
MAYPOLE

LOCAL ACTION PLAN

SEPTEMBER 1997

*“Securing a **Better**
environment for all the people of
Birmingham”*

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Introduction

1.1 The Local Action Plan for the Maypole Centre has been prepared to provide a framework for the economic and physical regeneration of the area. It has been prepared by the City Council following discussions with local residents, businesses and others with an interest in the area. A small Focus Group has met regularly to discuss the progress of the plan.

1.2 Although the Maypole Centre appears to enjoy a degree of robustness the retail sector has been contracting in recent years and the quality of the physical environment has deteriorated. The Plan seeks to provide a framework for enhancement in order to arrest this decline by reinforcing the centres role as a shopping centre, focus for the local community and a key gateway into Birmingham from the South.

1.3 The plan provides the context for the consideration of proposals for new development at Maypole which could help promote its vitality.

2.1 The Local Action Plan has been prepared by the City Council within the context of the Birmingham Plan (Unitary Development Plan) and is one of a series being prepared across the City to set out proposals which could be implemented in local centres.

2.2 The plan has been adopted by the City Council as Supplementary Planning Guidance to the Birmingham Plan. It both directs and guides future development within the centre and would be a material consideration in the determination of any future planning applications.



Shopping parade - Hawkhurst Road

3 Location

3.1 The Maypole shopping centre is located 8km to the south of Birmingham City Centre on the edge of the City's southern boundary (see Plan 1). It is located at the junction of the Hollywood By-Pass (A435), Druids Lane, Alcester Road South and Maypole Lane. The plan area extends from Idmiston Croft in the north to just south of the Maypole island junction. (See Plan 2).

3.2 The Centre falls within the Brandwood and Billesley Wards and within the Hall Green Parliamentary Constituency.

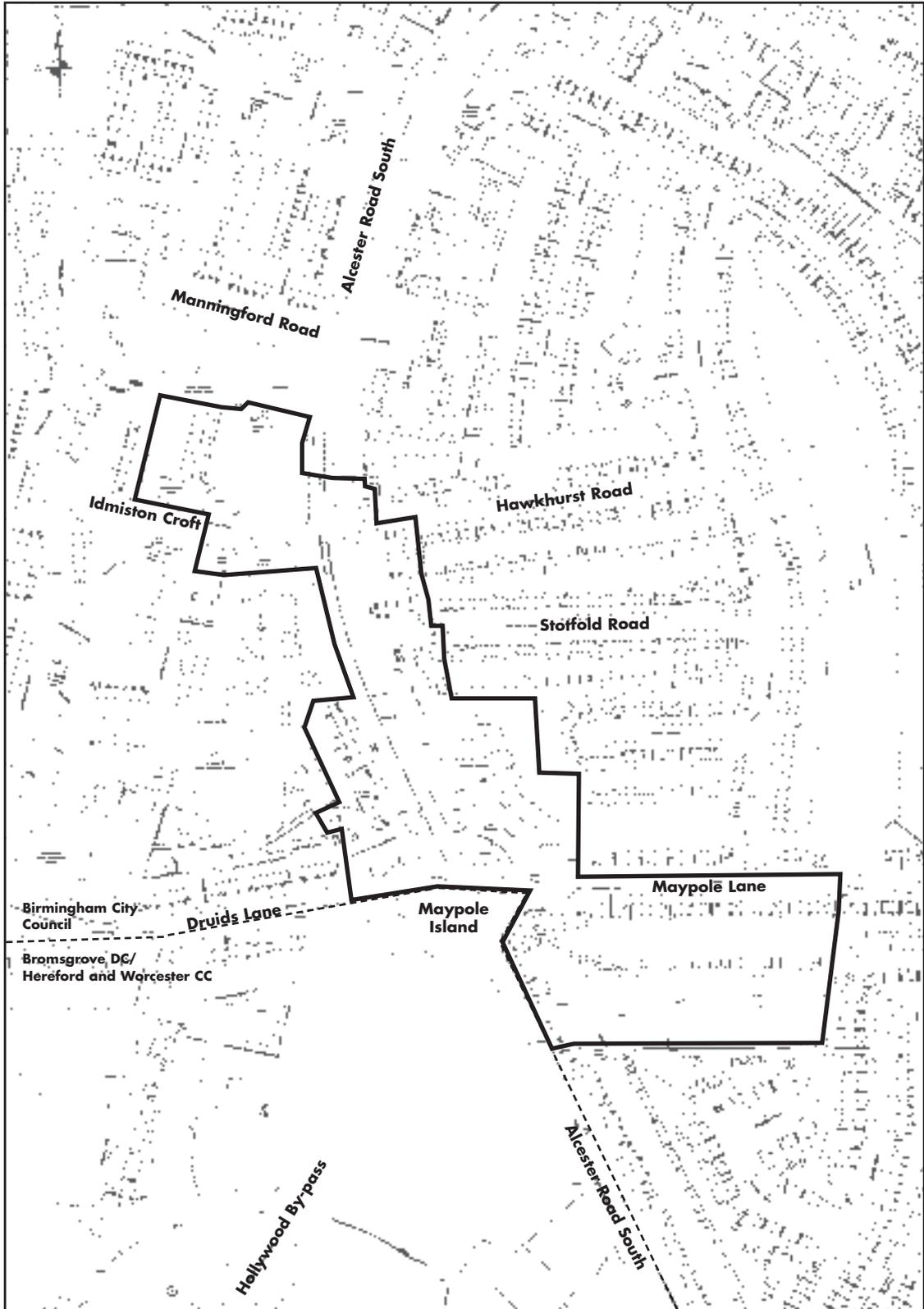
Plan 1



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Location

Plan 2



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Key
—— Plan boundary
----- County boundary

