



CITY CENTRE MASTERPLAN

July 2011

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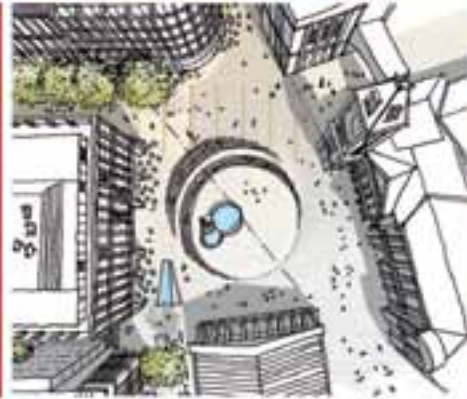
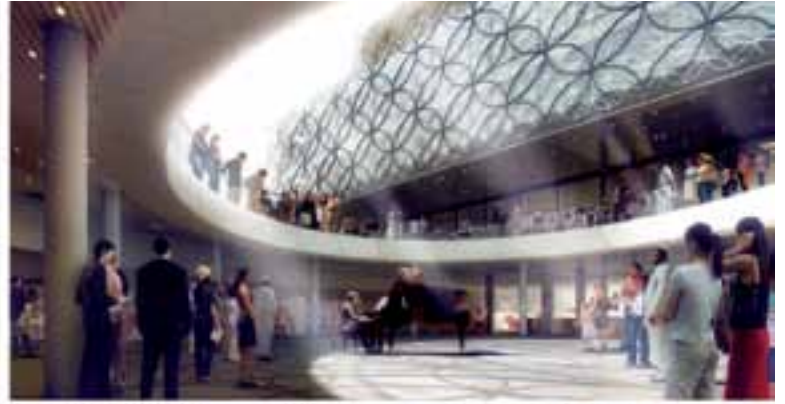
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Foreword

The Big City Plan is the most ambitious, far-reaching development project ever undertaken in the UK. Our aim is to create a world-class city centre by planning for the next 20 years of transformation.

This masterplan, forming a key element of the Big City Plan, is about delivering transformational change in our city centre by supporting sustainable growth, creating new and improved public spaces, giving our streets back to pedestrians and bringing the cultural life of Birmingham to the heart of the city. It represents the culmination of our work since 2007 and is a seminal moment in our progress with the Big City Plan. We have set our vision, defined our objectives and consulted widely on the type of city centre we want to create.

Since 2007 Birmingham has enjoyed one of the most transformational times in its development history, with a wide range of plans coming to fruition which already underpin the Big City Plan. In this period we have also made significant progress with major investments including:

- New Street Station - The £600 million Gateway scheme to deliver a bright, modern, 21st century focal point for Birmingham, helping to regenerate parts of the city centre creating thousands of jobs.
- The Library of Birmingham - £188 million city council investment creating one of the largest libraries in Europe in the heart of the city and underpinning the wider regeneration of the city's 'westside'.

- Midland Metro Line 1 Extension - £129 million extension of the Metro Line from Snow Hill Station to New Street Station, to be completed by 2015.
- City Park - The £12 million City Park in Eastside, set for completion in 2012, will be the first urban park to be developed in Birmingham for over 125 years.
- High Speed Rail - With the Government confirming its plans to bring High Speed Rail direct into the heart of Birmingham, with a proposed city centre station in Eastside.
- A new City Centre Interchange on Moor Street Queensway - £12 million investment by the city council and Centro improving the bus system in the city centre.

These and others represent well over £1 billion of public investment in the city centre - almost all of it committed, and much of it being spent right now.

Of course, while public sector investment is important, what pleases me most is how our private sector partners have responded to the Big City Plan even in this difficult climate for development. The Big City Plan has been adopted by a wide spectrum of organisations with both the private sector and our partners. This has included support for a further £500 million of investment in new developments throughout the city centre.

With the launch of the masterplan in September 2010 the Big City Plan has already been shaping future investment with the announcement by John Lewis Partnership to open a new £150 million store in the city centre as part of the redevelopment of New Street Station.

Since its launch the Big City Plan has received international recognition in China, Europe and in the Middle East and will inspire imaginations across the world capturing billions of extra investment and value for our local economy.

We now have a clear blueprint for the future, to deliver a world class city centre.



Councillor Mike Whitby
Leader of Birmingham City Council

Introduction

The Big City Plan City Centre Masterplan is being produced as a non-statutory planning and regeneration framework for Birmingham's city centre. The key principles of this masterplan will be embedded in the Council's Core Strategy - the statutory planning document that will provide the vision and overarching direction to guide the future development of the whole city.

Where further detail is needed for particular parts of the City Centre, this will be provided through Supplementary Planning Documents.

Together these documents will provide the statutory planning tools to support land use change and development activity.

How to use the document

The masterplan is divided into three sections; the first covers the key issues facing the physical development of the city in the next 20 years and our proposed strategic responses; the second, from page 34, presents a detailed overview of how the city centre will develop over that time. The third section deals with how we will deliver our vision.

For the purposes of the masterplan the city centre has been split into seven distinctive 'quarters'.

The accompanying diagram identifies landmark buildings and key roads, common to plans throughout the document, to help with orientation.

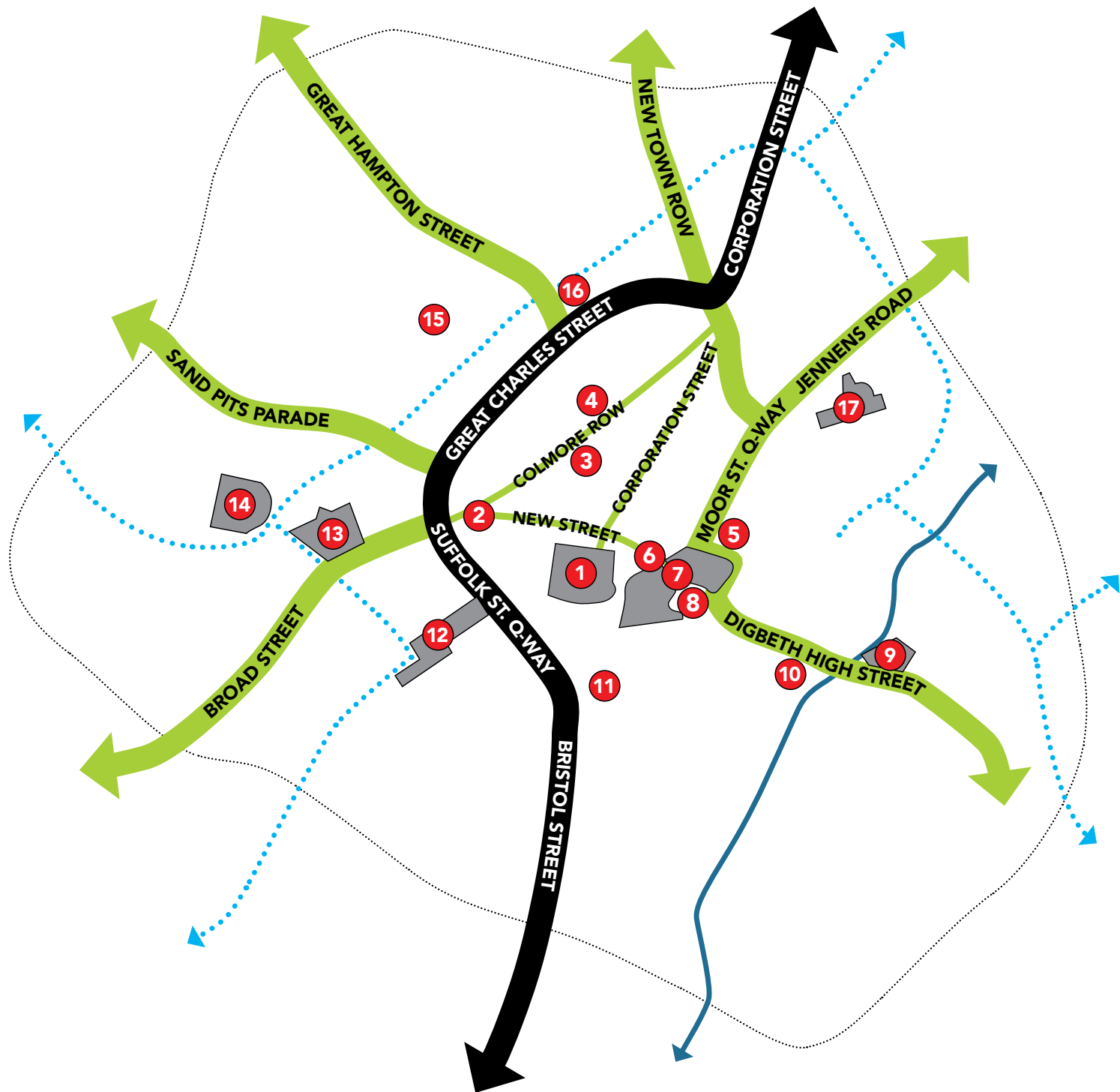
KEY

- City centre boundary
- A38
- Key city centre roads
- Canals
- River Rea

Key city centre destinations

- 1 New Street Station
- 2 Town Hall
- 3 St Philip's Cathedral
- 4 Snow Hill Station
- 5 Moor Street Station
- 6 Rotunda
- 7 Bullring Shopping Centre
- 8 St Martin's Church and Bullring Markets
- 9 Custard Factory
- 10 Birmingham Coach Station
- 11 Birmingham Hippodrome
- 12 Mailbox
- 13 International Convention Centre and Symphony Hall
- 14 National Indoor Arena
- 15 St Paul's Church
- 16 St Chad's Cathedral
- 17 Millennium Point





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Landmark buildings, key routes and features in the city centre

Birmingham context

With a population of just over 1 million and an economic output of £18 billion per year, Birmingham is the West Midlands regional capital and the UK's second largest city, with an ever-increasing international standing.

- Birmingham is a strategic location at the centre of the national motorway network (M5, M6, M40 and M42) and at the heart of the UK rail network.
- Direct access to over 100 destinations including cities in Europe, North America and Asia from Birmingham Airport, which is a 9 minute train journey from the city centre.
- Birmingham has a workforce of over 484,000 employed across a wide range of sectors. It is continuing to diversify its economic base attracting investment from new science and technology based industries and is a designated Science City and a Digital City.
- There is an expanding creative industries' sector which boasts over 3,400 businesses representing 10% of the city's total number of firms.
- The city attracts 33 million people a year for business and pleasure.
- Birmingham has the youngest profile of any in Europe with 37% of the population under 24 years of age and is the second most ethnically diverse population in Europe.
- Has a strong education and learning base represented by three major universities with a total of 65,000 students.
- More than one fifth of the city consists of open space including parks, nature reserves, allotments, golf courses and

playing fields. Many of these areas are linked by rivers, watercourses and canals forming an inter-connected network.

The Big City Plan Context

The regeneration of the city centre, seeing it grow to cover 800 hectares of the city is set within the context of the wider transformation of Birmingham. Over the next 20 years the city will:

- Grow its population by 100,000.
- Create new jobs to meet the needs of its growing population.
- Significantly improve its connectivity to the rest of the region and beyond.
- Deliver a transformation of the physical environment.

