CHAPTER 9 - SUTTON COLDFIELD

General Character

9.1 Sutton Coldfield is the largest constituency in the City, covering just over one-fifth of Birmingham’s administrative area. It is the most northerly constituency and borders Staffordshire and Warwickshire countryside to the north and east.

9.2 The major roads through the Constituency are the A5127 through Sutton Coldfield town centre, the A453 to Bassetts Pole and the A38 Sutton By-Pass. The A452 Chester Road also forms part of the City’s Strategic Highway Network.

9.3 Housing is by far the major land use in the built up area reflecting rapid population growth in recent years ([80%] about 85% growth between 1951 and [1991]). In 1991, there was a resident population of around 90,300. There is a wide range of housing types, much of recent construction, but there are also important older areas which contribute to the character and high quality environment found in the Constituency. The area is generally affluent. Key statistics relating to the Constituency are set out in the table at the end of this chapter.

9.4 Sutton Coldfield town centre is the second largest shopping centre in the City and a major suburban office centre. There are also significant shopping centres at Mere Green, Wylde Green, Boldmere and New Oscott. [The City's only hypermarket is at Minworth.]

9.5 Much of Sutton Coldfield is open: Sutton Park, the New Hall Valley and [four] five golf courses as well as most of the City’s Green Belt provide the Constituency with one of its major assets.

9.6 The Constituency, however, also has many other attractions; apart from Sutton Park and other areas of open space, there are large areas of pleasant leafy suburbs and a number of interesting historic buildings, including the conservation areas of Four Oaks and the town centre.

9.7 Two railway lines pass through the Constituency - the Redditch - Lichfield Cross-City line and the freight-only line to Walsall. The latter passes through both Sutton Park and New Hall Valley.

9.8 The major industrial areas within Sutton Coldfield are in the Minworth area. Unemployment rates are very low, well under half the City average.

Policy Statement

Overview

9.9 The Constituency possesses a range of high quality housing and large areas of open space which are a great asset to the City. Ensuring that new development
9.10 Apart from the release of certain sites from the Green Belt, little change is envisaged over the Plan period in much of Sutton Coldfield, although given the low density of development in the built-up area, opportunities to accommodate pressures for infill development will inevitably arise.

9.11 On the periphery of the built-up area, sites proposed for residential development have been selected to minimise their environmental impact. In the case of New Hall Valley, the linking of residential development to the proposed opening up of the Valley as a Country Park is considered to be a major opportunity. With the exception of modifications at New Hall Valley and Roughley/Bassetts Pole, Peddimore and Minworth, the Green Belt boundary as previously defined by the former Sutton Coldfield Local Plan is to be retained. The closure of St. George’s Barracks has provided a further opportunity for housing development on the edge of the built-up area. Developers will be expected to provide a range of house types on the large housing sites allocated in the Constituency. Proposals should [where possible] include dwellings of differing sizes and tenure, capable of meeting a range of needs and demands including affordable housing as defined in Chapter 5.

9.12 In order to address issues such as nature conservation, access and rights of way, agriculture and forestry as well as improving public understanding and providing educational facilities about the countryside, an Urban Fringe Project is being established for the Sutton Coldfield Green Belt. This project is a joint venture with adjoining local authorities, the Countryside Agency, local land owners, voluntary groups and other interested bodies, and covers the whole Green Belt area, with the exception of Sutton Park, which is subject to its own management arrangements.

9.13 Land adjacent to the proposed Birmingham Northern Relief Road at Bassetts Pole has been identified as the preferred location for a premium [industrial] employment site to serve the needs of Birmingham and Solihull. [The release of land for development will be dependent on the phasing requirements of the Secretary of State’s Strategic Guidance and until such time as these requirements are met, the land will remain within the Green Belt.] The site is within the area of further study identified in the 1993 Plan, and will be removed from the Green Belt.

9.13A At Peddimore there are two major proposals:

(a) In the context of Regional Planning Guidance and the West Midlands Major Investment Sites Study, a 56 hectare site is proposed as a Major Investment Site, and

(b) A further 80 hectares of land is proposed as an “Area of Development Restraint”, both as a source of land to help longer-term needs for accommodating up to two large single industrial users, and to define a new boundary for the Green Belt in the locality, which will endure.
It is proposed to remove both sites from the Green Belt, to meet the exceptional regional requirement to provide opportunities for very large-scale inward investment.

9.13B Surplus brownfield land at Minworth Sewage Works is proposed for industrial development. Part of this land is to be released from the Green Belt. Other surplus land within the Sewage Works will be retained in the Green Belt and maintained for nature conservation.

9.14 The electrification of the Cross-City line [will greatly] has improved local rail services in Sutton Coldfield. Improved park and ride facilities are proposed on the Cross-City line at Blake Street, Four Oaks, Wylde Green and Chester Road stations. The City Council would also welcome additional stations at Jockey Road and Tamworth Road, to serve adjoining residential areas, and at Mere Green, to serve both the shopping centre and residential area.

9.15 The City Council will support the reintroduction of passenger services on the existing freight-only line serving Minworth, Walmley and Sutton Coldfield [will also be investigated together with alternative light rail/light rapid transit options].

9.15A The North Birmingham Cycle Route, incorporating the New Hall Valley Route, will pass through the Constituency. This route will form part of the National Cycle Network Regional Route, linking Birmingham to Lichfield.

9.16 Although change in the Constituency in a physical sense will be limited, the wider perception of Sutton Coldfield’s location will alter significantly over the Plan period. The proposed Northern Relief Road which is intended to provide a new motorway alternative to the heavily congested M6, [as well as completing the orbital ring of motorways around the City,] will skirt the northern and eastern edges of the Constituency. This will place Sutton Coldfield directly on the strategic north-south (M1-M6) motorway route, compared to its present, more peripheral location. Proposed motorway intersections to the north of Shenstone, and at [Bassett’s Pole] Weeford, Langley Mill and Curdworth will place most parts of the Constituency only a few minutes drive from the motorway.