4 *The People*

4.1 The 1994 Birmingham Survey indicates that the Maypole Centre serves the day to day shopping needs of a localised catchment that extends to Billesley, Brandwood and parts of Kings Norton and Bromsgrove District.

4.2 The 1991 Census shows that around 53,000 people live in the Billesley and Brandwood Wards of which only 3% are drawn from the minority ethnic communities. The age structure of the population living in the area is comparable to the City as a whole. The largest group are adults aged 25-44 years (27%) and the average household size at 2.76 is also comparable to the City average household size.

4.3 Unemployment within the Wards averages at 11% which is also comparable with the City as a whole. Car ownership figures indicate that 42% of the population in the immediate vicinity of the Centre have no access to a car.

The Vision for Maypole

5.1 There has been relatively little investment in new shopping facilities or the general physical fabric of the Maypole Centre in recent years. However a recent proposal for a new supermarket provides a catalyst for considering the future development of the centre as a whole.

5.2 Convenience shops and services dominate the centres retail functions with comparison shopping fulfilling a more limited role. Economic performance indicators suggest only moderate levels of retailer confidence. Nearby schools and other community uses (Neighbourhood Office, Community Centre and Library adjacent to Idmiston Croft), emphasise the role of the centre as a focus for the local community.

5.3 The recent retail proposal has brought to light a major development opportunity which could enhance the centre, create a landmark scheme and strengthen the physical linkage between the core retail area and activity south of Maypole Lane.

5.4 The Local Action Plan proposes that with the exception of the land south of Maypole Lane the basic land use pattern in the centre will remain. A strategy is outlined to provide a framework to promote the centre's well being and revitalisation. To achieve this the Plan has the following five objectives:

- I. To promote and sustain the Maypole centre not only for shopping but also as a focus for the local community.
- II. To enhance the local environment making it more attractive and safer for all users.
- III. To improve facilities for pedestrians, cyclists and car users.
- IV. To provide a welcoming and attractive gateway to the City of Birmingham.
- V. To provide a framework to guide current proposals and stimulate future investments and development in the centre.

6 Policy Context

6.1 The Local Action Plan has been prepared in accordance with both national and local planning policies. Account has been taken of Government Policy, in particular the revised Planning Policy Guidance (PPG) Note 6 "Town Centres and Retail Developments", Note 13 "Transport" and Note 1 "General Policy and Principles". PPG6 states that the Government seeks to sustain and enhance the vitality and viability of town centres and to focus development, especially retail development, in such locations. It encourages the redevelopment and refurbishment of existing premises in town centres.

6.2 The Government considers that a key way to encourage private investors and infrastructure providers to enhance centres is for the local authority to prepare a local action plan. This should provide a planning framework including locational policies, site specific proposals, traffic management and parking policies.

6.3 The Birmingham Plan adopted in 1993 will guide development in the City up to the year 2001 and sets out an overall strategy for Birmingham of:

- * revitalising the economy
- * creating an attractive environment both for the benefit of local people and to attract investment.

The objectives established to achieve the strategy, include amongst others the need to:

- * protect and enhance existing shopping centres as the focal point of community life.
- * protect and enhance what is good in the environment and improve what is less good.
- * provide good quality infrastructure to support economic revitalisation.
- * maximise opportunities for new economic activity.
- * encourage individual centres to evolve in line with local circumstances and where centres have a capacity for additional growth to accommodate this.

6.4 The Birmingham Plan recognises that the existing pattern of shopping is the result of historic investment decisions based on the need for shops to be accessible to local communities. It supports existing centres and states that they will continue to be the main focus for new retail development.

6.5 The Hall Green Constituency Statement within the Birmingham Plan refers to Alcester Road South as a main gateway to the City from the south and to opportunities for development along its route. The Plan recognises that there are likely to be opportunities for small scale office developments and changes of use to offices at the Maypole but cautions that any such developments should recognise the key location of the Maypole as a gateway to the south of the City and ensure that there is no adverse effect on its main shopping function.

6.6 In summary planning policy provides for the Maypole to be sustained and enhanced as a shopping centre and recognises its special locational attribute as an important gateway to the City.

6.7 In 1996 the City Council further recognised the significance of local centres as a focus for civic pride, a sense of place and community identity. It resolved to support the preparation of planning frameworks for local centres such as the Maypole in order to stimulate further investment and help secure their renewal and long term prospects.



