



# The Quarters

## City Core

Birmingham's City Core is the single biggest economic driver of the regional economy. It is the centre of the region's retailing, banking and financial services and the civic and cultural heart of the city.

### About the quarter

- The £600 million New Street station (Gateway Project), will deliver a bright, modern 21st century transport hub for the city.
- 40 million people visit the Bullring and retail heart with over £2 billion spent every year.
- The Colmore Business District supports over 24,000 jobs.
- The Town Hall, Art Gallery and Museum and Council House provide the civic heart of the city.
- It is served by three main line train stations with over 14 million people using New Street station every year.
- House of Fraser is the largest department store outside London.
- It is home to over 100 independent shops.

The City Core is mainly defined by the route of the former Inner Ring Road which in the most part continues to create a distinct change in character from the surrounding city centre quarters.

The Core is densely built up with its historic street layout largely intact. There are several landmark buildings, the most notable being Selfridges and the Bullring development, the Rotunda, St Martins

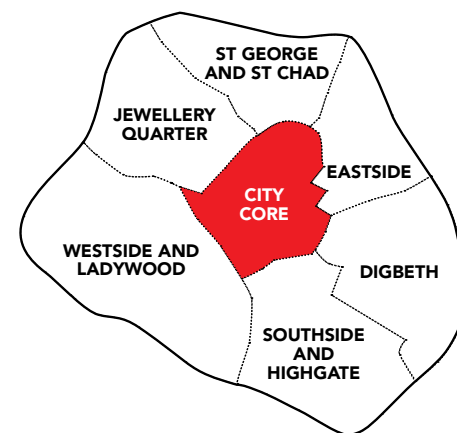
Church, the Council House with the adjoining Museum and Art Gallery and the Town Hall - one of ten Grade I Listed Buildings in the City Core.

At the centre of the Core is St Philips's Cathedral, around which the churchyard provides a popular green space to form one of the city's most attractive squares. The square and surrounding streets were originally laid out as a Georgian planned extension of the original medieval town based around St. Martin's Church and the Bullring.

To the north-west of the square lies the Colmore Business District, the heart of the city's business and financial sector, within a historic and high quality setting, much of which is protected by a conservation area designation. Alongside more recent office developments, some fine historic buildings have been sensitively modernised to provide a variety of spaces for the city's main office offer.

To the south-west, the older buildings closest to St Philip's Churchyard give way to more modern, large scale retail developments.

The heart of the city's retail core is focused upon Corporation Street, New Street, High Street and the Bullring. New Street station



sits underneath the Pallasades Shopping Centre and the block currently forms a physical barrier to pedestrian access beyond.

Victoria Square, to the west of the Cathedral, is the centrepiece of the civic heart and is overlooked by the impressive Council House and Town Hall. The pedestrianised square, together with the adjoining Chamberlain Square, forms one end of the primary walking route along New Street to the Bullring and hosts markets and events throughout the year.

Much of the north-east area of the City Core is dominated by some fine historic buildings forming a hub of legal activity around the Victoria Law Courts and the Children's Hospital complex.



Vision for our City Core is to strengthen its role as a 24 hour city.



## The vision

The overall vision for the City Core is to strengthen its role as a 24 hour city - a thriving shopping, leisure, and business destination which supports the civic and cultural role of Birmingham within a high quality, distinctive and vibrant environment. Expanding the City Core into the surrounding quarters will provide long-term strength and stability for the city centre.

## Big ideas

The City Core accommodates a wealth of activities; however it is relatively small for the size of the city and its wider catchment area. For many years, the 'concrete collar' of the former Inner Ring Road constrained growth and concentrated activity. As a result the central area of the city centre is compact and walkable, yet often confusing to navigate and bursting at the seams.

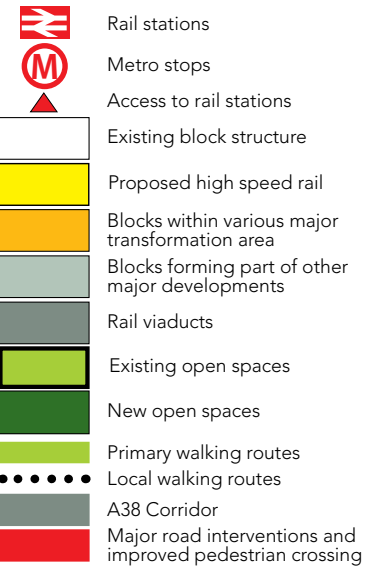
While areas outside the core have become more mixed-use with offices, retail and

residential development alongside strong, focused evening economies, much of the City Core has not achieved the same 24 hour life and vitality. We want to see the heart of the city centre come alive at all times with a greater mix and choice of activities and uses within distinctive streets and spaces.

The transformation of New Street station (Gateway Project) will generate and support investment and greater visitor and commuter numbers. This will be capitalised upon to boost the City's profile and grow the economy.

The 1990's pedestrianisation schemes and public realm improvements transformed the feel of Birmingham's key streets and squares - giving them back to people rather than cars and buses. There is now a need to revisit those streets, and other routes, to consider how the primary walking routes and public squares could be lifted still further as world-class retail and business address streets and destinations.

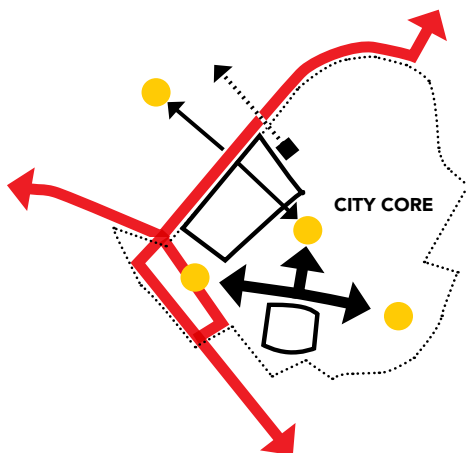
### KEY



### Open spaces

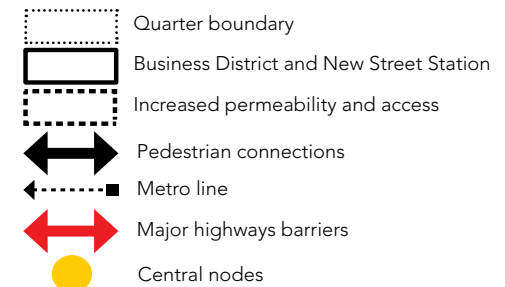
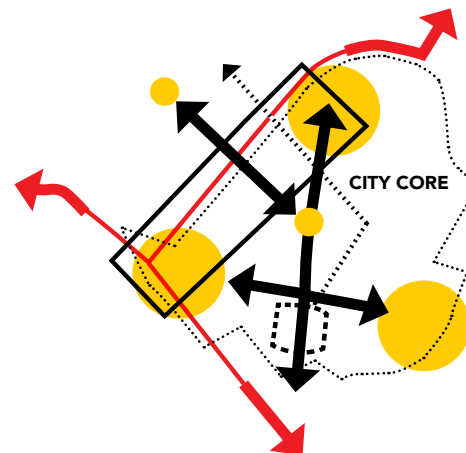
- 1 St. Philip's Churchyard
- 2 Church Street public realm improvement
- 3 St. Paul's Square
- 4 Victoria Square
- 5 Chamberlains Square
- 6 Mailbox underpass
- 7 NEW - New Street Station Square
- 8 Rotunda Square
- 9 NEW - St. Martin's and Moat Square
- 10 NEW - Station Square
- 11 Old Square
- 12 Colmore Plaza
- 13 Snow Hill Plaza
- 14 St. Chad's public realm
- 15 NEW - Lancaster Circus open space interventions
- 16 NEW - Corporation Street open space
- 17 NEW - other key opportunities for open spaces

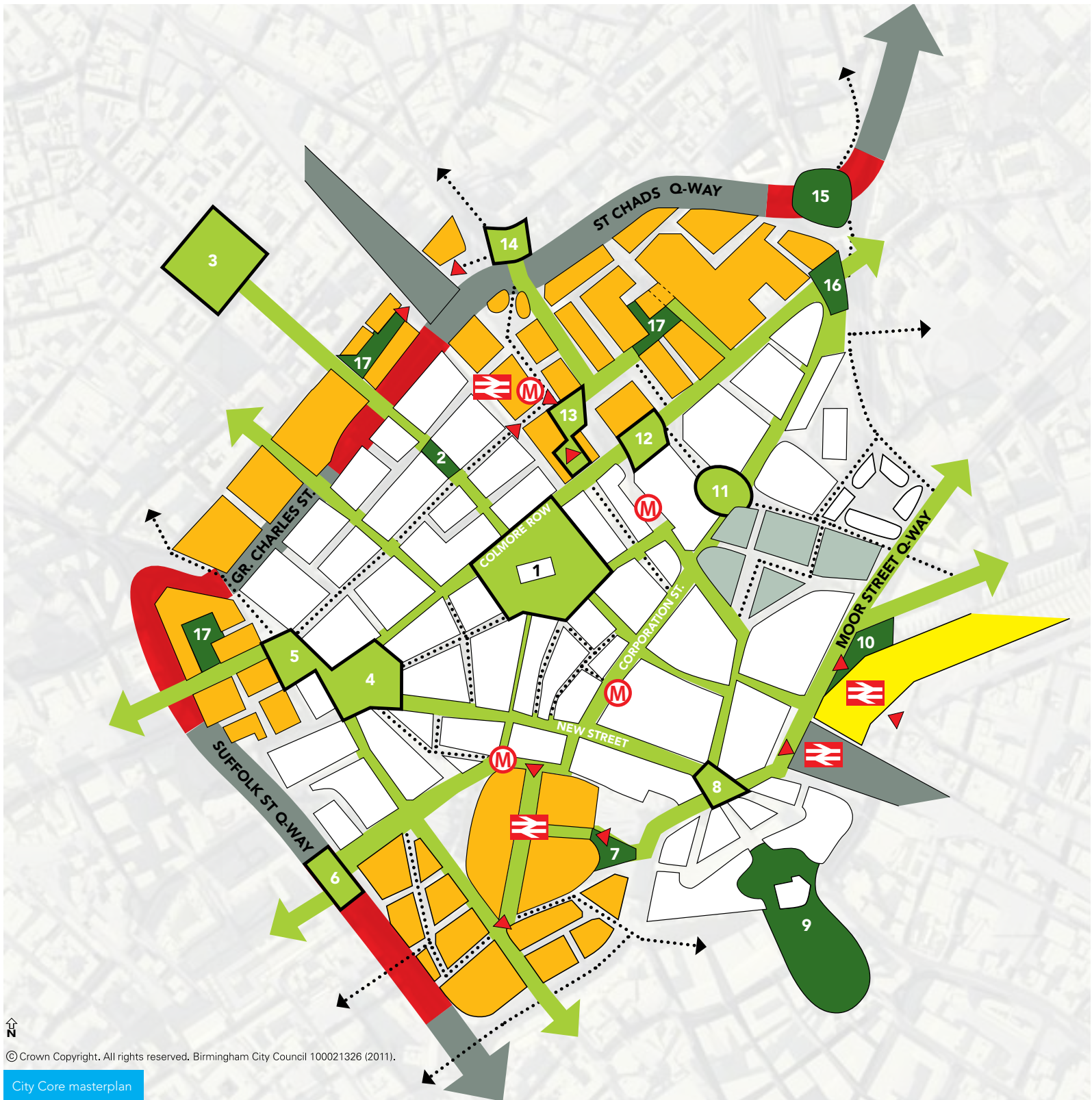
## URBAN STRUCTURE at present



the quarters / city core

## URBAN STRUCTURE in 20 years





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In order to achieve our ambitions for the City Core we will need to address a number of key issues including:

- The creation of more attractive, distinctive streets and places within a city centre that is easy to navigate.
- The provision of a unique and diverse retail offer that can compete with other major centres.
- The provision of a prestige office location with a variety of high quality development opportunities to meet a wide range of business requirements.
- The opportunities created in the areas of transformation - the redevelopment of New Street station and around Snow Hill.

### Connected city

Attractive and convenient connections within the Core are fundamental to the quality of the visitor experience and to its strength in attracting investment. We want to transform the look and feel of the

city centre's retail core shopping streets and make Birmingham the top retail and cultural destination in the UK outside of London.

Focusing and expanding on our two key shopping streets, New Street and Corporation Street, our retail strategy proposes improvements to transform the streetscape and activities in order to create high-quality, well connected and unique environments. Distinctive character areas have been identified within the retail core where the focus will be to promote their individual characteristics and opportunities as part of a diverse retail offer.

**New Street** will become one of the world's great streets. It is already the key primary walking route linking the civic heart of the city at Victoria Square to the Bullring shopping centre and comes to life with regular markets and events throughout the year. The streetscape does however need rejuvenating, particularly in order to maximise the benefits of the proposed transformation of the public realm around New Street station.

**Corporation Street** will be re-discovered as the grand street created by the Victorians. It forms the second of the Core's primary walking routes between New Street Station and Aston University.

Within the retail core, buses will be removed to transform the pedestrian and shopping environment allowing introduction of the metro extension. Beyond Old Square, towards Lancaster Circus, the streetscape will be improved to make the most of the area's historic buildings including the Law Courts and the landmark Methodist Central Hall.

**Navigation Street** will extend the pedestrian route from New Street Station to the Mailbox through planned improvements to the railway bridges as part of the Gateway Project creating opportunities for artwork and lighting that could animate and provide a draw to the route.

Along the primary walking routes, rationalised market stalls and dedicated space for street performers will be important to create attractive and thriving places between shopping destinations.



City in light - Retail Birmingham lighting proposal

An improved, exciting pedestrian environment along the streets within the **'Cathedral Walks'** character area between New Street and St Philip's Cathedral will be introduced. This area will become the home of small-scale specialist boutique and independent shopping, with Temple Street also providing a key route between the new Stephenson Street entrance to New Street station and the Colmore Business District.

There are a number of independent and specialist retailers, particularly along Smallbrook Queensway. The new southern entrance to New Street Station and John Lewis department store will help to bring greater numbers of people to the area. **John Bright Street** will become a location in which to develop niche and independent retailing.

**Church Street** will become part of the primary walking route between the Colmore Business District and the Jewellery Quarter. With Big City Plan Initiatives and Colmore Business District funding in place, a new high quality public square will visually link the focal points of St Philip's Cathedral in the Core with St Paul's Church in the Jewellery Quarter. The remodelling of Great Charles Street will be instrumental in completing the physical link between the two churches.

Creating safe, convenient and attractive pedestrian/cycle routes across **Great Charles Street** connecting the City core with the Jewellery Quarter will be a key priority. This will help enhance access to the unique cultural and heritage offer of the Jewellery Quarter and allow the Colmore Business District to expand supporting the renewal of those blocks fronting directly onto Great Charles Street. Within this corridor the scale of development will be supported where it enables the delivery of the expansion of the Central Business District and

complementary uses while respecting the historic character and heritage of the Jewellery Quarter.

The Gateway Project will transform the current 1960's station into a modern facility providing visitors with the arrival experience they would be expecting of any world-class city. New entrances opening out to high quality public space to the south, east and north will reconnect this part of the city centre.

The proposal for High Speed 2 into Eastside will need strong links from within the City Core to capitalise on the benefits presented by the regeneration of Eastside. Walking links from New Street station will be improved.

Bus travel will be transformed by Centro's proposed re-working of bus routes into and around the City Core and the provision of the City Centre Interchange for buses on Moor Street Queensway.



Cathedral walks improvement proposals (before and after)

## Authentic city

The city's civic heart is focused around the Council House, Town Hall and the Art Galleries and Museum. Here, some of the finest showpiece buildings help to define the image of Birmingham. The redevelopment of the existing buildings within Paradise Circus will reconnect Broad Street and Centenary Square into the City Core and also provide a fitting setting for these world-class buildings and squares.

Much of the City Core is covered by conservation areas and significant Listed Buildings, such as the Victoria Law Courts, that require improved settings and management of the public realm in order to really show off and make the most of their fine heritage and authentic character.

## Liveable city

The City Core should provide a place in which people choose to shop, work, live



and spend their leisure time. Different needs should be catered for, and opportunities to broaden the appeal of the city should be grasped.

Expanding range and choice to create a diverse retail offer will be a key priority. Opportunities to further expand the quantity and range of retailers at every level will be supported. To make Birmingham stand apart, the diversity and choice of specialist and independent trading will be promoted.

**The Square** shopping centre between Bull Street and Priory Queensway currently provides a range of value and niche retailers including the Oasis Indoor Market. The centre adds diversity to the city's retail offer in terms of choice and price and these aspects will continue to be needed and also promoted within the wider city centre.

Long-standing proposals to replace The Square and surrounding blocks as part of the **Martineau Galleries** retail development are likely to adapt, recognising the important link between the Colmore Business District and the Masshouse and Eastside developments - these locations will become particularly attractive for offices should the High Speed 2 terminus come. The retail component of the scheme will still need to be significant in order to retain a critical mass of shoppers to ensure the revitalisation and vitality of High Street.

The City Core has a relatively low number of residential units compared to some of the surrounding quarters, leaving the core area quieter at times when it should still be buzzing with life and activity. As part of mixed-use developments or building conversions, more residential apartments will be encouraged in the City Core on upper floors to create a larger resident population that will support shops and services, and enliven the heart of the city.



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#### Snow Hill District transformation area masterplan

## Areas of transformation

### Snow Hill District

The Snow Hill District is the natural extension to the existing Business District, and significant new office buildings are planned, complete or under development. The recognition of the Children's Hospital as an important national and regional facility and its potential future need for modern facilities could open up further opportunities for new development.

This area of the City Core overlaps into the Jewellery Quarter and its transformation will bring the two quarters closer together in terms of the transition from the City

Core and the physical connections. Development opportunities will need to be supported by the creation of a series of new primary walking routes and open spaces.