**Sutton Coldfield Town Centre**

(part of Sutton New Hall Ward and part of Sutton Four Oaks Ward)

9.17 Sutton Coldfield Town Centre is the largest suburban centre in the City. It has grown rapidly since 1971 and the [proposed] redevelopment of the eastern side of the Parade [will further] has provided increased net floorspace, [by about one-third (S2), providing] more car parking, and a wider range of shops and has generally strengthened the centre’s shopping role. [The implementation of this scheme will be supported.] Further retail/leisure development at Brassington Avenue will be supported, subject to the development being properly integrated with the rest of the shopping centre (S37). The centre relies heavily on the car-borne shopper.
9.18 Sutton Coldfield will be encouraged to consolidate its position as an important shopping centre providing a wide range of durable and convenience goods, serving a wide catchment area. Pressures for additional retail redevelopment will be channelled along the Birmingham Road, but it is not envisaged that there will be a significant increase in floorspace once the eastern Parade development is complete. Opportunities for environmental improvements will be taken as appropriate, and primary retail frontage policies will apply (S3).

9.19 Sutton Coldfield Town Centre is an established suburban office location and additional office development at a scale compatible with the role of the centre will be encouraged (C1). [New office development should be self-sufficient in terms of car parking provision.]

9.20 Long-standing proposals for a Relief Road will be examined as part of a local planning exercise for this part of the town centre. This exercise will also consider the scope for improved interchange arrangements for public transport, including the possible development of a new bus station, and environmental enhancement within the Anchorage Road and High Street Conservation Areas. A Relief Road [is proposed. This will] would have the twin benefits of permitting significant environmental enhancement within the Town Centre Conservation Area, especially Mill Street and High Street, whilst also improving traffic flow (T1).

**Sutton Park/Four Oaks**
(part of Sutton Four Oaks Ward)

9.21 Sutton Park is an amenity unique in the Midlands. It is one of the largest local authority parks of its kind in the UK and is the remnant of an extensive forest which once covered most of the Midlands Region. The Park’s association with the people of Sutton Coldfield goes back to the former Borough’s Royal Charter of 1528. Its unspoilt heathland, woodland, wetland, gently rolling contours and a succession of lakes, cover an area large enough to give the illusion of open countryside.

9.22 Great use is made of the Park as a recreational resource for the people of Birmingham and beyond. Activities within it include major sporting events, as well as informal walking and recreation. The Park is also ecologically important: as such, it is also a major educational resource for school children and the public as a whole.

9.23 Most of the Park has been designated as a Site of Special Scientific Interest (SSSI) and will be protected as such. The Park has also been designated as a National Nature Reserve (NNR). While full recreational use of the Park will be encouraged, activities which would detract from the Park’s value as an SSSI and NNR will not be permitted (E7). Sutton Park was previously designated as a Green Wedge and this plan reconfirms that status. The Park will be managed in accordance with the recommendations of the Sutton Park Management Plan.

9.23A Sutton Park has also been included on the National Register of Parks and Gardens of Special Historic Interest. A well-preserved section of the Roman Ryknild Street passes through the park and this has been scheduled as an Ancient...
9.24 The Four Oaks Estate includes a number of fine Arts and Crafts style private houses. It was designated a conservation area in 1986. A special set of development and conservation guidelines are in force to protect the unique character of this area (E3).

9.25 The Hill Hook Green Wedge will be protected as a Site of Importance for Nature Conservation (E2). [Designation of] Land around the Mill Pond has now been designated as a Local Nature Reserve which will enhance the area. Land between Hill Hook Road and Blake Street is proposed for open space/recreation uses (E1).

**New Oscott**

**Boldmere/Wylde Green**

*(Sutton Vesey Ward)*

9.26 New Oscott is a small centre located at the busy crossroads of Chester Road/Chester Road North/Jockey Road and Kings Road. The centre trades mainly in convenience goods. The recently opened [DIY retail warehouse, and a proposed] large foodstore and retail park [will add] have added to both the size and trading levels of the centre, drawing in car-borne shoppers from a wider catchment (S4).

9.27 Part of the site of the former Princess Alice Orphanage [will be] has been developed [for] with housing [(H5)]. A number of the existing Orphanage buildings in community use [will be] have been retained. As part of these proposals the developer [will fund] has funded work on an area of open space (E10).

9.28 The open space at Banners Gate Road forms the northern end of the City Centre - Sutton Coldfield Linear Open Space which is to be carefully protected and facilities for walking and cycling will be provided (E9).

9.29 Wylde Green and Boldmere are both local shopping centres serving adjoining areas with a range of convenience goods and services. Both centres will be consolidated to provide day-to-day shopping requirements for the local area, and primary retail frontage policies will apply (S5 and S6).

**New Hall Valley**

*(part of Sutton New Hall Ward)*

9.30 New Hall Valley is an established Green Wedge within confirmed Green Belt, penetrating deep into the built up area. Among its most important features are its scale and openness. However, most of the Valley [remains] used to be in private ownership and [is] was inaccessible to the public. At the same time there [is] was also pressure to find additional land for housing which [can] could be accommodated with minimum compromise to the purpose and objectives of the Green Belt.
9.31 The [preferred] approach for the New Hall Valley balances these conflicting objectives. It does so by proposing a package of measures which will secure the development of a Country Park in New Hall Valley (E12), facilitated by the selective release of land for up to 600 dwellings on two carefully chosen housing sites. [known as] Land ‘Off Sir Alfred’s Way’ ([H6]) has recently been developed and development at Warrenhouse Farm (H7) is underway.