The existing Berkeley Precinct frontage

The Centre as a Place

7.1 Maypole forms a linear centre extending primarily along the east side of the Alcester Road South for a distance of around 350m, from just south of the junction with Maypole Lane to Hawkhurst Road to the north. To the north west of the Alcester Road South/Hawkhurst Road junction there is a separate row of shop units together with a small car park, neighbourhood office and library which forms a local neighbourhood centre for the adjacent housing estate. Other community facilities adjoining or close to the centre include a youth centre, St. Judes Church and Junior and Infant School, and Baverstock Secondary School.

7.2 The shops on the eastern side of Alcester Road South are accommodated in a variety of units dating from the inter-war and post-war periods. They are set back from the road and separated by a local service road and wide pavement. The service road frequently becomes congested with parked vehicles during peak hours.

7.3 The Berkeley Precinct is a 1960's retail development arranged around a pedestrian mall with residential maisonettes above. The precinct presents an austere shopping environment and is in a poor physical condition.

7.4 To the north of Berkeley Precinct extending through to Hawkhurst Road there are further shop units with living accommodation above. These are generally in good condition with evidence of recent maintenance. A Department of Transport testing centre occupies one of the units.

7.5 To the south of Berkeley Precinct is the Maypole Public House which occupies a visually striking position adjacent to the Maypole Island.

7.6 On the opposite corner of Maypole Lane and Alcester Road South is a small parade of shops/office units with an integral frontage service road.

7.7 The western frontage of Alcester Road South (north of Maypole Island) is of completely different character. It accommodates a small number of service uses including offices and a doctor and dentist surgery. These are housed in inter-war premises - many occupying former residential properties.

7.8 Alcester Road South is a heavily trafficked dual carriageway which forms a major radial route into the City from the M42 and Redditch. Despite the presence of pedestrian crossings it forms a significant physical barrier between its eastern and western frontages.

7.9 In 1996 there was 3880sq.m. of net retail floorspace located at Maypole. The centre's retail function is underpinned largely by service and convenience outlets. Comparison outlets such as shops selling shoes, clothes or electrical goods fulfill a more limited role. However the centre also performs an important non-retail function particularly as a focus for community facilities and for a number of small commercial uses on its western fringe.

7.10 The majority of traders at the Maypole are local independent retailers operating from premises which they own freehold. The three largest units in the centre are occupied by three major supermarket chains; Solo, Kwik Save and Co-op. Between 1974 and 1996 there has been a contraction in all retail sectors and a corresponding rise in the number of vacancies (17% of units, 10% of the floorspace in 1996).

7.11 A survey of upper floor usage of properties with non-residential ground floor uses indicates the great majority of units are occupied for residential purposes.

7.12 For its size Maypole displays high levels of pedestrian activity particularly on Maypole Lane in the vicinity of the bus stops and between the Maypole Public House and Hawkhurst Road although the Berkeley Precinct itself is poorly used despite the presence of Kwik Save. The western frontage of Alcester Road displays little pedestrian activity reflecting the fact that there is less to attract visitors to that part of the centre.

7.13 There are 2 pelican crossings located on Alcester Road South and one on Maypole Lane. The pedestrian area on the eastern frontage of Alcester Road South is fragmented by residential roads leading onto Alcester Road South. This discontinuity of pedestrian movement is also made worse by pedestrians being guided into the refuge strip between the Alcester Road South and the parallel service road - away from the main shopping frontage. A more detailed study of pedestrian movement is to be made to ascertain whether additional pedestrian crossings are required.

7.14 The public and pedestrian areas of the Maypole Centre currently present a harsh and unwelcoming environment. The general impression is one of overall neglect and a lack of identity.

7.15 Although much of the pedestrian area is in public ownerships several areas, most notably that associated with the Berkeley Precinct are privately owned. The City Council will therefore explore opportunities for improvements and joint funding to secure a general enhancement of the centre.

8 *Proposals*

8.1 The Maypole Centre is important not only for shopping but for residential, educational, health and community facilities. The Plan recognises that a mix of uses and attractions will encourage people to use the centre at different times of the day creating a vibrant and safer centre. This diversity will be supported and encouraged by the City Council. New retail development which increases the range and quality of retailing will be permitted.

8.2 Measures will be promoted which safeguard and add to the key attractions of the centre and capitalise on its potential to draw trade from a much wider area. The development of vacant sites and the reuse of vacant buildings will be encouraged as they both generate investment and enhance the attractiveness of the centre.

8.3 Land in the City Council's ownership for example alongside the library could be used to promote investment and the use of the City Council's compulsory purchase powers will be considered in appropriate circumstances to secure appropriate development.

8.4 Investment within the Maypole will be encouraged and promoted by the City Council working in partnership with local residents and businesses. In accordance with PPG6 development will be encouraged within or adjacent to the centre. New developments should be appropriate in terms of the function of the existing centre and fully integrated with it.

Appendix 1 identifies a number of proposals and opportunities for new development. For example the Berkeley Precinct shopping centre is currently for sale and not fully occupied. Its dated design, unwelcoming physical appearance and insecure rear car parking lends the property to refurbishment. The Maypole Public House is a significant landmark building presenting a typical 'roadhouse' style design. The building itself is worthy of retention but its setting and environs are in need of improvement.