- **Growth**  
The potential of a high speed rail link terminating nearby significantly raises the likelihood of major HQ relocations and expansion of existing business needs. The demand for the highest quality of architecture incorporating cutting edge sustainable design and construction principles, a broad range of scale and adaptable floorspace, environmental quality and supporting infrastructure must be met.

The district houses one of the country's most comprehensive, and respected Children's Hospitals. The masterplan seeks to provide an opportunity for the hospital to expand, and upgrade its facility to modern efficient standards, while retaining use and occupation of historic locally listed Victorian buildings.

The growth of supporting leisure, retail and commercial activities will be accommodated and grouped at key nodes.

- Public Realm

Snow Hill Square with its granite surfaces, dynamic water feature, and high quality planting and street furniture sets a standard for public realm in this area which should be matched in new public spaces and revitalised streets throughout the district.

Snow Hill Queensway could be radically traffic calmed and boulevardised to give greater priority to pedestrians.

A new link will lead to Lancaster Circus where proposed redevelopment includes filling in the subways and raising its levels to create an attractive and usable public space, accessed by street level crossings.



Post and Mail Square proposal

- Connectivity

Snow Hill station acts as a physical barrier to the expansion of the Business District. The redevelopment of the existing car park, giving access over the railway via ramps and escalator links through a new station concourse to Snow Hill Square, the new Metro extension, and the wider area beyond will vastly improve connections.

The improvements to pedestrian routes will establish vital, legible and necessary links to the Jewellery Quarter, St George and St Chad and the Learning Quarter of Eastside.

The proposal for the High Speed 2 terminus at Moor Street Queensway focuses the need to provide clear and legible routes to the Snow Hill District, with strong pedestrian routes through the Martineau Galleries site and Masshouse.

A new pedestrian priority route through the hospital site will open up access to new non-hospital development and generate further permeability across the area.

High quality streets with pedestrian priority, well signed, and active throughout the day and evening will be important.



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Indicative option for transformation areas - Snow Hill District

The area links into major educational centres and student accommodation. Good clear cycle routes will encourage sustainable travel, as well as serving office workers.

- Massing

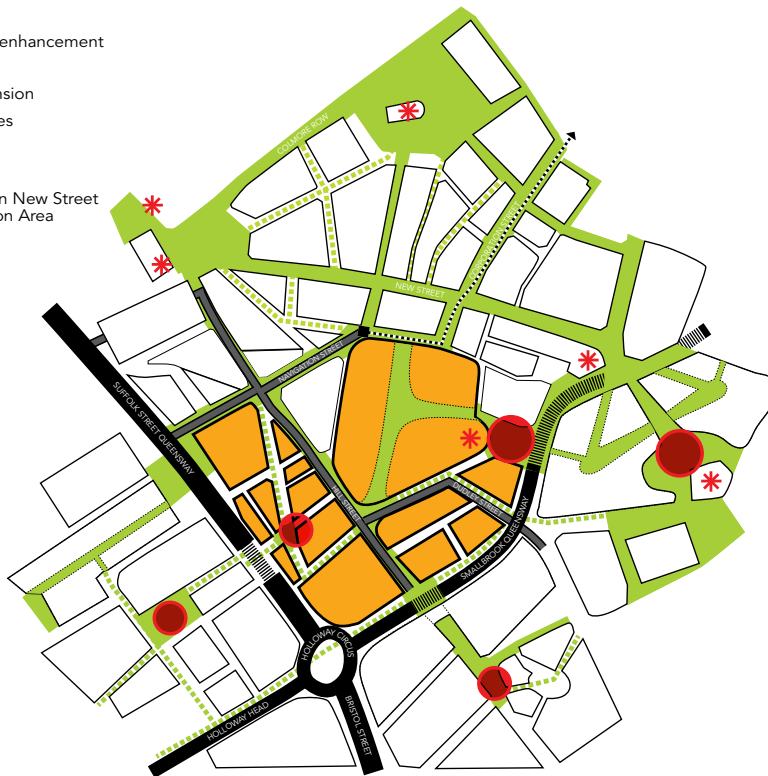
General storey heights in the area will range from 6 to 12 storeys, with a stepping up from Lancaster Circus along the Queensway to St Chads to a cluster of tall buildings grouped around Snow Hill Queensway up to 30 storeys.

There is potential for a taller building up to 16 storeys at the point within the Children's Hospital site where Corporation Street meets Lancaster Circus, ensuring that views through to the historic towers of the main hospital building would be retained.

If it is possible to develop over Snow Hill station, mass will step up from Livery Street with an overall height not exceeding 8 storeys, and retaining views through from Cornwall and Edmund Streets.

Building heights and proximity will need to take account of allowing good daylight to activity areas and public spaces.





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### New Street Station transformation area masterplan

- **Heritage**

The area is covered in part by two Conservation Areas and has a number of Listed and Locally Listed Buildings. These are integral to the character of the district, and architectural design which responds in terms of quality of materials, appropriate scale and detailing is vital to promoting an historic district which can incorporate the best in contemporary design.

Sequential views will be carefully managed to enhance the character of the district and provide landmark reference points to journeys through the area.

### **New Street Station**

Immediately to the south of New Street station, large-scale office and hotel redevelopment took place between the 1950s and 1970s on sites cleared to build the former Inner Ring Road. However 50

years on and the blockage to pedestrian routes created by New Street station has resulted in several vacant and underused sites, with major recent investment limited to the landmark Radisson Hotel at Holloway Circus and residential apartments around John Bright Street.

- **Growth**

The redevelopment of New Street station will have a profound impact on the whole of the City Core, but the new street level link, from the north at Stephenson Street, through a new concourse and public space, to a grand entrance to Station Street and Hill Street will, along with the new John Lewis department store, galvanise the regeneration of the station's southern neighbourhood.

This area will be the hub of taxi drop-off and pick-up. The public space will be

active and lively, sitting above new retail shops on Hill Street and Station Street.

A small number of local sites and buildings will be subject to new mixed development or redevelopment.

John Bright Street is a pleasant pedestrianised street with some fine buildings. It is intended that this street encourages niche retail occupants and extends its cafe/bar offer.

- **Public Realm**

The southern station plaza will provide a substantial public space as well as an active arrival and departure space. The station entrance 'electronic eye' will provide information and visual interest. A grand staircase, lift and ramp gives access to Station Street and Hill Street, and new granite paving, wall treatments, street furniture and lighting to the surrounding streets are part of the station renewal programme.

- **Connectivity**

New Street station will have six access points, and a pedestrian route around the entire perimeter. The route through the station concourse from north to south will be open 24 hours giving easy connection from the retail and civic core to the entertainment district, Chinese Quarter and Gay Village.

Pedestrian links across the Smallbrook and Suffolk Street Queensways are poor, particularly at Holloway Circus, and need improvement. This will achieve strong links between Southside, the residential communities of Bath Row, and the Mailbox, CUBE and canalside.

The Hill Street link to Southside will see significant environmental improvement and the introduction of new activity and better public transport.

The area will benefit from the introduction of the metro extension and Rapid Transit.

- Massing

There is potential for tall buildings between 16 and 20 storeys on other redevelopment sites in the area. Care must be taken to avoid overshadowing the public realm and residential uses.

- Heritage

Station Street has a fine traditional frontage with some listed buildings, which needs to be retained and enhanced by a sensitive design and active frontage to the station side. John Bright Street has good buildings some of which are locally listed. The character should be retained and enhanced by appropriate active uses at ground floor, with residential above.



Planned John Lewis Department Store above New Street Station



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Indicative option for transformation area - New Street Station



the quarters / eastside

# Eastside

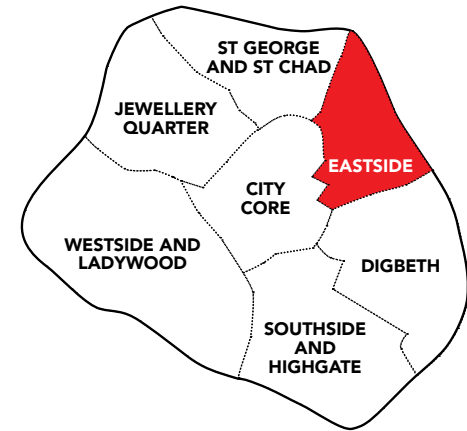
Eastside is a central focus for regeneration activity in the city centre that has brought about the removal of the 'concrete collar' at Masshouse and the emergence of the area as a location for knowledge, skills and innovation. It has both great potential for accommodating the expansion of City Core uses through major mixed-use development alongside the established science, technology and learning activities. The proposals for high speed rail will bring both major opportunities and challenges for the future of the quarter.

## About the quarter

- Home to a number of educational institutions including Birmingham Metropolitan College, Ormiston Academy, the 40 acre Aston University campus with its 9,500 students and the proposed Birmingham City University campus bringing an additional 5,000 students.
- An estimated one million people a year visit Millennium Point - England's largest millennium project outside of London.
- Alongside modern developments sit a number of historical buildings including the fine Grade I Listed Curzon Street Station - the original terminus for the Birmingham to London rail line.
- Occupying a 22 acre campus, Birmingham Science Park Aston is a focus for innovation-led knowledge based businesses.

Eastside consists of three distinct character areas. The area north of Jennens Road, known as The Aston Triangle, consists of the Aston University campus with Birmingham Science Park Aston. The area is dominated by large individual buildings dating from the 1960s - 1980s set within open spaces.

This pattern of development is complemented by the more recently completed structures around Jennens Road including the distinctive Millennium Point building. From here down to the Victorian viaducts and east of Millennium Point much of the land is cleared, but interspersed with historical buildings including Curzon Street Station. Some of the historic Victorian street pattern remains and with the Digbeth Branch Canal, which runs along the eastern side of the quarter, the area retains links to its industrial heritage.



The spread of City Core uses has seen development activity around the Masshouse area that is more reflective in scale and character to buildings within the City Core.

## The vision

The overall vision for Eastside is to maximise its unique and extensive development potential to create a quarter supporting the best in learning, technology and science with opportunities for expanding the City Core with new commercial, residential, leisure and entertainment uses. Responding to the proposals for high speed rail will transform Eastside into a key arrival destination, unlocking development opportunities and linking the area into the City Core.

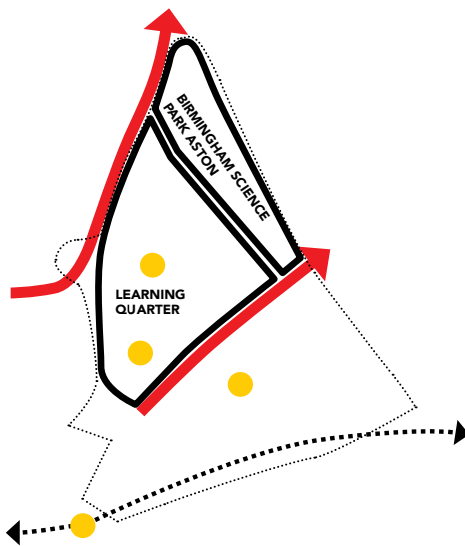
“ On the doorstep of the City Core, Eastside offers major redevelopment opportunities and an established learning and technology focus. ”

## Big ideas

On the doorstep of the City Core, Eastside offers major redevelopment opportunities and an established learning and technology focus. The area has all the attributes to drive forward our ambitions for Birmingham as a place of fantastic connections and a driver of the knowledge economy. The role of the Birmingham Science Park Aston and the educational establishments will be central in creating a hub for research, learning and technological advances. The heart for the city's digital revolution will be Eastside. We will address a number of key issues so we can realise the full potential for Eastside.

- The huge opportunities that the proposals for high speed rail will bring.
- Quality of the connections with the City Core and Digbeth.
- The strength and position of the education establishments in delivering learning and research.
- How the area can become a leading driver in technology, science and digital connectivity.

### URBAN STRUCTURE at present



the quarters / eastside

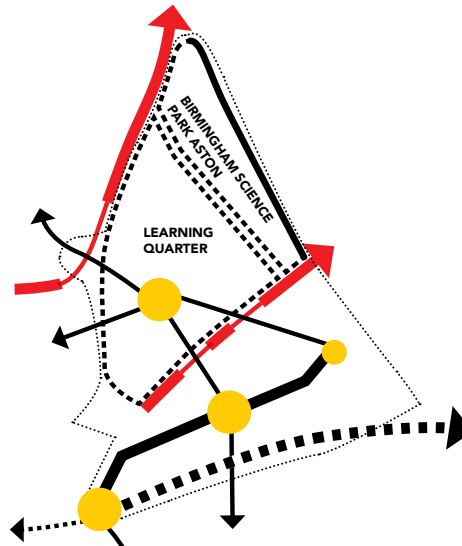
## Connected city

Improved pedestrian connections, both into the quarter and in forming the links between activities and open spaces, will be vital in attracting visitors, customers, residents and further investment.


The area of transformation south of Jennens Road will create new local walking routes and spaces bringing direct and convenient links between Eastside, the City Core and Digbeth. The detail of these links is set out in the Area of Transformation section (page 49). It will be vital that the network of local walking routes is extended north beyond Jennens Road to connect the whole quarter. We will support improvements to the pedestrian environment along these routes and seek to prioritise their role.

Enhancements to the canal corridor as a walking/cycling route will be central to encouraging movement within the quarter and between the different parts of the city centre. Improving connections to and beyond the Ring Road will be important.

### URBAN STRUCTURE in 20 years










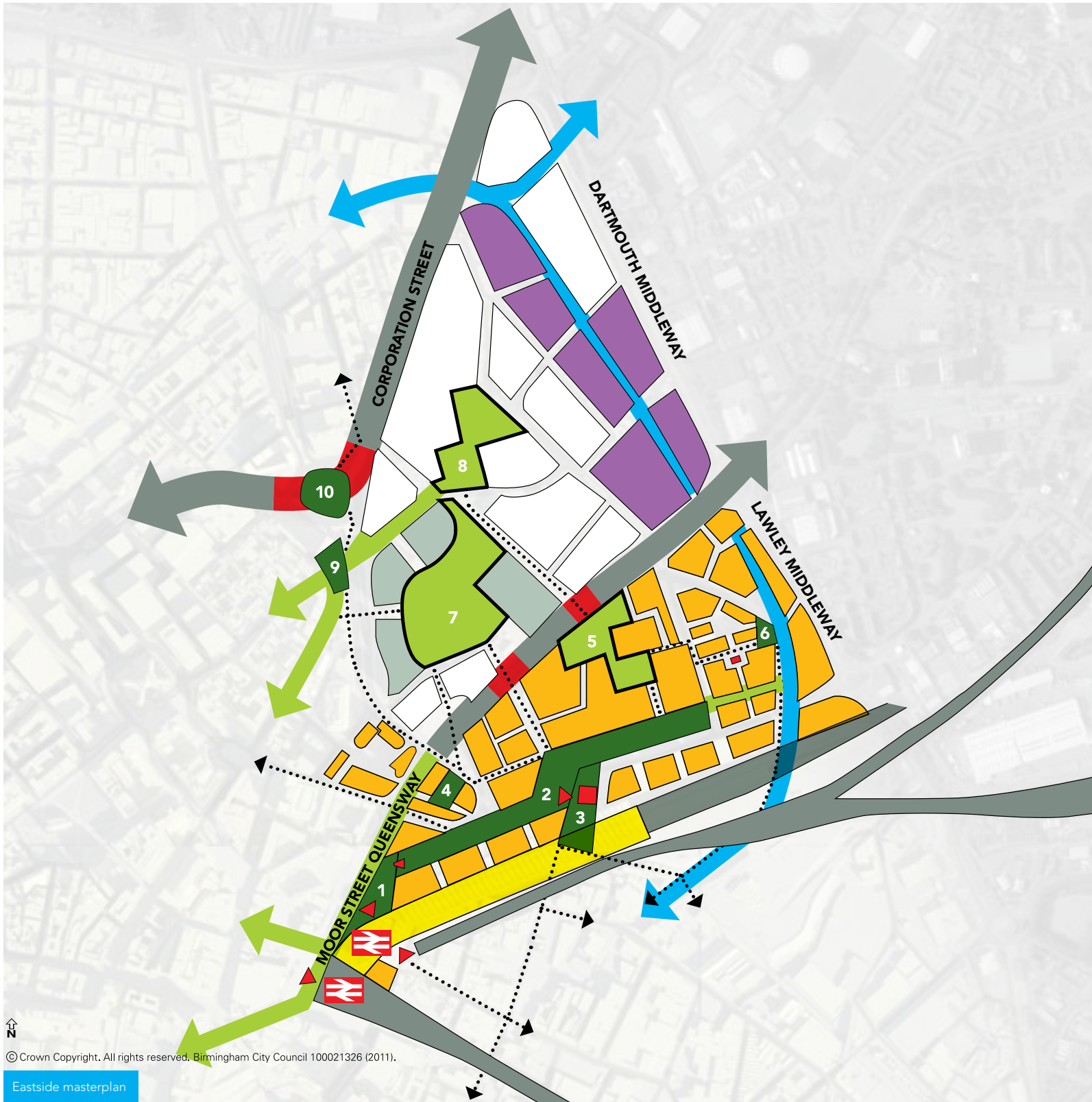
## KEY

-  Moor Street and Eastside rail stations
-  Access to rail stations
-  Curzon Street Station
-  Birmingham Science Park Aston
-  Existing block structure
-  Blocks within Eastside major transformation area
-  High speed rail viaduct
-  Blocks forming part of other major developments
-  Rail viaducts
-  Existing open spaces
-  New open spaces
-  Primary walking routes
-  Local walking routes
-  Major roads
-  Major road interventions and improved pedestrian crossing
-  Canal

### Open spaces

- 1 NEW - Station Square
- 2 NEW - Eastside City Park
- 3 NEW - Curzon Square
- 4 NEW - Masshouse public realm
- 5 Millennium Point public realm
- 6 NEW - Pound Square
- 7 Lakeside
- 8 Aston University open space
- 9 NEW - Corporation Street open space
- 10 NEW - Lancaster Circus open space

-  Quarter boundaries
-  Key characteristic areas with significant boundaries
-  Pedestrian connections
-  Rail line
-  Proposed HS2 line
-  Major highways barriers
-  Central nodes



Eastside masterplan

## Knowledge city

In today's increasingly knowledge based society, economic success will be derived from the exploitation of the knowledge, skills and innovation potential of the city. **Birmingham Science Park Aston** will be a key component in driving the city's knowledge economy.