This change will focus on a number of key areas, shown on the map on page 7, and the city centre will be central to this transformation. Others are:

- **Greater Icknield**, occupying a strategically significant location to the immediate west of the city centre, will become a major new sustainable urban neighbourhood.
- **Bordesley Park**, to the east of the city centre, will be a focus for the wider transformation of the east of Birmingham, providing a significant opportunity for large scale leisure and employment uses.

- **Eastern Growth Corridor**, situated between the economic hubs of the city centre and the Airport/NEC, will accommodate Birmingham's growing population through new sustainable urban neighbourhoods.
- **Lozells, Newtown and Aston**, to the north of the city centre, will see revitalised communities through housing regeneration, improvements to local community facilities and provision of new employment opportunities.
- **Sutton Coldfield** town centre, in the north of the city, will see regeneration that will turn it into a destination of choice for retail, leisure and commercial investment.
- **Selly Oak** and **South Edgbaston**, is undergoing significant change with the new Queen Elizabeth hospital and ongoing transformation of the Birmingham University campus alongside major redevelopments.
- **Longbridge**, is a major redevelopment scheme transforming the former MG Rover site into a vibrant new community.

The development of these areas will be guided by individual frameworks.



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City wide context with existing neighbourhoods and key growth areas

Why a City Centre Masterplan?

The city centre accounts for a third of Birmingham's economic output, accommodates over 150,000 jobs, attracts more than £2 billion of shopping expenditure every year and is home to over 30,000 people.

We last set out our vision and strategy for the city centre over 20 years ago. That strategy was instrumental in shaping the city centre we have today and achieved many successes, but over this period many new challenges have emerged. In particular Birmingham is operating in a more competitive and globalised world and faces new economic, social and environmental pressures.

Central to Birmingham's success in the future will be the strength and sustainability of its economy which will need to be robust and diverse enough to perform alongside European and international competitors. Creating a strong post-industrial economy driven by a range of sectors including knowledge, technology, research, science and local services will be key.

Birmingham can already take advantage of those sectors where it can boast a competitive advantage such as business and professional services, the creative and digital sectors, automotive assembly, low-carbon research and development, financial services, clinical trials and environmental technologies and services. These industries identified by Marketing Birmingham in 'Support to Inward Investment' represent, alongside existing firms, the economic future of the city.

There will need to be support for innovation, enterprise and start-ups, developing and diversifying the skills and knowledge of the workforce, investing in infrastructure and utilising existing assets including Science City and Digital City status, three universities, the Birmingham Science Park Aston and Birmingham Research Park.

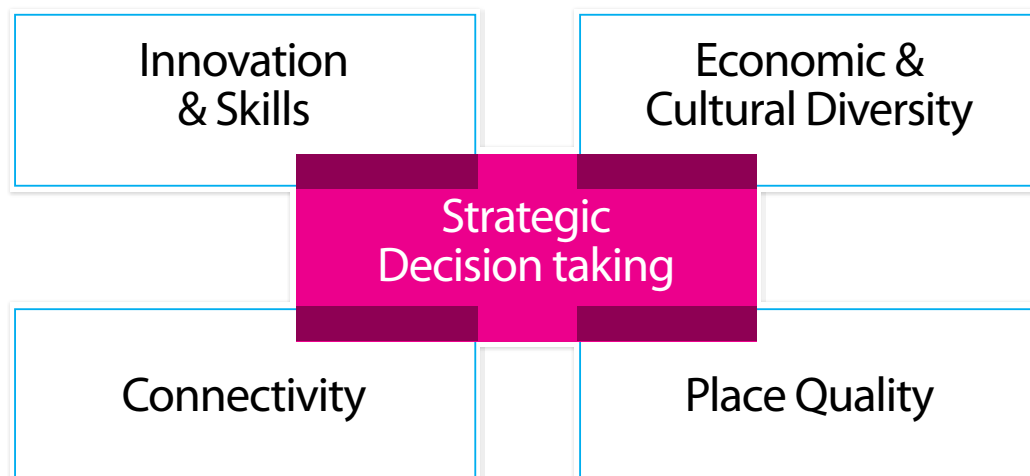
In addition to supporting new growth sectors the City needs to create the quality of place and range of accommodation to retain existing businesses and employees.

While the challenges are city and region-wide, the city centre will play a central role in realising this future economic success. As well as an important economic asset the city centre is a source of creativity,

culture and consumption. It is the shop window for the city. Its role will not just be about supporting and providing the skills, accommodation and infrastructure for the economy but providing the softer location factors which are critical to attracting investors, employers and skilled workers.

In 'The Birmingham City Centre Masterplan: The Visioning Study' Professor Michael Parkinson identified the things that we need to focus on in order to create a successful and competitive city centre, as shown in the diagram below.

There are a range of issues that will need to be addressed for the city centre to perform better in relation to these five drivers for urban success.



Interrelationship of the key drivers of a modern economy

Innovation and skills

The key to future success in a knowledge based, high value-added economy is whether a city can continuously innovate in products, processes and services. The city centre benefits from a strong university and college presence, supports existing service and knowledge based industries and accommodates the Birmingham Science Park Aston. There is a growing creative sector and significant land and premises available to accommodate future growth sectors. The challenge for the future will be retaining and attracting skilled graduates and workers through offering the right jobs and providing a high quality of living.

Cultural and economic diversity

To succeed in the future cities will have to differentiate themselves from their competitors. The current quality of the city centre experience is not sufficiently diverse in terms of its cultural facilities, heritage, retail offer and services especially for young and ethnic minority groups. In an economic sense there is still a reliance on a narrow set of industries but with great potential to exploit creative and high value-added industries. Creating a diverse economic base will require the provision of workspace, housing, infrastructure and cultural facilities.

Connectivity

The quality of the connections are an important ingredient in a city's economic performance. The city centre is in an ideal location to be very successful, with extensive rail and road connections and direct links to Birmingham Airport. In order to achieve the ambitions for the city the quality of the external and internal connectivity will need raising. This not

only relates to vehicular transport but also the connections and environment for pedestrians and cyclists within and beyond the city centre.

Place quality

The quality of place is central to attracting and retaining investors, employers, workers, students and visitors to the city. The quality of the architectural, public realm, environmental, recreational, leisure and residential offer in the city centre needs improving and diversifying. These softer location factors need to be addressed across the city centre building upon the areas of quality and diversity that already exist.

Strategic decision making

The ability to mobilise strategic support consistently to deliver long term development is a crucial feature of a successful city. Strong leadership, vision and a long-term integrated and partnership approach is a crucial feature for a successful city. The emergence of the Greater Birmingham and Solihull Local Enterprise Partnership (LEP), centred on Birmingham, will provide a further opportunity to achieve this.

Responding to these challenges we have produced a new strategy, the City Centre Masterplan, to provide the direction for the next 20 years of the city centre's transformation and to support Birmingham's aim to become a leading world city in the 21st century.



View of Birmingham city centre looking west

City Centre Masterplan

We want to transform the city centre by growing its central core by 25%, improving its connectivity, strengthening its authentic character and diversifying its economic base.

What the masterplan does

The masterplan sets out our vision for how we will improve the city centre over the next 20 years. It:

- Identifies our priorities as those areas that will grow the City Core by 25%, delivering space for over 1.5 million square metres of new floorspace, over 50,000 new jobs and contributing £2.1 billion to the economy each year.
- Identifies key projects to deliver over 65,000 square metres of new and improved public spaces and 28 kilometres of enhanced walking and cycling routes.
- Sets out a movement framework transforming connectivity.
- Identifies how we will grow the city centre population by providing new housing, including over 5,000 new homes in the areas of transformation to attract more families to live in the city centre.
- Explores the evolution of land uses and activities, locations for tall buildings and the role of heritage.
- Sets out visionary proposals for each of the city centre quarters.
- Fully integrates both sustainable development and addressing the impact of climate change as part of the future transformation of the city centre.

This ambitious agenda will be guided by a set of objectives and a spatial strategy which underpin the masterplan and set the context for our proposals.

Objectives

We have set six broad objectives which will guide the transformation of the city centre.

Liveable city - provides a high quality of living, creating places for people that offer a diverse mix of activities and spaces within an accessible, safe, resilient and attractive environment.

Connected city - is safe and convenient for pedestrians and cyclists to move around and has an effective and attractive public transport system with an efficient highway network.

Authentic city - offers a unique and diverse experience through its architecture, its streets and spaces, its arts and culture, its businesses and its neighbourhoods.

Knowledge city - utilises and supports its universities, colleges, businesses and people to create a strong and sustainable economy.

Creative city - values and supports creativity and industry in all its forms.

Smart city - responds to the challenge of climate change through sustainable growth, pioneering the low carbon future.

Spatial Strategy

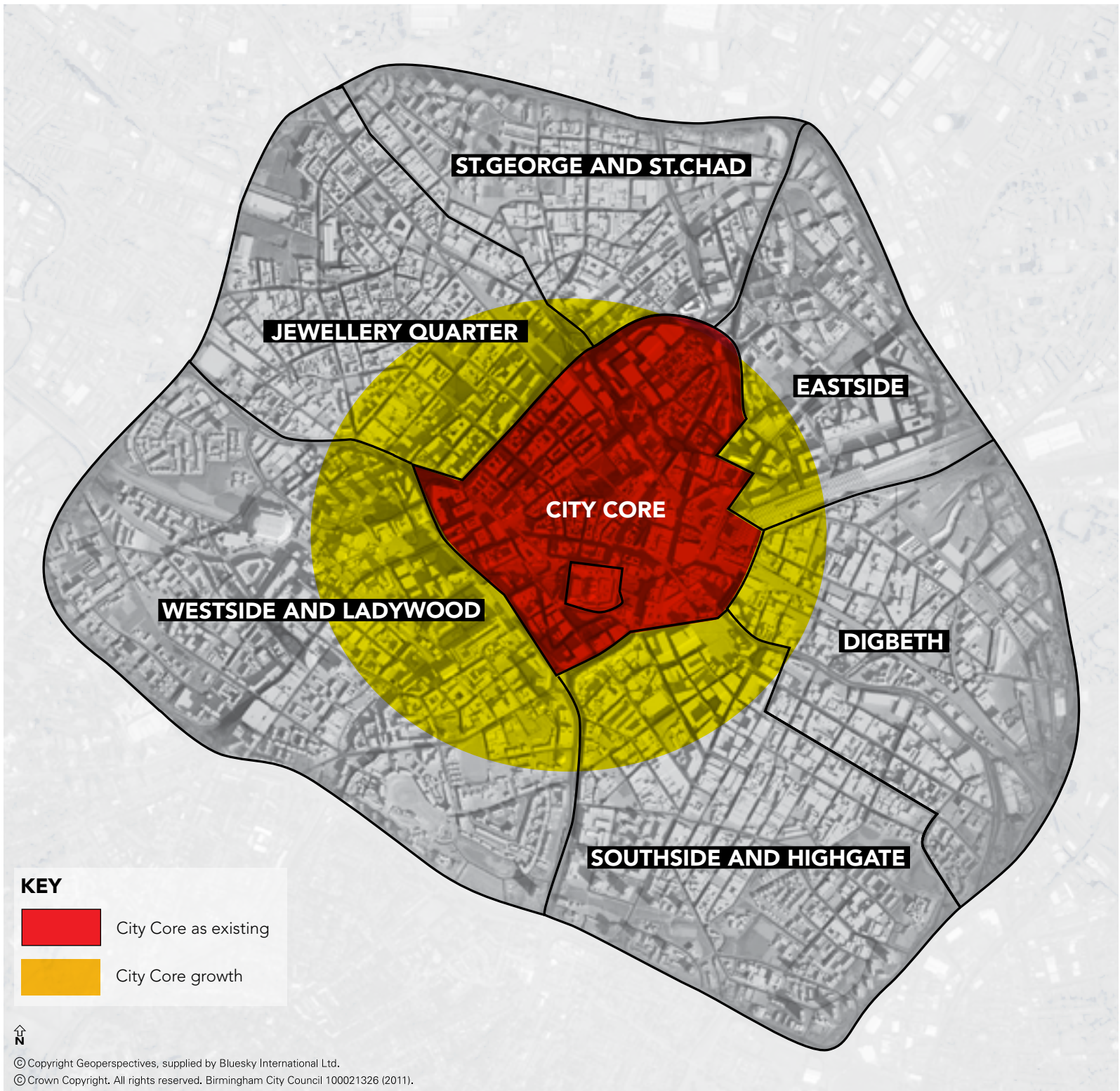
To achieve our ambition for the city centre we will need to allow the City Core to grow to accommodate greater levels of economic and cultural activity.