9.32 A working group of interested parties [will be] was established to take forward the proposals and a planning brief [will be] has been produced giving further guidance covering the development of recreation facilities, housing proposals and associated on and off-site road works. This [will take] takes account of the following principles to ensure the long-term protection of the Valley as a major leisure resource:

{(1)} No new housing will be built until the Country Park as a whole has been designated, and any necessary land and buildings transferred to public ownership.

{(2)} (1) The important link between the New Hall Valley Green Wedge and the open Green Belt [will] to be maintained and incorporated into the Country Park.

{(3)} (2) Land at New Hall (to the north of the hotel) is a Site of Importance for Nature Conservation and will be protected as such (E13).

{(4)} (3) New housing will only be permitted where it is out of sight from the western side of the valley and the valley floor.

{(5)} (4) The avenue of trees leading to New Shipton Farm and other trees within development sites, including the belt of trees along the Walmley Road frontage of [site H6] the land Off Sir Alfred’s Way is to be retained and protected.

{(6)} (5) The developers will [be expected to] provide the necessary off-site road works.

Walmley/Reddicap Heath
(part of Sutton New Hall Ward and part of Sutton Four Oaks Ward)

9.33 Walmley ‘Village’ centre, as a shopping centre, has remained substantially unchanged for many years despite the large-scale residential development that has taken place in the area. Although the centre contains only a small number of shops, it possesses a wide range of other services and community facilities. Residents of new housing areas in New Hall Valley and North Walmley will look to Walmley centre and improvements to the existing pattern of infrastructure will need to be examined through a Local Action Plan, which is being prepared as Supplementary Planning Guidance.

9.34 Walmley Road is busy, but [the completion of] the Walmley Local Distributor Road [should] has removed some through traffic ([T2]). There is a need to ease
movement for pedestrians between the different parts of Walmley centre and to encourage use of the Distributor Road.

9.35 Two housing proposals previously committed by the [adopted] former Sutton Coldfield Local Plan [are identified] at Signal Hayes Road/Springfield Road [(H8)] and Fox Hollies Road/Signal Hayes Road [(H9)] have been completed. [Each Proposal will include] An area of public open space [which will be laid out at the developer’s expense (E14 and E15)] has been laid out at Signal Hayes Road to serve these developments. [The development of these sites will also contribute towards the completion of the Fox Hollies Road to Signal Hayes Road and Signal Hayes Road to Springfield Road sections of the Walmley Local Distributor Road (T2).] A site, fronting Signal Hayes Road (CF1), has been identified for [a new two-form entry primary school] community facilities to help meet growing demands in the area.

9.35A The existing cemeteries in north Birmingham are nearing capacity. In order to plan for the future and to provide facilities to meet the needs of all citizens in the north Birmingham area, it is proposed to develop 16 hectares of land in the Green Belt at Lindridge Road as a new cemetery (CF1A). The proposed development will be expected to maintain the openness of the Green Belt, and any ancillary buildings and landscaping should be carefully designed, to reflect the sensitive location.

9.36 A Green Wedge penetrates into the built up area of Walmley. The following Sites of Importance for Nature Conservation will be protected; Jones Wood (E16), Meadowland at Walmley (adjacent to the golf course) (E17), Pype Hayes Park (E18) and Plants Brook Reservoirs (E19). In addition [it is proposed that] the Plants Brook Reservoir [be] is designated as a Local Nature Reserve.

[9.37 Little change is envisaged in Reddicap Heath. However, the land south of John Wilmot Secondary School, previously proposed for school playing fields, is no longer required for this purpose. It is therefore proposed that some of this land should be released for housing (H4), partly to enable the rehousing of local residents displaced by the necessary demolition of three nearby tower blocks, but also to meet the housing needs of the wider area. The feasibility of a joint venture initiative involving the City Council, a private housebuilder and a housing association is being investigated. An area of land will be retained as public open space to meet the needs of adjoining residential areas (E11) and a small area reserved for the adjacent Holy Cross School.]

9.38 [Should St George’s Barracks either close or significantly contract, then its redevelopment for housing would be the most appropriate use for the site.] St George’s Barracks and the adjacent TA Centre have been declared surplus to Ministry of Defence requirements and are being redeveloped in phases for housing and additional open space (H42 & E123A). Construction has commenced, and eventually around 600 dwellings will be built. Withy Hill Recreation Ground, which abuts the site, is to be upgraded and expanded, including the provision of a children’s play area. Public transport facilities will be improved, a neighbourhood shop will be provided and additional education facilities secured to serve the development. More detailed guidance on these issues is included in a development
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brief which has been adopted as Supplementary Planning Guidance and a Concept Plan which has been agreed with the City Council.

Minworth
(part of Sutton New Hall Ward)

9.39 The A38 Kingsbury Road and Sutton Coldfield By-Pass are part of the City’s Strategic Highway Network and provide an important gateway into the City’s major industrial and commercial areas including Birmingham Heartlands. The importance of these routes, particularly for destinations and origins to the north will increase following completion of [the M42/A42 link to the M1 and] the proposed Northern Relief Road. The City Council will, however, keep the local traffic pattern under review in consultation with the adjacent local highway [authority] authorities.

9.40 Minworth is the most industrial area of the Constituency and includes the industrial estates of Minworth, Gallagher Industrial Park and Kingsbury Business Park as well as [the large industrial site at Minworth Hall] Midpoint Park. [Minworth Hall will be developed as a high quality business park which should prove attractive for both local and incoming firms with a national or international choice of locations (I3). It requires associated infrastructure improvements.]

9.41 Sutton Square is an ‘island’ of housing surrounded on three sides by Kingsbury Business Park. At such time as the existing houses are redeveloped, it is proposed that this site should be used for industrial purposes (I2).