The Science Park will act as a hub promoting enterprise and innovation by bringing together people with ideas and technologies, people with expertise and experience and people with funds to invest. Located close to the City Core the Science Park is easily accessible and aspirations for remodelled accommodation will be supported. A new Innovation Village will enhance this facility with additional work space and high tech infrastructure.

As part of the development proposals within this area the new **Engineering Academy** will create a new focus on engineering and manufacturing emphasising business enterprise and developing the skills necessary for Birmingham to capitalise on opportunities in engineering. It will enable a new generation of innovative and talented engineers.

Eastside's role in the knowledge economy is boosted by the concentration of educational establishments in the area. Based around the activity at **Aston University, Birmingham Metropolitan College, the new campus for Birmingham City University, Millennium Point** and **Ormiston Academy** is where the creation of a learning/knowledge quarter will be achieved.

Undergoing a period of transformation **Aston University** will provide a new and improved campus, becoming a centre for excellence in learning, research and community engagement. Future development will focus on delivering improved facilities, enhanced spaces and improved links.

**Birmingham Metropolitan College** and **Ormiston Academy** provide further focus for learning and research. The planned **Birmingham City University Campus** will provide 35,000 to 45,000 square meters of accommodation acting as the new home for media, arts and engineering learning.



Eastside aerial view










## Smart city

Digital technology will be central to the future knowledge economy allowing links to be created which are not defined by geography. Such technology will connect people around the world instantly. Birmingham Science Park Aston has the potential to create a 'digital port' for Birmingham at the heart of the **Digital District**. The city's digital capabilities will ensure connectivity without boundaries, reducing the need to travel and contributing to reducing carbon emissions.

## Area of transformation

### Eastside

Eastside has long been seen as an area in which to expand the City Core, delivering major change through mixed-use developments in the area south of Jennens Road.

-  Main roads
-  Street level crossing enhancement
-  Secondary roads
-  Metro line with extension
-  Primary walking routes
-  Local walking routes
-  Canal
-  Building blocks
-  Building blocks within Eastside Transformation Area
-  Key city landmarks
-  Location for new open spaces



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Eastside transformation area masterplan



With the proposals for high speed rail the focus on Eastside as an area of transformation has been further strengthened and its position as a major arrival destination is now at the fore. The area bounded by Jennens Road, Moor Street Queensway, Lawley Middleway and the viaduct has great opportunity to deliver both a new terminus station for High Speed 2 route with opportunities for landmark developments and attractive spaces.

Our approach to the future of this area sets out a clear framework to guide change, which will ensure that the city centre capitalises upon the opportunities that this major investment in infrastructure will bring. This approach will be flexible, reflecting uncertainties over eventual delivery of High Speed 2 line. Transformation of this part of Eastside will be planned for the short, medium and long term and come forward in a number of elements linked together.

- **Connectivity**  
Integrating this area into the wider city centre will be an important aspect for its future transformation. Strong attractive walkable routes will be created within the area allowing easy circulation for people accessing the station and beyond.

The viaduct arches will create a distinctive environment, enhanced with lighting, and space for temporary uses to provide attractive connections into Digbeth.

From the station concourse a series of new access routes through and out into Eastside, Digbeth and out to Moor Street Queensway for the City Core.

- **Public Realm**  
New public spaces will be created to provide focal points and key nodes to generate meeting places and guide people through the quarter to their destination.

Eastside City Park will create a key focal point for the area providing a catalyst for regeneration. The park will create a pleasant and walkable route connecting the different elements of Eastside to the City Core and eastwards to beyond the Middleway. The delivery of the Eastside City Park will be a priority.

The new Station Square will provide a focal point for those arriving from the station, dispersing people onto walkable routes.

Street furniture and distinctive lighting of places and buildings will provide visual interest, enhance safety and create a sense of place.

- **Growth**  
Core uses including office, leisure and residential are likely to expand as a result of the High Speed 2 terminus and improved connections to New Street Station.



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Indicative option for transformation area - Eastside

Mixed-use blocks will create a vibrant 24/7 feel to the area with visitor attractions, employment opportunities, leisure and city living accommodation.

Enhancing the new spaces and walking routes with active ground floor uses will be encouraged. Activity should spill out onto the streets to create a lively and interactive atmosphere.

- Massing

Expanding City Core uses into the area will see opportunities for a range of building heights from 6 to 10 storeys rising to 16 storeys to mark key views.

Around the new squares blocks and buildings should be of a human scale, well articulated and visually diverse to reflect the mix of use and intimate character.

A range of new buildings fronting the Eastside City Park will form an integral part of the new terminus building and be of a scale and height in keeping with the station.

- Heritage

The area still retains some distinct character and a number of attractive buildings and features. New developments will take a sensitive and responsive approach to incorporating such assets through reuse and retention in the context of delivering wider benefits for the area.

Curzon Street Station will become the focal point, acting as one of the key accesses for the High Speed 2 terminus but as a feature in its own right reflecting its historical importance and architectural quality. It will be set within a new hard-landscaped square.

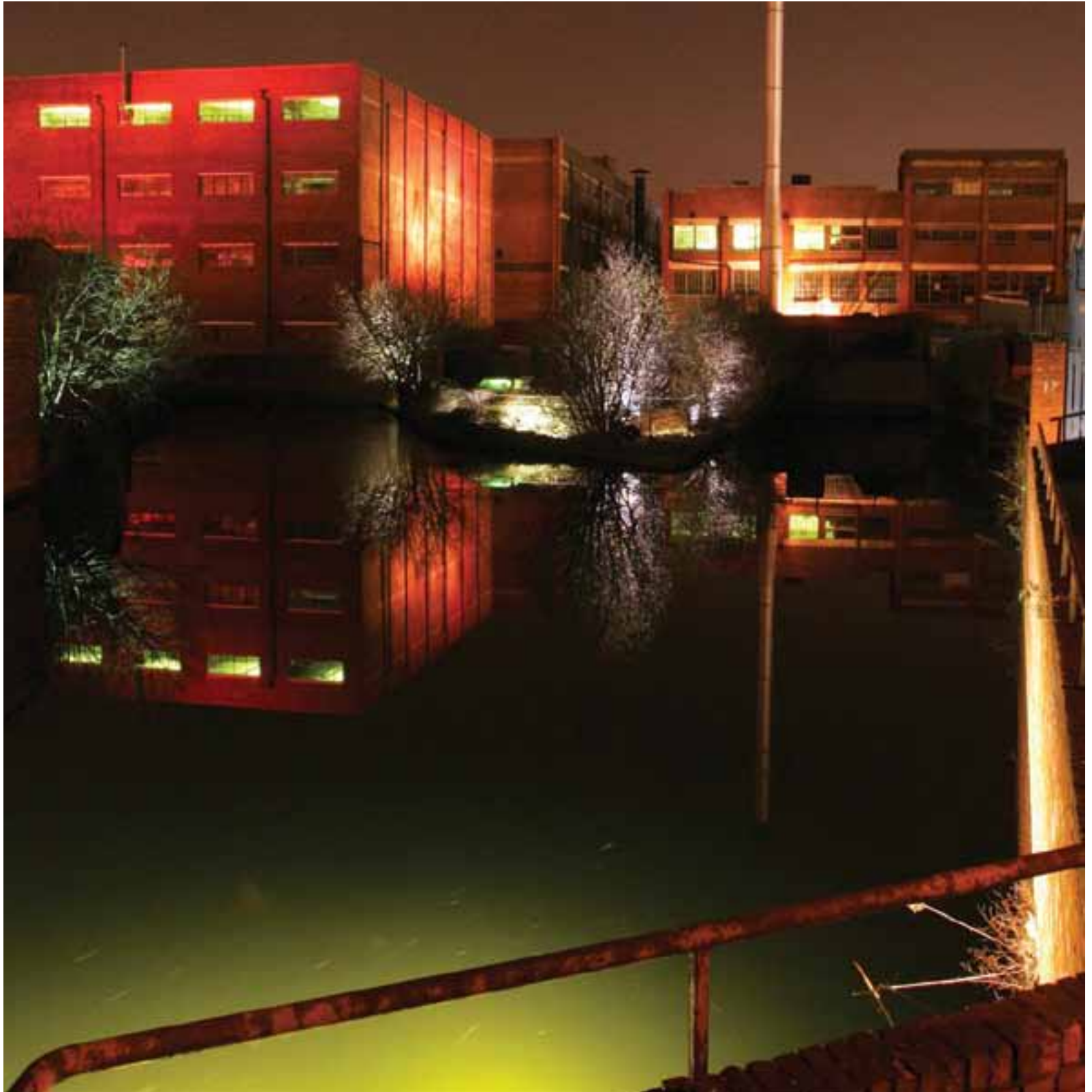
The rail arches and other distinct industrial features, including the canal environment, will play an important role in guiding an authentic environment complementing the modern structures.



The proposed High Speed 2 set to deliver journey times of 49 minutes between Birmingham and London could be worth £1.5 billion a year to the West Midlands economy.



The new City Park (Eastside)



the quarters / digbeth

# Digbeth

From the earliest beginnings as part of the city's industrial development, the Digbeth area has evolved to meet changes, constantly reinventing itself and adapting the built environment to meet the needs of new uses. Today although the majority of the factories have gone and the canal is no longer carrying cargoes it still has a certain creative buzz about it.

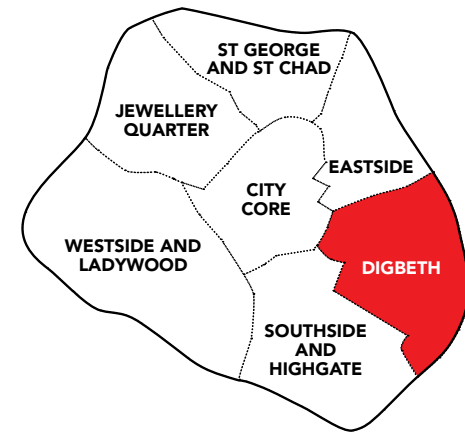
## About the quarter

- The Custard Factory is home to a dynamic community of 500 artists and small creative enterprises based within the 5 acre complex of riverside factories built 100 years ago by Sir Alfred Bird.
- The Grand Union Canal, Digbeth Branch Canal and River Rea flow through the area.
- Home to the Irish Quarter, a focus for related cultural and entertainment activities centred around Bradford Street and Digbeth High Street Deritend.
- The area has been at the heart of Birmingham's history from the earliest known settlement to the industrial revolution and planned

developments of the 21st century. The important heritage is protected in two conservation areas: Warwick Bar and Digbeth, Deritend, Bordesley High Streets.

Sandwiched between, and running in the blocks along, the railway viaducts are the historical core of Digbeth, characterised by a range of warehouse complexes and purpose-built works dating from the mid 19th to the mid 20th century.

Within this core area the streetscape is wholly derived from the area's industrial past as a warehouse and industrial quarter. Street blocks are compact and composed of building plots which vary in shape and size.



The Gun Barrel Proof House (built 1813), set slightly apart on Banbury Street, is the sole example of an early 19th century works and remains in its original use. There are very few surviving domestic properties in the area.

The Old Crown public house on Deritend High Street, built in the late 15th century, provides one of the earliest remaining buildings in the city.

Much of the historic environment is protected by conservation area designations which aim to preserve and enhance the character and appearance of the heritage assets.

Running through and across the area, the canal and railway structures provide examples of late 18th and 19th century transport engineering. These structures add to the hard industrial appearance created by the traditional building types with the viaducts dominating the area.

Beyond this core area more modern industrial premises exist along the Middleway and parts of Digbeth High Street. The High Street also acts as the key spine running through the quarter from the Middleway into the City Core.



View towards Eastside Station from Fazeley Street

## The masterplan vision

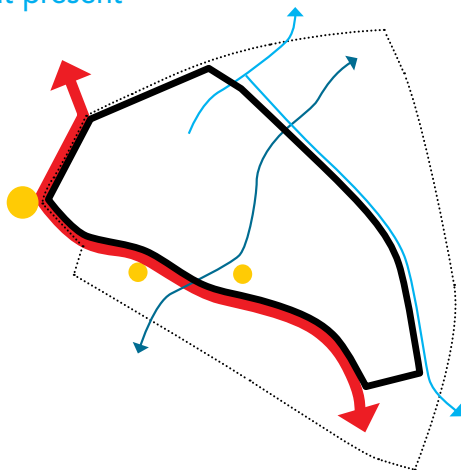
The ambition for the area is to use its historic roots as a foundation for growing its established creative businesses and developing a vibrant urban community with entertainment, living and cultural opportunities. By embracing the existing building fabric and delivering a high quality, exciting, and safe public realm Digbeth will become a flourishing creative and cultural hub for the city.

## Big ideas

In Digbeth the fundamentals are all there to create a thriving, active and authentic part of the city centre. With some enhancements to the physical infrastructure of the area, the potential can be truly fulfilled. To facilitate the renaissance we will address a number of key issues, including:

- Providing safe and convenient connections into and through the quarter.
- Supporting its gritty and authentic character.
- Balancing the needs of local businesses, residents, cultural and creative activities.

## URBAN STRUCTURE at present



the quarters / digbeth

- Responding to the opportunities and challenges that the proposal for High Speed 2 in neighbouring Eastside will bring.

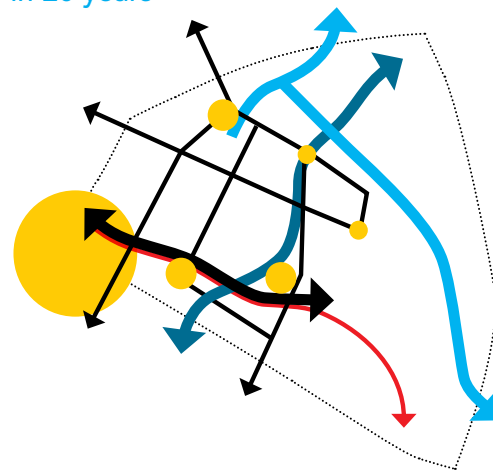
## Connected city

Improved pedestrian connections both into the quarter and between activities and open spaces will be vital in attracting visitors, customers, residents and further investment.

**The High Street** (including Digeth High Street Deritend and High Street Bordesley) currently acts as a major block to movement in and through the quarter. We will support the remodelling of this road to reduce car dominance, introducing an improved pedestrian environment and create space for activity along its length.

Action to rationalise the gyratory at the top end of the High Street, at the Bullring, will be central to drawing people across from the City Core into the area. The transformation of the **Wholesale Markets** will play a key role in the redesign. Links will be significantly enhanced between Digbeth, the City Core and Southside.

## URBAN STRUCTURE in 20 years

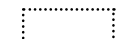
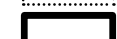







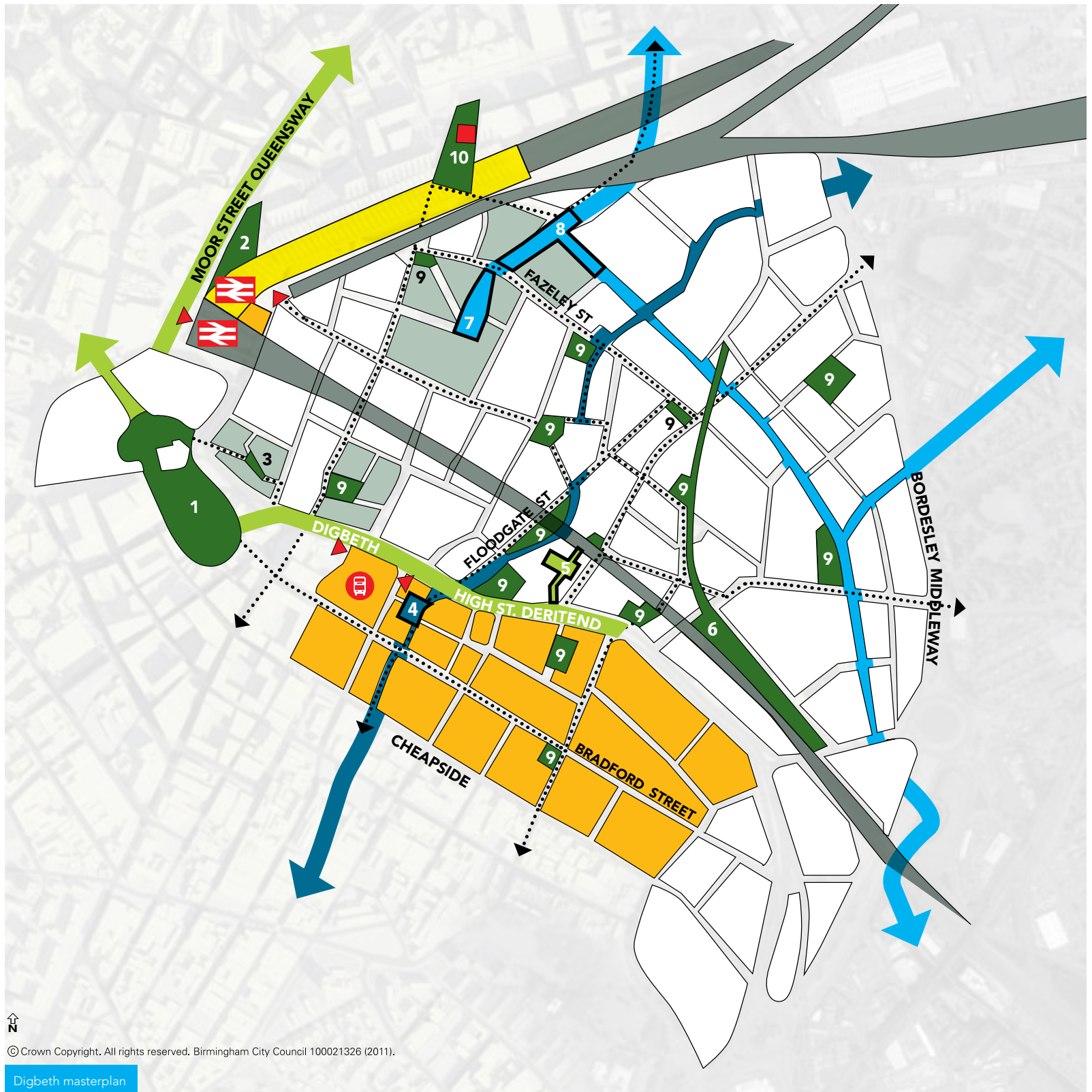
## KEY

-  Moor Street and Eastside rail stations
-  Access to rail stations
-  Birmingham Coach Station
-  Existing block structure
-  Proposed high speed rail viaduct
-  Blocks within Southern Gateway major transformation area
-  Blocks forming part of other major developments
-  Rail viaducts
-  Existing open spaces
-  New open spaces
-  Canals and River Rea space interventions
-  Primary walking routes
-  Local walking routes
-  Canal
-  River Rea

## Open spaces

- 1** NEW - St Martin's and Moat Square
- 2** NEW - Station Square
- 3** NEW - Beorma public realm
- 4** NEW - Connaught Square
- 5** Custard Factory public realm
- 6** NEW - Digbeth viaduct park
- 7** NEW - Typhoo Factory Basin
- 8** NEW - Warwick Bar public realm
- 9** NEW - other key opportunities for open spaces
- 10** NEW - Curzon Square

-  Quarter boundaries
-  Key characteristic areas with significant boundaries
-  Pedestrian connections
-  Major highway barriers
-  River Rea
-  Canals
-  Central nodes



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Digbeth masterplan

The High Street will become a primary walking route from which a network of **local walking routes**, will run north-south and east-west. Along these routes a series of pocket parks and larger open spaces will be created. Street furniture and distinctive lighting of places and buildings will provide visual interest, enhance safety and create a sense of place.