The City Core will be allowed to expand beyond its current boundaries as shown in 'yellow' on the diagram on page 11. In delivering this growth we will support and strengthen the distinctive character of the areas surrounding the City Core improving connections and raising their overall quality and offer.

Covering a combined area of 800 hectares, the 7 quarters collectively represent the strength of the city centre but are also a significantly underutilised asset that presents immense potential.

Each of the quarters has unique qualities which contribute towards the authenticity, diversity and vibrancy of the city centre. These areas are largely based on historic clusters of related uses and existing physical boundaries.

By allowing the City Core to grow, and in supporting the distinctive activities and environments of the quarters we will facilitate the city centre to change and adapt to meet future needs and to support Birmingham's ability to succeed economically.



KEY

- City Core as existing
- City Core growth

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City centre spatial structure showing the expansion of the City Core and the seven quarters

Areas of transformation

Five areas of transformation will deliver over 1.5 million square metres of new development, investing in new high quality buildings and public spaces, enhancing the city's environment and connectivity.

The masterplan focuses on continuing the process of transforming our city centre by extending and connecting the City Core beyond its existing boundaries while diversifying activity and supporting economic growth.

To achieve this expansion five areas of transformation have been identified which create new distinctive places within the city centre. These five areas will be our priority.

Westside

The redevelopment of Paradise Circus, Baskerville Wharf and Arena Central provides significant new mixed-use office led floorspace. Centenary Square, to be expanded across Broad Street, the new Library of Birmingham and the enhanced setting of the Town Hall and Council House will provide key focal points for the area.

New Street Station

Opening in 2015 the redeveloped station will transform the arrival experience and create new links within the city centre. It will act as a catalyst for wider regeneration. The introduction of a new southern entrance will open up the area around John Bright Street to improvement, with opportunities for selective redevelopment for further variety of uses.



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Snow Hill District

The eastern expansion of the central office core incorporating key developments around Snow Hill Station will generate major opportunities for mixed-use office led floorspace. Enhanced pedestrian linkages across Great Charles Street will improve the transition from the City Core into the Jewellery Quarter.

Eastside

The expansion of the City Core eastwards will see opportunities for mixed-use development, including office, residential, learning and leisure space. Acting as the main focus, the Eastside City Park will deliver a linear route through the area joining a series of new squares and development opportunities. Future proposals for the new High Speed 2 rail terminus will provide a significant catalyst for regeneration.

Southern Gateway

Expanding the City Core southwards, the redevelopment of the Wholesale Markets site will provide an opportunity for creating a new destination for Birmingham. Extending the retail offer at its northern end graduating through niche retail, improved markets, food and leisure space to new residential neighbourhoods with a wider opportunity to stimulate the regeneration of Highgate. The centre piece for the area will be 'Moat Square'; a new public space.



A city should bustle. It should be full of people, of movement, of functions and activities. Providing greater opportunities for people to live and stay in the city centre will be central to a successful area and delivering greater sustainability.

The masterplan is not intended to be a rigid, land use zoning plan. It respects that investment markets need the flexibility to adapt to changing circumstances and that rigid zoning will inhibit our ambition to grow the City Core and create a liveable city centre. The masterplan sets out a vision of how the city centre could evolve over the next 20 years in terms of land use patterns, as shown in the supporting diagrams.

Offices and Business

The city centre already provides over 150,000 jobs ranging from office based activity, to employment in shops, and jobs in factories and warehouses. Within the office market the city centre has space occupied from global businesses to small start ups relying on cheap space to build their businesses.

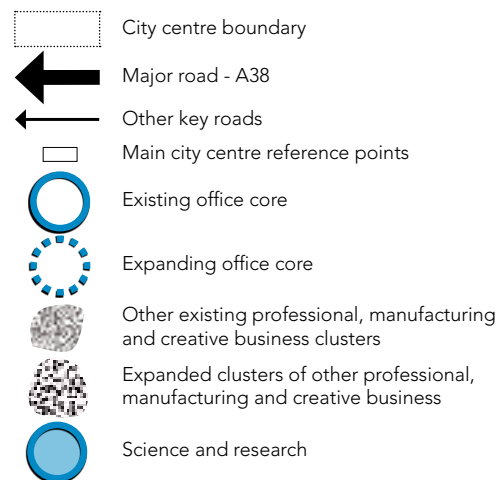
The masterplan envisages:

- Growth of the Colmore Row Central Business District of Grade A office space into Westside and east around Snow Hill station. Both will be facilitated by improved linkages.
- Fiveways developing as a focus of major office activity.
- A southern extension of the Central Business District to link the area around

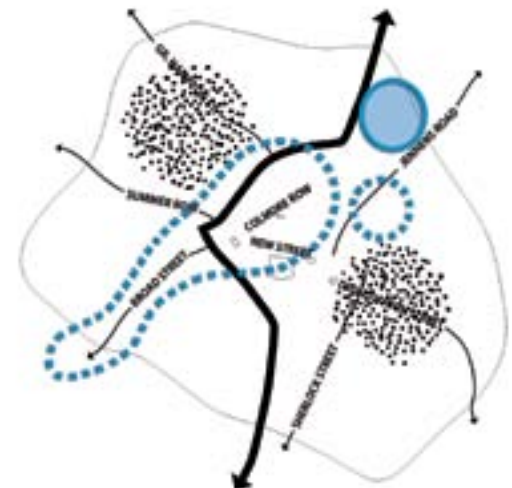
Martineau Galleries and on to the High Speed 2 rail station and Eastside.

- The growth of Eastside as a technology and knowledge based area focused at Birmingham Science Park Aston, but at lower densities and more modest rents than the City Core, with the potential to also capture Civil Service relocations and back office shared services.
- Strengthening of the potential for the Jewellery Quarter and Digbeth to provide a range of accommodation for creative industries, professional practices and start ups, respecting the historic environment of these areas.
- The continued provision of low-cost affordable accommodation in St George and St Chad, parts of Digbeth, the Jewellery Quarter and Southside, supporting manufacturing and new growth sectors.

KEY



Present



Future

Residential

The city centre has experienced recent growth in city living that has introduced concentrations of apartments in and around the City Core. The wider city centre however supports a more diverse mix of housing types and tenures. Through continued renewal of existing housing in areas such as Attwood Green, Highgate and Ladywood, there have been improvements in the wider housing offer.

A key challenge for the future will be to support growth in the city centre's population, expanding the housing offer and encouraging more families to live here. This will require a much wider mix of types and tenures of accommodation and a focus on attracting and retaining families. Future developments will need to provide adaptable, flexible accommodation to

meet a range of needs and increase the desirability of the city centre as a place to live.

The quality of the places, buildings and their design will be central to achieving improved living spaces and attracting more people. At the same time we will need to achieve higher density development to achieve the levels of growth required.

Well-designed dense living environments in the city centre will need to be matched with private and communal open spaces. We want to see architects and urban designers produce high quality interior and exterior residential neighbourhoods that will attract families, young and old.

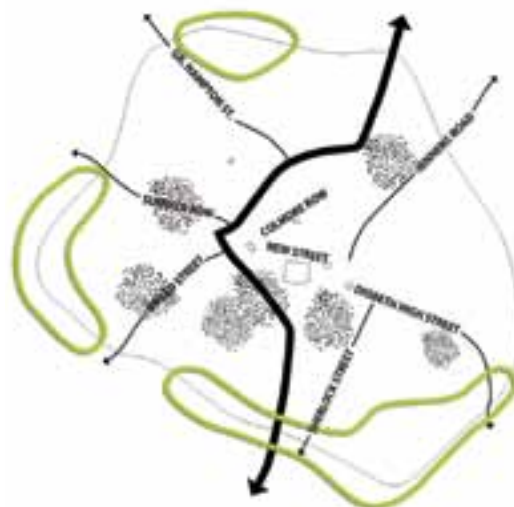
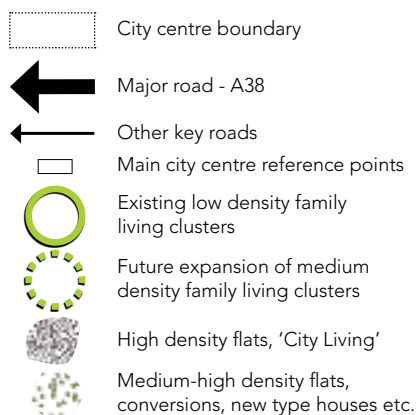
The proximity of housing to where people work and educate their children will be an important feature for living in the city centre, supporting sustainable city living.

New schools, shops, leisure and job opportunities will need to support the growing population.

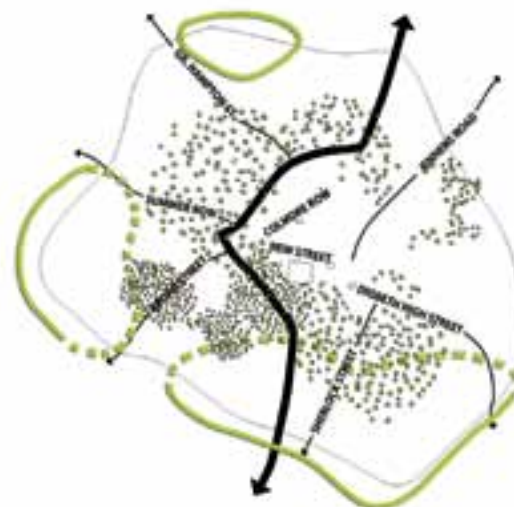
We envisage concentrations of residential activity in the following locations:

- Contributing to city living development at Attwood Green, around Broad Street and in Southside.
- Development of a diverse provision of housing, utilising and respecting the historic environment of Digbeth, St George and St Chad and the Jewellery Quarter.
- Creation of a new family neighbourhood at medium densities centred upon the Southern Gateway area of transformation. Strengthened family housing in Highgate and Ladywood delivered through selective demolition and renewal working alongside existing communities.

