

REGENERATING
DUDLEY
BOROUGH

IT'S OUR TIME
build • connect • grow

Portersfield

A chance for you to help shape proposals for the future of **Portersfield** - a major regeneration opportunity site in **Dudley Town Centre**.



Take part in the consultation online by scanning the QR code.

Dudley
Metropolitan Borough Council

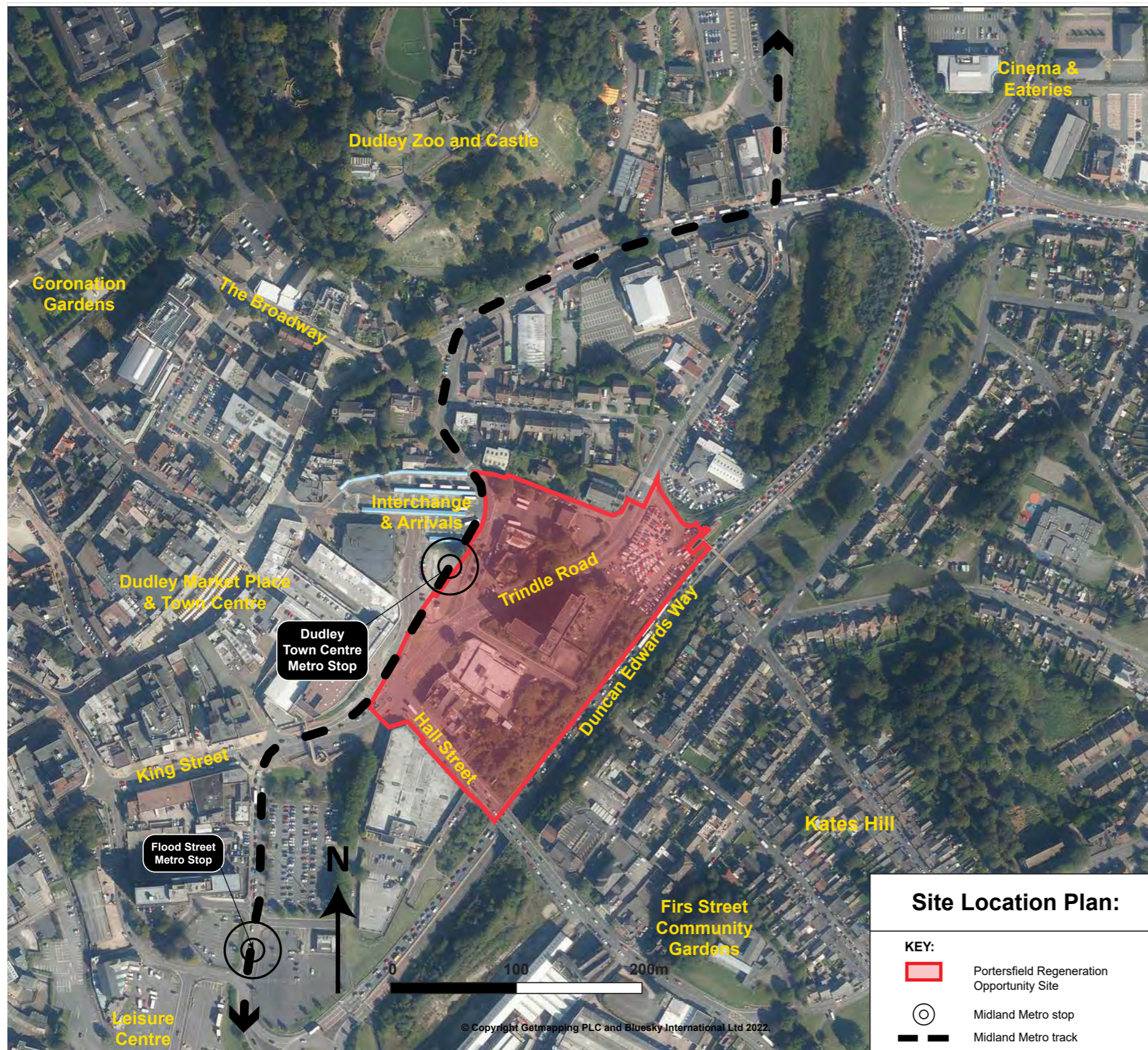
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Introduction

A chance for you to help shape proposals for the future of **Portersfield** - a major regeneration opportunity site in Dudley Town Centre.

The regeneration activity in Dudley Town Centre continues to progress, with several major projects delivered, others underway and exciting new schemes under development or early discussion. One of the major regeneration opportunities is the Portersfield site, which is the land to the rear of Dudley Bus Station and where Cavendish House was once located (please see map enclosed to see the full site boundary).



THE SITE BOUNDARY

Throughout the pandemic and since, the council has continued to work extensively on bringing forward the best options for this site (i.e demolition of Cavendish House in 2020). The feedback from this public consultation will be used to inform the contents of a development brief which will be used to bring forward the delivery of a new urban quarter. The council has a clear and realistic vision for this area, which will help support the town centre and its existing facilities, and not compete with it. It will connect new and existing communities to the town and provide better public spaces and links, with people being able to move about freely, as they go about their day-to-day lives.

There have been many several developer-led proposals for this site but due to its complexity none of these have come forward. So that the full potential of this site can be realised and some of its challenges overcome, it is necessary for the council to step in to work with the private sector to help move this project forward. While the development will not happen overnight, there is real momentum to deliver this exciting and well-measured scheme, which we believe is best fit for the town, its residents, shoppers and visitors.

This is a complex site that is surrounded by other sites undergoing a lot of change and each having a major influence on the potential opportunities for the Portersfield site.