8.5 Former industrial/commercial lands and existing dwelling houses fronting Maypole Lane have been subject to a recent planning application for a large retail development. This site has the potential to reinforce the retail function of Maypole, to ensure that the centre remains viable and continues to act as the main focus of retail activity in accordance with both national and local planning policies. Any new development on this site should adhere to the following planning and design principles:

- * Development must create a unique landmark/gateway building that is highly visible and accessible from the highway network. It should incorporate the small parade of shops fronting the Maypole island. New development should create a strong sense of presence and address the main roads. It must establish a marker feature for the Maypole centre which is highly visible from a distance. Give the location this is most likely to be achieved by the gateway element projecting upwards relative to the adjacent street frontages.
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- * It could include large scale retail development but this should incorporate a range of ancillary mixed uses including residential, leisure, offices as well as individual small retail and A3 (food and drink) uses.
 - * The development must provide a high quality of design for both building and open spaces
 - * The building should avoid blank frontages to the Maypole centre and Maypole Lane in particular. It should not be inward looking. The building's main entrance should be prominent and have a strong visual and physical link to the remainder of the centre north of Maypole Lane in order to promote integration.
 - * The car park layout and design should conform to the City Council's car park design guide. Attention should be placed on strong landscaping edges, retention of existing landscaping and the use of new trees/planting and hard landscaping to break up potentially large areas of car parking. Consideration should be given to the integration of any CCTV security cameras with those proposed elsewhere in the Centre.
 - * Improved pedestrian linkages will be required between the site and the Maypole centre.
 - * The design of the site must provide a sensitive relationship with adjoining housing in terms of siting and vehicle movement. The existing mature trees/planting edge to the south of the site must be retained and protected by careful siting of works, and should be supplemented with new planting. The avenue of trees along Maypole Lane should be reinforced by the planting of semi-mature trees.
 - * A secure wall or fence should be provided on the east and south boundaries of the site.
 - * The development must be accessible by a choice of transport modes including cycling and taxis. The development should be fully integrated with existing and future bus services.
 - * Vehicular access for both customers and servicing should only be from Alcester Road South. Maypole Lane should not be used for vehicular access.
 - * The provision of publicity available amenities such as toilets, which are currently lacking in the centre, should be provided as an integral part of the development.
 - * The development of this site should have minimal adverse effect on the existing centre. In order to ensure that this is the case and that the development is fully integrated with the other shopping parades, developers will be required to support a range of improvements to the existing centre by way of an agreement under S106 of the Town and Country Planning Act 1990. These should include enhancements suggested in the Local Plan and any other relevant matters which emerge from the consultation process on any revised planning applications.
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8.6 The Local Action Plan recognises the importance of the existing community facilities and improvements to these will be encouraged whilst also:

- * protecting the amenity of local residents
- * providing improved access by public transport, on foot, and cycle as well as adequate car parking.

8.7 The productive use of upper floors of retail premises will also be encouraged. In particular residential uses above shops provides life and activity outside normal shopping and office hours.

8.8 Service or 'non-retail' uses have an important role to play in the Centre in complementing its retail function. However, the Birmingham Plan indicates that if the growth of service uses is likely to be at the expense of its primary retail function, there will be a need to restrict these uses. This is achieved through the identification of a primary retail frontage in which proposals for additional non-retail uses will normally be resisted.

8.9 A shop unit survey indicates that there is at present very limited pressure for change of use from retail shops to non-retail - although this may change. In order to avoid the concentration of dead frontages in future changes of use from retail to non-retail use will only be permitted where they do not prejudice the attractiveness or viability of the Centre as a whole, or where they lead to an over provision. Appropriate policies will be proposed to address this issue.