9.42 Water Orton Sidings (E20A) and part of Minworth Sewage Works (E20) [is a] are Sites of Importance for Nature Conservation and will be protected as such (E20).

9.42A Some of the land at Minworth Sewage Works not within the SINC, which is to become surplus to requirements, is proposed for industrial development (I50). This land will be removed from the Green Belt. The site is adjacent to Midpoint Park (I3) which has been fully completed as a quality manufacturing and distribution development. It is envisaged that this proposal could achieve a similar quality of industrial development. Access to the site must be either from the adjacent Midpoint Park or through the construction of a dedicated access road from Kingsbury Road. The net developable total area of the site is around 34.5ha 37.5ha. This excludes a substantial strip of land adjacent to the northern bank of the River Tame which will be kept open and maintained as part of the river corridor. This “buffer” area will have a minimum width of 100m between the river bank and the edge of the developable area. A substantial buffer area will be required within the site, between the riverbank and the edge of any built development. Other land surplus to requirements at the Minworth Sewage Works (i.e. that landlocked by the railway lines and land to the south of the River Tame) will be reclaimed as appropriate to be maintained for nature conservation purposes as part of the river corridor and will remain in the Green Belt (E122 and E123). Details of the development, access and associated environmental measures will be examined in Supplementary Planning Guidance, as will the potential to remove industrial and through traffic from residential roads in the vicinity.
Peddimore
(part of Sutton New Hall Ward)

9.42B A Major Investment Site of 56 hectares is proposed at Peddimore, Minworth (I51). The site, which will be removed from the Green Belt, is required to meet an exceptional regional requirement to provide an opportunity for very large-scale inward investment. The site will only be developed for its intended purpose as a Major Investment Site and will not be released in a piecemeal manner. Further guidance on the use of the site and the strategic policy background is set out in Chapter 4, especially paragraphs 4.30A to 4.30E.

9.42C The industrial buildings will be of the highest quality in an attractive landscaped setting. The development package will be required to include:

* public transport enhancement
* environmental improvements
* the laying out of an area of public open space
  (E124)
* helping to facilitate the Sutton Coldfield Urban Fringe Project (see paragraph 9.12)

9.42D In addition, approximately 80 hectares of land at Peddimore have been identified as an Area of Development Restraint (ADR1) and will also be removed from the Green Belt. This designation permits the definition of a new boundary for the Green Belt which will endure, as well as providing a source of land to help meet the Region’s longer-term industrial development needs, for the specific purpose of accommodating up to two additional large single industrial users. Further guidance on the control of development within the Area of Development Restraint, and the strategic policy background, is set out in Chapter 3, especially paragraphs 3.54B-3.45C.

9.42E The moated site at Peddimore Hall and the land adjacent to it are of archaeological importance and will remain within the Green Belt. The land has also been scheduled as an Ancient Monument.

Bassetts Pole
Premium [Industrial] Employment Site (part of Sutton New Hall Ward and part of Sutton Four Oaks Ward)

9.43 The proposed Birmingham Northern Relief Road [is likely to] will pass through Bassetts Pole. [The North-West and South-West Quadrants at Bassetts Pole formed by the line of the existing A38 and A453 roads, have been identified as an area to be the subject of further study for a premium industrial site of up to 50 hectares (net developable area). (I1.) Land at Bassetts Pole, either side of Tamworth Road (A435) and abutting the route of the Birmingham Northern Relief Road, has been identified as the proposed location for a Premium Employment Site (I1). This site has been identified within the previously-defined Study Area following a major public consultation exercise and an environmental, economic and transport appraisal. The 60-hectare site, within which a net area of 50 hectares will be developed, will be
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removed from the Green Belt. Its location has been chosen to ensure the definition of a new defensible Green Belt boundary that can endure.

9.44 [Bassetts Pole will remain Green Belt until such time as monitoring indicates that its release is required in order to ensure a continuous, uninterrupted supply of available land and a choice of sites. It is unlikely that development will commence much before the end of the Plan period (see also chapter 4, especially paragraphs 4.26 to 4.30).] An advantage of the siting of the proposed Premium Employment Site is that it keeps open the green corridor approaches to the Moor Hall Green Wedge, which will remain as Green Belt. It is important that these latter areas remain in continued agricultural or other appropriate Green Belt uses and they will be the subject of particular attention within the Urban Fringe Study.

9.45 The industrial development will be low density and of the highest quality in an attractive landscaped setting. The development and design of the site and buildings will particularly address the principles of sustainable development (see Environment Chapter, paragraph 3.14E). Development of this site should be undertaken in such a way as to:

- protect the natural environment (flora and fauna) of the nearby Wheatmoor Wood Site of Local Importance for Nature Conservation (SLINC) and other woodlands;
- minimise visual intrusion; and
- provide a high quality, modern public transport link, along the A453 Tamworth Road to Sutton Coldfield Town Centre and any new stations on the Cross-City railway line.

Substantial community benefits will be sought as part of a development package. Such facilities will be compatible with the Green Belt status of the area.

9.46 [Details of precise site boundaries, extent and intensity of the development (but not the principle of development), will be the subject of further detailed local planning work. A detailed planning/development brief or non statutory local plan will be prepared for the whole of the Study Area and will follow on from a comprehensive evaluation of the land within the North-West and South-West Quadrants. The local planning work will be the subject of further public participation and consultation.] To guide the layout and development of the site, a development brief and sustainable design concept study will be prepared as Supplementary Planning Guidance. These will be subject to further public participation and consultation.

Mere Green/Roughley
(part of Sutton Four Oaks Ward)

9.48 Mere Green is the northernmost shopping centre in the City and serves a wide catchment area for mainly convenience goods. [The recently constructed food superstore is likely to lead to some restructuring within the centre.] Major new housing proposals nearby will ensure the continued prosperity of the centre, and limited growth in retail floorspace will be encouraged (S1).