The **Wednesbury to Brierley Hill Metro** will see one of the tram stops located right on the doorstep of the Portersfield opportunity site and there is the new **Dudley Interchange**

(replacement of the old bus station) which will see the upgrading of St Joseph Street to create improved bus access from Trindle Road and the creation of a new public car park off Bourne Street. Together they will form a brand new arrival point for the town and with the right approach taken to the Portersfield site, there is an opportunity to create an attractive destination space for Dudley town centre and the wider region.

Now that there is a clearer understanding of how the land around Portersfield is changing it is now possible for the council to develop the proposals further for this opportunity site, providing a focus on the potential highway and movement proposals for the area and on the key design principles to be used to help shape its future into a new urban quarter.

Dudley borough is a great place to live, work and discover and we want to ensure that the Portersfield development complements and supports not only Dudley Town Centre but also the wider borough.

The amount of opportunity here is vast and the Portersfield development will continue to make our aspirations for the town and the borough a reality.

Please take the time to read the information enclosed and a few minutes to complete the questionnaire. The feedback you provide will help us to shape the proposal that we take to future developers. Your support and input into what we bring forward in the town is vital.

Should you wish to find out more about the regeneration activity taking place in the borough currently, please visit www.regeneratingdudley.org.uk

THANK YOU FOR YOUR TIME



Portersfield

Portersfield is one of several key regeneration opportunity sites. It is located to the rear of the new multi-million transport interchange and metro link (Dudley Bus Station), with Trindle Road running through its centre.

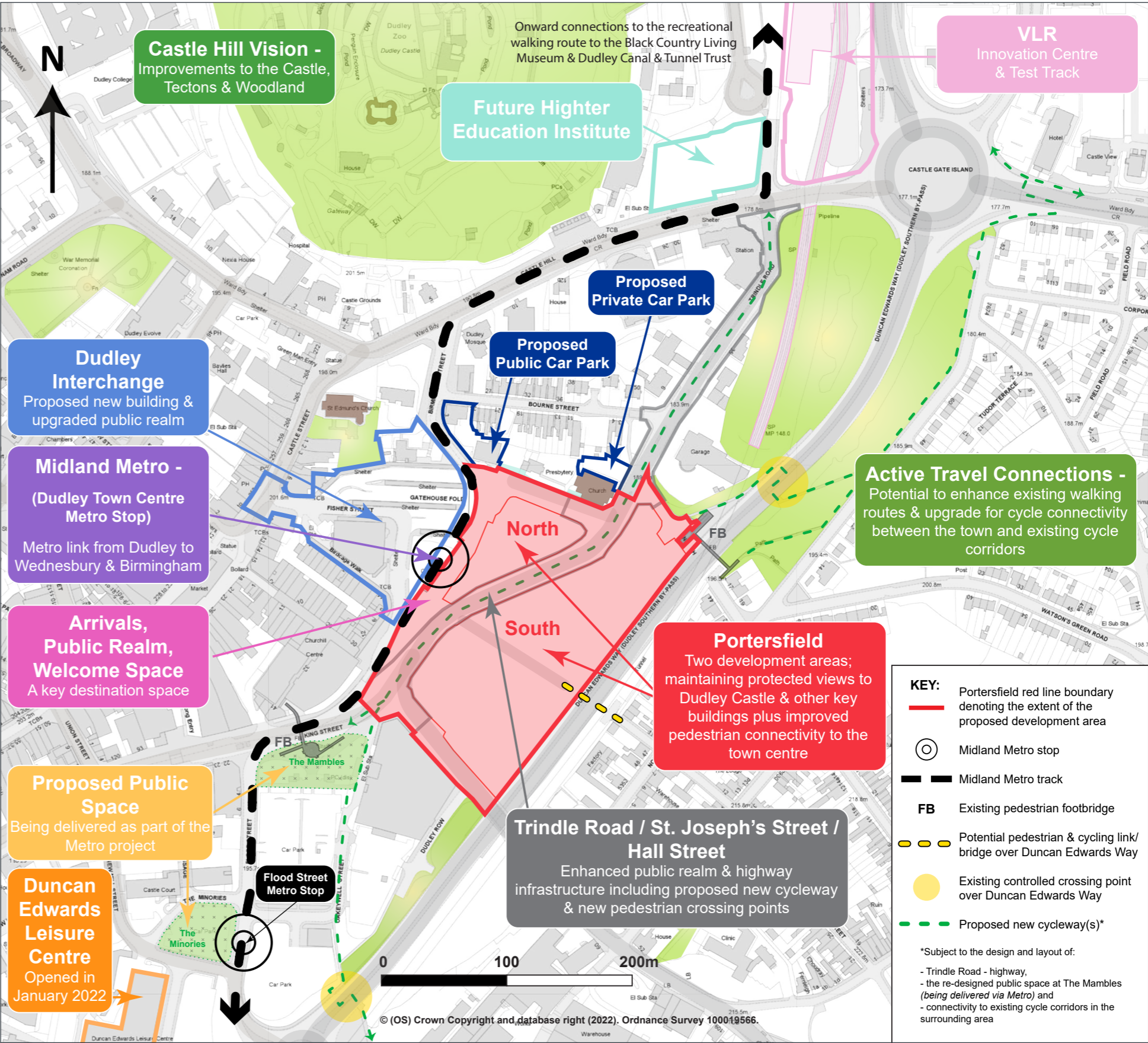
The council is looking to see a scheme come forward that is well-designed and has been positively shaped and influenced by its environment.