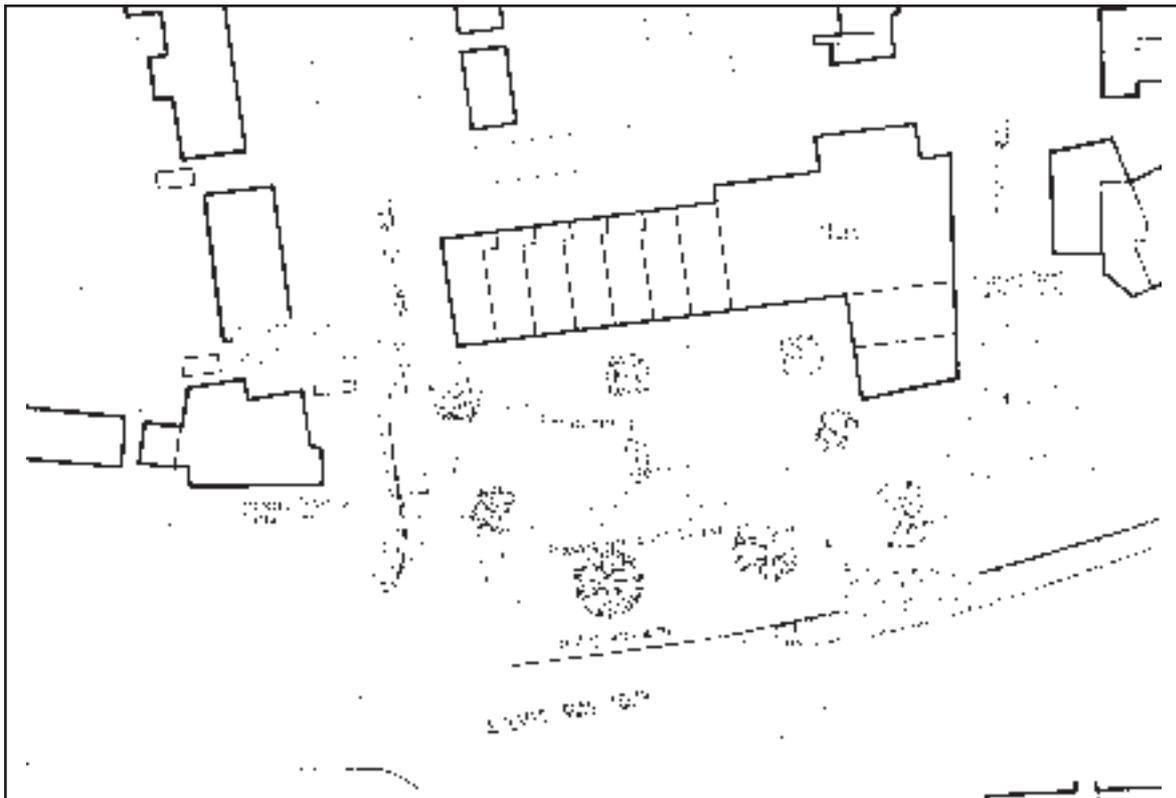
8.10 New development should be of a high quality design and add to the overall attractiveness of the Centre. Wherever possible it should adhere to the existing building line and be sympathetic to existing buildings. The erection of local landmarks and gateways will be encouraged. New developments should be designed so that they are accessible to all users.

8.11 The image of the Centre needs to be enhanced and reinforced to both attract new shoppers and maintain the loyalty of existing customers. The Maypole has been successful in attracting shoppers from the local area but it is considered there is scope to extend this role. The prominence of the centre as a gateway to Birmingham and the development potential of land south of Maypole Lane provides an ideal opportunity for a significant landmark development which will promote a positive impression for visitors both to the Maypole and to Birmingham as a whole.

9 Housing

9.1 The Maypole is surrounded by residential areas of varying types including high rise flats, maisonettes, and detached properties. The City Council is currently working with the local community in the Druids Heath area in order to secure improvements which are consistent with the Local Action Plan. In the centre there are some existing residential units over shops. These are an essential element maintaining vitality in the centre outside business hours. The incorporation of further residential components as part of any new mixed use developments will be encouraged wherever possible.

Plan 4



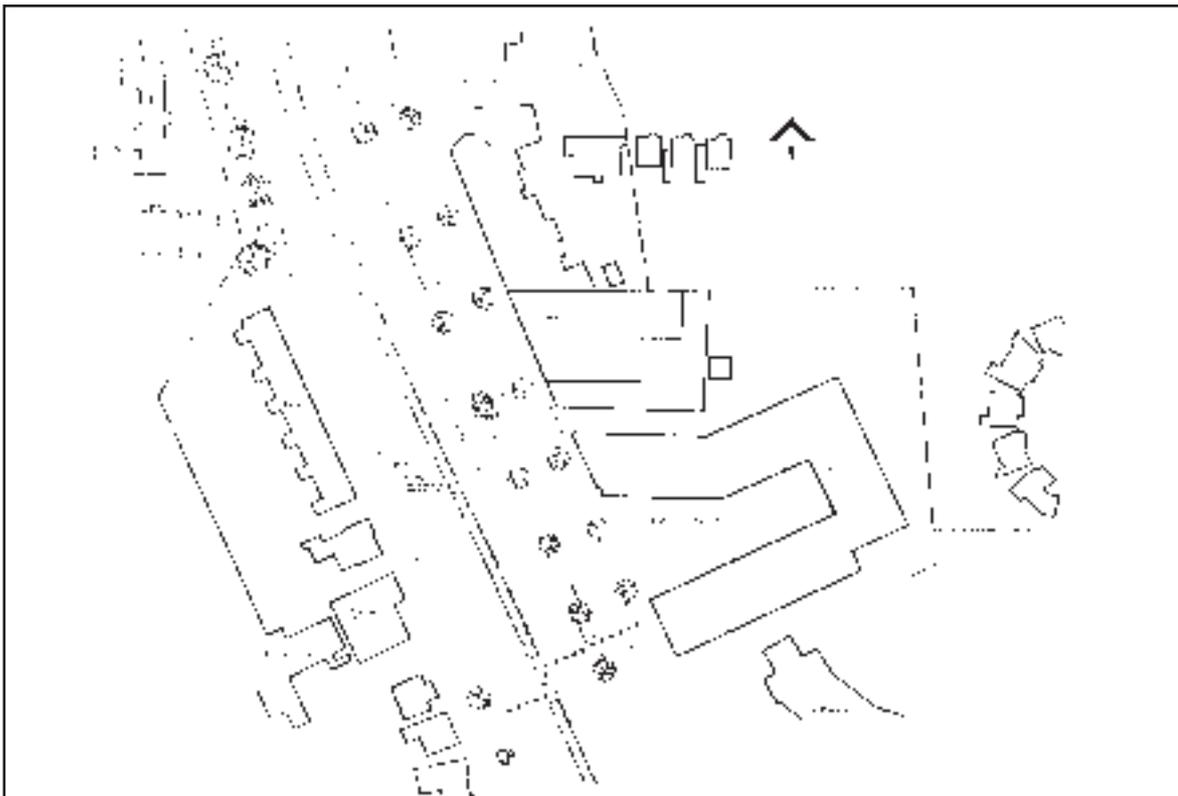
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Potential Car Parking and environmental improvements adjacent to Hawkhurst Road