9.49 The Roughley area contains [sites] land where the city’s strategic needs for additional housing land can be satisfied while both minimising damage to the environment and maximising the potential to create attractive new housing estates. [Two sites are proposed for new housing:] Part of this need has been met by the development of land at Slade Road/Weeford Road.

[i] Land at Slade Road/Weeford Road (H2) is an existing commitment from the adopted Sutton Coldfield Local Plan. Public open space will be provided by the developers (E5).

[ii] 9.49A Land south of Duttons Lane (H1) [is a new allocation] has been allocated for housing development to help meet this need. Public open space for this site (E4) will [also] be provided by the developers. The existing public footpath through the site will be retained. [Opportunities for] The developer will also provide [some kind of] a community amenity [will be considered] as part of the development. A development brief [will be] has been prepared to provide details of the specific requirements.

[9.50 To guard against the possible oversupply of housing land and to ensure that the most attractive sites are not all used up first, the land south of Duttons Lane (H1) will not be released until the end of 1996.]

9.51 The Sites of Importance for Nature Conservation will be protected at Moor Hall Golf Course (E6) and both Lindridge and Langley Pools and Langley Mill (E8).

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by chapters two to eight.

Environment

A special set of development and conservation guidelines will apply at:-

E3: Four Oaks Estate - para. 9.24
The following Site of Special Scientific Interest and National Nature Reserve will be protected: -

E7: Sutton Park - para. 9.23

The following Sites of Importance for Nature Conservation (SINC’s) will be protected: -

E2: Hill Hook Green Wedge - para. 9.25
E6: Moor Hall Golf Course - para. 9.51
E8: Lindridge and Langley Pools - para. 9.51
E13: Land at New Hall - para. 9.32
E16: Jones Wood - para. 9.36
E17: Meadowland at Walmley - para. 9.36
E18: Pype Hayes Park (Plants Brook Watercourse) - para. 9.36
E19: Plants Brook Reservoir - para. 9.36
E20: Minworth Sewage Works - para. 9.42
E20A: Water Orton Sidings – para 9.42

The following sites will be reclaimed and maintained for nature conservation purposes:

E122: Minworth Sewage Works – land bounded by the railway lines – para 9.42A
E123: Minworth Sewage Works – land to the south of the River Tame (approx 20ha) – para 9.42A

The following proposals will form part of a network of linear open spaces across the City: -

E9: Banners Gate - as part of the City Centre to Sutton Coldfield Linear Open Space - para. 9.28

The following sites will be developed as open space: -

E1: Hill Hook Road/Blake Street (4.1ha) - para. 9.25*
E4: Land south of Duttons Lane (3ha) - para. 9.49
[E5: Land at Slade Road/Weeford Road (0.7ha) - para. 9.49]
E10: Land at Princess Alice Orphanage (3.2ha) - para. 9.27*
[E11: Land between John Wilmot School and Froggatts Farm Estate (1.4ha) - para. 9.37]
E12: New Hall Valley Country Park - paras. 9.30 - 9.32
[E14: Signal Hayes Road/Springfield Road (0.4 ha) - para. 9.35*]
[E15: Fox Hollies Road/Signal Hayes Road (1.3ha) para. 9.35*]
E123A: Land at St. George’s Barracks – para 9.38
E124: Land at Minworth - para 9.42C

Industry

The following sites will be developed or reserved for industry: -
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I1:  Land at Bassetts Pole (60 ha, up to 50ha net developable area) Premium Employment Site - paras. 9.43 - 9.47

I2:  Sutton Square (approx 1ha) Best Urban – para. 9.41

I3:  Minworth Hall (35ha) Best Urban – para. 9.40

I50: Land at Minworth Sewage Works (approx 34.5 37.5ha) Best Urban – para. 9.42A

I51:  Peddimore (approx 56ha) Major Investment Site - paras 9.42B - 9.42C

The following land will be reserved as an Area of Development Restraint:

ADR1:  Land at Peddimore (approx 80ha) - para 9.42D

Commerce

C1:  Office development at Sutton Coldfield Town Centre - para. 9.19

Housing

The following sites will be developed for housing:-

H1:  Land south of Duttons Lane (up to 17ha, about 500 dwellings) - paras. 9.49 and 9.50 (under construction)**

H2:  Slade Road/Weeford Road (5.7ha, 140 dwellings) para. 9.49*

H3:  Tamworth Road (1.3ha, 43 dwellings)

H4:  Land between John Wilmot Secondary School and Froggatts Farm Estate (about 3.8ha) - para. 9.37

H5:  Land at Princess Alice Orphanage (about 6ha - about 150 dwellings) para. 9.27*

H6&: Two sites] Land in New Hall Valley:-

H7: (up to 600 dwellings):–

- Off Sir Alfreds Way (up to 2.5ha) H6 - paras. 9.30-9.32
- Warrenhouse Farm (up to 17ha) H7 - paras. 9.30-9.32 (under construction)

H8:  Signal Hayes Road/Springfield Road (5.3ha, 130 dwellings) para. 9.35*

H9:  Fox Holllies Road/Signal Hayes Road (8.5ha, 230 dwellings on two sites) para. 9.35*

H42: St. George’s Barracks and TA Centre (approx. 600 dwellings) – para 9.38 (under construction)

H43: Wyndley Nurseries (1.7ha, approx. 60 dwellings)

H43A:  Land at Postal Depot, Upper Clifton Road, Sutton Coldfield (3.1ha)

Transportation

The following [road] transport improvement[s are] is proposed:-

T1: A relief road/transport improvements, including a possible bus station, in [around] Sutton Coldfield Town Centre – para 9.20

T2: Completion of the Walmley Distributor Road - paras. 9.34 and 9.35*
The following cycle routes will be developed:

**T36**: North Birmingham Route (part of the proposed National Cycle Network Regional Route), incorporating New Hall Valley Route – para 9.15A

In addition, [the Cross City heavy rail line is to be electrified and] the reintroduction of passenger services on the existing freight-only line is to be [investigated together with possible alternative light rail/light rapid transit options] supported. Additional stations at Mere Green, Tamworth Road and Jockey Road will also be supported. Improved park and ride facilities are proposed at Blake Street, Four Oaks, Wylde Green and Chester Road (paras. 9.14 and 9.15).