The network of local walking routes includes **Bradford Street** and **Fazeley Street** linking east-west, **New Canal Street** running north into **Eastside**, **Meriden Street** linking south toward **Southside**; and **Floodgate Street** running south.

**Bradford Street** performs a central role in linking the City Core and Irish Quarter. Public realm improvements along its length are set to enhance the attractiveness of this street.

**Fazeley Street** performs an important role as an east-west route connecting westwards to Eastside and eastwards to Liverpool Street and Adderley Street and onto the Ring Road. It has a strategic role which will be reinforced through improvements to lighting, materials and spaces.

The link from Digbeth into Eastside is also supported by **New Canal Street - Meriden Street** forming a useful north-south link. In particular this route will play a key role in connecting the redevelopment at Eastside and the **High Speed 2** terminus to Southside and the Southern Gateway. The design principles for this street follow those for the other local walking routes with a focus on shifting the balance from vehicular movement to pedestrians, while still acknowledging the importance in the wider road network.

**Floodgate Street** is a particularly distinctive route due to its straightness, meaning there are long views along the entire length of the road. Passing under the railway viaduct provides a significant landmark on this route, reinforcing the industrial character of this area. Our approach will be to support improvements so that the distinct character along this road is enhanced.

The canal corridor will also form part of this network of routes acting as an ideal means to aid pedestrian movement.

The **River Rea** and the **canals** will be opened up further as part of the re-use, development and/or conversion of

buildings and plots along their length. The focus will be on enhancing lighting and access to the canal frontage creating a lively and safe atmosphere that is attractive for pedestrians and cyclists.

At **Typhoo Basin** an attractive mixed-use development opportunity around a central water feature will become a key focal point and see the conversion of the existing complex of buildings. Extending out onto the canal network further opportunities will be supported along the canal corridor for mixed-use developments incorporating live/work units at **Warwick Bar**.

The opportunity presented by the proposal for **High Speed 2** and the new station on the northern edge of the quarter offers great potential to connect Digbeth to the City Core and bring a renewed focus to the north of the quarter for a mix of uses. The shared concourse with the southern station entrance, accompanied by a public square, will be a key arrival destination into Digbeth.

The traditional building types and strong street grid patterns are vital to local distinctiveness and sense of place. Such assets will be used to create strong character for new developments. Keeping the mix of small properties and larger industrial buildings will be important allowing experimentation in space and place.

We will support the utilisation of these assets to form an inspirational and truly authentic place that offers an alternative to other areas in the city centre.

We aspire to create an elevated linear park along the disused viaduct, running broadly from **Upper Trinity Street** to **Montague Street**. This will provide an exciting 'viapark' consisting of high quality public space combining planting, paving and events areas. **The Cattle Station** is



Typhoo Basin public realm proposal



Public realm at Digbeth viaduct

the point at which some significant and underused plots of land can be found, and a spot where the canal is quite close by.

In combination with the buildings, streets and spaces, the range of entertainment, creative and cultural activities within the quarter will continue to play a vital role.

**The Irish Quarter** has existed for some 50 years, mainly around **St Anne's Church** and community club. While much of the community has now dispersed, the area contains a wealth of Irish-based businesses, independent Irish bars, The Irish Club and related organisations. The contribution these activities make to the and thriving nature of the area will continue to be supported.

As the area becomes more successful the pressure will grow for new higher value uses to come into the area. We will need to manage this pressure to ensure that the fundamental character and experience of the area is not lost. The retention, re-use and conversion of buildings is key.

## Creative city

**The Custard Factory** will be the focal point for this creative quarter with Fazeley Studios and other areas around the canal acting as locations for creative activities. Space for new studios and supporting facilities and services will be part of creating a thriving quarter. The re-use of buildings will be vital to the growing creative activity in the area and improved pedestrian connections will have a central role in making the quarter more attractive to visit.

Throughout the area mixed-use developments will be supported where they support the aspiration for the area as a creative cultural entertainment hub. Developments along the canal corridor will be supported where they achieve the interaction and accessibility to the canal and retain the character and distinctiveness of the area.

We want more people to live in the Digbeth area but they will have to embrace urban living and all that this means. We know there is potential conflict between different activities but in order to attract more activity and create a thriving and

diverse area, the workshops, bars, clubs, venues, businesses and residents will need to come together in inventive ways to support a dynamic community.

Future residential provision will need to reflect the character of the area, adapting to the existing building stock and environment. Live/work units and student accommodation will be an important element in future housing development. The creation of an 'urban village' will bring greater life and activity to the area and it will be important that this is supported by vibrant facilities.

## Smart city

Digital technology will become a central part of the focus on creative industries. Such technology will help to connect people instantly and without boundaries. The close links with Eastside are pivotal in the expansion of this technology, with Digbeth forming part of the Digital District.

The city's digital capabilities will ensure connectivity without need to travel, so supporting the reduction of carbon emissions.





the quarters / southside and highgate

# Southside and Highgate

Southside, including the Highgate residential area, has a rich mix of existing activities giving the area a unique spirit and vibrancy. Coupled with this character are significant redevelopment opportunities that will complement the area to create one of the most diverse city centre quarters that will be a major cultural and visitor destination.

## About the quarter

- The Wholesale Markets site presents 8ha of development potential on the doorstep of the City Core.
- The historic manor house and moat lie underneath the Wholesale Markets site and represent part of the medieval heart of Birmingham.
- Historic retail markets are part of Birmingham's rich heritage and history; and are home to the largest inland fish market in the UK.
- The Hippodrome Theatre with the Birmingham Royal Ballet, is the UK's most visited theatre with over half-a-million patrons every year.
- Home to the city's Chinese Quarter bringing in thousands of international visitors every year and hosts the Chinese New Year celebrations.
- 75,000 visitors to the UK's biggest free annual Pride Festival around the Gay Village's thriving, independently owned café bars, pubs and clubs.

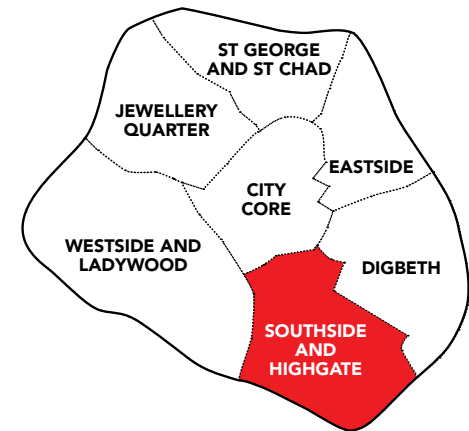
Southside grew from the original heart of Birmingham around St Martin's parish church, the manor house and moat, with Edgbaston Street and the approximate line of Smallbrook Queensway once marking the southern edge of the medieval town. From the 1790s and throughout the Victorian period, a dense pattern of streets, factories, courtyard

"back-to-back" housing, shops and pubs spread rapidly southwards towards and over the River Rea.

The development of the Wholesale Markets in the 1970s dramatically altered the original street pattern and the fortress-like building turns its back on the surrounding area, leaving Southside with fractured links and dead frontages, thereby isolating the areas and buildings beyond.

The removal of subways at Smallbrook Queensway in the early 1990s improved the pedestrian connections to the area along the primary walking route of Hurst Street. Investment followed with the Arcadian Centre, the extended and refurbished Hippodrome Theatre and the restored historic "back-to-back" houses. These provide significant cultural assets for Southside alongside successful bars and restaurants. During the last decade, high-density residential apartment development has provided new urban living which has greatly increased pedestrian activity and has begun to help support a greater mix of commercial uses around Hurst Street.

In the streets south of Bromsgrove Street, some of the former industrial buildings have been taken over by vibrant café bars, pubs, clubs alongside established engineering companies and warehouses. Large areas of vacant land and derelict buildings remain towards Bristol Street.



A significant portion of Southside, between Sherlock and Barford Streets, down to the River Rea and beyond to Highgate, is covered by low intensity industrial premises. Many units provide space for small engineering companies and a variety of other commercial operations. However some parts of the area are underutilised and remain empty. The unattractive environment isolates and severs the Highgate area from otherwise walkable routes to the City Core and Digbeth.

The Highgate area rises up from the River Rea towards a ridge at Highgate Middleway. Most of Highgate was comprehensively redeveloped during the 1960s, introducing a mixture of council housing, including tower blocks, maisonettes and modern two-storey terraces. A pocket of industrial land occupying four street blocks divides the residential area.

There are a number of key landmarks within the Highgate area including the Central Mosque, St Alban's Church and Lenches Trust Almshouses, the Paragon Hotel and Highgate Park.

## The masterplan vision

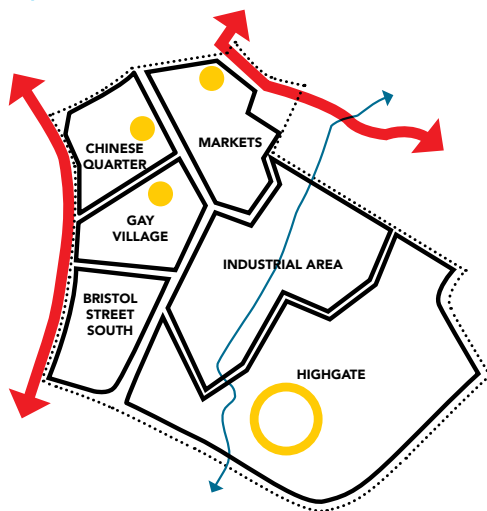
Our vision for the area is to bring about significant change of the Wholesale Markets site, capitalising on this opportunity as a catalyst for bringing investment and activity to the wider area. Improving the transport links and strengthening the areas character will create a vibrant, liveable and well-connected part of the city centre, creating a major cultural destination. In the longer term there is the potential to transform Highgate and surrounding areas to provide a much improved family neighbourhood.

### Big ideas

Southside and Highgate has the potential to become one of the most exciting and liveable areas of the city centre. While the quarter has many good qualities a number of key issues will need to be addressed in order for the wider area to fulfil its potential. These include:

- Opportunities presented by the relocation of the Wholesale Markets.
- The creation of good, active streets, open spaces and better connections with the City Core and neighbouring areas.

### URBAN STRUCTURE at present



the quarters / southside and highgate

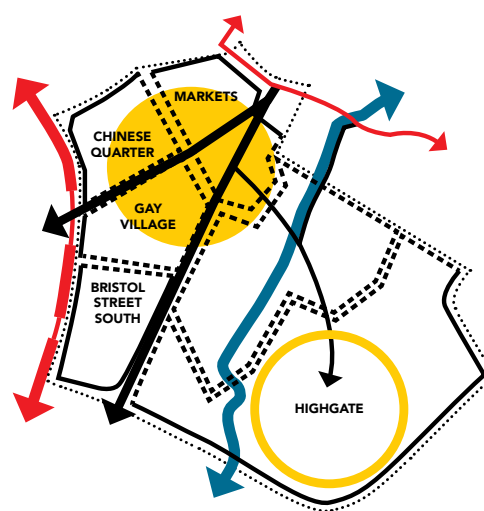
- Supporting development of the distinctive cultural and entertainment assets.
- Supporting and creating strong, vibrant communities by dealing with vacant and underused land and buildings.
- Keeping the best of Southside's character and heritage and considering the future of industrial land and activity.

### Connected city













Improved quality and number of streets and open spaces for pedestrians will be essential to the future attractiveness of the area. Currently, poor connections and often rundown or uninspiring streets fail to provide the all-year-round buzz and activity that befits a cosmopolitan part of the city centre.

As part of the Birmingham Gateway Project, the creation of a new southern entrance to New Street Station and the redevelopment of the Wholesale Markets will vastly improve pedestrian connections from the City Core to the quarter.

### URBAN STRUCTURE in 20 years











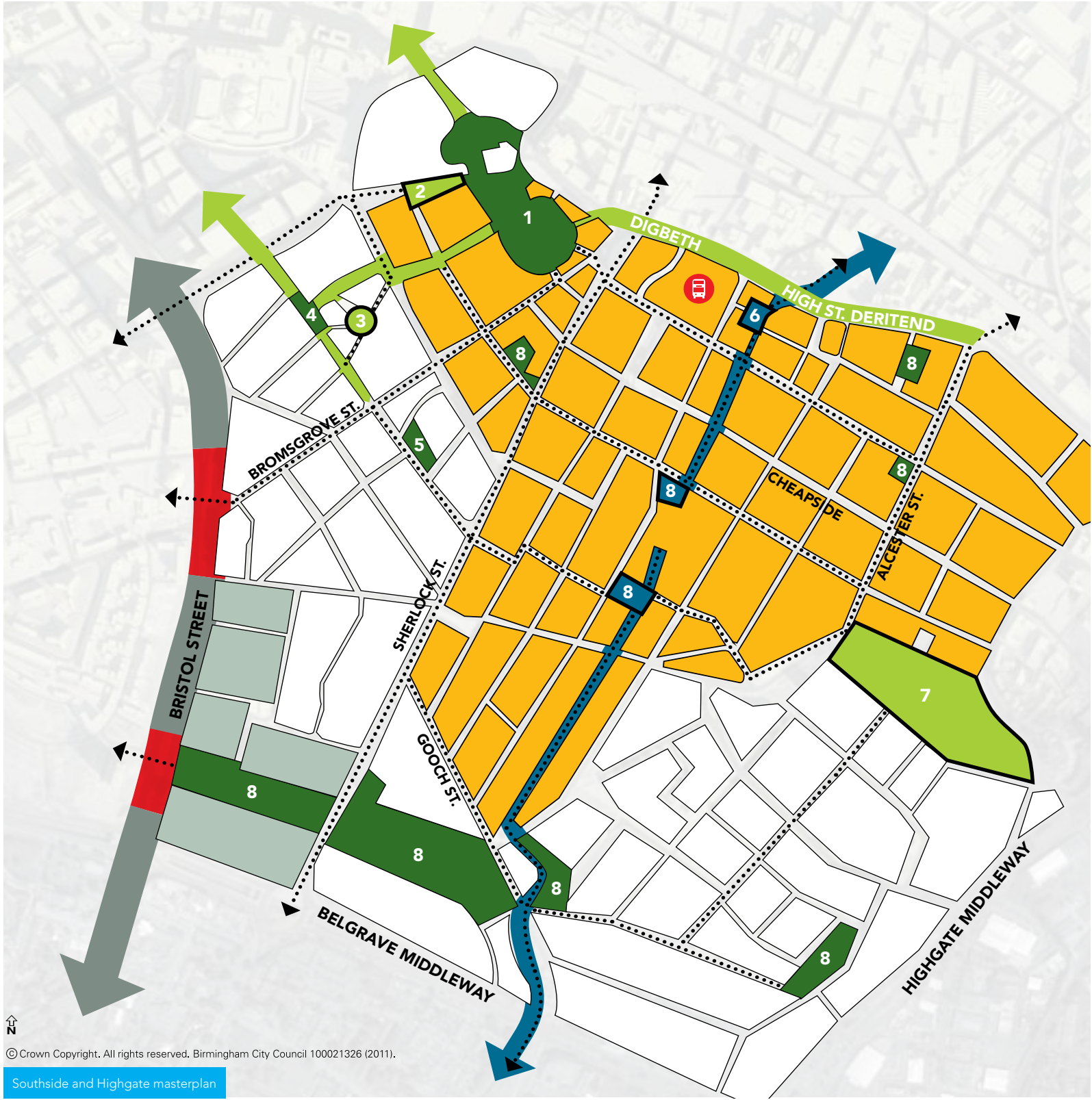
### KEY

-  Birmingham Coach Station
-  Existing block structure
-  Blocks within Southern Gateway major transformation area
-  Blocks forming part of other major developments
-  Existing open spaces
-  New open spaces
-  River Rea space interventions
-  Primary walking routes
-  Local walking routes
-  River Rea
-  A38 Corridor
-  Major road interventions and improved pedestrian crossing

### Open spaces

- 1 NEW - St Martin's and Moat Square
- 2 Edgbaston Street public realm
- 3 Arcadian public realm
- 4 NEW - Theatre Square
- 5 NEW - Village Square
- 6 NEW - Connaught Square
- 7 Highgate Park
- 8 NEW - other key opportunities for new/improved open spaces

-  Quarter boundaries
-  Key characteristic areas with significant boundaries
-  Increased permeability and access
-  Pedestrian connections
-  Major highways barriers
-  River Rea
-  Central nodes
-  Residential areas



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Southside and Highgate masterplan

**Hurst Street** - festival street, a primary walking route, links many of Southside's assets and will become the focus for lively street theatre, markets and events.

