programme
SH59	Beever Road, Great Bridge	Housing	Selected for housing	Council house programme
191	Former Sunlight Laundry, Stanhope Road, Smethwick	Housing	Rejected for housing	Council house programme
SH61	Thandi Coach Station, Alma Street, Smethwick	Housing	Selected for housing	Consent for residential development.

Site reference	Site address	Site use (as assessed in the SA)	Selected / rejected	Reason for selection / rejection
SEC1-1	Whitehall Road, Tipton	Employment	Selected for employment	Site lies within Tennants Distribution inner zone, making it unsuitable for residential development.
SEC1-8	Legacy 43, Ryder Street, West Bromwich	Employment	Selected for employment	The area is mainly industrial and the introduction of further employment land into the area would be acceptable.
SEC1-5	Land at Conegre, Newcomen Drive, Tipton	Employment	Selected for employment	Site suitable for employment use. The site was put forward as employment Call for Site submission in the BCP and assessed as part of the EDNA which found it was suitable for employment development. The site was recently granted planning permission for B2/B8 development.
SEC1-6	Land off Brandon Way, West Bromwich	Employment	Selected for employment	It was a vacant employment site that has planning permission for B2/B8 development and part of it has now been built out for employment uses.
SEC1-2	British Gas, Land off Dudley Road, Oldbury	Employment	Selected for employment	The mineshafts and pipe are considerable obstacles to development. The ecological condition of the site is unknown, but the presence of many semi-mature trees indicates that the site has been untouched for many years and may well now contain protected species. The immediate road network is not suitable for safe cycling. The surrounding uses would be compatible with this site as employment land.
SEC1-7	Site off Bilport Lane, Wednesbury	Employment	Selected for employment	This was identified in the EDNA and scored well. The site is surrounded on all sides by employment uses and therefore residential would be inappropriate.
SM2	Lion Farm Playing Fields, Oldbury	Mixed-use (including housing, employment and open space)	Selected for mixed use	The site assessment assessed found a mix of Housing and Employment was suitable – The preferred uses would be a combination of residential (ca 200 units on 4.2 ha) employment (ca 6000 sqm on 2ha) retaining 5 sports pitches with changing facilities and car parking (on 5 ha) and retaining existing woodland
SH60	Site of 30-144 Mounts Road, Wednesbury	Housing/ Employment	Selected for housing; Rejected for employment	Decision pending planning permission for 45 homes