KEY



Present



Future

Cultural and Civic

The city centre is a hub for both local and international cultural events and activities. A range of major venues including the Symphony Hall, Town Hall, the Hippodrome Theatre, the Birmingham Rep Theatre, the National Indoor Arena and the Ikon Gallery, along with many others, offer important national and international attractions. The new Library of Birmingham, in Centenary Square, will further strengthen the city centre as a hub for major civic and cultural activities.

A variety of local events and activities are centred throughout Digbeth, Southside and the Jewellery Quarter.

The ambition in the masterplan is to achieve the following:

- A growing cultural offer in Southside and Westside with the expansion of existing facilities and the creation of new ones including art galleries and performance space.

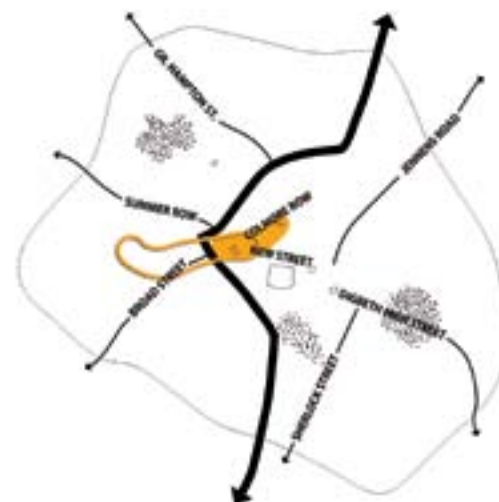
- Strengthening the offer and appeal of the Jewellery Quarter as an important tourist destination and focus for cultural activities and events.
- The evolution of a local cultural offer in Digbeth reflecting its history and creativity.
- Bringing culture to the streets. Street entertainment and festivals on the streets and in squares reflecting the diverse population of Birmingham.
- Integrate the thinking, work and creative process of artists into city centre regeneration through collaborative engagement between the city council, developers and communities. Opportunities for a broad and diverse role for the arts throughout the life of a development and into the future will be promoted.
- Cultural activities that contribute to a transition through a space and that create distinctive senses of arrival and place.

- The creation of a new contemporary art gallery and other cultural attractions including public space as part of future redevelopment of the Wholesale Market site.

The civic heart of Birmingham is focused on the Town Hall, the Council House, the Birmingham Museum and Art Gallery, Victoria and Chamberlain Squares.

Through the redevelopment of Paradise Circus we will see a strengthening of the civic heart, creating a world-class setting for key heritage buildings.

KEY



Present



Future

Retail and Leisure

Birmingham is ranked as the third largest retail centre in the UK, generating over £2billion of expenditure per annum. The city centre gained the Purple Flag status for the area covered by the three Business Improvement Districts and the Southside area. The city centre has a broad shopping offer ranging from regional shopping centres to value retail locations, and accompanied by a limited range of niche, high-value and independent shops.

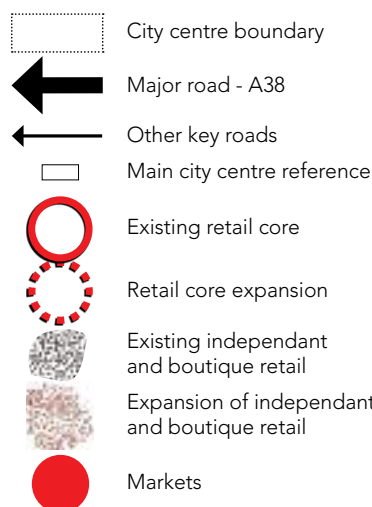
Whilst the city centre has been a success as a main stream retail location, it is recognised that it lacks the diversity of offer as a retail centre. It needs to broaden its offer to create a lively mix of experiences leading to a world-class shopping experience.

The city centre masterplan envisages:

- Continued support and investment in the retail core bounded by the Bullring, Mailbox, Pavilions, Pallasades, New Street and Corporation Street as prime shopping locations. Within this area uses that create greater activity throughout the day and night will be supported.
- The development of new locations for independent high-value retail locations between St Phillip's Cathedral and New Street, around John Bright Street onto the Mailbox and as part of the Southern Gateway.
- The further development of art and craft/alternative independent sectors, centred upon Digbeth High Street and in the Jewellery Quarter, facilitated by improved connections to the City Core.
- Entertainment/leisure focuses around Broad Street, St Paul's Square and Digbeth High Street.

- The provision of cafés, bars, restaurants and other leisure activities as part of a broader mix within the retail area.
- The Business Improvement Districts continuing to play a central role in supporting the improvement of the City Core and Southside area.
- New and improved markets supporting a food quarter as part of the Southern Gateway.

KEY



Present



Future

Sustainability

Making Birmingham Green - an ambitious target has been set for a 60% reduction in the city's carbon dioxide emissions by 2026.

The city centre has an important role to play in helping to meet this goal and to contribute to achieving the wider priorities for sustainable development and adapting to climate change. These priorities include:

- Improving the energy efficiency of the city's homes and buildings.
- Reducing the city's reliance on unsustainable energy through low-carbon energy generation and energy planning.
- Reducing the city's impact on non-renewable resource use through resource management.
- Reducing the environmental impact of the city's mobility needs through low-carbon transport.

- Ensuring the city takes a flexible and resilient approach to embracing emerging responses to climate change.

The city centre is in a good position to support the achievement of these priorities. It has the potential to deliver future sustainable growth supported by an extensive, integrated public transport, pedestrian and cycling network, connecting a wide mix of uses including housing, employment and leisure. The proximity of these activities and the opportunities for future development will help reduce the need for people to travel.

Our proposals include improving public transport, promoting a network of pedestrian and cycle routes; extending the network of electric charging points for motor vehicles; supporting denser mixed-use developments including more housing; creating and improving open spaces including more green infrastructure;

promoting the use of new technologies and emphasising the role of our built heritage for conversion and re-use. These will all contribute to creating more sustainable patterns of development.

There is also great potential to utilise the existing building stock for energy generation, efficiency gains and future conversions.

The greening of buildings including roofs and walls and the spaces around buildings with opportunities for small allotments in residential neighbourhoods and increased biodiversity will be important to improving environmental quality and reducing water run-off.

Achieving this will require a coordinated approach to ensure that development in the City Centre is 'future-proofed' and able to adapt to and exploit the impacts and opportunities presented by climate change.

The masterplan proposes that all future development will need to demonstrate strong sustainability credentials and integrate a response to the impacts of climate change. This will include energy efficiency and low/zero carbon energy provision, ensuring that new development is of an exemplar standard of sustainable design and construction; addresses water efficiency and flood risk; utilises sustainable sources of materials; enhances biodiversity, reduces waste and is supported by high quality 'future-proofed' design. Building to the standards of BREEAM excellent and above will be promoted.



Promotion of cycling in the city

To ensure the delivery of our ambition for sustainability and the need to address the impacts of climate change are fully integrated, a range of methods and technologies can be applied. Each development will need to show how they contribute to meeting the priorities for the city and the objectives of the Masterplan.

On a city centre-wide scale there are a range of opportunities to incorporate new technologies to deliver more sustainable forms of development. These are already being rolled out in some of the areas of transformation but the masterplan envisages that the following are incorporated in future developments:

- Combined Heat and Power (CHP) has huge potential in utilising the critical mass of buildings and activity in the city centre. This system integrates the production of usable heat and power (electricity), in one single, highly efficient process. CHP is already in use in the city centre and the extension and expansion of the network will offer significant benefits to future development.
- Digital technology will be an important tool in the future knowledge economy and help contribute to reducing the need for travel. The creation of a Digital District in Eastside is starting to realise the opportunity and supporting economic growth and promoting greater social inclusion. The provision of infrastructure and new technologies which enhance digital connectivity should form part of future developments.



Living wall at the Library of Birmingham construction site



Brown roof on BSC building in Digbeth

The Vision for Movement led by the business community in partnership with the City Council and Centro seeks to deliver a new approach to movement in the city centre creating a well connected, an efficient and a walkable city.

Birmingham is an ideal location to be a successful well-connected city; served as it is by extensive rail, road and air links. While the city benefits from a range of excellent transport connections, the quality of the transport environment and the connectivity of the transport network requires improvement.

The challenge for the future will be to improve the quality of the transport environment and the efficiency of the transport network, making the city centre a place that encourages people to move around on foot, bike and public transport.

Major improvements are planned for Birmingham's transport networks, including a number of imminent projects such as the transformation of New Street Station, the Metro extension from Snow Hill Station to New Street Station, Centro's plans to transform bus travel and the recent completion of the new Digbeth coach station. In the longer term high speed rail and the runway extension at Birmingham Airport will enhance international access to the city.

Our strategy will ensure that these major improvements are matched by an outstanding pedestrian environment and an attractive, easy to use public transport system, which together will provide capacity for, and stimulate, economic growth.

Connected city

To support the growth and regeneration of our city centre we will need to focus on improving the quality, legibility and choice of sustainable transport modes along major routes in to the city, and their interchange to key destinations. The transformation of New Street Station (Gateway Project) will dramatically improve the arrival experience into the heart of the city centre.

Just as important as these external linkages are the new internal ones that will be opened up, creating improved links through the station and in particular with a new southern entrance. Opening up the station in combination with our proposals for improving the walking experience will set the scene for wider improvements to connections within the city centre.






There will be a greater emphasis on the role of public transport. This will mean improving what we have but also introducing new methods which have the ability to be delivered in the short to medium term.

In the longer term the proposals for high speed rail and the terminus in Eastside will significantly enhance connections with London and potentially Europe. The city centre will need to adapt to enable the connections from the High Speed 2 station to integrate into the wider area. Our approach will have to reflect this.

Our focus for the future of public transport will be upon:

- Increasing the quality and capacity of Birmingham's rail network.