Further opportunities to make this route more pedestrian-friendly will be explored, including extending the footway and lighting improvements already implemented.

**Bromsgrove, Sherlock and Kent Street** will be important pedestrian routes, forming part of the local walking route network. Ground floor uses and activities, higher quality public realm and street trees will help to transform these routes.

A new network of open spaces linked by the local walking routes, will create an improved range of places that enrich Southside's character. This will include **Moat Square** within the Wholesale Markets site and **Theatre Place** - the potential for a higher quality and memorable setting for the Hippodrome Theatre and "back-to-back" houses.

A new **Village Square** at the **Gay Village** end of **Hurst Street** is proposed where active uses will surround a much needed green oasis for the area's residents and visitors. As part of the **Bristol Street South** development site, existing public open space off Sherlock Street will be reconfigured as a new park for Southside.

**Highgate Park** will be maintained as an important public open space and its overall quality and function will be promoted. In the longer term the park has great potential as a focus for higher quality development around its edges. Across the wider area, improved open spaces will be sought as part of individual redevelopment schemes.

**Bristol Street** will remain a key vehicular route into the city centre from the south and forms part of the **A38**. Opportunities will be sought to transform the currently harsh pedestrian environment and to improve the number and quality of crossing points in order to better connect **Attwood Green** with Southside.

### Creative city

Southside's status as a major **creative** and **cultural district** will be promoted and capitalised upon in order to grow the area's potential visitor base.

The cluster of theatre, entertainment and leisure activities within and around Southside, including the O2 Academy, Hippodrome, Old Rep and Alexandra Theatres, Electric Cinema and lively cabaret bars, provides the opportunity to create a lively cultural focus for the city centre. The development of this **cultural centre** will be supported where proposals provide the city with facilities of national and international importance, and also the small-scale and diverse. Together they will develop further the rich creative and cultural performing arts offer of the city.

### Liveable city

The richness and variety of activity on offer in Southside is highly diverse in comparison to other quarters. The wide mix of uses and communities still has room to develop further.

The identity of the **Chinese Quarter** will be strengthened, particularly around Ladywell Walk and the Arcadian Centre. This will be achieved through working with the Southside BID and Chinese community groups and local businesses to provide decorative features, public artwork and a Chinese arch that will provide a tourist attraction and cement the area's character.

Birmingham's **Gay Village** has become well-established within Southside over the last 20 years. Vibrant café bars, pubs, clubs, shops and community services cater for the lesbian and gay community from Birmingham and the wider West Midlands region. The focus of the village is around the lower part of Hurst Street, Kent Street and Lower Essex Street.

Recent investment in the public realm has given this part of Southside a stronger character and presence. There are opportunities for specialist retail, hotels and other business uses to locate within the heart of the village, bringing greater levels of visitor activity throughout the day and night.

The retail markets will continue to play a vital role in the city centre's retail offer which will be promoted and improved as part of the Wholesale Markets' redevelopment.



Southside city living

Southside has growing residential communities with a dynamic urban village character emerging in the **Chinese Quarter** and along the Bradford Street corridor. Residential uses as part of the mixed-use redevelopment of derelict sites within the Chinese Quarter and Gay Village will continue to form an important part of Southside's regeneration. Such uses should be encouraged where they do not compromise the entertainment and leisure uses that provide the unique essence of Southside's character. The diversity of the area relies on the coming together of entertainment venues, businesses and residents to support a dynamic community.

**Highgate** is a significant area of residential provision in the city centre. Sitting on the fringe of the city centre, it has good links to areas beyond the Ring Road. The area suffers from elements of poor design and layout, under-utilised open spaces and insecure pedestrian routes. Selective redevelopment will address these issues with our longer term ambition to see Highgate and the surrounding area become home to improved family living. This will be supported with well-balanced infrastructure including private and communal open spaces, improved network of local walking routes and community facilities. Future planning and regeneration activity will be undertaken in partnership with existing communities.

The residential **St. Luke's Estate** includes under-utilised open space that has the potential, working alongside the local community, to be remodelled to accommodate both further family housing and more functional and better quality spaces.

The existing parade of shops at **Horton Square** provides for some day-to-day needs for the local community, however the range and choice is limited. Opportunities will be sought to expand the retail area to meet this gap and to support new residential growth.

The long-term future of the pocket of industry and the fringes of the adjacent industrial area will be considered as part of the masterplan's aims to expand the quantity and quality of family housing in Highgate. This would also result in improved connections and a higher quality environment.

The **Bristol Street South** site has a prominent frontage to Bristol Street and Belgrave Middleway and presents an opportunity for a significant mixed-use landmark development based around a significantly improved area of public open space. The development will provide strong links to Sherlock Street and Kent Street as local walking routes connecting into the City Core. The site will support a mix of uses that help to provide a magnet to draw economic and pedestrian activity into this part of the city centre.

## Authentic city

Southside's authenticity and character are most intact and well-reflected along **Bradford Street** and the eastern side of Bristol Street where there are significant attractive 19th century historic building frontages. These features will be retained as part of the regeneration of empty or underused buildings and sites behind. In addition, investment will be encouraged throughout the area in the refurbishment of existing character and listed buildings such as the landmark SBQ Building on Smallbrook Queensway. Such an approach will help to protect the future of some of the city's most interesting 20th century architectural features.

The industrial area beyond the Wholesale Markets site will continue to provide space for small scale engineering and



Moat Square proposal

commercial activities that provide jobs and necessary services within the local economy. The fringes of the area, where economic activity has waned, will provide opportunities for more mixed-use development particularly related to the redevelopment of the Wholesale Markets site and to facilitate the growth and improvement of Highgate residential area.

## Area of major transformation

### Southern Gateway

The relocation of the Wholesale Markets, leaving an 8ha site on the doorstep of the Bullring, will act as a catalyst for the southern expansion of the City Core. The redevelopment of the Wholesale Markets will facilitate opportunities for a much wider area to undergo transformation.

Our approach to the future of this area sets out a clear framework to guide change, which will ensure that the city centre capitalises on the opportunity presented by the relocation of the Wholesale Markets.

The centrepiece of this area will be **Moat Square**, a new public space based around the archaeological remains of the original Birmingham Manor House, the historic heart of the city. Expansion of the Southern Gateway area offers potential to extend Birmingham's retail offer at its northern end, graduating through niche retail, improved markets, food and leisure space around Moat Square to new residential neighbourhoods which offer the potential to stimulate the regeneration of Highgate.

- Growth  
The area will form a thriving part of the city centre with opportunities for residential, retail, leisure, entertainment, offices and high tech manufacturing industries.

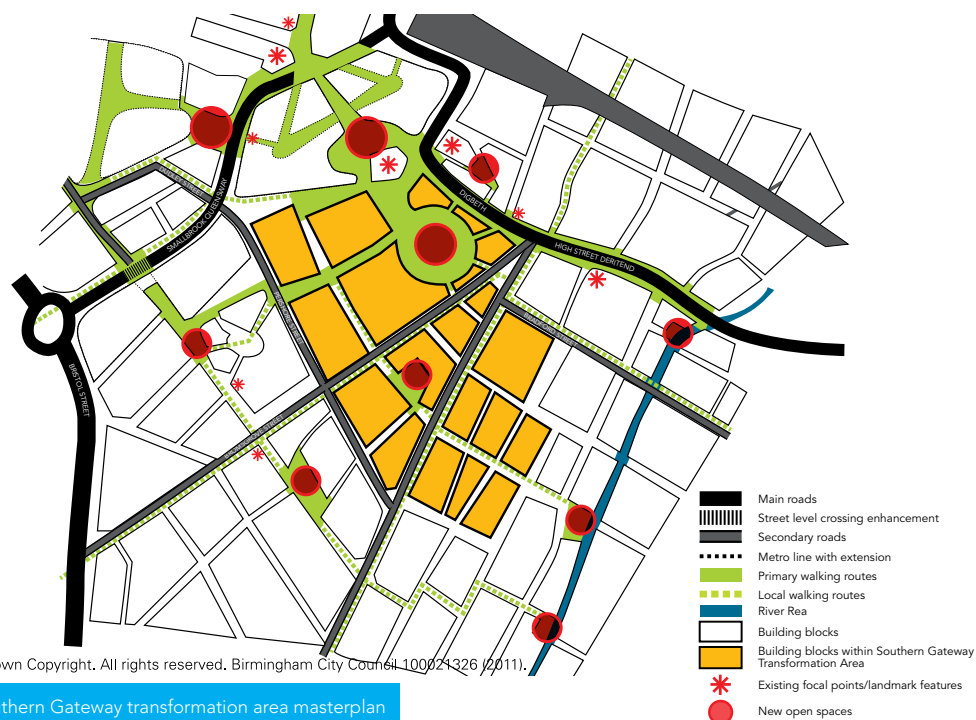
The city's retail market functions will be integrated within and to the western edge of the new Moat Square and adjoining buildings, and its profile will be raised by encouraging new niche and themed traders to complement and extend the existing range of its offer.

Cafes, bars and restaurants will be encouraged around new squares and spaces with the opportunity to spill out.

We will encourage a diverse variety of uses and activities within the blocks and buildings and on the streets, and embrace the **Irish Quarter** and reflect its heritage and culture.

Linked to the Moat Square will be the opportunity for a new Modern Art Museum showcasing exhibitions from a range of local and international artists. The new gallery will provide a place for the celebration and consideration of cultural diversity in the City. It will provide a new attraction enhancing the City as a visitor destination.

- Public Realm  
A new major public square based around the historic site of the original **Birmingham Manor House** and **moat**, will create a focus for local culture, leisure and performance, incorporate a market function, and interpret the history and archaeology of this important site.



Southern Gateway transformation area masterplan



Example of Modern Art Museum - MOMA in New York

The change of level will be exploited to form terraces, activity and performance space, and the introduction of a water feature to recall the presence of the historic moat.

There will be a network of high quality pedestrian priority streets. The High Street, Bradford Street, Moseley Street and Cheapside will be pleasant local walking routes connecting to new family housing, Highgate and its park, revived industry and commerce, public transport corridors, and the City Core.

Street furniture and distinctive lighting of places and buildings will provide visual interest, encourage use, enhance safety and create a sense of place.

- Connectivity

The historic street pattern will be restored and enhanced, with a clear hierarchy of street use and character. Streets will be pedestrianised close to the core with shared surface off Moat Square and public transport focused on the High Street, Sherlock Street and Bradford Street. The Coach station will be a key arrival point, serving the area and wider city.

Strong, attractive walkable routes with wide pavements and street trees will link Highgate and Camp Hill to the City Core. Clear pedestrian connections will be made across the area, connecting Southside to Digbeth.

**The River Rea** will be utilised as a key feature. New development along its length will need to contribute toward creating pedestrian access to form a prominent, attractive, riverside walkway across the area.

- Massing

General heights across the area will range from 3 to 12 storeys with opportunities to rise to 15 to mark key views and focal points. At the corner of Edgbaston Street and the new public square a building of up to 18 storeys could be considered.

Around the public square blocks and buildings should be of human scale, well-articulated and visually diverse to reflect the mix of uses and intimate character. Storey heights will step up square with setbacks to the south and west to ensure there is good daylight access throughout the year.

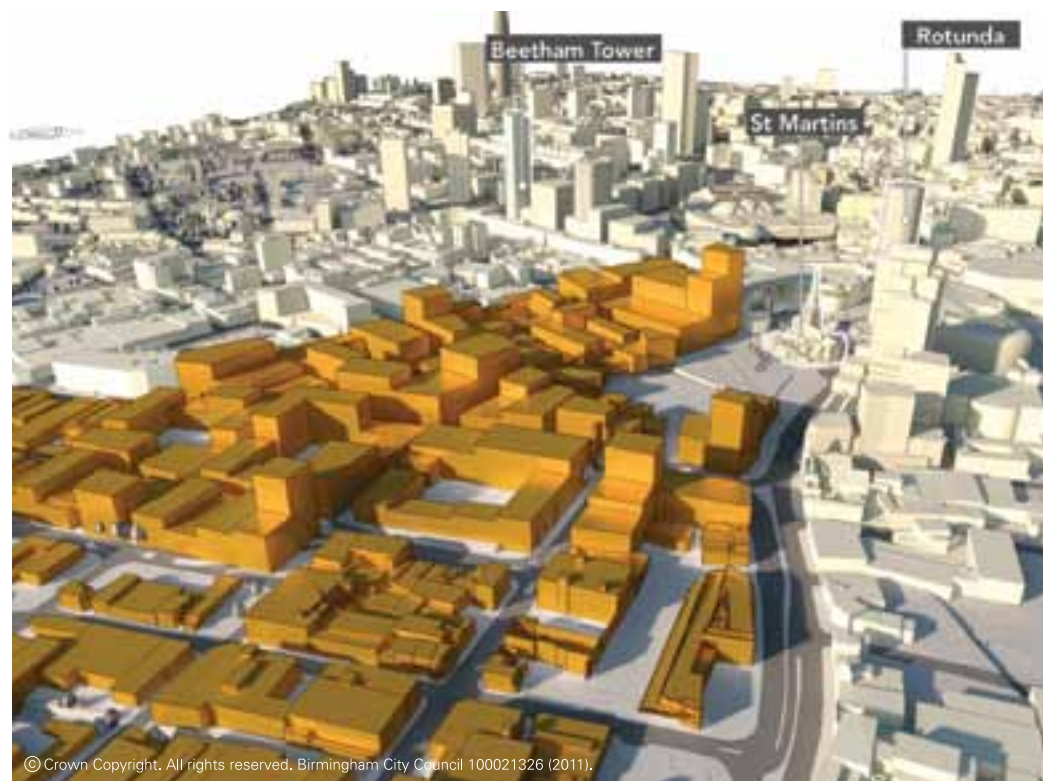
Any residential development should seek to provide a broad range of typology including family housing 3 to 4 stories high beyond the River Rea and into Highgate, complementing the existing largely apartment-based resident community which will be expanded closer to the core.

- Heritage

The area has a distinct character which includes buildings, street patterns and archaeological remains. Redevelopment must be sensitive and responsive to this character and retain, reuse and enhance these features.

The history and archaeology of the area, and particularly the area around the original moated manor, will be acknowledged, respected, interpreted and incorporated in development proposals.

Key views such as St Martin's, Rotunda, Digbeth Police Station, the Paragon Hotel, and the Digbeth HMV Institute, which reinforce the identity and character of the area, will be identified and protected.



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Indicative options for transformation area - Southern Gateway





the quarters / westside and ladywood

# Westside and Ladywood

Westside, including the Ladywood residential area, is a diverse and vibrant part of the city centre. The area hosts many of Birmingham's international-class visitor attractions, and forms a hub for shopping, nightlife and entertainment activities. Formerly a neglected and underused area, Westside has been completely transformed in recent decades and is now the primary destination for both business and leisure visitors to Birmingham.

## About the quarter

- Westside is home to many of the city centre's premiere business and leisure attractions, including the National Indoor Arena, the International Convention Centre and Symphony Hall, the Mailbox, the Repertory Theatre and the National Sea Life Centre. Symphony Hall alone attracts 370,000 visitors per year.
- At the heart of Westside the Broad Street and Brindleyplace area is home to over 300 businesses, providing 12,000 jobs.
- Westside hosts Birmingham's biggest concentration of hotels, providing in excess of 1,800 rooms.
- The area has a large residential population, with Ladywood home to 3,000 residents and the recently redeveloped and award-winning Park Central area incorporating 1,600 homes.
- Many of Birmingham's tallest buildings are located in Westside, reflecting the strong demand for offices, hotels and apartments. Further tall buildings are proposed.

Historically the area comprised a predominantly industrial area focused on the hub of the city's canal network with a dense residential area of back-to-back housing to the south. The former industrial area was transformed by the Brindleyplace regeneration project which created a

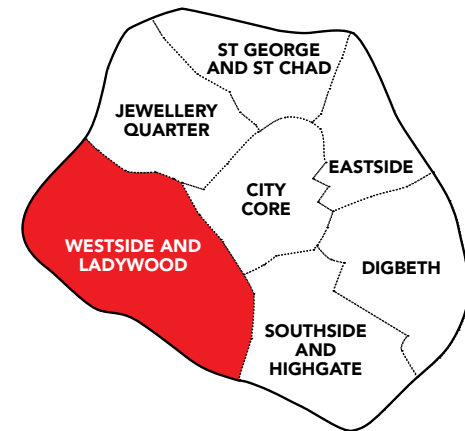
thriving mixed-use area adjacent to Broad Street, overlooking the canals and including high quality new public squares.