OUR GOALS

THE PORTERSFIELD DEVELOPMENT WILL CREATE:

1. A new urban quarter (Portersfield North and Portersfield South) that is attractive and distinctive, connecting new and existing communities and helping to support economic, social and environmental benefits for local people and Dudley's businesses and residents
2. A welcoming 'arrival and destination space' for the town and borough with high-quality public spaces that take advantage of the key views of Dudley Castle and its closeness to the new transport interchange
3. A high-quality and healthy quarter that enhances the environment and supports people's wellbeing by providing high quality streets and green corridors to support and encourage walking and cycling.
4. Improved roads and junctions and public spaces that are accessible to everyone and support bus access to the new interchange and give people the confidence to move around the town safely.
5. Celebrating the town's heritage by enhancing the character and appearance of key arrival points into the town and creating new and improved views of the town's unique heritage assets, such as Dudley Castle, ensuring that its dominance over the historic skyline of the town is preserved.
6. A viable development bringing a further mix of life and vitality into the town centre

(left) Location of regeneration projects in Dudley Town Centre



THE PROPOSALS

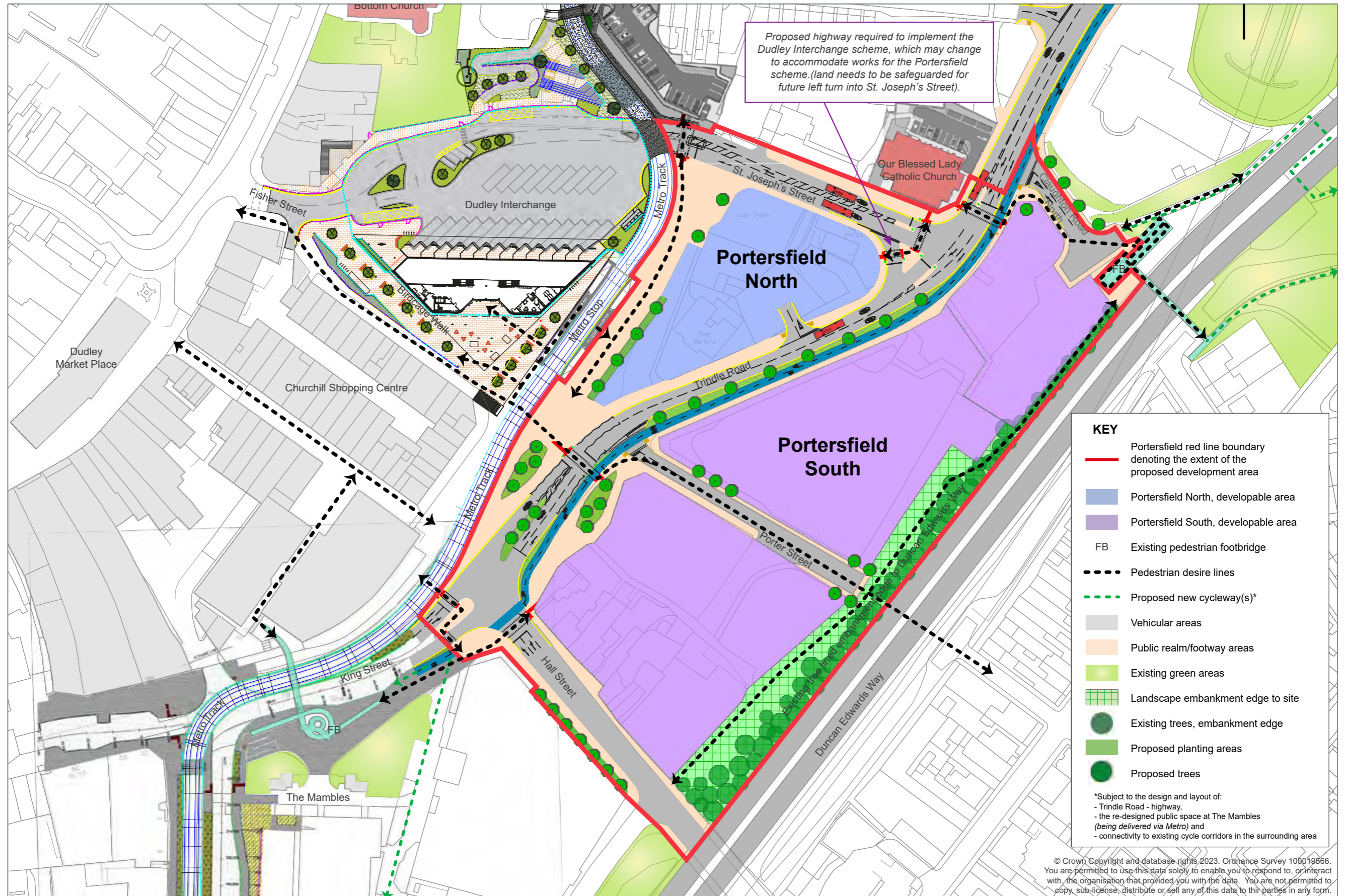
WITH THE GOALS ALREADY MENTIONED, THE COUNCIL HAS PRODUCED THE FOLLOWING PROPOSALS TO SHAPE THE SITE (PLEASE SEE VISUAL UNDERNEATH THE BULLET POINTS FOR REFERENCE):