**Shopping**

The following site[s] will be developed for shopping:-

- **S2**: Eastern side of the Parade, Sutton Coldfield 250,000 sq ft (gross) covered shopping mall – para. 9.17
- **S4**: New Oscott, large foodstore up to 70,000 sq ft (gross) – para. 9.26
- **S37**: Brassington Avenue, Sutton Coldfield – retail/leisure development; housing above ground floor retail/leisure units is also acceptable in principle – para 9.17

Limited growth in retail floorspace will be encouraged at:-

- **S1**: Mere Green - para. 9.48

Primary retail frontage policies will apply in the following centres:-

- **S3**: Sutton Coldfield Town Centre - para. 9.18 (policy adopted)
- **S5**: Wylde Green - para. 9.29 (policy adopted)
- **S6**: Boldmere - para. 9.29 (policy adopted)

**Community Facilities**

The following site has been identified for [a new primary school] community facilities:-

- **CF1**: Land fronting Signal Hayes Road (3.1ha) para. 9.35*

The following site has been identified for a new cemetery:-

- **CF1A**: Land at Lindridge Road (16ha) – para 9.35A

* Existing commitment[s] identified in the former Sutton Coldfield Local Plan [adopted by the City Council in February 1988].
In bringing forward development proposals, developers will need to take account of former landfill operations on a small part of this site.

NB. With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)**

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

The A38(N) (Bassetts Pole to Gravelly Hill Interchange) Development Framework

Surplus Land at Minworth Sewage Works**

Sutton Coldfield Town Centre**

Walmley Local Action Plan**

**DEVELOPMENT BRIEFS**

Bassetts Pole (Development Brief and Sustainable Design Concept Study)*

Land at Fox Hollies Road/Signal Hayes Road

New Hall Valley Housing Sites

St. George’s Barracks

Land South of Duttons Lane

**DEVELOPMENT CONTROL POLICIES**

Boldmere Policy for Non-Retail Uses

Sutton Coldfield Town Centre Policy for Non Retail Uses

Wylde Green Policy for Non-Retail uses

**ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES**

Four Oaks Estate Development Guidelines

*This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.

**In preparation/to be prepared (at 2001).
CHAPTER 10 - PERRY BARR

General Character

10.1 Perry Barr Constituency stretches northwards from the inner city to the City boundary with Sandwell and Walsall Boroughs [though not to the edge of the built-up area]. It is traversed by a number of important transport routes including the M6 motorway and the Birmingham - Walsall railway line; and a major radial road to Walsall (A34) which forms part of the City's Strategic Highway Network. The Constituency benefits from close links to the M5 and M6.

10.2 As with most of the City the predominant land use is housing. There is, however, a substantial area in business/industrial use between the inner city and suburban parts of the Constituency. This area is also fairly well provided with public open space.

10.3 On the north western edge of the Constituency, Sandwell Valley forms part of the Beacon Regional Park, a major recreation facility. The central part of the Constituency [is likely to have increased in importance as a focus for activity over the plan period] as a result of a major shopping development [its] and has potential as a suburban office location and for the further development and promotion of The University of Central England and the Alexander Stadium, which are of national significance.

10.4 The population of the Constituency was around 96,000 in 1991 and includes a high ethnic minority content in Handsworth and Sandwell Wards. The Constituency's unemployment rate tends to approximate to the City average but with considerable local variations. Perry Barr Ward has one of the lowest unemployment rates in the City (often lower than the national average). Handsworth Ward [south of the railway] tends to have a high unemployment rate (sometimes approaching twice the City average). Key statistics relating to the Constituency are included in the table at the end of this chapter.

Policy Statement

Overview

10.5 In Perry Barr Constituency only a small number of sites can be identified specifically for development opportunities. Two sites, however, offer major opportunities:

• 40 hectares of land at the former Queslett Sand and Gravel Pits are to be laid out as major new areas of open space.

• The Tame Valley Area of Industrial Regeneration which includes 19 hectares at the Holford Business Park, 15 hectares of which represent the second phase of development.

10.5A A number of transport improvements are proposed within the Constituency, including improved access to the Tame Valley Area of Industrial Regeneration and the provision of a
new railway station to serve the Soho Road area. In addition, the North Birmingham Cycle Route (part of the proposed National Cycle Network Regional Route), the Harrier Run and the Tame Valley Canal Route will pass through the area.

[10.5] 10.6 Sites for residential development may also come forward over the plan period as a result of [the three Housing Regeneration Areas proposed. These cover Central Handsworth, Wyrley Birch and Perry Common.] proposals under the Handsworth Area Regeneration Trust, which covers part of Handsworth Ward.

[10.6 and 12.12 part] 10.7 In parts of the Constituency there is potential to capitalise upon the network of canals, rivers and linked pieces of open space. Localised improvements to this network could greatly improve its attractiveness for leisure uses, nature conservation and also as a wildlife habitat. These possibilities especially apply to a north-south "string" of public open spaces in the east of the Constituency; and] Perry Park, Perry Hall Playing Fields and linkages westwards. The City Council will encourage the continued protection and enhancement of the Sandwell Valley as a major recreation resource.