10.1 The Local Action Plan seeks to underpin the economic well being of the centre. A thriving centre will have many economic benefits for the local community both by safeguarding existing jobs and creating new opportunities.

10.2 The support and services which the City Council's Economic Development Department can provide will be used in conjunction with local businesses to promote the centre. Initiatives will be encouraged that involve working actively with partners in the area to further develop the competitiveness of existing businesses, support the development of new enterprises and enhance the potential of local people to secure both training and employment opportunities within the centre. The creation and support of businesses run by, and serving all sections of the community will be an important objective of such a partnership. Future developers and occupiers will be encouraged to progress training and employment schemes with the City Council and other appropriate agencies in order to ensure that new employment opportunities are targeted at local people. Particular emphasis will be directed towards the needs of young people.

Plan 5



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Potential Car Parking and environmental improvements to the Berkeley Precinct Frontage

Transportation

11.1 Travelling north the A435 Hollywood By Pass becomes Alcester Road South at the Maypole island. This currently carries substantial traffic flows emanating from the M42, Redditch and beyond. The road passing through the Maypole Centre is a dual carriageway which causes severance between the communities to the east and west. The vast majority of traffic is passing through, with few drivers interrupting their journey to make use of the shops and facilities in the Centre.

11.2 Despite heavy traffic flows no fatal accidents have occurred over a 3 year period. On the road passing through the centre 16 personal injury accidents have occurred, 15 involving slight injury with one involving serious injury.

11.3 The roundabout at the junction of Maypole Lane and Alcester Road South experiences congestion particularly at the Maypole Lane entry during the evening peak period. Therefore any new development on land south of Maypole Lane should be accessed from Alcester Road South and not Maypole Lane.

11.4 Arising from the South Birmingham Study (of transport corridors in the south east quadrant of the City) a number of residential side roads as well as Bells Lane have benefited from traffic calming measures undertaken by the City Council over the last two years. Further works are planned to Alcester Road South between Manningford Road and Warstock Road. The need for additional measures will now be assessed having due regard to the possibilities of further development at the Maypole.

11.5 It is estimated that approximately 79,000 people live within a 3km (2 miles) radius of the Centre. The Centre is readily accessible to the extensive residential areas on either side of Alcester Road South and to the south of Maypole Lane. A substantial population in these areas lies within ten minutes walking distance of the Centre.

11.6 In the light of the pedestrian catchment area it can be readily inferred that the potential cycle catchment area is significant. Despite this provision of cyclist facilities approaching and within the centre is relatively poor.

11.7 The Maypole is well served by public transport lying on the route of eleven bus services which serve South Birmingham and surrounding areas. These include both radial and orbital routes. The A435 Alcester Road/Moseley Road corridor was one of the first to benefit from the introduction of bus priority measures.

11.8 The Centre is also highly accessible by car being located at a key junction between a main radial route leading into the centre of Birmingham northward and the national motorway system southward and a heavily trafficked outer orbital route.

11.9 A co-ordinated strategy embracing improvements for the users of various modes of transport (foot, bus, car and cycle) is required to enhance the centre's accessibility and attractiveness:-

Pedestrian Friendly Streets

11.10 The creation of a safe pedestrian friendly environment will help to attract/retain shoppers to the centre. Measures will be taken to improve the environment for pedestrians for example improving crossing facilities, providing new footways on desire-lines, improving pavements, better streetlighting, soft landscaping, improved signage, repositioning of recycling banks and upgrading existing street furniture. Specific proposals include:

- * a new pelican crossing in the vicinity of Druids Lane/Alcester Rd South
- * raised pedestrian crossings of Hawkhurst Road and Stofold Road.

Traffic Management

11.11 The South Birmingham Study and other accident remedial programmes have already brought forward various traffic calming measures in the immediate vicinity of the Maypole Centre. Local residents have indicated a desire for further measures:

- * junction improvements at Highters Heath Lane/Maypole Lane
- * further traffic calming Druids Lane/Bells Lane
- * residents only parking on Stofold Road and Hawkhurst Road.

These proposals will now be examined having due regard to the possibilities of further retail development within the Centre. Measures to improve the performance and safety of the Maypole traffic island itself will also be investigated.

Car Parking

11.12 At present the centre is served by four car parks for use by shoppers. In addition on street car parking is available along the service roads which leads to occasional conflicts with servicing arrangements. Encroachment into neighbouring residential streets (eg. Stofold Road) occurs during busy periods. Generally existing car parking arrangements in the centre are unco-ordinated and inefficient.