- Provision of a new two-way segregated cycle path along Trindle Road that will connect with the existing walking and cycling route leading to the Black Country Living Museum to the north and eventually link with proposed active travel corridor improvements to the south, linking to Brierley Hill.
- Alter the road layout of St Joseph Street to provide safe access for buses to the new interchange as well as improving the setting of the Grade II listed Church of Our Blessed Lady and St Thomas of Canterbury by increasing the width of the pavement.
- Introduction of a 20mph zone in Trindle Road supporting wider town centre traffic management improvements to make it safer for pedestrians and cyclists to access and move around the town centre.
- Improvement and/or creation of pedestrian crossings in three key areas: across Trindle Road from Claughton Road North and St Joseph Street (see Plan A below); between Porters Street and Birdcage Walk (see Plan B) and across Hall Street and Trindle Road (see Plan C).
- For 'Portersfield North' (see plan D) to provide a key role as a welcoming arrivals/destination space, with a minimum 10m buffer zone of pedestrian public space next to the new metro stop that positively responds to the site and of the views to and from Dudley Castle.
- For Hall Street (Portersfield South), the street where Hobbs Fish and Chip shop originally stood, to be regenerated back into the gateway street it once was (see Plan E) with buildings that have a varied roof and building line, are appropriate in scale and bring improved enhanced public spaces around them with the introduction of more trees.
- For Hall Street, Trindle Road and Porter Street (Portersfield South) to be developed in a traditional pattern of streets and public spaces that works with the site and preserves the historic skyline/roofscape of Dudley Town Centre.
- For new development facing Duncan Edwards way to present a positive image of the town when seen from the bypass and Kate's Hill providing new and improved views of Dudley Castle and sees the introduction of buffer planting along the bypass with trees and wildflowers.
- Safeguarding of Porter Street so it can eventually be reconnected back to Porter Street South and to the Kate's Hill community by the eventual provision of a new footbridge over Duncan Edwards Way.
- Improvement of the 'landing point' for pedestrians using the existing footbridge on Claughton Road North, by improving the public space around it so it is much more welcoming.
- A new quarter where buildings are zero carbon ready, avoiding the need for expensive future retrofit.



THE PROPOSALS

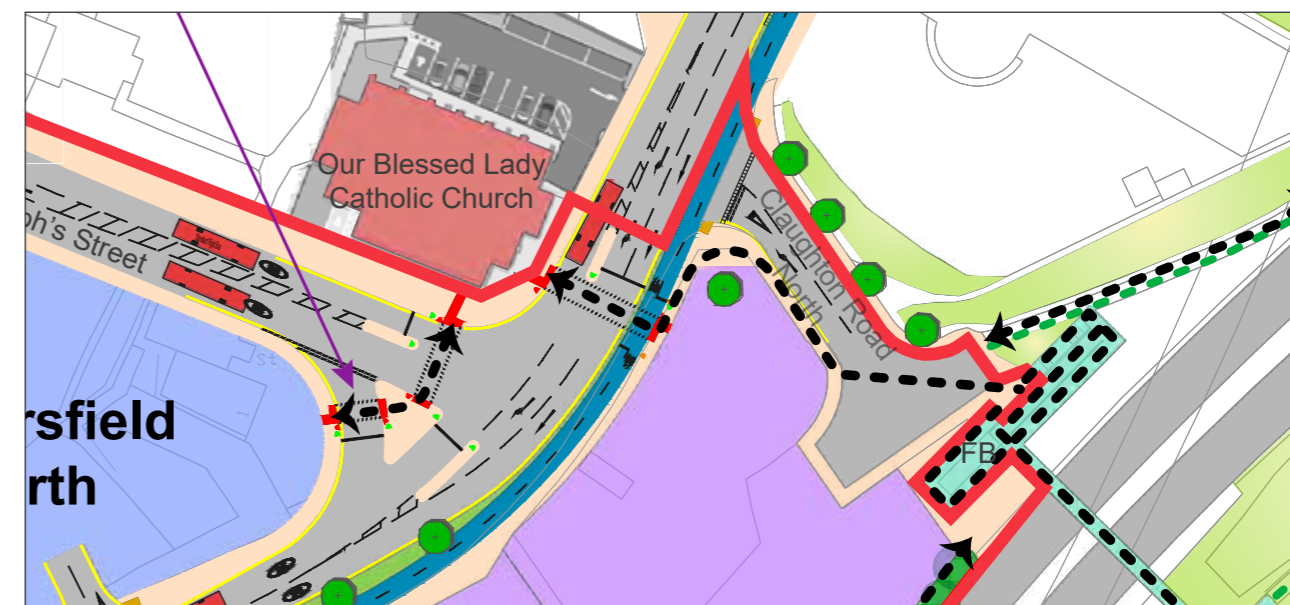
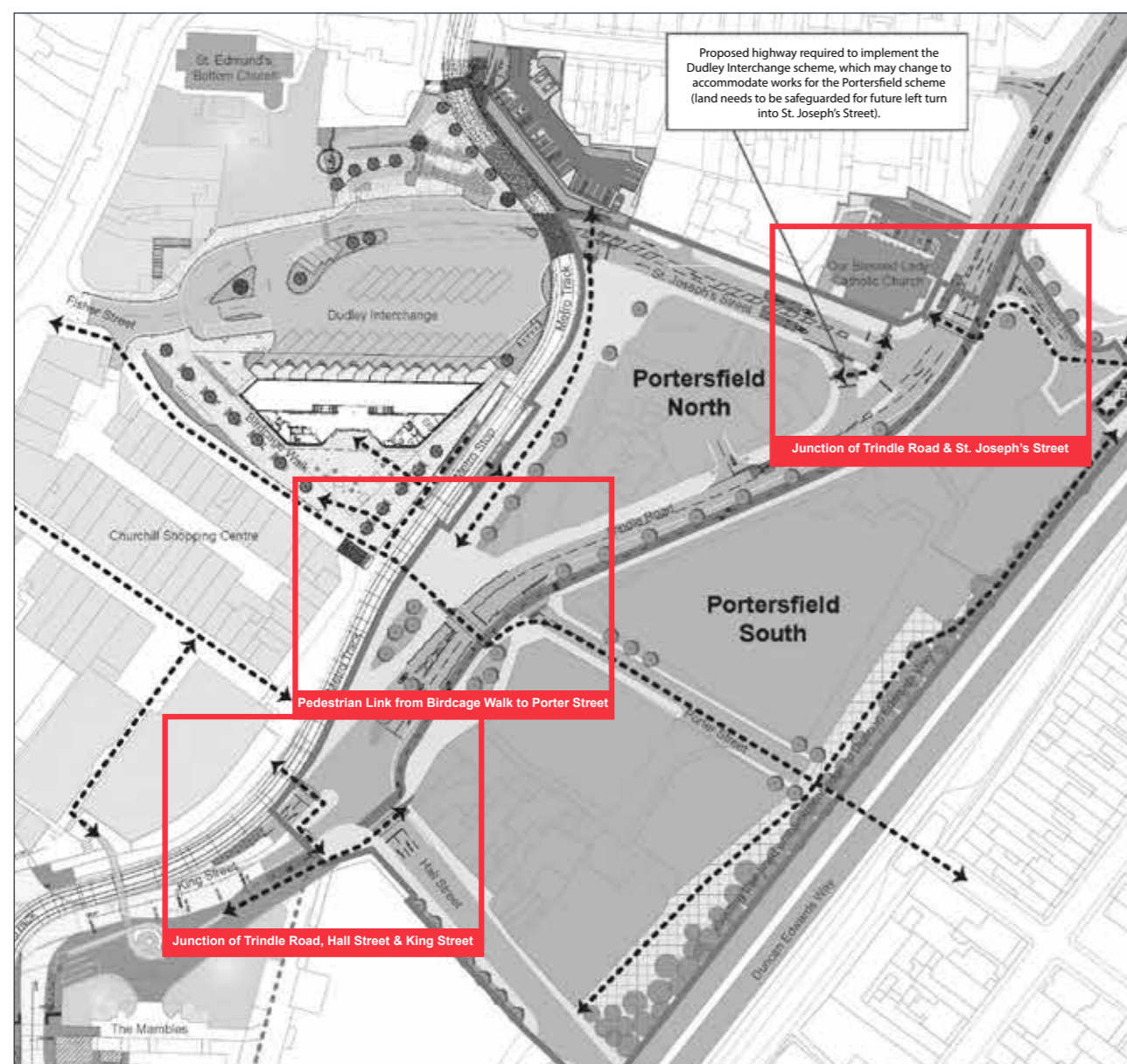
The overall site plan