[10.7 A “corridor” passing south-north through the Constituency, from the City Centre to Kingstanding, will be investigated as a possible light rail/light rapid transit route.]

Handsworth/Lozells
Birchfield
(part of Handsworth Ward and part of Sandwell Ward)

[10.8] 10.9 This area, south of the railway line through Perry Barr, comprises older housing which has [already been subject to a considerable] benefited from refurbishment programmes [.] further consolidated by the designation of a Renewal Area in Central Handsworth (HR3). [will continue investment in this area. The Renewal Area Scheme will adopt a comprehensive approach to upgrading the area including housing regeneration and redevelopment, alongside initiatives to tackle social, economic and environmental problems. On Aston Lane, new housing will be constructed on a redevelopment site (H11), whilst a new school is to be built at Albert Road (CF3).] The area also contains a number of local shopping centres - Witton Road, Six Ways, Lozells Road, Villa Road and Perry Barr – which have experienced decline[d] over many years but [which it is now envisaged may stabilise] are now stabilising, albeit at lower levels of trade. It is particularly important that these centres are safeguarded, because the local population, from whom they draw their trade, is restricted in its choice of centre by low income, low car ownership and requirements for 'ethnic' goods. [The Lozells Road/Villa Road area has undergone considerable rebuilding and refurbishment in recent years, and there are now signs of renewed investment in the area.] The City Council will continue to enhance these centres through environmental and highway improvements and by encouraging new developments.

[10.9] 10.10 Although now showing signs of decay, parts of Handsworth were originally developed as a high class suburb, and this is reflected in its architectural and amenity quality. The Heathfield Park area, behind Hamstead and Heathfield Roads, has particular quality arising from its unity as a well designed late 19th Century residential development, and it is intended that this area should be designated a Conservation Area (E27). To protect...
the residential character of the area, an Area of Restraint policy will cover part of Hamstead Road, Wye Cliff Road and Heathfield Road (Hi6). Within this area, applications for changes of use to non-family dwelling uses, such as care homes, nursing homes, hostels and non-family dwelling houses may be refused on the grounds that further such uses may adversely affect the character of the area. Handssworth Park itself is also an important asset, being a fine example of a Victorian city park, now containing a good range of recreational facilities and being well-used by the local community. Its heritage/amenity aspect and its use as a local community resource, will be enhanced.

**North Perry Barr**
(part of Perry Barr Ward)

[10.11] This area is defined as north of the Perry Barr railway line and extending as far as the Tame Valley Canal.

[10.12] The area immediately north of Perry Barr station comprises a cluster of activities with wider-than-local significance. East of Aldridge Road is the University of Central England’s main campus where enhancement of facilities, possibly including the use/development of nearby sites and premises will be supported where appropriate (CF2). Of particular concern is the need to improve the level of car parking provision and reduce impact on the surrounding residential area. West of Walsall Road a large area has recently been redeveloped as a major new shopping centre. It is not envisaged that there will be a need for significant additional retail floorspace over the plan period in this location.

[10.13] Perry Barr has been identified in the City’s Office Development Strategy as a location for office growth. Land between Aldridge and Walsall Roads, on the north side of the junction is identified for office development. In addition, further office development proposals would be favourably considered [if on] suitable sites [self-sufficient in car parking become available] (C2).

[10.14] Traffic flows through the Walsall Road/Aldridge Road junction are very heavy and are likely to increase as a result of the new development described above. Improved access is [required] proposed from the [Holford Business Park] Tame Valley Area of Industrial Regeneration (see paragraph 10.17 below) to Aldridge Road (T38) [Lichfield Road (T4)] in order to support the existing and proposed economic activity in one of the City’s most important industrial areas. [This will be achieved via Witton Lane and Grosvenor Road (T4).] Perry Barr Station will assume a more important role as activities at the centre expand. The station itself, and pedestrian access to it from other parts of Perry Barr, are in need of improvement.

[10.15] Most of the housing - albeit a relatively small proportion of the land uses - is in reasonably good condition and no significant change is envisaged over the plan period. Refurbishment or redevelopment will, however, be encouraged as appropriate.
10.16 A large proportion of the land between Walsall Road and Brookvale Road is in industrial and commercial use. Some premises are post-war and well suited to modern needs (eg. on Walsall Road), whereas others are older (e.g. Witton Industrial Area). [In some cases premises have developed more recently in an ‘Industrial estate’ or ‘business park’ manner (eg. at Holford Business Park).] The high quality Holford Business Park is a particular ‘success story’, which is expected to attract more high quality business investment to this area as a whole.

10.17 Part of the Constituency, including the Holford Business Park and the IMI Works, is included in the Tame Valley Area of Industrial Regeneration (IR6). Several sites at Holford have recently been developed and further development of the Holford Business Park is [at an active planning stage (I6-I9)] underway (I6, I8, I9). Other high quality business park development will be encouraged in principle in the general area bounded by Aston Lane, Wellhead Lane, Aldridge Road, College Road, the Tame Valley Canal and Brookvale Road, although safeguarding existing playing field[s] provision, existing allotments and residential amenity. Any new development in this area should also be sympathetic towards the University of Central England campus and ancillary facilities.

10.18 Perry Park and Perry Hall Playing Fields are both major recreational assets. Perry Park is a venue for events and gatherings of regional, national or international significance, possessing as it does the developing, high quality Alexander Stadium. Perry Hall Playing Fields are used for more local sporting activities.

10.19 The Tame Valley Canal runs along one side of Perry Park, but there is no formal access to it. Creation of an access and enhancement measures along the canal itself would increase its value as a recreational/leisure resource, especially bearing in mind that it runs through the inner city to the east, and out of the City into Sandwell Valley in the west (E25).