This pattern of waterside regeneration has extended along the canal to the south where The Mailbox anchors a concentration of premium retail and entertainment uses.

The southern part of the area remains residential in character: the former Lee Bank estate having been transformed into the Park Central area, an exemplar urban neighbourhood and the Ladywood area, a housing estate of variable quality.

At the heart of the area, Broad Street acts as a focus for entertainment activities and hosts several of the city's major hotels. In addition Broad Street serves as an arterial route into the city centre, linking to Five Ways, where there is a concentration of shopping, office and entertainment uses.

At the top end of Broad Street, Centenary Square provides a direct and convenient pedestrian route to the City Core. The square is the site of the International Convention Centre, the REP theatre, Baskerville House, and the new Library of Birmingham. In addition to providing access to these important locations, Centenary Square is a significant visitor attraction in its own right, and hosts many of the city's most prominent outdoor events.



Ladywood canals

## The vision

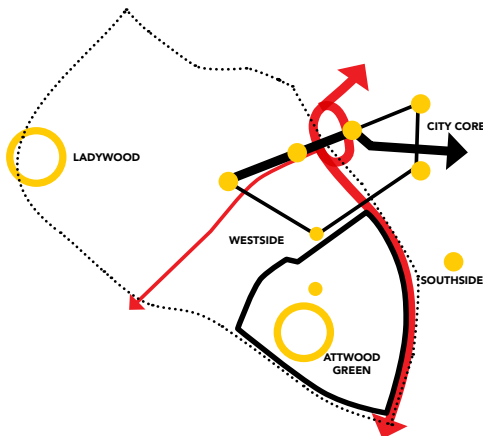
Our vision is to enhance connections into and through the area, bringing in new life and activity by extending the network of linked public spaces within the quarter. Improvements to the Broad Street corridor and the eastern boundary of the quarter will be key to achieving this. In addition, the masterplan will build on the success of Westside's existing residential areas. In the longer term the aspiration is to transform Ladywood into a much improved family neighbourhood.

## Big ideas

The recent history of Westside is a success story; the Brindleyplace, Mailbox and Attwood Green regeneration projects have created diverse and vibrant areas. The quarter plays a major part in the economy of the wider city centre. However, the existing strength could be further developed, and in order to ensure that this takes place we will address a number of key issues:

- Connectivity into the area to bridge the barrier to movement formed by the existing major road network.
- The need for enhancement of the internal network of streets and places.

## URBAN STRUCTURE at present



the quarters / westside and ladywood

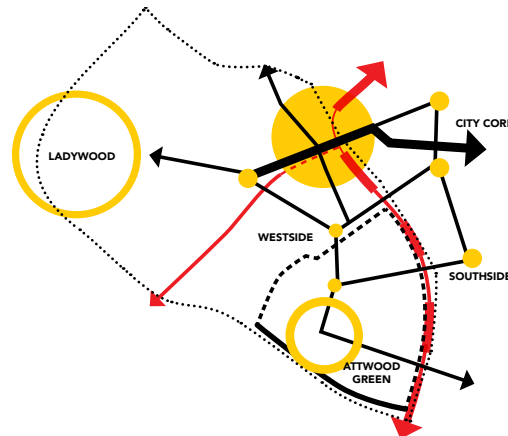
- The reconfiguration of Broad Street corridor in order to achieve its full potential and to link in with the transformation of Paradise Circus.
- In order to support sustainable growth of the residential population improvements are needed to the public realm and local amenities.

## Connected city
















The bridging of Paradise Circus Queensway in the 1990s created a high quality pedestrian link between Centenary Square and the City Core. Despite this, the former Inner Ring Road still presents a significant barrier between Westside and the adjacent quarters, limiting the potential for expansion of City Core activities into the quarter and movement of pedestrians between the areas.

In order to support Westside's existing functions and to encourage further growth and investment, improvements will be made to connectivity with the City Core, Southside and the Jewellery Quarter. These will be delivered as part of key developments at Paradise Circus, the New Street Station (Gateway Project), and the Bristol Street site in Southside.

## URBAN STRUCTURE in 20 years










## KEY

-  Access to rail stations
-  New Street and Five Ways rail stations
-  Existing block structure
-  Blocks within Westside major transformation area
-  Blocks forming part of other major developments
-  Existing open spaces
-  New open spaces
-  Canal space interventions
-  Primary walking routes
-  Primary walking routes: link through the building
-  Local walking routes
-  Canals
-  Rail line
-  A38 Corridor
-  Major road interventions and improved pedestrian crossing

## Open spaces

- 1 NEW - Centenary Square improvement
- 2 City Centre Gardens
- 3 NEW - Baskerville Wharf Basin
- 4 NEW - Paradise Circus public realm
- 5 Chamberlain Square
- 6 Victoria Square
- 7 Mailbox underpass
- 8 NEW - Arena Central public realm
- 9 Mailbox and Cube public realm
- 10 Peace Gardens
- 11 NEW - Holloway Head playing fields
- 12 Park Central
- 13 Gas Street Basin
- 14 Oozells Square
- 15 Brindleyplace Square
- 16 Brindleyplace canal area
- 17 Sherborne Wharf
- 18 Five Ways
- 19 Morville Street open space
- 20 NEW - other key opportunities for open spaces

-  Quarter boundaries
-  Key characteristic areas with significant boundaries
-  Increased permeability and access
-  Pedestrian connections
-  Major highway barriers
-  Central nodes
-  Residential areas



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Westside masterplan

The **Broad Street corridor** will be the focus for investment and improvements to the public realm. The city council will work in partnership with the Broad Street Business Improvement District (BID) to bring forward improvements which will support the role of Broad Street as a key artery into the City Core and a centre of entertainment and leisure uses.

At present the level of traffic along Broad Street means that it acts as a barrier to safe and convenient movement. In order to reduce this conflict, vehicular access to the northern section of Broad Street in the vicinity of Centenary Square will be restricted to buses and taxis only. In addition proposals will be brought forward for a Rapid Transit route connecting Five Ways with the City Core.

The enhanced **Centenary Square** will be the city centre's most important outdoor space for events and public activity in Birmingham and will be the setting of the new Library of Birmingham, a landmark building that will act as a catalyst for the continued regeneration of the city, attracting visitors both locally and worldwide. The square itself will become a

key focal point for cultural activities and its expansion across Broad Street will deliver an improved pedestrian environment.

Within the quarter improvements will be focused to create a network of local walking routes connecting existing and future public squares. Street trees will be planted to improve the appearance of these routes and to provide a visual link between the quarter's green spaces.

This will result in a network of routes and spaces which will support the introduction of new activity into the isolated area to the south of the Mailbox and improve links between the Broad Street corridor and Park Central. This internal network will link in with the improved interfaces with neighbouring quarters and the wider primary walking network.

The **canal network** has allowed waterside development in the heart of the city, leading to the development of one of the most attractive and distinctive places in Birmingham. The canal also constitutes a key route from the Mailbox area, via Brindleyplace and onward both into the City Core and out of the city centre.

Improvements will be made to lighting and the general public realm along the canals in order to encourage greater use of this key route, to support future development and connect to the wider walking network.

As part of future development activity there will be a need to ensure that safe and convenient connections are created across the Ring Road and along the canal to opportunities in the Greater Icknield area. This will allow an expanded residential offer for the city centre including family living and access to associated infrastructure.

### Liveable city

The area is home to a number of residential areas offering a good range of accommodation and good access to amenities. In the vicinity of the canals and Broad Street are a number of successful high density residential developments. **Park Central** is a successful regeneration of an urban neighbourhood, with a school and modern community facilities.

The **Ladywood** area sits on the western fringe of the city centre. While recent good quality housing has been introduced the wider area suffers from poor design and layout, under-utilised open spaces and insecure pedestrian routes. Selective



New Library of Birmingham



The new Library of Birmingham will be the largest public library in Europe.



redevelopment will address these issues with our longer term ambition to see Ladywood become home to new family living with well balanced infrastructure, including private and communal open spaces, improved network of local walking routes and community facilities.

The creation of a better range of local facilities and amenities accompanied by new public spaces and recreational areas will be central to creating a well-connected desirable place to live. Future planning and regeneration activity will be undertaken in partnership with existing communities.

## Smart city

Westside is at the forefront of sustainable development in Birmingham, hosting one of the city's first **Combined Heat and Power** (CHP) schemes, which runs along Broad Street and serves the NIA, ICC, the Hyatt Regency hotel, Repertory Theatre and the Town Hall and Council House. The new **Library of Birmingham** will be linked to the CHP and there will be the opportunity to extend the scheme to support future developments. Forthcoming development in Westside will continue to reflect the highest standards of sustainable design and will incorporate infrastructure to support next generation broadband, ensuring that Westside is at the forefront of the development of the digital economy.



## Area of transformation

### Westside

The Paradise Circus development presents a valuable opportunity to address connections within this part of the city centre, restoring key views and connections between the civic heart and Westside and delivering major development opportunities including the expansion of the Central Business District. This project will link in with the improvements to Centenary Square, and the Arena Central and Baskerville Wharf projects to transform the interface between Westside and the City Core.

- Growth

Westside is a truly vibrant area of mixed-use development. It combines business, leisure, culture, commerce and city living. It has major hotels, visitor destinations, galleries, a thriving restaurant and nightlife economy, and of course the International Convention Centre, the National Indoor Arena and the new Library of Birmingham.

We seek to build on this early success by improving access and connections, linking with the core and adjacent quarters, extending development opportunities, and improving the public realm.



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Westside transformation area masterplan

- Public Realm

The redevelopment of **Paradise Circus** will allow the introduction of new public spaces, and critically restore key views which will enhance legibility and draw visitors along the main pedestrian routes. The Town Hall will be the focus for significantly improved public realm, with traffic removed and Chamberlain Square extended.

Centenary Square will become a key focal point alongside the new Library of Birmingham, and the development of Arena Central fronting this key public space.

A sunken performance amphitheatre will be introduced as part of the library development. In the longer term Broad Street traffic will be radically reduced as

Centenary Square is extended to give a sense of the public space from the library to developments at Arena Central. The square will be designed to retain its status as a major performance space.

The development of **Baskerville Wharf** will provide a high quality public realm and canal frontage extending safe and attractive access to the waterway, and making a legible and improved direct link to the Jewellery Quarter across Summer Hill. City Centre Gardens will also become more prominent attracting greater activity.

**Arena Central** will take advantage of the extended Centenary Square by encouraging active street level uses, and provide a new public square within the development with a direct route to the Mailbox and Cube canalside development.

- Connectivity

While there is an established pedestrian route linking Westside to the civic heart and City Core, the Central Library and Paradise Forum act as physical and psychological barriers to this connection, particularly for visitors. The redevelopment of Paradise Circus will create a legible network of clear routes and attractive active spaces, restoring key views and providing links to both the City Core and the Jewellery Quarter.

Radical transformation of the road network in this area will see the current gyratory at Paradise Circus restored to a more pedestrian-friendly, two-way route on the western arm, with additional surface level crossings.



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Indicative option for transformation area - Westside

Re-routing of traffic and bus routes will allow for a significant reduction in through traffic where Broad Street passes through Centenary Square. This will support establishing the square as a largely pedestrian space with controlled public transport along one edge only.

Pedestrian routes through Arena Central, Baskerville Wharf and Paradise Forum will provide attractive connections to the Mailbox, Cube and canalside, the civic heart and Jewellery Quarter.

- Massing

Westside is recognised as the preferred location for tall building clusters, the 56-storey **Regal Tower** is already approved at the western end of Broad Street, and there is potential to realise a cluster of the tallest buildings, close to Five Ways.

Arena Central already has approval including the 50-storey **V Building**.

Paradise Circus will see the development of a new mixed-use scheme where heights and massing will need to respond to context, key views, and securing pleasant public space free from overshadowing. This will mean a general range of six to eight storeys, but can rise to a tall building at the Summer Row end providing a termination to Great Charles Street and a gateway to the City Core.

Baskerville Wharf must respect the scale and character of the canalside but step up in height towards Baskerville House and the City Core. There is an opportunity for a tall building at the corner with Summer Row complementing the highest point of the Paradise Circus development, and acting as a gateway feature.

- Heritage

Key to the heritage of the transformational area of Westside are its connections to the civic heart and its many fine and listed buildings, including Baskerville House, the Hall of Memory and the former Banking Hall at Arena Central. Views to the civic heart, and enhancement in the use and settings of historic buildings, will be secured through surrounding developments.

The archaeology, particularly in relation to this once thriving area of canalside wharves, will be exposed, examined, recorded, and interpreted.

The canalside environment and key industrial buildings will be respected by new development, and incorporated to retain the unique character of the area.



Paradise Forum redevelopment proposal





# Jewellery Quarter

The Jewellery Quarter is a special part of Birmingham's heritage: an asset that supports the authentic character of the city centre and differentiates it from other large UK cities. It also is unique internationally as a centre of excellence in the manufacture and trade of jewellery.

## About the quarter

- An area of industrial heritage of international importance, the Jewellery Quarter has been in continuous use as a centre for the Jewellery trade since the 18th Century.
- It has the world's busiest Assay Office and Europe's largest School of Jewellery.
- It boasts the award-winning Museum of the Jewellery Quarter and the Pen Museum, together with art galleries including the Royal Birmingham Society of Artists.
- Alongside the traditional industrial heart and modern creative industries, a growing residential population and high quality bars and restaurants are making the quarter a working and living part of the city centre.
- An estimated 400 jewellery related businesses with over 100 independent specialist retailers are located in the quarter.
- There are over 200 listed buildings within the conservation area.

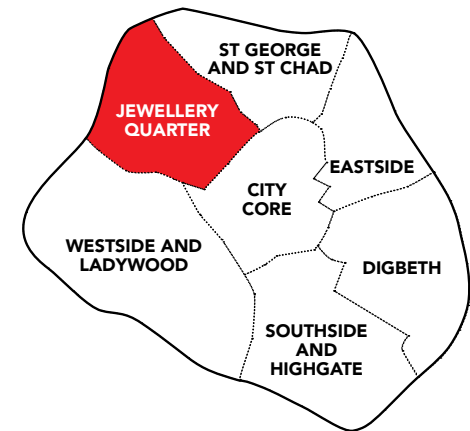
Sitting within the quarter's pattern of well-connected streets, a rich range of buildings make up this unique, dense, urban environment. Different character areas give the quarter authenticity, variety and excitement; moving quickly from the green formal setting of the Georgian St

Paul's churchyard, to the industrial middle's gritty streets and industrial workshops dating from the 18th to the 20th century. The Golden Triangle retains many of its historic 2-3 storey redbrick and tile roofed buildings housing the biggest concentration of much of the area's jewellery-related businesses.

The north-west portion of the quarter contains the historic Key Hill and Warstone Lane Cemeteries which, along with St Paul's churchyard, provide the quarter with pleasant outdoor spaces.

The character of the quarter changes dramatically in the 2 or 3 street blocks closest to the City Core between the canal and Great Charles Street – part of the former Inner Ring Road. Here, under the landmark BT Telecommunications Tower, larger-scale office buildings, some converted to residential, date mainly from the early to mid-20th century.

The building of the Inner Ring Road in the 1960s effectively halted the natural spread of the City Core into the Jewellery Quarter. Large vacant sites still front much of Great Charles Street, accentuating the severance caused by the road, making the quarter as a whole difficult to find and access on foot from the City Core unpleasant.



Key to the Jewellery Quarter's future success will be re-establishing historical linkages to the City Core across Great Charles Street and improving pedestrian routes to the heart of the quarter.



## The masterplan vision

Our vision is to bring new growth and investment to create a Jewellery Quarter which is driven by its historic jewellery trade and emerging creative industries, and revitalised by a sustainably growing residential population. Key to its future success will be re-establishing historical links to the City Core across Great Charles Street and improving pedestrian routes to the heart of the quarter.

### Big ideas

The Jewellery Quarter, alongside Digbeth, remains a key component of Birmingham's unique heritage as the 'City of 1000 Trades'. These sorts of areas make a city worth visiting. Grainy but special to our city, it is vital that its authentic character is both protected and cared for, for both visitors and the local community to enjoy.


















The quarter has all the ingredients to make it a place where people will want to visit and live. Its proximity to the City Core and the competitive rents make it an ideal place to locate creative businesses.

The masterplan envisages the Jewellery Quarter as a living industrial quarter, with the preservation of its unique historic character as a key element of its future success in attracting more tourism and recreational visits.

While the quarter has all the qualities to make it one of the city centre's most authentic and desirable areas in which to work and live we will address a number of key issues in order for it to fulfil its potential:

- Lack of public spaces beyond St Paul's Square and the Cemeteries.
- Poor connections with the City Core.
- The long-standing vacant and underused sites along key main corridors.
- Supporting small jewellery design, manufacturing and creative businesses and adding further economic activity.
- How development pressures can be effectively managed to maintain and enhance the qualities of the historic environment.