KEY PLAN OF THE PROPOSALS: ROAD AND PEDESTRIAN IMPROVEMENTS

IMPROVEMENTS WILL BE MADE TO THE FOLLOWING LOCATIONS:

- (A) Junction of Trindle Road and St Joseph Street
- (B) Pedestrian link from Birdcage Walk to Porter Street
- (C) Junction of Trindle Road, Hall Street and King Street
- (D) Portersfield North
- (E) Portersfield South



(A) Junction of Trindle Road and St Joseph Street.

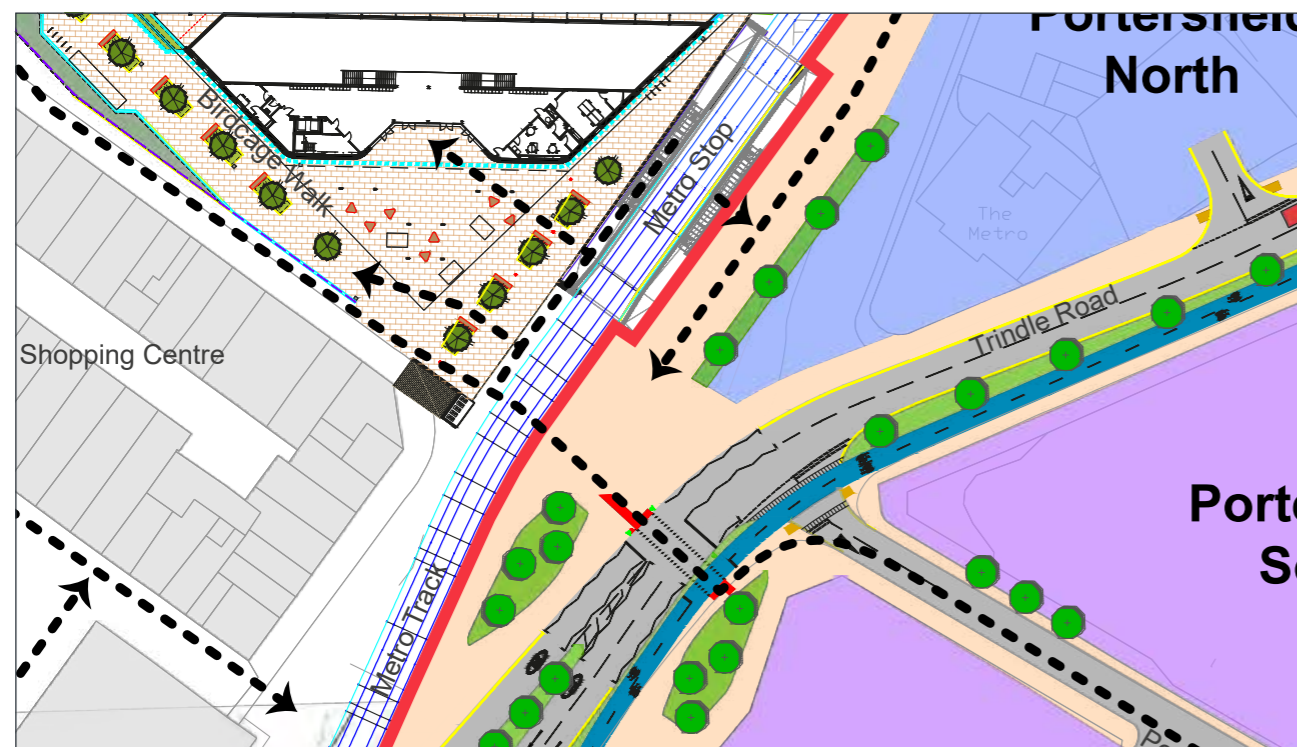
(A) DESIGN FEATURES:

- (1) St Joseph Street re-aligned with wider pavement enhancing the setting of the Grade II listed church of Our Blessed Lady and providing safer route for buses and pedestrians.
- (2) New pedestrian crossing across Trindle Road and St Joseph Street to reflect the desire line for pedestrians coming from Portersfield South and from across the footbridge
- (3) Segregated cycle path and pavement along Trindle Road with verge planting to enhance the public realm and reduce CO2 levels.



An artist's impression of Trindle Road, showing an enhanced walking and cycling route.

(B) PEDESTRIAN LINK FROM BIRDCAGE WALK TO PORTER STREET



(B) DESIGN FEATURES:

- (1) Removal of vehicle traffic from Porters Field to create a more pedestrian friendly environment with high quality public realm that creates an 'arrivals/welcome/destination' space and takes advantage of key views of Dudley Castle and maintains a pedestrian buffer next to the new Metro stop
- (2) New pedestrian crossing across Trindle Road to reflect the desire line for pedestrians coming from Portersfield South to the new Dudley Interchange and Birdcage Walk/ Churchill precinct (subject to levels)
- (3) Continuation of the segregated cycle route
- (4) Verge planting in the proposed buffer zone between Trindle Road and the cycle path to enhance the public realm and reduce CO2 levels.

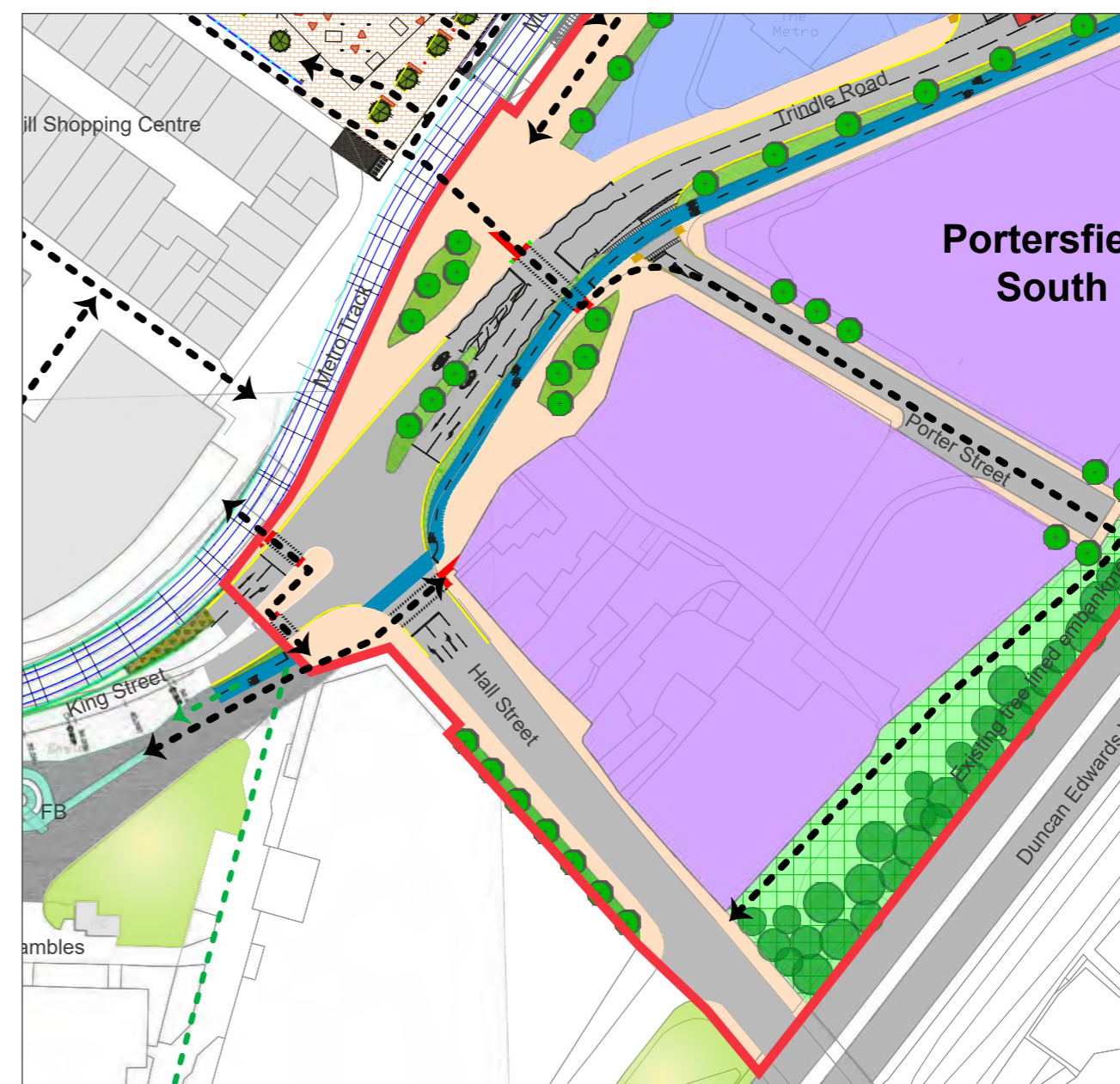
(right) Example of the verge planting in the proposed buffer zone between Trindle Road and the cycle path.