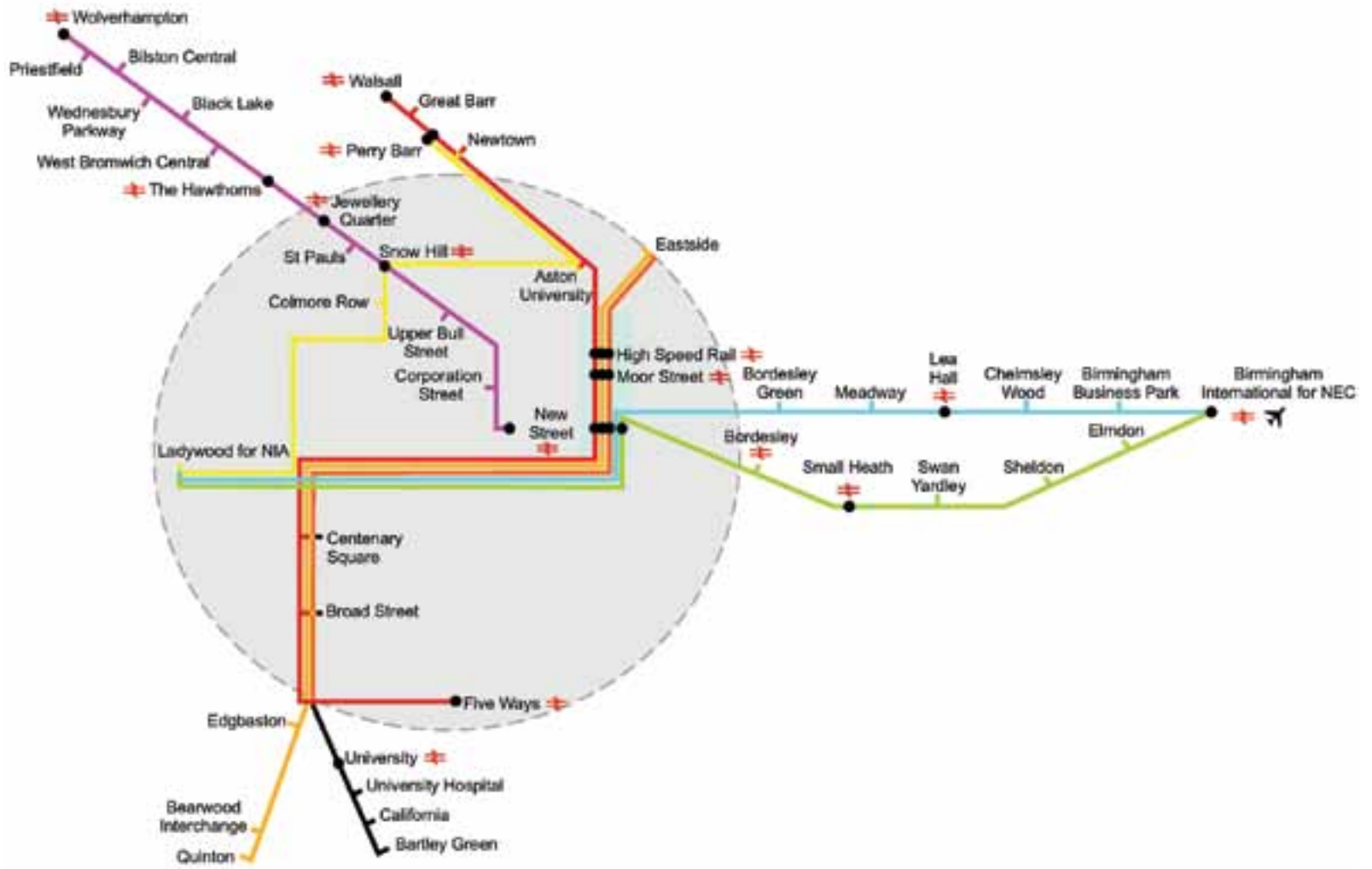
KEY

	Indicative rapid transit vehicle routes within city centre
	City centre metro line extension
	Train stations
	Airport
	City centre area

- Delivering high quality Rapid Transit Routes into and around the city centre.
- Transforming bus travel into and around the city centre making it more attractive to use.
- Providing safe and convenient cycle routes to and within the city centre.
- Providing Park and Ride facilities to increase the capacity of routes in the city centre.
- Simplifying the convenience of the public transport network through improved interchange facilities, ticketing and way finding.

The following proposals will deliver the improvements we want to make to our transport system:

- A series of Rapid Transit Routes providing high quality frequent services, as shown in the diagram on page 21.



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Proposal for improved public transport network in the city centre

- The introduction of smarter routes creating greater efficiency of road spaces to support Rapid Transit routes.
- Cycle parking at key locations and within new developments to encourage cycle and ride.
- Junction improvements at key locations on the Ring Road including at Five Ways, Bordesley Circus, Dartmouth Circus and the Hockley Flyover.
- Improved pedestrian linkages along St Martins Queensway between New Street and Moor Street Stations.
- Extension of the Metro from Snow Hill Station to Stephenson Street.
- Link up existing rail lines at Camp Hill to enable new railway stations at Moseley, Kings Heath and Hazelwell to the South and Fort Dunlop and Castle Bromwich to the North.
- Implementation of the city centre Interchange proposed for Moor Street Queensway.

Efficient city

Giving greater priority to pedestrians and public transport will improve movement in the city centre which has long been dominated by the private motor vehicle.

Promoting greater pedestrian priority and public transport use will be central to raising liveability, decreasing carbon emissions, improving air quality and ultimately delivering more sustainable patterns of development.

Making more effective use of our highway network and creating more attractive, sustainable modes of travel into and out of the city centre will encourage people to make greater use of them and lessen the reliance on private vehicles. This will however mean hard choices regarding road capacity, access and availability of long-stay car parking in the City Core. Our approach proposes:

- Providing priority access for public transport and pedestrians and cyclists at congested locations.
- Developing co-ordinated parking strategies to improve the efficiency of planning within the city centre.
- Promote and facilitate the provision and use of alternative fuels including electric charging points.
- Improve servicing and waste collection arrangements in the city centre and access for emergency vehicles.
- Promote the use of sustainable travel options through existing business and residential communities.
- The improvement of key junctions around the Ring Road will be required to reduce delays for public transport routes and encourage cross-city drivers to use this route rather than the A38.
- Expanding Controlled Parking Zones (CPZs) and/or on-street parking controls.

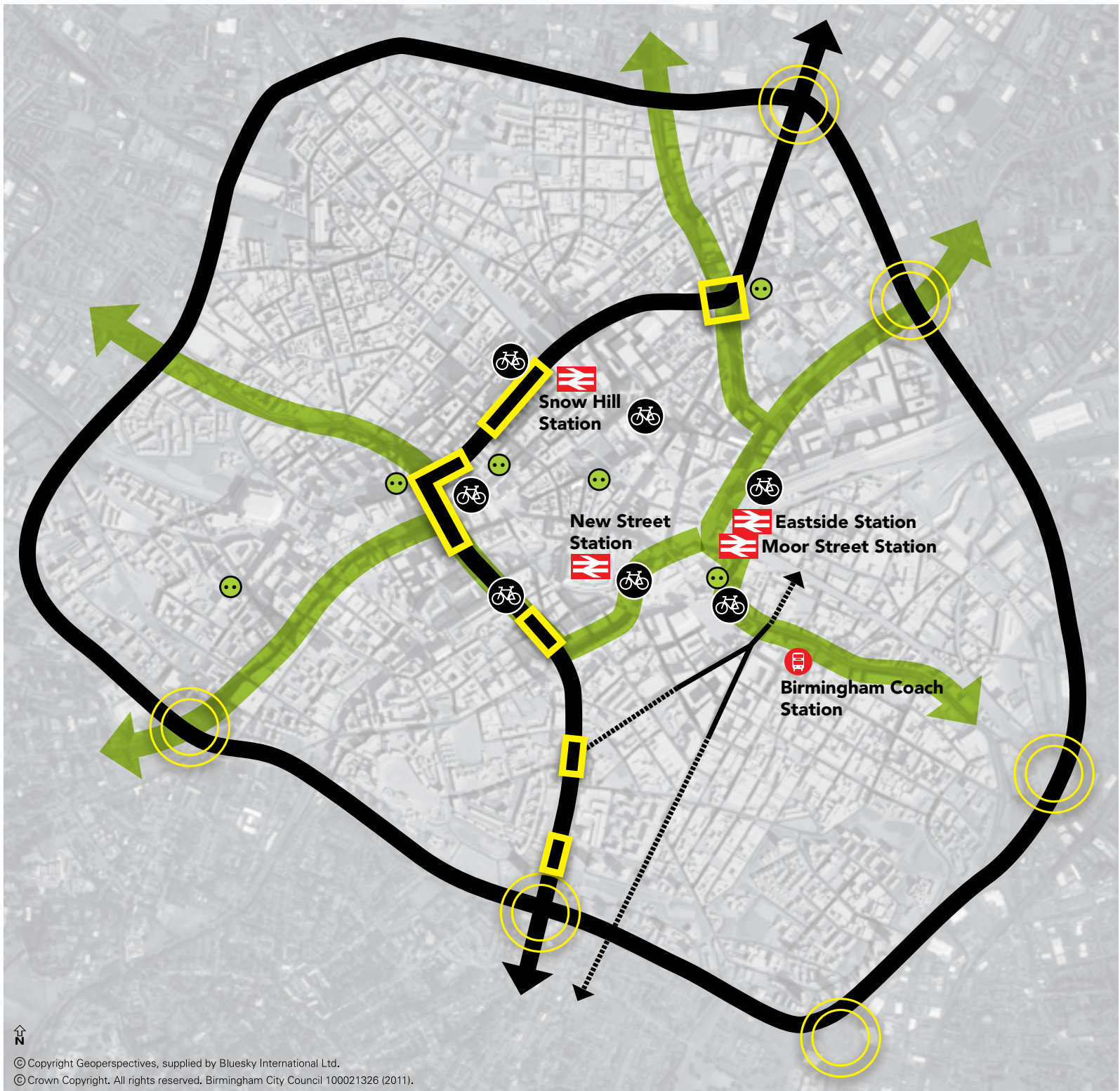
The following proposals as shown on the plan on page 23 will deliver the improvements we want to make to the efficiency with which our highways are used:

- A number of junction alterations may be required as part of the Rapid Transit Routes.
- Other junction improvements may be required at locations on the Ring Road.
- Responding to large scale developments in Eastside and Southside the city centre road network will be improved, with new connecting roads between Digbeth High Street and Pershore Street as well as between James Watt Queensway and Digbeth.
- An effective signage strategy to encourage cross-city car drivers to use the Ring Road.

KEY

-  Middle ring road and A38
-  Train stations
-  Coach station
-  A38 road interventions, pedestrian crossing improvements
-  Main distributor roads
-  New connecting roads
-  Existing roads to be connected
-  Ring road junction improvements
-  Cycle hire hubs:
 - New Street Station
 - Mailbox public realm
 - Paradise Forum
 - Ludgate Hill
 - Colmore Plaza
 - Eastside Station Square
 - Moat Square
-  Electric car charging stations:
 - Bullring multi storey car park
 - Margaret Street
 - Temple Row
 - Brindley Drive multi storey
 - Brindleyplace car park
 - Aston Street (Aston University)

- Electric charging points at a variety of locations including Aston University and the National Indoor Arena.
- The provision of cycle parking and cycle hubs at a variety of locations including St Paul's Square, the NIA, Eastside, Jewellery Quarter, Southside as proposed on the plan.
- Development of a co-ordinated and effective strategy to promote sustainable travel.