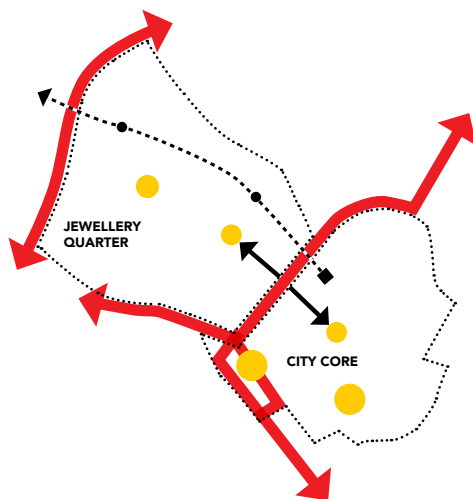
### KEY

-  Clock - heart of Jewellery Quarter
-  Jewellery Quarter and Snow Hill Stations
-  Access to rail stations
-  Metro stops
-  Existing block structure
-  Blocks within Snow Hill District and Westside major transformation area
-  Blocks forming part of other major developments
-  Rail viaducts
-  Existing open spaces
-  New open spaces
-  Canal space interventions
-  Primary walking routes
-  Local walking routes
-  Canal
-  Rail line
-  A38 Corridor
-  Major road interventions and improved pedestrian crossing

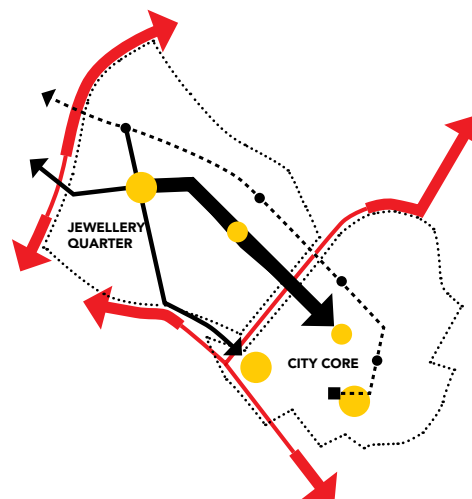
### Open spaces






- 1 St. Paul's Square
- 2 St. Philip's churchyard
- 3 NEW - Ludgate Hill public realm
- 4 St. Chad's public realm
- 5 NEW - Livery Street canal area under the viaduct
- 6 Newhall Square
- 7 NEW - Golden Square
- 8 Warstone Lane and Key Hill cemetaries
- 9 NEW - Albion Square
- 10 NEW - Kettleworks open space

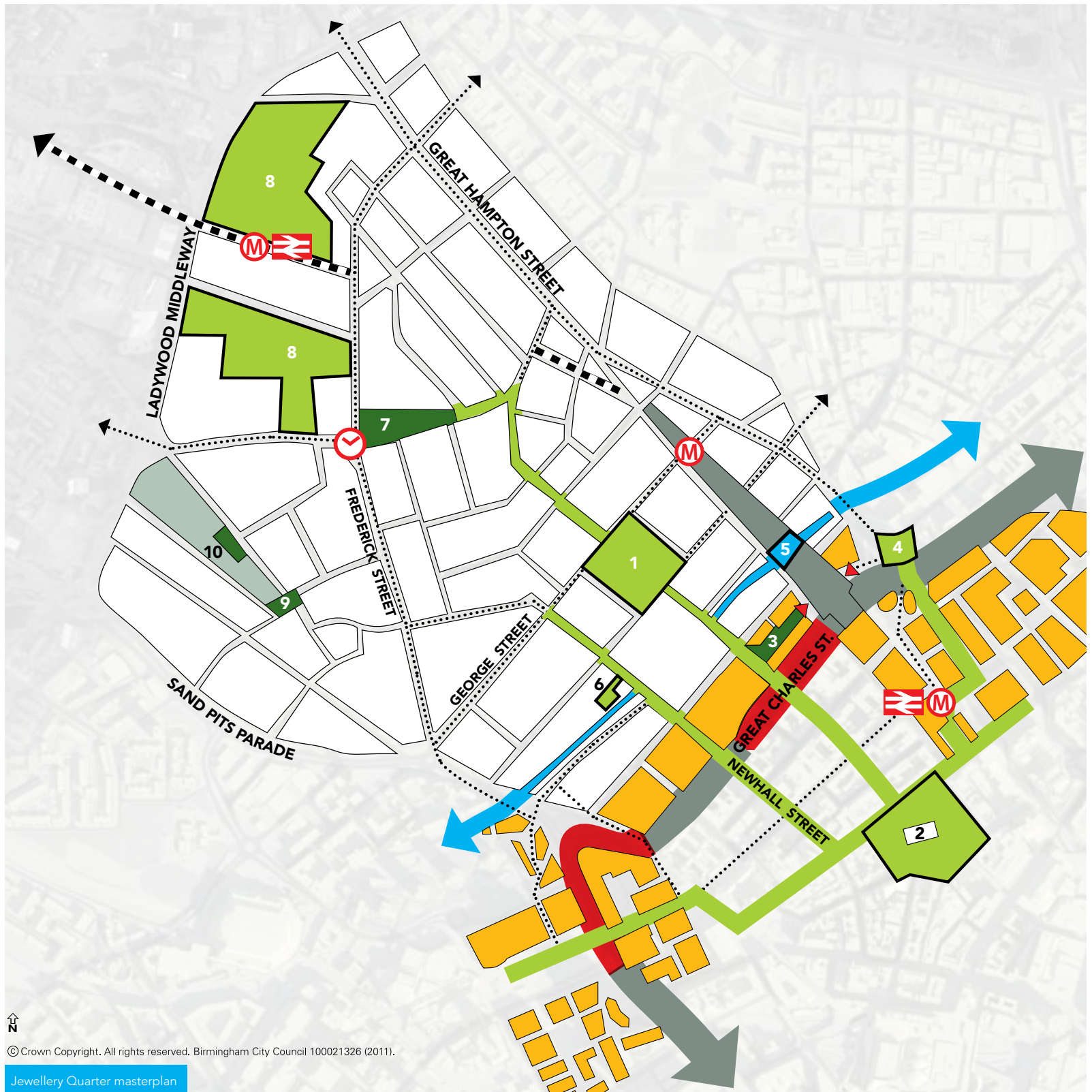
### URBAN STRUCTURE at present



### URBAN STRUCTURE in 20 years



-  Quarter boundaries
-  Pedestrian connections
-  Metro line with stops
-  Major highways barriers
-  Central nodes



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Jewellery Quarter masterplan

## Liveable city

Improving the attractiveness of the quarter as a place to live will require a mix of housing types that appeal to a broad range of people. We will encourage more housing where this reflects and fits with the historic grain of the area. Specific emphasis will be placed on providing family housing and delivering town houses.

Open spaces to relax, meet people, and hold markets and events will be an important part of the Jewellery Quarter's attraction. From **St Paul's Square**, with its peaceful heart and surrounding vibrant bars and restaurants, a series of other squares and open spaces will be created and improved to form a new network of attractive places through the quarter.

**Golden Square** will become a new high quality public space drawing visitors into the heart of the quarter. It will become a key place for public events and markets. Together with the landmark clock at the junction of Frederick Street and Warstone Lane, Golden Square will provide a much-needed focus and a distinctive open space from which to explore the surrounding jewellery shops, designers and manufacturers that make the area special.



Golden Square proposal

The historic **Key Hill** and **Warstone Lane cemeteries** will be enhanced to make more of their rich heritage features and to promote their role as the quarter's main green open spaces to offer an attractive environment to residents and visitors.

Investment in **Albion Square** as a new focal point, and the provision of new public spaces within the Kettleworks and Newhall Square developments will further enhance the network of open spaces.

## Connected city

Currently, a major impediment to the vitality and attractiveness of the quarter are the poor connections with the City Core. Improved pedestrian connections, both into the quarter and in forming the links between activities and open spaces, will be vital. This will be supported by the creation of a new Cycle route between the City Core and the heart of the Jewellery Quarter, coupled with improved cycle parking facilities.

A Golden Square to St Philip's link will be the main focus for improvements to the public realm as a key pedestrian spine linking back to the Jewellery Quarter Metro stop and station. From the hub of

the Golden Square, the route will follow Caroline Street through to St Paul's Square and on to Ludgate Hill.

Remodelling **Great Charles Street** will be a key focus to enable the pedestrian link to continue from Ludgate Hill into the City Core by creating an attractive, safe and convenient pedestrian crossing to replace the existing bridge. In the short term the bridge link will be improved. This transformation will finally break down the physical and psychological barrier, dramatically re-connecting links and allowing City Core activities to grow into the edge of the Jewellery Quarter.

The remodelling will also create significant development opportunities between Lionel Street and the City Core's Colmore Business District. On the doorstep of the new entrance to Snow Hill Station, the area will be brought forward for a mixed-use prestige development, expanding the City Core activities and providing an effective transition between the character of the City Core and that of the Jewellery Quarter.

The remodelling of **Paradise Circus** will significantly strengthen the connections between Westside and the southern part of the quarter, linking also to the canal network, the planned Newhall Square and the key route of Newhall Street. Improved access will bring greater development potential to long-standing vacant sites, such as those at Legge Lane.

The further opening up of the canal network will provide further connections around and out of the quarter, particularly between Westside and Snow Hill. The authentic features - the locks and impressive railway arches - along this stretch of the canal will be celebrated by encouraging greater visitor numbers through new and improved access points, public artworks, better lighting and security.

The quality of public realm will be enhanced with materials that strengthen the authentic character and strong urban street grid of the quarter. Improved street lighting will be vital to create a safer and more welcoming place for residents and visitors at night. Existing pavement trails and public art routes will be added with improved way-finding and interpretation.

The extension of the **Midland Metro** from Snow Hill to New Street Station will create a fast, direct and convenient connection between the busy shopping streets of the City Core and the heart of the Jewellery Quarter. Promoting the existing metro station and the new entrance from Snow Hill Station into the quarter will be key to ensuring that the area becomes a more integral part of the city centre's 'destination experience'.

### Creative city

The design and manufacture of jewellery forms the foundation of the quarter's economy and will continue to be the quarter's key trademark activity, alongside the expansion of other creative industries. Other uses and activities, such as the 100-plus jewellery retailers, high quality independent bars and restaurants, art galleries and tourist facilities, also bring vibrancy, diversity, customers and employment into the quarter.

With over 400 related businesses, there will be support and promotion for small jewellery design, manufacturing and creative businesses, promoting its role as one of Birmingham's centres for creative industries.

Increased diversity of economic uses and activities will be encouraged around the quarter, particularly on key pedestrian routes and around public squares and spaces where ground floor frontages can be utilised for small-scale retailing, start-up and small office spaces, cafe bars

and restaurants. Enriching and growing the small-scale and independent feel of businesses within the quarter will boost its visitor potential and maintain its authenticity and character.

Residential uses will continue to form part of the rich mix of uses. Growing the quarter's residential population will enliven the open spaces and streets, and will also help attract new shops, bars and restaurants, as well as supporting existing ones.

Improving the publicity and visitor experience of the quarter to promote it as a tourist destination will further enrich its vibrancy.

### Authentic city

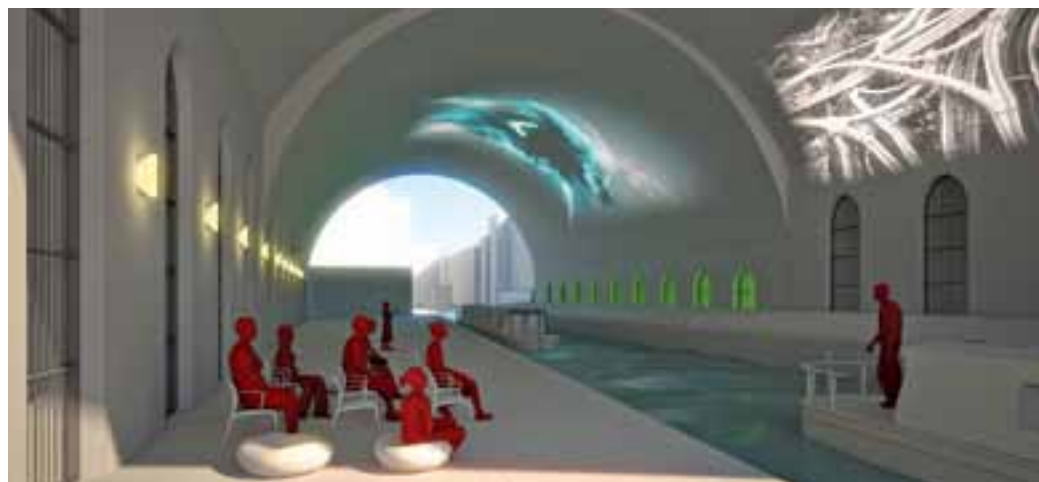
The existing building stock is a vital part of the quarter's authentic character. However, economic cycles and changing business needs have left some areas of under-use and dereliction. This threatens the fabric of the historic buildings and the quarter's attractiveness and viability.

The conversion and re-use of buildings will continue to be taken to maximise the unique character of the area. **The Golden Triangle** and **the industrial middle**

contains the greatest concentration of jewellery manufacture, trade and retailers, forming a fundamental part of the authentic and historic character of the city centre. While a mixed-use, often residential-led regeneration has been successful in the wider quarter, in order to protect the jewellery trade alternative uses will have to be carefully considered.

To enable the quarter to sustain a vibrant mix of uses and to bring good quality buildings back into use, attracting new activity and life to the area, the better utilisation of buildings will be supported within the Golden Triangle and industrial middle. In particular the sensitive conversion and re-use of buildings at first floor level and above for residential purposes could in the future play a part in attracting new users and activity.

The **Great Hampton Street** and **Constitution Hill** corridor contains a number of historic and character buildings that add to the authenticity of the city centre; however some are vacant or under-used. The bleak street environment requires improvements to make it more pedestrian friendly and attractive. New investment and regeneration will be encouraged in order to make the most of the potentially attractive townscape.



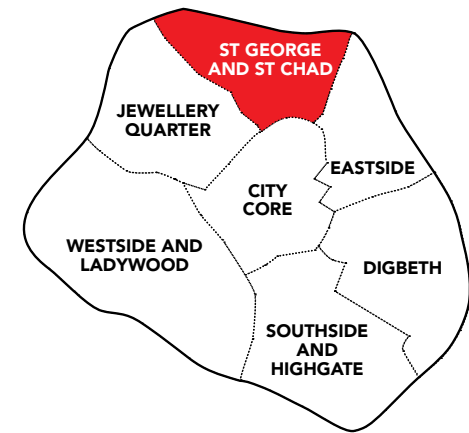
Proposed public realm improvements to create a useable space under Livery Street viaduct



the quarters / st george and st chad

# St George and St Chad

The area has a rich heritage reflected in its predominantly industrial character alongside an established residential community. While much of the historic gun making activity focused around the centre of the Quarter has ceased the area is still a significant source of employment generating activity but which has seen the re-introduction of residential uses, growth in commercial activity and the expansion of student accommodation in recent years.



## About the quarter

- Historic links to the manufacture and trade of guns is now confined to the Price Street area. This activity is referenced through the historic designation of the 'Gun Quarter' covering the area bounded by Steelhouse Lane, Shadwell Street and Loveday Street.
- The area is a focus for small scale engineering, warehousing and commercial activity supporting around 370 businesses employing some 3,500 people.
- It has experienced growth in retail led businesses, predominatly focused in the area of Great Hampton Street, Constitution Hill and along New Town Row.
- The Birmingham and Fazeley Canal passes through the quarter, linking east to west.

At present the quarter is essentially industrial in character. The building stock within the industrial core is of variable quality with more modern and better buildings located along Newtown Middleway.

South of the canal and west of Lancaster Circus the area has retained much of its traditional street pattern, although the Ring Road has cut across its grain, leaving a jagged edge. The buildings in this area are a mixture of 19th - 20th century with

a few earlier ones. Throughout the core of the area there is a robust Georgian and later industrial building stock formed within a strong street grid pattern.

The southern area contains St Chad's R.C. Cathedral acting as an important landmark building. Major development activity around the area of Old Snow Hill and Snow Hill Queensway has brought about the remodelling of the Queensway, at St Chad's Circus, introducing surface level pedestrian crossings into the quarter.

An established residential estate sits in the north-west with a school and open spaces.

### The masterplan vision

The overall vision for the St George and St Chad Quarter is to retain the area's focus for employment and industrial activity and improve the connections with the surrounding areas to enable growth of a more diverse mix of uses, including residential, to create a thriving community.

### Big ideas

The St George and St Chad Quarter is an area of opportunity. Its central focus is as a location for employment - generating activities, but it has potential to accommodate a greater mix of uses, utilising its key assets of the canal corridor, strong street grid pattern and remaining historic character.



The area has a rich heritage reflected in its predominantly industrial character alongside an established residential community.





While the quarter has opportunities for new development and activity a number of key issues will need to be addressed in order for its current assets to be utilised and opportunities realised. These will include:

- The isolated and detached position of the area from the City Centre and a lack of public spaces and attractive walking routes.
- Growing pressures for an expanding student population.
- How vacant and under-used sites can be utilised for new activities.
- Supporting employment-generating activities across the quarter.

### Connected city

Connectivity will be a key theme for the quarter and like other areas of the city centre it suffers from constraints imposed by the major road infrastructure.

Although the quarter has experienced periods of redevelopment activity at St Chad's Circus and within the canal corridor,













it still remains isolated from the rest of the city centre. This is compounded by the physical road infrastructure which forms its boundaries and as such inhibits safe and convenient movement for pedestrians and cyclists.

The canal corridor is an ideal means to aid pedestrian movement east and west between areas of the city centre. We are committed to delivering improvements to **The Birmingham and Fazeley Canal** along its length, supported through Section 106 money and gains from future development activity. The focus will be on enhancing lighting and access to the canal frontage, creating a lively and safe atmosphere that is attractive for pedestrians and cyclists.

In the longer term the creation of a new urban park at **Lancaster Circus** will improve pedestrian linkages with the City Core and to the Aston University campus.

Improved pedestrian and cycle access across the Ring Road linking the quarter with Newtown.