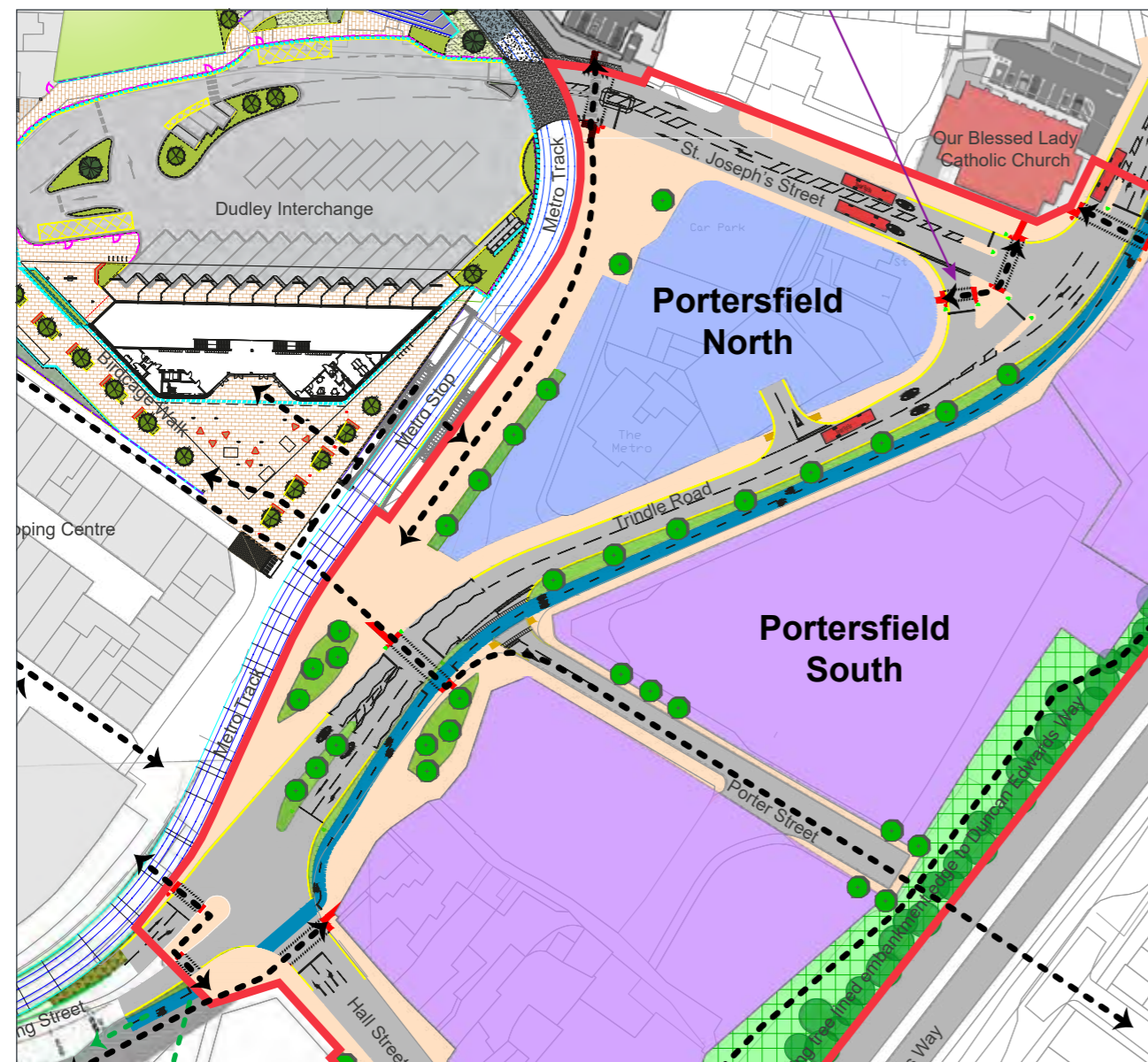
(C) JUNCTION OF TRINDLE ROAD, HALL STREET AND KING STREET

(C) DESIGN FEATURES:

- (1) Junction between Hall Street, Trindle Road and King Street amended to accommodate cycle facilities along Trindle Road.
- (2) New pedestrian crossing provided across Hall Street and Trindle Road (subject to levels)
- (3) Segregated cycle way to continue and tie into King Street
- (4) High quality public open spaces and trees to be planted in Hall Street and King Street



(D) PORTERSFIELD NORTH PROPOSALS



(D) DESIGN FEATURES:

- (1) Removal of vehicular traffic from Porters Field to create a more pedestrian friendly environment with high quality public realm that creates an 'arrivals/welcome/destination' space and takes advantage of key views of Dudley Castle and maintains a pedestrian buffer next to the new Metro stop
- (2) The bringing of vacant buildings and land back into use (area shaded light blue) at a scale that is sympathetic to the setting of the Grade II listed church of Our Blessed Lady and to views to and from Dudley Castle and complements the scale and use of new Dudley Interchange.