11.13 The provision of safe and secure car parking, particularly for short stay users is important for the health of centres such as the Maypole. In a linear centre it is considered more efficient to provide a number of car parks and on-street spaces along the length of the centre rather than one large car park. To this end existing car parking facilities should be rationalised and enhanced. Suggested improvements are identified in Appendix 1. Particular emphasis is given to improved layout and efficiency and by introducing more frontage and readily accessible spaces.

Public Transport

11.14 Good quality and easily accessible public transport is vital for the long term vitality of the Maypole Centre. The centre is currently well served by public transport and it is recognised that further development at the Maypole could result in improved levels of bus services as a response to passenger demand.

11.15 The potential exists to reposition bus stops and carry out local diversions to bus routes in response to new development at the Maypole. The possible creation of bus based park and ride facilities on lands adjacent to the Centre (beyond the City Boundary) should also be examined in conjunction with neighbouring local authorities. This could 'intercept' commuter traffic and help reduce traffic volumes entering the City. Consideration will also be given to extending the existing bus priority measures on the Alcester Road South/Moseley Road A435 including the possible introduction of a future Bus Showcase scheme to further upgrade the quality of all aspects of bus travel (low floor buses, passenger shelters, improved bus service information and more frequent quick and reliable services).

Cycling

11.16 The City Council is committed to the promotion of cycling in Birmingham and recognises the environmental and health benefits that can arise from a greater use of bicycles. Opportunities will be taken at the Maypole to improve facilities for the cyclist and create a safer environment. Measures such as combined footway/cycleways, appropriate crossing facilities, secure cycle parking, signing and cycle routes will be introduced where appropriate.

12.1 In its current state the public and pedestrian areas of the Maypole Centre present a harsh and unwelcoming environment. The general impression is one of overall neglect and a lack of identity that is not conducive to the promotion of the Maypole as a thriving centre. Furthermore this type of environment as well as being unattractive to residents and visitors alike may act as a deterrent to would be investors.

12.2 The maintenance and refurbishment of properties and shop frontages will be encouraged. The Shopfront Design Guide produced by the Department of Planning and Architecture provides advice on good shop front design including security measures and roller shutters. Access for all is important and new development should accommodate the needs of people with restricted mobility due to disability or carers with pushchairs.

12.3 It will be possible to provide the area with its own sense of identity by the use of a consistent design theme for the centre. This is important as the centre is not compact. This common design theme will cover street furniture including seats, litter bins, signage, bollards, lighting columns and surfacing materials.

12.4 The identity of the centre will be further enhanced by the implementation of appropriate hard and soft landscaping schemes associated with improvements to pedestrian movement and parking arrangements (Appendix 1).

12.5 Given the prominence of the Maypole Centre as a key gateway into Birmingham the careful siting and use of public art is considered particularly appropriate to create and reinforce an identity for the centre.

12.6 An area which is perceived as unsafe will not be attractive to shoppers and visitors. However crime does not appear to be perceived as a significant issue at the Maypole Centre apart from a localised problem of the use of the Berkeley Precinct car park at night. Although improved lighting and security cameras may help it is considered that the car park be retained for service uses only. The introduction of improved frontage car parking should make the closure of the car park a viable proposition.

The Way Forward

13.1 The objective of the Local Action Plan is to underpin the economic and social well being of the Maypole Shopping Centre and to propose a framework for its revitalisation. To achieve this objective the plan has focussed on a number of broad themes:

- * The range and quality of the retail provision
- * Accessibility and the creation of a pedestrian friendly environment
- * Amenity and the quality of the local environment

13.2 As an essential part of the regeneration strategy the health of the Maypole Centre will continue to be monitored via indicators such as rates of vacancies.

13.3 The Local Action Plan provides the framework for future bids under a variety of Central Government, European Community and other funding initiatives and guidance for the City Council when preparing it's own expenditure programmes. It provides the context against which future land use proposals can be judged and identifies those projects which could be associated and funded by the private sector.