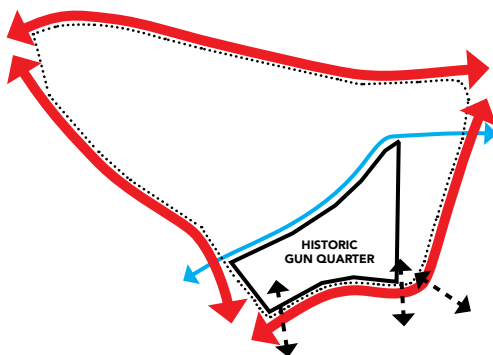
#### KEY

-  Snow Hill Station - 2nd entrance
-  Access to rail stations
-  Metro stop
-  Existing block structure
-  Rail viaducts
-  Existing open spaces
-  New open spaces
-  Canal space interventions
-  Local walking routes
-  Canal
-  A38 Corridor
-  Major road interventions and improved pedestrian crossing

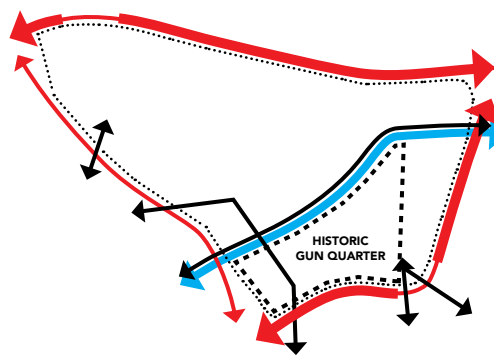
#### Open spaces







- 1 St Paul's Square
- 2 NEW - Livery Street canal area under viaduct
- 3 St Chad's public realm
- 4 NEW - Lancaster Circus open space
- 5 NEW - various canal space opportunities
- 6 NEW - open spaces in need of improvement

#### URBAN STRUCTURE at present



#### URBAN STRUCTURE in 20 years



-  Quarter boundaries
-  Key characteristic areas with significant boundaries
-  Increased permeability and access
-  Pedestrian connections
-  Major highways barriers
-  Canal



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St George and St Chad masterplan

## Liveable city

Responding to the objectives for the wider city centre and the strengths and challenges of the quarter our approach to future development opportunities of the area will be as much about supporting it as a location for employment activities as creating opportunities to enhance its appeal as a place to live and relax, utilising those assets which can make it an authentic part of the city centre.

With its industrial focus the quarter has retained a strong street grid pattern throughout its core with a mixture



Canal viaduct in the quarter

of 19th and 20th century buildings. However, having undergone periods of piecemeal redevelopment since the mid 20th century, the quarter has lost its clear references to the gun industry and urban quality throughout. The housing estate in the north-west and new office, commercial and, most recently, student accommodation along the southern and eastern edge have introduced a mix of uses to the quarter, but with a different urban fabric.

The proximity of the quarter to Eastside and a growing student population will continue to see demand for new accommodation. We will continue to support student accommodation within the area of Moland Street and Staniforth Street and along the canal corridor where it enhances the quality of the built environment, provides part of a mixed and vibrant range of activities and contributes to improvements in connections to destinations for students and visitors alike.

The canal corridor's importance as an asset for movement is well recognised but is also a key feature for future development activity. Along the canal corridor developments will need to utilise this asset and provide high quality liveable environments. Such developments will need to maximise the asset as an environment for residential, leisure and employment activity. The City Council will work with the local community to plan improvements to the connections and open space in the established residential area.

## Authentic city

The proximity to the historical environment of the Jewellery Quarter formed by the conservation area with its building quality and street pattern will be important to guiding future activity along **Constitution Hill** and **Great Hampton Street**, creating a key gateway into the city centre.

Light industrial and manufacturing-based activity will continue to be an important asset but opportunities for gradual regeneration of outlying areas through mixed-uses will help to make more efficient use of land and buildings and introduce greater activity to one of the more isolated parts of the city centre.

The area has the remnants of a distinct character which includes buildings, street patterns and archaeological remains. Redevelopment must be sensitive and responsive to this character and retain, reuse and enhance these features.

The presence of the existing residential area, bounded by Hospital Street, Smith Street, Newtown Middleway and St George's Street, with its school and open spaces, provides the basis for further residential development within the corridor of Hospital Street to Great Hampton Street/Constitution Hill. Development will need to respond to the strong street pattern and other historic assets to ensure the authentic character is retained, making it an interesting and distinctive place to live and work.



# Delivery

This masterplan sets out a clear vision for the future growth of the city centre over the next 20 years.

The delivery strategy for this masterplan is set out across four areas:

- Working in partnership.
- Embedding the masterplan in the statutory planning process.
- Utilising the masterplan to secure funding.
- Setting and delivering priorities.

## Working in partnership

The masterplan will not just be the city council's vision for the city centre, but one owned by a range of public and private sector organisations. This is important as the implementation of the masterplan requires the public and private sectors to work together. We will achieve this by:

- Increased cooperation and joint working with the city centre Business Improvement Districts to deliver fine grain regeneration in the City Centre.
- Joint working with Marketing Birmingham on marketing the masterplan as a whole and the opportunities within it to the investment markets.
- Coordination of public sector investment by the development of the Place Based Initiative to maximise the objectives of public sector resources.
- Strengthening links with the private sector. These already exist through bodies such as the Westside Initiative and Eastside Developers Forum. We would envisage similar arrangements in each of the areas of transformation.
- Taking forward the Vision for Movement through partnership working between the private sector, the city council and Centro.
- Raising standards of architecture by strengthening the role of the City's Design Review Panel and reviewing existing design guidance to ensure it continues to raise standards.
- Working with the emerging Local Enterprise Partnership and its partners to link the masterplan to the objectives and implementation framework of the LEP.
- Working with local communities to plan future detailed interventions or regeneration.

Key to the masterplan's success will be to ensure that new development and investment opportunities help to strengthen Birmingham's economy and improve its environment to the benefit of all who live in the City. The development of the city centre sets the scene for our ambition to connect Birmingham's people with the creation of new job opportunities that lead to a high quality employment offer and an increase in our overall employment rate.

Each investment in the city will be challenged to help us deliver a wider range of economic regeneration outcomes, including opening up brand new opportunities for industry-led training linked to emerging jobs. The city council's Employment Access Team has a vital role to play bringing together



Construction works at the Library of Birmingham due to be finished by 2013

the collective resources of all involved in creating accessible job opportunities for all Birmingham people.

### Statutory planning

This masterplan will be embedded into the statutory planning process utilising the Core Strategy and supplementary planning documents.

A programme of supplementary planning documents, both for areas/sites and thematic requirements will come forward to support the Core Strategy and delivery of the masterplan with early priorities for 2011/2012 including:

- Southern Gateway/Wholesale Markets.
- Building Heights.
- Public Realm, Streetscape and 'Way-Finding'.
- Review of Places for Living guidance on the design standards for housing development.

### The masterplan and funding

This masterplan has been produced at a time of great challenge for the future of public sector funding. However, to date, since the launch of the masterplan process, over £1 billion of public expenditure has been committed to the city centre. Future opportunities which the city council will explore to support the masterplan are:

- In July 2011 The Chancellor announced an Enterprise Zone for Birmingham City Centre. Using the Areas of Transformation as the basis for an Enterprise Zone within the city centre to stimulate new business investment and job creation. The proposal has been agreed in principle with the LEP.
- Tax Incremental Financing borrowing against future business rate income stream to fund enabling works and infrastructure provision.
- Community Infrastructure Levy - setting tariffs for funding public infrastructure required by developments.
- Utilising emerging European funding regimes such as JESSICA to support projects.
- Further Business Improvement Districts.
- Asset based vehicles, initiatives to draw in private finance, supported by the city council's property portfolio.
- Working with the emerging Local Enterprise Partnership to identify priorities for funding.

These are the mechanisms identified to draw in additional funding. However, the masterplan will only be successful if it creates the confidence of developers, investors and occupiers in the future success and prosperity of the city centre. Truly outstanding regeneration can only be achieved through a shared vision for a place, which is driven across the public and private sectors.

### Setting and delivering priorities

The masterplan, supported by the Vision for Movement, identifies a strong spatial focus to the growth of the city centre through the five areas of transformation and the fine grain regeneration. These are the areas that the city council will set as priorities for investment in terms of both its financial resources and its skills.

#### Westside

The future development of this area has been kick-started by the £189 million city council investment in the Library of Birmingham. This investment will be vital to unlocking key development opportunities including the redevelopment of Paradise Circus.

In the short to medium term the focus for the city council will be on:

- The delivery of the Library of Birmingham and refurbishment of the REP Theatre set for completion in 2013.
- Working ever closer with the Broad Street Business Improvement District to deliver their objectives of a brighter, safer and cleaner Westside.
- Actively supporting Millers to bring forward early phases for the redevelopment of Arena Central.
- Developing our partnership with Argent through the Joint Venture to deliver the Paradise Circus redevelopment, with the first phase starting before 2015.

- Exploring the redevelopment of Paradise Circus as one of the priority projects for piloting Tax Incremental Financing.

In the longer term the focus for the city council will be on:

- Establishing further development agreements, utilising city council landholdings, in partnership with the private sector, to deliver significant mixed-use development in the area at Baskerville Wharf.
- Developing proposals for the regeneration and extension of Centenary Square as the premier event space in the city, and a focal point for Westside.

### Snow Hill District

By setting a single vision and direction, allowing landowners and developers to formulate their plans is central to delivering the future ambitions for this area.

In the short to medium term the focus for the city council will be on:

- Working with Ballymore to support the completion of the 2nd office phase of the Snow Hill scheme.

- Supporting the regeneration/ refurbishment of the Kennedy Tower, "the strip" and associated land.
- Continuing to work with the Colmore Row Bid to improve wayfinding and placemaking, including implementing a new wayfinding system to link Snow Hill Station to New Street Station.

- Supporting the redevelopment of the Ludgate Hill surface car parks.

In the longer term the focus for the city council will be on:

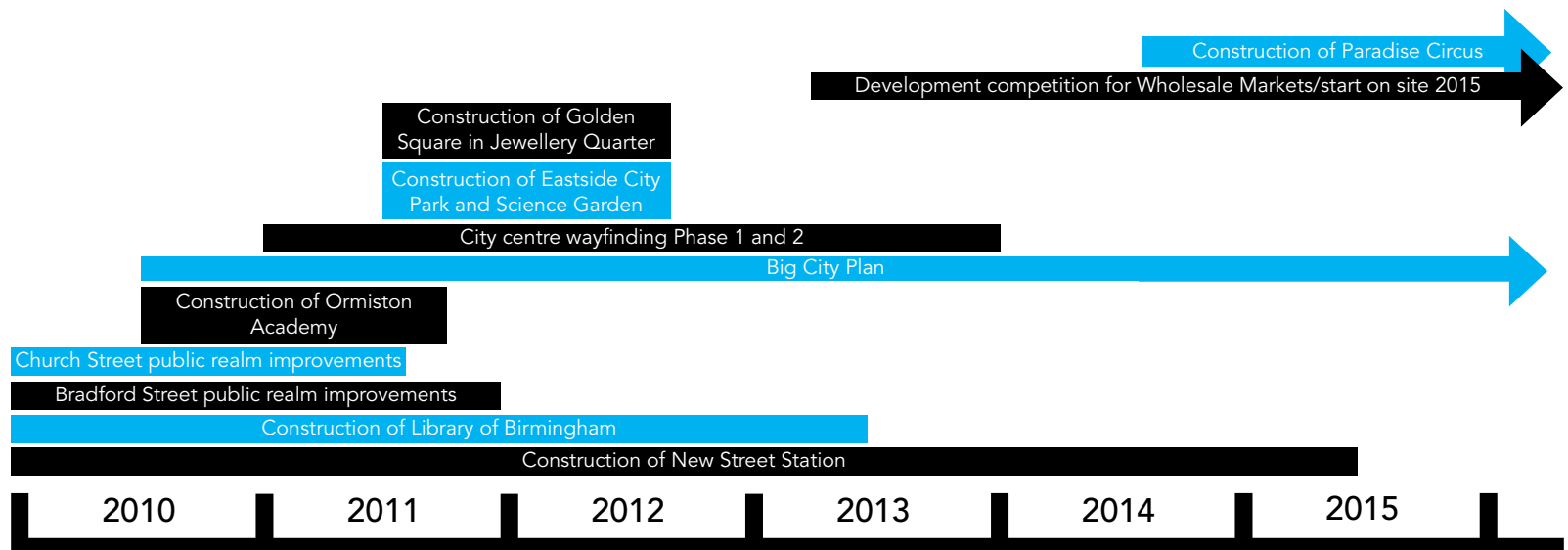
- Supporting Ballymore in bringing forward a viable scheme to deliver the 3rd and final phase of the Snow Hill scheme.
- Consulting on options for the creation of a pedestrian friendly link across Church Street - Ludgate Hill.
- Supporting the refurbishment/ redevelopment of Lloyd House.
- Working with the Children's Hospital to maximise regeneration opportunities in the area.

### Eastside

The regeneration of this area remains a key priority for the city council with the commitment to the delivery of Eastside City Park and multi-storey car park supporting our future plans.

In the short to medium term the focus for the city council will be on:

- Enabling the construction of the Ormiston Academy for 900 students in the Performing Arts.
- Delivering Eastside City Park and Science Garden.
- Supporting the role of Birmingham Science Park Aston through its Centrum Project.
- Supporting the first phase of City Park Gate - Hotel La Tour.
- Working with Birmingham City University to deliver the first phase of their new campus, and in the medium term bringing forward the remaining phases of their scheme, which will support 5,000 students.
- Supporting the delivery of new mixed-use development at Eastside Locks, Curzon Park, City Park Gate and Masshouse.



In the longer term the focus for the city council will be on:

- Supporting the integration of High Speed 2 in the city centre and the development of the new terminus building.
- Facilitating the delivery of development opportunities connected with the new terminus building.

### **Southern Gateway**

The relocation of the Wholesale Markets is a priority for the city council and will help kick-start the regeneration of the wider area.

In the short to medium term the focus for the city council will be on:

- Securing the relocation of the Wholesale Markets with the aspiration to achieve this by 2013.
- Bringing forward a draft supplementary planning document for the wholesale market site and wider area, for consultation in 2012.
- Working with the proposed Southside Business Improvement District to improve the street environment and develop place branding.
- Deliver public realm improvements to Bradford Street.

### **New Street Station**

The transformation of New Street Station, driven by the city council and Network Rail, will support wider regeneration and release development opportunities to the south of the station.

In the short to medium term the focus for the city council will be on:

- Supporting the redevelopment of New Street Station, seeing the new station concourse (phase 1) opened in 2012, with the station completed and fully open (phase 2) by 2015.

- Supporting the delivery of the new John Lewis department store.
- Delivering the First Phase of wayfinding improvements in 2012.

### **Delivery outside the Areas of Transformation.**

The Big City Plan is not all about big projects. Equally important are smaller projects which can transform an individual building or a street corner. Below are some examples of these smaller projects which reflect the Big Ideas of the masterplan. Working with local communities, we want to develop further smaller scale projects as part of the Big City Plan.

- New public squares in the Jewellery Quarter at Albion Square and Golden Square, which will be completed by 2012.
- Public realm improvements to the junction of Church Street and Cornwall Street in 2011 to create a new public space in the heart of Colmore Row Business Improvement District.
- Relocation of the JFK memorial to Digbeth High Street, in the Irish Quarter in Digbeth, during 2011.
- The phased development of a wayfinding system for the city centre to include the City Core, Eastside, Digbeth and the Jewellery Quarter as its first priority, to be completed by 2014.
- Continuing support to the development of Digbeth as a Creative and Cultural Quarter.
- Supporting the local communities in bringing forward plans for their area.

The delivery of our ambitions for the city centre can only be achieved through the involvement of the wider Birmingham community; our public sector partners, landowners and developers, businesses and the citizens of Birmingham. As we make progress toward achieving our goals the masterplan will evolve acting as an 'organic document', in response to changing circumstances.



**Waheed Nazir**

Director of Planning and Regeneration



# Acknowledgements

In producing the city centre masterplan a number of individuals and organisations have provided valuable input throughout the process. Special acknowledgement is made to:

Professor Michael Parkinson CBE

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Marketing Birmingham

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Birmingham Chamber of Commerce

City ID

Make Architects

Peter Brett Associates

Urban Initiatives

Mecanoo

Foreign Office Architects

AEDAS Birmingham

Atkins

The contents of this masterplan have been informed by a range of studies and background work including:

- **Interconnect Birmingham** vision for a walkable city (2010) - a study to support the creation of a more welcoming, easier to understand and navigate city centre.
- **Revised Eastside Masterplan** (2010) - providing concepts for Eastside responding to the proposals for High Speed 2.
- **Vision for Movement** (2010) - setting the strategy for public transport, pedestrian movement and future use of the highway network across the city centre.
- **The Retail Birmingham Design Strategy** (2010) - generating ideas and concepts to support improving the identity and connectivity of the city centre's retail district.
- **Digbeth Corridor Study** (2010) - outlining proposals for improved connections between the City Core, Digbeth and Southside.
- **The Big City Plan Work in Progress Report** (2008) - set out the issues and options for the future transformation of the city centre.
- **The Birmingham City Centre Masterplan: The Visioning Study** (2007) - identifying the challenges and opportunities for Birmingham and setting out the parameters for a masterplan for the city centre.

# Image credits

## **AEDAS Birmingham**

Post and Mail Square proposal on page 41

Moat Square proposal on page 63

## **British Cycling**

Promotion of cycling in the city on page 18

## **Foreign Office Architects**

New Street Station eastern square on page 24

John Lewis Department Store above New Street Station on page 43

## **Glenn Howells Architects**

Eastside aerial view on page 48

View towards Eastside Station from Fazeley Street on page 53

Paradise Forum redevelopment proposal on page 73

## **Christopher Haynes**

([www.christopherhaynes.co.uk](http://www.christopherhaynes.co.uk))

Southside and Highgate front page image on page 58

## **Lovejoy Capita**

Golden Square proposal on page 78

## **MAKE Architects**

City in light Retail Birmingham lighting proposal on page 38

Cathedral walks improvement proposals (before and after) on page 39

## **Mecanoo**

Centenary Square with new library of Birmingham on page 24

New library of Birmingham on page 70







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