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Walkability

Improving and expanding the walking routes and open space network will support our ambitions for a liveable and well-connected city centre.

This is an essential element of the overall strategy, providing attractive, safe and legible routes between transport connections and destinations.

In the last 20 years Birmingham has achieved great success in creating a pedestrianised spine running through the City Core from St Martin's via Centenary Square to Brindleyplace.

Our proposals for the next 20 years will see major improvements delivering a wider network of new spaces connected by enhanced streets. The evolution of the space and routes network is depicted in the diagram on page 25.

Providing a network of high quality pedestrian routes and a series of accessible open spaces, parks and squares

will be vital in helping the city to reduce its carbon emissions, improve visitor experience and create a safer and more welcoming environment. This network will connect our wider city centre within and beyond its existing boundaries.

Walkable city

The city centre benefits from a series of distinctive public squares and civic spaces that are concentrated in the City Core along the pedestrian spine. Beyond this there are a range of other spaces, parks and cemeteries which need to be better connected and utilised.

Our priority over the next 20 years will be to extend the existing network of spaces building upon the successes to date.

We will create a series of upgraded and major new public spaces throughout the city centre to deliver a world-class experience for visitors and residents:

- **New Street Station (Gateway Project)** - the transformation of the station will create a number of new squares, enhancing the public realm and the arrival experience at one of the UK's busiest stations. These new spaces will improve north-south and east-west connections.
- **Golden Square** - a new focal point at the heart of the Jewellery Quarter for events, exhibitions and markets.
- **Centenary Square** - the setting for one of Europe's largest public libraries; the square will be expanded across Broad Street creating an attractive centrepiece to an extended City Core.
- **Moat Square** - the cradle of Birmingham with archaeological remains hidden under the Wholesale Markets. The new open space will be a reflection of the city's historical core and pride for Birmingham's cultural identity. Acting as a centrepiece for the Southern Gateway and expansion of the City Core.



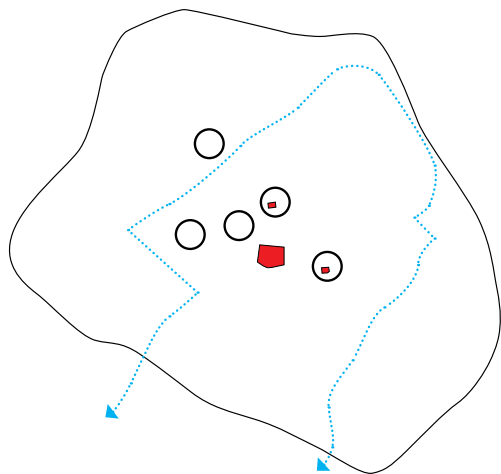
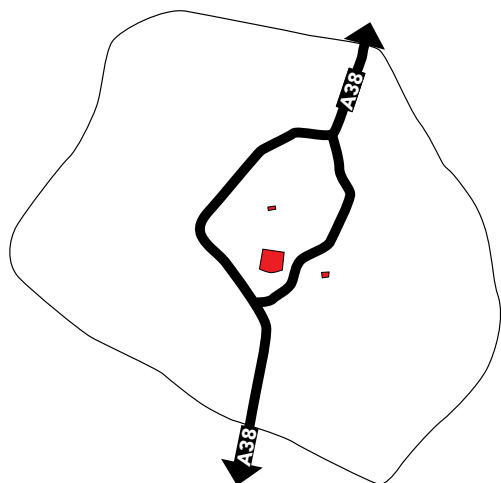
Centenary Square with new Library of Birmingham



New Street Station eastern square

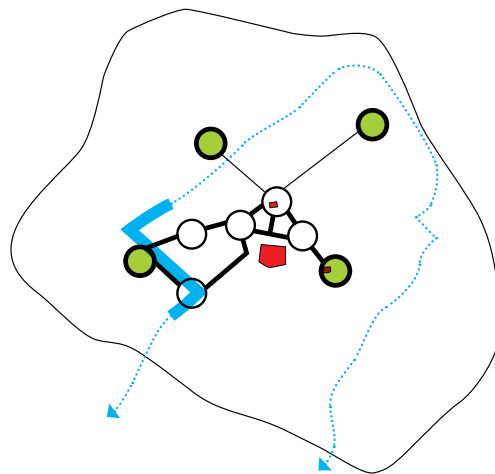
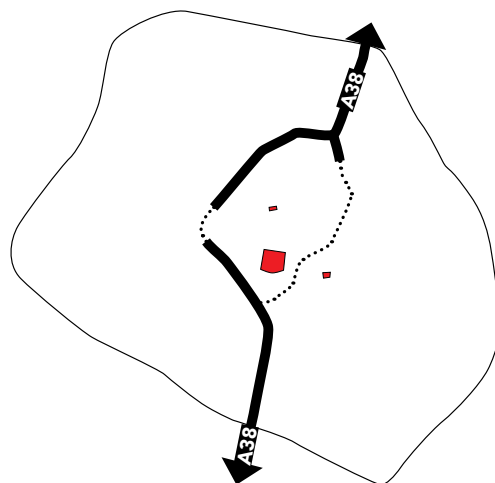
20 years ago

'The concrete collar' - Inner Ring Road restricting linkages between open spaces. The canal is hidden and underused.



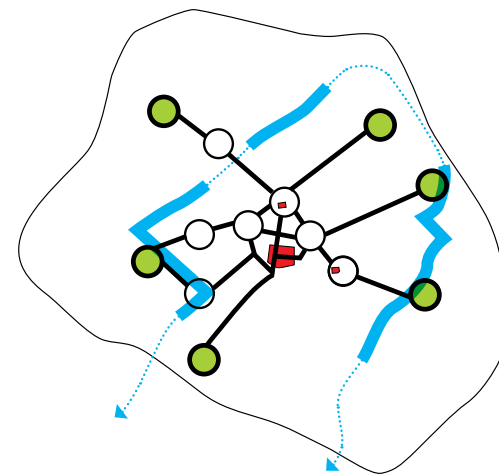
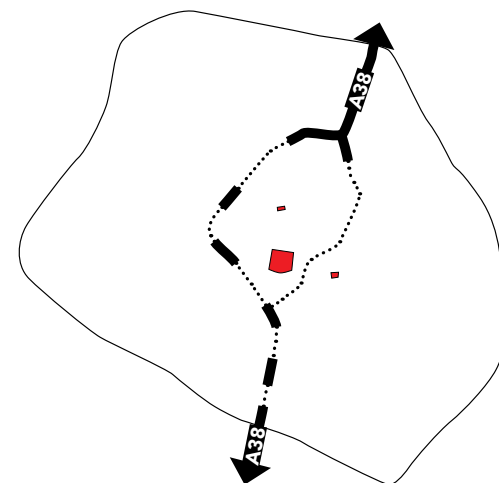
At present

The city core has started to grow east and west breaking through the Inner Ring Road. The main pedestrian spine has been established between key spaces. Part of the canal has been exposed to public realm improvements.



In 20 years

The city core expanding north and south by breaking through the former Inner Ring Road and A38 with expansion of the open space network. Further sections of the canal and River Rea will be exposed to public use.



- **Station Square** - a new focal point in Eastside for those arriving from the proposed High Speed 2 terminus
- **Eastside City Park** - the first new urban park to be developed in Birmingham for over 125 years, creating a key focal point for Eastside and providing a catalyst for the area's regeneration with a series of themed open spaces.
- **Water spaces (Emerald Ring)** - both the canal network and the River Rea are an important part of the city's historic legacy and represent an unexploited asset. They provide a great opportunity to form a network of spaces and routes within the city centre to help connect the quarters and link to areas beyond the Ring Road. Along the canal and river there are opportunities to create spaces for new and improved public realm, with cafes, performance spaces and squares.

In the longer term we envisage creating additional major urban spaces including **Digbeth Viaduct, Five Ways Roundabout** and **Lancaster Circus**.

To complement these major interventions more localised spaces throughout the city centre will be improved and created. This network will be explored in detail throughout the individual quarter sections. The improvements to and extensions of the walking routes throughout the city centre will help to connect these spaces.

Network of walking routes

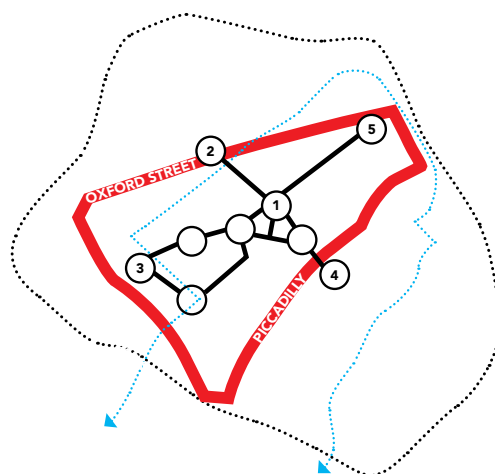
New and improved routes with pedestrian and cycle priority will be central to delivering a more sustainable city centre that is more attractive to live in.

The compact nature of our city centre means that many trips are achievable on foot. The concept of the walkable city puts the needs of pedestrians at the heart of the movement strategy for the city centre.

This strategy reflects that achieved in other cities such as London with 20 minute walks from key points around the network, as shown in the diagram below. These routes can support the links to those areas beyond the Ring Road enhancing wider connectivity.

The network of walking routes is formed by a hierarchy of streets which prioritise their importance and as a result the scale of intervention and investment. This network is illustrated in the diagram on page 29. The primary walking routes are those that are identified as of significance for the wider city centre connecting key destinations. This makes them the most significant in terms of pedestrian connectivity, movement and activities. Along these routes improvements to the public realm will be targeted and the emphasis on active frontages and street entertainment will be key.

Complementing these primary walking routes are the secondary and tertiary routes (local walking routes). These routes provide additional capacity and alternative links. Improvements to the public realm will be prioritised to improve primary routes first and subsequent streets will follow.