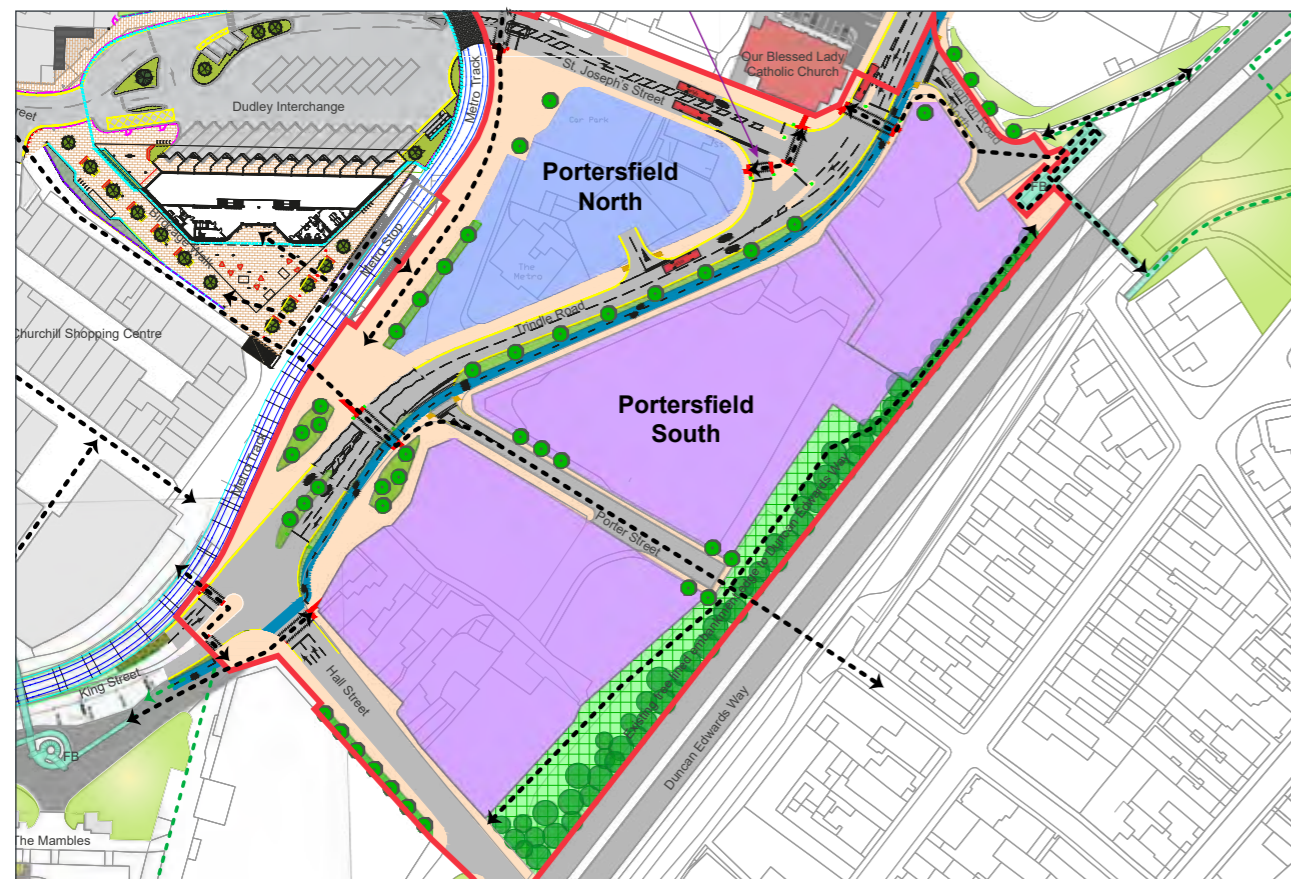
Above: a visual of the new metro/bus interchange (which will replace Dudley Bus Station).



Above: 3D visual showing the new pedestrian buffer zone on the Portersfield North side of the Metro track and images showing ideas of how the space could be used.



(E) PORTERSFIELD SOUTH PROPOSALS



(E) DESIGN FEATURES:

- (1) A new urban quarter that brings vacant land and floorspace back into use (area shaded purple) with built form that adopts a traditional pattern of streets and public spaces with perimeter block development and active frontages.
- (2) New development that works with the topography of the site and is responsive to Dudley Castle by maintaining the historic skyline/roofscape of Dudley and not repeating past mistakes such as Cavendish House which was in-appropriate in scale and massing
- (3) For Hall Street (Portersfield South) to be regenerated back into the gateway street it once was, with varied roof styles, enhanced public realm that will preserve and enhance the character and appearance of the Dudley Town Centre Conservation Area
- (4) Safeguarding of Porter Street so it can eventually be reconnected back to Porter Street South by a new pedestrian footbridge
- (5) Improvement of the “landing point” from the existing footbridge on Claughton Road North by enhancing the safety and security for pedestrians using this crossing with the provision of high quality public realm
- (6) Enhancement of the buffer planting along the bypass with trees and wild flowers and use it as an opportunity to enhance pedestrian connections.



3D visual of Portersfield South (Hall Street) with buildings that are sympathetic to their Conservation Area location, appropriate in scale and detailing with a varied roof and building line.



3D visual of proposed new pedestrian footbridge straddling Duncan Edwards Way linking Porter St South (Kate's Hill) to Porter Street/Trindle Road - red dotted line is the outline of the former Cavendish House.

IT'S TIME TO LET US KNOW WHAT YOU THINK

We would like local people to get involved in shaping the proposals so we would be grateful if you could take a few minutes to complete the short questionnaire, which is enclosed separately.

If returning by post, please use the FREEPOST envelope provided. Alternatively, hard copies can be dropped off to reception staff at Dudley Library.

Alternatively, scan the QR Code



or you can visit

www.regeneratingdudley.org.uk/portersfield-consultation

The proposals will be on display in Dudley Library from Wednesday 26 July 2023.

This consultation runs from Wednesday 26 July to Wednesday 20 September 2023.