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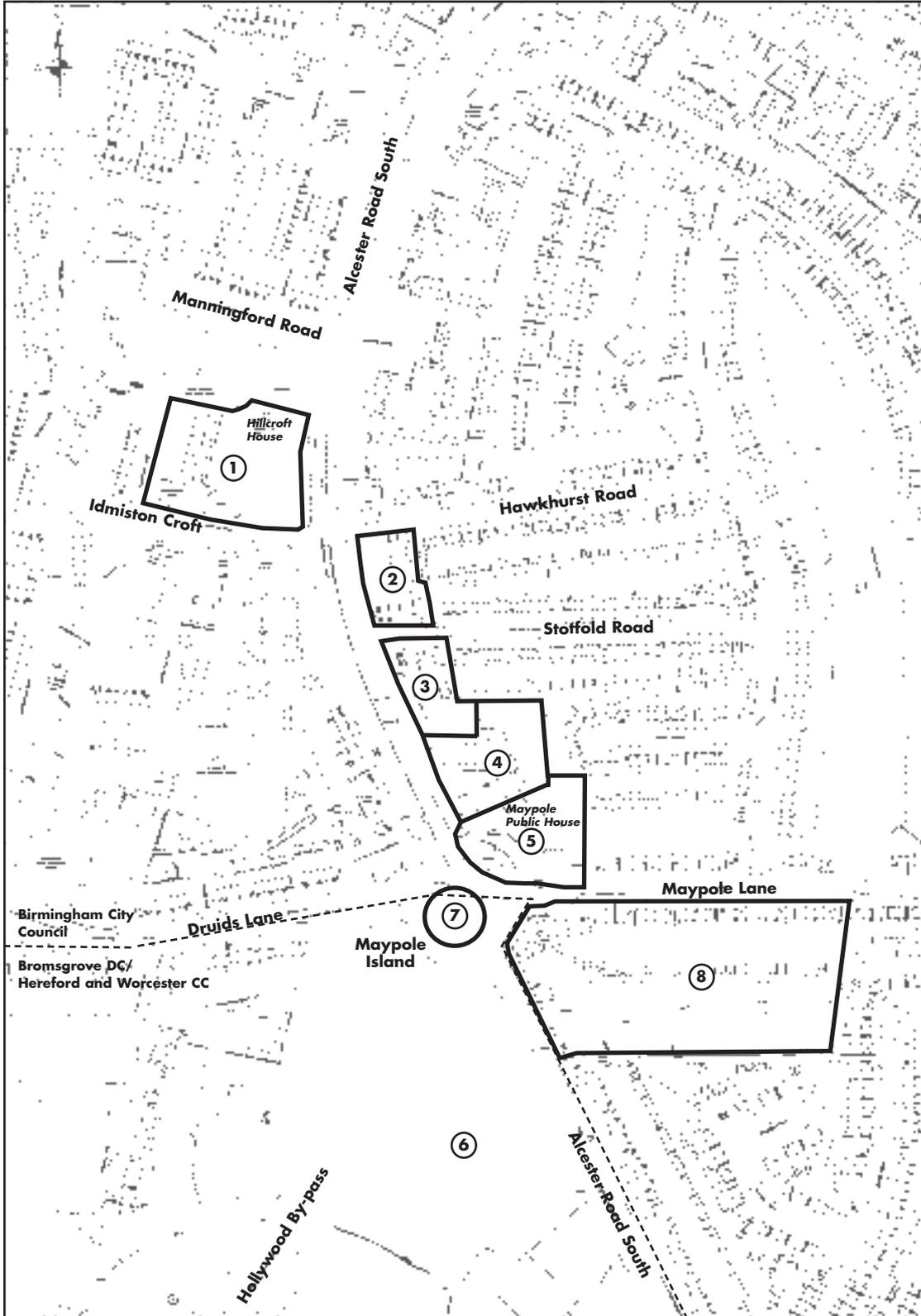
Economic Development Department

Community and Business Partnerships:

Lyn Martin-Bennison
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Proposals Plan

Plan 6



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Appendix 1: Schedule of Proposals

No.	Site/Location	Description/Issues	Proposals	Comments
1	Land adjacent to Idmiston Croft/ Hillcroft House.	Car park and amenity land. Insufficient parking spaces, lack of defensible space adjacent to Hillcroft House. Lack of integration with main body of shopping centre.	Introduction of boundary treatment, landscaping around Hillcroft House. Enlargement and improvement of existing car park.	Subject to loss of amenity land adjacent to Library and Hillcroft House.
2	Shopping Parade, Hawkhurst Road to Stotfold Road.	Poor physical environment. Inefficient and unattractive shoppers car park	Improved layout of shoppers car park. Introduction of new hard and soft landscaping. Raised pedestrian plateau crossing of Hawkhurst Road and Stotfold Road.	
3	Shopping Parade, Stotfold Road to Berkeley Precinct.	Poor physical environment. Lack of frontage car parking/ servicing of Berkeley Precinct.	Improvement to car parking layout. Introduction of soft and hard landscaping. Extension of service road to Berkeley Precinct.	
4	Berkeley Precinct.	Privately owned shopping centre with residential uses on upper floor. Poor quality physical environment. Insecure rear car parking. High incidence of vacant shopping units.	See (3) above to improve car parking. Refurbishment encouraged.	Site currently being marketed by owner.
5	Maypole Public House.	Typical "roadhouse" public house. Gateway location.	Refurbishment and extension encouraged. Improved boundary treatment incorporation of hard and soft landscaping and possible public art.	

No.	Site/Location	Description/Issues	Proposals	Comments
6	Land off Alcester Road South/Hollywood by-pass.	Agricultural land.	Possible bus based park and ride opportunity.	Subject to agreement of Bromsgrove DC/Hereford and Worcester CC. Confirmed Green Belt.
7	Maypole Island.	Traffic island.	Additional landscaping and possible introduction of public art to create gateway into Birmingham.	Partial responsibility of adjoining local authorities.
8	Land off Maypole Lane/Alcester Road South.	Shopping parade, semi derelict residential and industrial/commercial premises.	Gateway site. Comprehensive redevelopment for a retail/mixed use scheme.	See design principles. Paragraph 8.5.

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