KEY

- New Street Station - major city centre node
- Existing major open spaces
- Major short-medium term improvements and opportunities for open spaces
- Major long term aspirations for improvements and opportunities for open spaces
- Extension of primary walking routes
- Existing primary walking routes
- Local walking routes
- River Rea
- Canals
- Existing and proposed water space nodes

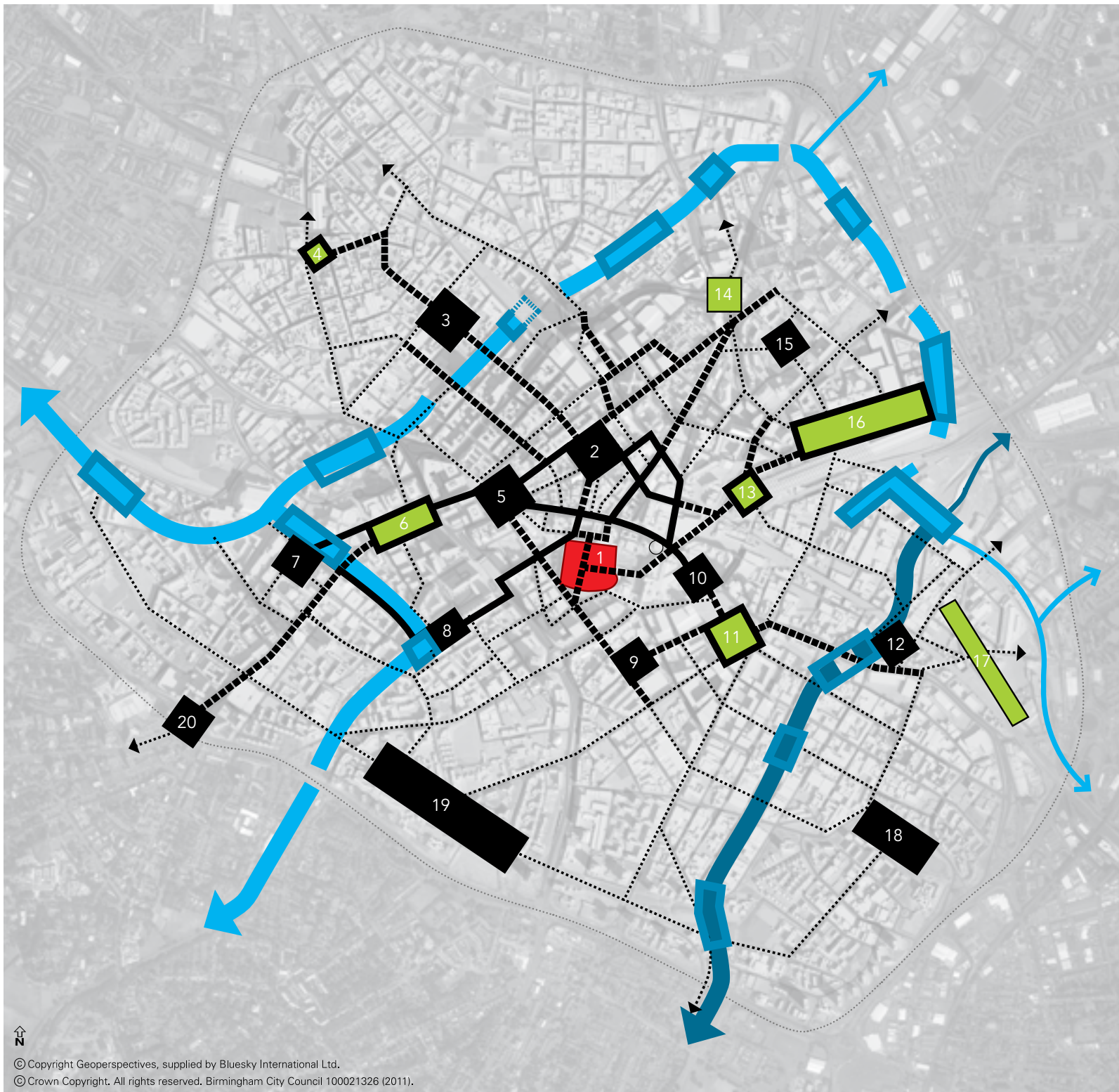
Major open spaces

- 1 New Street Station
- 2 St. Philip's churchyard
- 3 St. Paul's Square
- 4 NEW - Golden Square
- 5 Victoria and Chamberlain's Squares
- 6 NEW - Centenary Square
- 7 Brindleyplace Square
- 8 Mailbox and Cube public realm
- 9 Hippodrome and Arcadian public realm
- 10 Rotunda Square and St. Martin's
- 11 NEW - Moat Square
- 12 Custard Factory public realm
- 13 NEW - Station Square
- 14 NEW - Lancaster Circus
- 15 Lakeside
- 16 NEW - City Park
- 17 NEW - Digbeth viaduct park
- 18 Highgate Park
- 19 Park Central
- 20 Five Ways

KEY

- City centre boundary
- Birmingham's primary walking routes
- London's major walking loop superimposed over Birmingham city centre
- Canal and River Rea

- ① St. Philip's churchyard
- ② St. Paul's Square
- ③ Brinleyplace Square
- ④ St. Martin's
- ⑤ Lakeside at Aston University



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City centre open space network

In improving the overall walkability of our city centre we will focus on:

- Extending the city centre's network of high quality streets and public spaces.
- Transforming the quality, safety and security of the walking environment through introducing activity, improved lighting and street furniture so that walking becomes the most enjoyable and convenient way of getting round the city centre.
- Creating a simple and memorable mental map of the city centre to encourage walking as part of an overall journey that includes public transport.
- Providing for the needs of the elderly and mobility impaired through design.

Our priority over the next 20 years is to create a network of primary walking routes that are legible, clear and easy to use. This will enable direct connections between key areas within our city centre supporting the growth of the City Core and improving connections to neighbouring quarters and beyond.

Specific improvements include:

Moor Street - New Street Station link

A high quality pedestrian route will provide an attractive and convenient connection between the main transport interchanges of New Street Station and the existing Moor Street and proposed High Speed 2 stations.

Great Charles Street

A number of improvements are proposed to prioritise pedestrian movement and create safe and convenient links between the City Core and the Jewellery Quarter:

The main priority will be to create a safe and attractive pedestrian link from Church Street in the City Core to Ludgate Hill in the Jewellery Quarter. In the short

term improvements to the existing foot bridge are planned enhancing its quality and appearance. In the longer term an innovative design solution will be required to deliver a direct and convenient pedestrian link connecting Church Street and Ludgate Hill. This will involve addressing the access and egress to Great Charles Street at this point and introducing an at-grade pedestrian crossing.

Improvements are also planned to the pedestrian route at the upper end of Great Charles Street in connection with the redevelopment of Paradise Circus. This will involve enhancing the connections from Paradise Circus redevelopment to Sumer Row.

Linkages to Digbeth/Southside and Highgate

The redevelopment of New Street Station will provide new connections through entrances and walkways on the south, north and east of the station.

Improvements to Digbeth High Street including alterations to the gyratory at the top end by the Bullring will improve connections between Digbeth and the City Core.

Redevelopment of the Wholesale Markets will reintroduce direct connections helping to improve links between the City Core, Digbeth, Southside and Highgate areas.

Way finding









A new wayfinding system will create an easy to interpret and consistent means for finding your way around the city centre. The system will consist of easy to interpret and access maps, utilise digital and mobile technology and create a single system of on-street signage (identified as signage points on the diagram on page 29). All will conform to a standard approach and style, providing a consistent method for finding your way around the city centre.

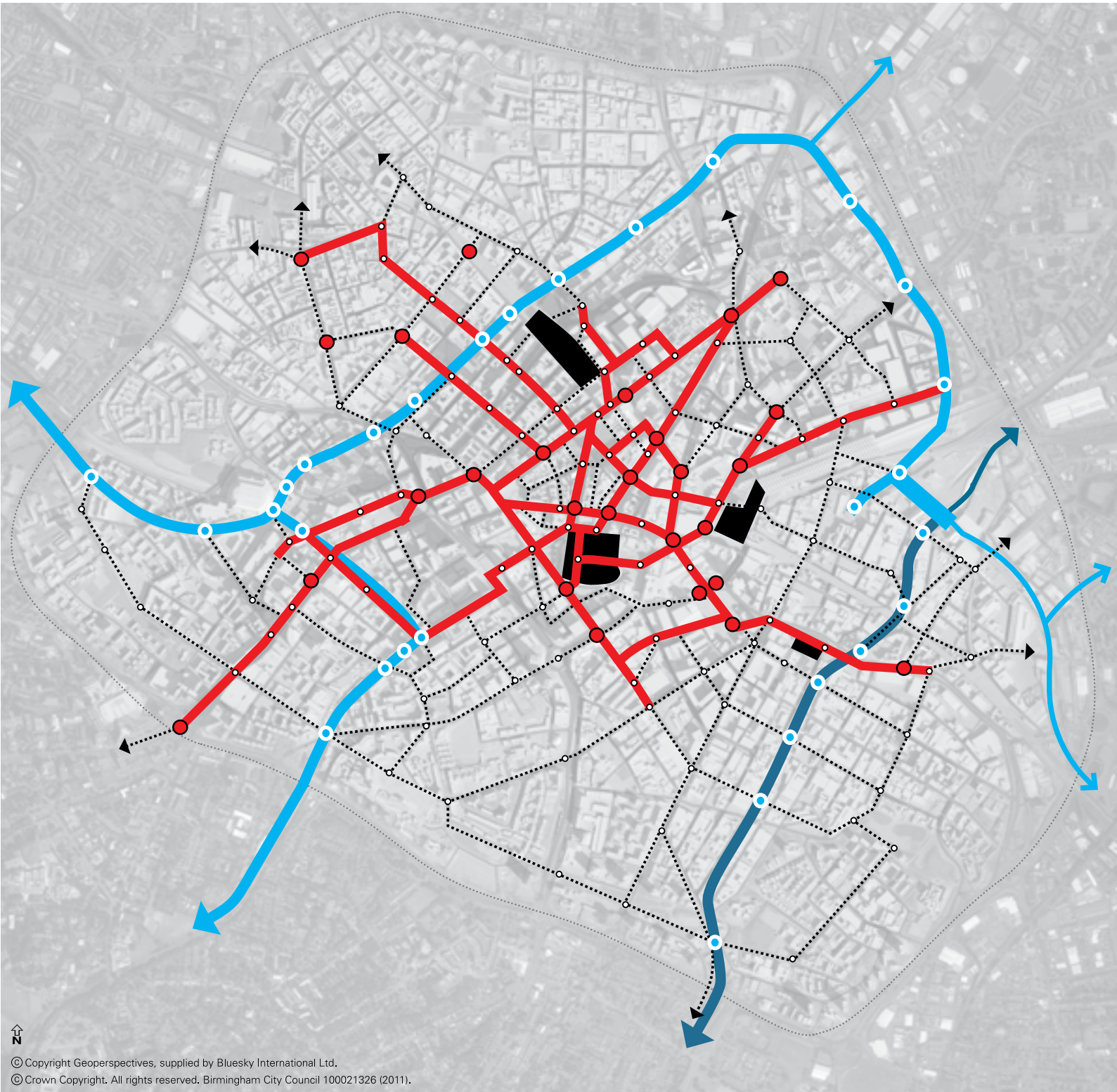
The primary walking route from New Street Station to the Colmore Row business district and onto the Jewellery Quarter will be the first area to receive improved on-street pedestrian information.

In the longer term we envisage other key improvements which will extend the network of primary walking routes and improved access across the city centre for pedestrians.

To complement this primary route network a wider and more localised network, of pedestrian routes (local walking routes) throughout the city centre will be created. This network will be explored in detail throughout the individual quarter sections.

KEY

- City centre boundary
-  Train/coach/metro stations
-  Canals
-  River Rea
-  Signed primary walking routes
-  Local walking routes
-   Signage points
-  Canal and river route marker



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Network of walking routes

Building Heights

Tall buildings provide the opportunity to manage and create an identifiable skyline memorable for its key buildings.

The location of tall buildings needs to be handled carefully, respecting the surrounding environment and the topography. The quality of design must reflect and justify their dominant position in the built environment.

Our approach to tall buildings has been a positive one of working in partnership with developers and investors to enable tall buildings of the highest quality to achieve planning consent. High Places, a tall buildings policy document produced in 2003, defined tall buildings as anything over 15 storeys in height. The focus for these buildings is the central ridge, which includes the city's highest point and runs west to east through the city centre.

In recognising the value of tall buildings to the city we have developed an approach which identifies:

- Broad locations suitable for tall buildings.
- Locations where clusters of taller buildings can be beneficial.
- Areas where tall buildings are not appropriate.

The plan on page 31 shows a broad zone where tall buildings could be appropriate. Within this zone our approach will be for building heights to rise up from the east toward the western end of the city ridge to reflect and emphasise the topography of the area.

Whilst individual tall buildings will continue to be important; clusters of taller buildings can also bring benefits in terms of urban structure, skyline identity and definition of key places. Such clusters will consist of three or more buildings that must be carefully planned to address their context and setting. Suitable locations for such clusters of tall buildings are identified by the orange circles in the diagram on page 31 and include areas at: **Five Ways/Broad Street, Westside/Paradise Circus, New Street Station South, Snow Hill District, Lancaster Circus and Rotunda Square.**










In general, proposals for tall buildings will be considered subject to detailed consultation on location, massing, density and design quality. They will need to ensure they integrate into and are compatible with their surroundings; enhance skylines, views and settings; protect and preserve areas of special character and interest including principal views across the city and historic skyline; assist in the legibility of the city and contribute strongly to a sense of place and promote the highest design quality.

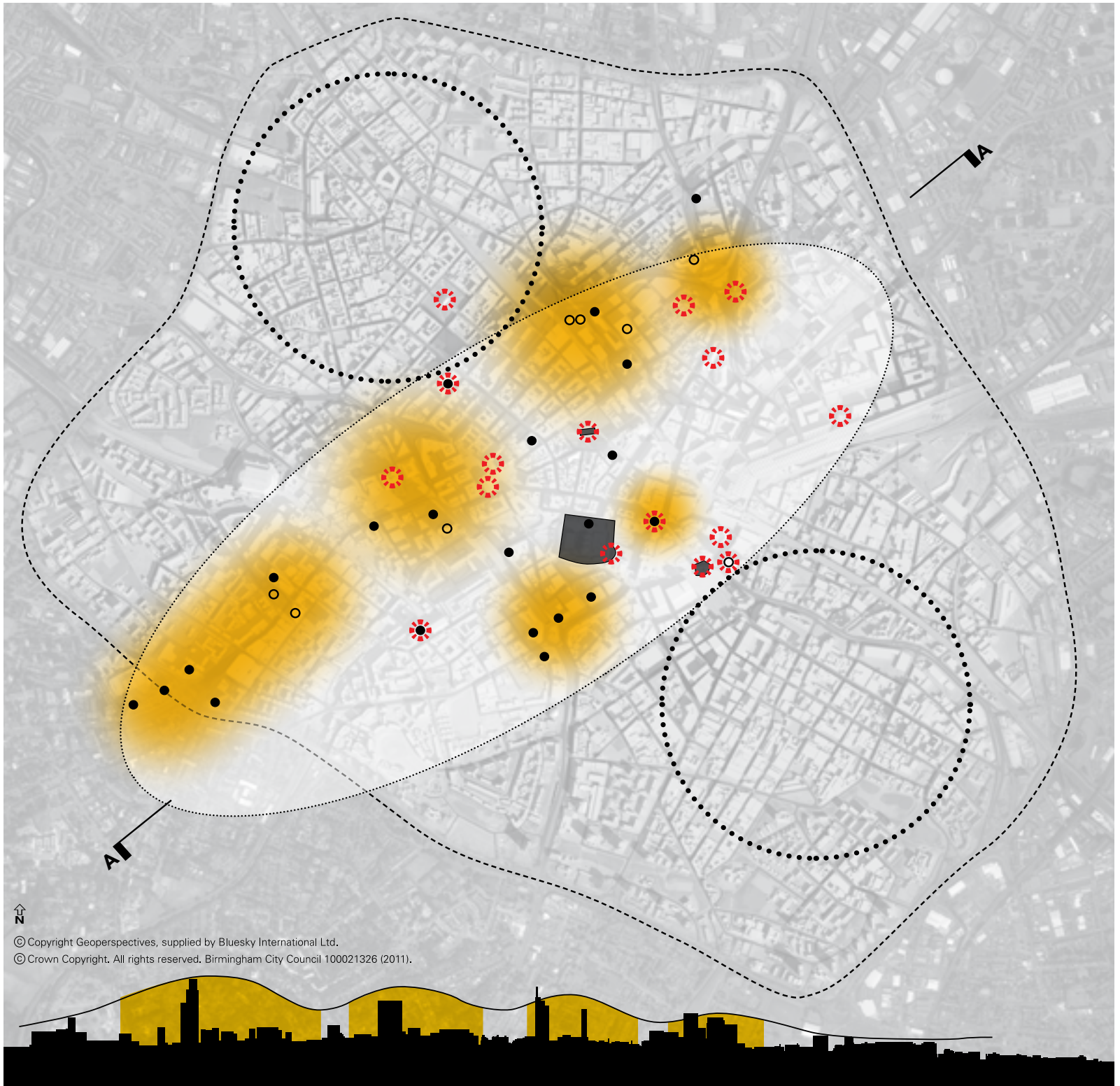
Tall buildings will also be considered in context, proximity and relationship to neighbouring buildings, overshadowing, impact on micro-climate, key views both distant and local and incorporation of sustainable principles. Each tall building proposal will need to satisfy the Aerodrome Safeguarding requirements of Birmingham Airport.

It will be important that such buildings have a good relationship with the street, movement patterns and transport facilities, creating high quality public space at the same time. They will need 'breathing space', and the creation of a publicly accessible plaza, or extension of existing public realm will be required.

The control and concentration of taller buildings along the city centre ridge can only be successful if balanced by limitations imposed within adjoining areas of distinctive character. These sensitive areas, where heights and massing will be carefully controlled and determined by existing heights and guidelines, to enhance and retain intrinsic character are identified within the **Jewellery Quarter, Digbeth** and **Southside and Highgate** areas.

KEY

- City Centre Boundary
-  Key locators:
St Philip's Cathedral
St Martin's
Rotunda
New Street Station
-  New height ridge zone
-  Tall building clusters zones
-  Zones with restricted height limit
-  Key city landmarks
-  Existing tall buildings (examples)
-  Tall buildings with planning permission
-  Indicative city centre skyline
-  Section line



Tall building clusters and height limits within the city centre

Although best known as the Victorian 'workshop of the world', Birmingham has a rich heritage dating back as far as the Middle Ages.

The city's heritage is its roots, its authenticity and its individuality. This heritage is the physical legacy that has been left by human activity in the form of buildings, monuments, sites and landscapes that reflect the history of trade, population movement, architectural endeavour, economic, political and social development and the use of natural resources from prehistory to the present. Within the city centre this consists of:

- Individual buildings and other structures, surviving above ground in whole or in part principally dating from the mid 19th century onwards, but a few older buildings survive.
- Street patterns and property boundaries from the 12th century onwards.
- Landscapes and townscapes, including cemeteries, squares and canal corridors whose group value in combinations of buildings or structures and their contribution to the street scene may be greater than their individual significance.
- A wide range of well preserved archaeological remains, including structures and objects, organic remains and evidence for past environmental conditions. Although the archaeological remains generally date from the 12th century onwards, surfaces dating back 10,000 years have been found near Banbury Street.

The heritage that survives from the past is unique and irreplaceable. It contributes to sustainability, character, local distinctiveness, and a sense of place. It provides much of the authentic character of the city.

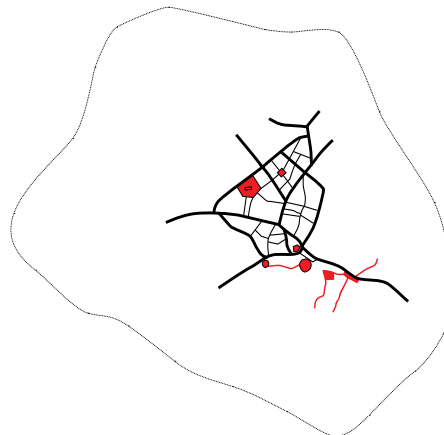
The present character of the city centre reflects its historic growth. The diagrams below are based upon old maps of the city, and show how the city centre has evolved over the past centuries with key features and street patterns that emerged.

Established as a new planned town in the 12th century, Birmingham was an important industrial and market centre in the medieval period. Although the only surviving buildings from this period are the Old Crown, in Digbeth and parts of St Martin's church, the medieval street pattern is still in use throughout the City Core and into Digbeth. Well-preserved

archaeological remains provide the evidence of past activity and uses. Growth of the city centre in the 18th and 19th centuries resulted from the release of land from large estates to form industrial development, particularly related to the canal system. The Jewellery Quarter and St George and St Chad are well known as part of this period of the city's development. Elsewhere distinctive street patterns are prominent in the present townscape, for example in north Digbeth and in Southside, even though relatively few 18th and early 19th century buildings survive.

The city's canals are an integral part of the surviving industrial character, accompanied in their corridors by wharves, basins, bridges, tunnels, and the remains of adjoining industries. The railways followed in the mid 19th century and features are still a central part of today's

Medieval Birmingham until 1730



St. Philips, moat and medieval manor house

1730 - 1810



St. Paul's and canal system

network. Further 18th and 19th century development included several public buildings, places of worship and burial grounds.

20th century buildings in the city centre are often under-appreciated but range from offices and department stores to wartime structures. Archaeological investigation of surviving structures and excavation of below ground remains of the past 300 years has provided much additional information on the past uses in the city centre.

Some heritage assets have designations reflecting their special significance such as listed buildings, conservation areas and registered parks. These are only part of the historic environment; many non-designated heritage assets in the city centre are recorded in the City Council's Historic Environment Record, some are

locally listed and many simply reflect the important part of the authentic character and an asset in their own right or as a collective.

The masterplan recognises that the historic environment will significantly contribute to the future transformation of the city centre. This will be achieved by:

- Understanding the character and contribution, whether it be as part of a designation or as a result of a better understanding of the inherent quality.
- Recognising that the historic environment is itself a resource and that retention and reuse contributes to sustainability including reduction in carbon emissions, waste and use of resources.

- Making the most of what's there already; designing the historic environment into schemes, using it to encourage and inspire high quality modern design that enhances the heritage assets and their settings.
- The full potential of archaeological remains to provide information about the past will be exploited through investigation and recording where their preservation is not feasible.

The important heritage assets that will contribute to the authentic character of the city centre will be identified through the individual quarters.

1830 - 1910



Rail viaducts and parks

1930 - 1990



Ring roads

KEY

- Existing City Centre Boundary
- Arterial roads
- Other main roads
- Key features