10.20 The River Tame passes through Perry Barr playing fields, adjoined by public open space, as it continues beyond the Constituency to link with Beacon Regional Park. This area is designated a Green Wedge within which the Green Belt policies will apply. There is the potential to create a walkway or cycleway through the playing fields and Cherry Orchard Recreation Ground to Old Walsall Road. However, this will require crossing the railway. There is potential for the walkway to continue beyond the Constituency into Witton (E26). [A small linear site fronting Aldridge Road and Greenholm Road is proposed for new public open space (E24).]

Perry Beeches/Queslett
Old Oscott
(part of Perry Barr Ward and Oscott Ward)

10.21 Defined as the area bounded by north of the Tame Valley Canal, Kings Road and west of Hawthorn Road and Kingstanding Road, most of the housing in this area is again in reasonably good condition, and no significant change is envisaged over the Plan period. To the east of Queslett, the Shady Lane industrial area was developed in the 1940's.
and 1950's, and in recent years a number of its units have become vacant or have been subject to redevelopment proposals. [Two sites are currently available] Land at Shady Lane West is proposed for industrial use (I4 [and I5]).

[10.21] 10.22 The main change over the plan period will be on land formerly occupied by the Queslett Sand and Gravel Pits. This [has been] was subject to land-fill tipping [over] for several years, [although this is now confined to a small area and is expected to cease in 1991/92] but this activity ceased in 1993. The site, totalling 52 hectares, is in two ownerships. Land owned by the City Council is [to be] being laid out as public open space for a variety of informal recreational uses (E22). Other sites have already been laid out as two nature reserves, one of which, Perry Beeches Nature Reserve is a Site of Importance for Nature Conservation (E23).

[10.22] A road improvement scheme is proposed jointly with Sandwell Metropolitan Borough Council on the Walsall Road (A34) at its junction with Newton Road (Scott Arms) (T3)

[10.23] 10.24 A site fronting Trehurst Avenue is to be developed for a mix of uses including new public open space, community and residential uses (CF4). [New housing is proposed at Fairbourne Avenue/Southgate Road/Ambleside Avenue (H10).]

10.25 Kingstanding and Hawthorn Road shopping centres both have an important local shopping role which will be supported. Primary retail frontage policies will [apply] be prepared if required (S7 and S8).

Sandwell Valley/Handsworth Wood
(part of Sandwell Ward)

[12.13] 10.26 Located at the [northern] south west end of the Constituency, this area covers Sandwell Valley and the extensive housing areas of Handsworth Wood. Sandwell Valley is one of the region’s biggest green recreational areas, extending into Sandwell and Walsall Districts and on through open countryside to Chasewater. It provides a much needed green space for the urban areas to the south. Within the City, Sandwell Valley comprises sports pitches, golf courses, open fields and a network of footpaths.

[12.14] 10.27 The Green Belt status of the area will be retained. To further highlight its importance and provide a framework for encouraging public and private investment the area was designated a Regional Park (known as Beacon Regional Park) in 1986. The City Council will continue to work closely with the neighbouring authorities of Sandwell and Walsall to enhance the Park and establish a management framework.

[12.15] 10.28 The part of the Valley within the City boundary has potential for continued development of a wide range of formal and informal outdoor recreational facilities, including golf and sports pitches. At the same time there is a need to ensure that development does not detract from its countryside character, nature conservation and wildlife value. Hill Top
Farm Grasslands is designated as a Site of Importance for Nature Conservation and will be protected (E36).

[12.16] 10.29 The Valley provides an important recreational resource for people in nearby built up areas, particularly for residents in Handsworth where provision of public open space and sports pitches falls well below the City Council’s standards. Opportunities need to be taken to improve access to the Valley for these residents.

[12.17] 10.30 Eastwards along the River Tame, a string of green spaces extends as far as Perry Hall Playing Fields [in Perry Barr Constituency]. There is a need to maintain and, where possible, improve access through the Green Wedge.

[12.18] 10.31 Handsworth Wood is an extensive residential area comprising mainly privately owned dwellings developed from the 1930s onwards, and some older 19th Century dwellings. It is proposed to declare part of the area around Handsworth Wood Road a Conservation Area (E37). This area also contains many larger houses which have been converted into flats, institutional uses, or are in multi-occupation, and the high concentration of these uses is affecting the character of the area. An Area of Restraint has therefore been identified in Handsworth Wood Road/Somerset Road/Selborne Road (Hi7). Within this area, proposals for non-family dwelling uses such as those listed above may be refused on the grounds that further such uses may adversely affect the residential character of the area. [Former school playing fields at Hamstead Hall are to be refurbished for public use (E35). These replace facilities off Cherry Orchard Road lost as a result of residential development.]

**Handsworth**

*part of Sandwell Ward*

[12.19] 10.32 [This area] Handsworth extends either side of the Soho Road from Lozells to the City boundary and lies partly in Ladywood Constituency. Soho Road is the main shopping centre in the north west part of the City [*and is the only inner area centre to have experienced a real growth in turnover over the last 10-15 years*]. Its particular strength is the provision of goods required by the Asian and Afro Caribbean communities and it draws customers from a wide area. This important shopping function will be maintained through [the application of primary retail frontage] policies set out in the Soho Road Local Action Plan. The Local Action Plan establishes that there is no need for a primary retail frontage policy at present but this will be prepared in the future (S11).

[12.20] 10.33 Historically, Soho Road centre has been the subject of considerable investment through the refurbishment of buildings, and further investment is now proposed in the context of the Soho Road Local Action Plan [including the provision of rear access and car parking]. The decision not to include Soho Road on the Strategic Highway Network provides the opportunity to concentrate on local environmental improvements. The Soho Road Local Action Plan addresses the implications and opportunities arising from this decision, and the complementary decision to designate the A457 Dudley Road as a major radial route between Birmingham and the Black Country.
10.33A  The Soho Road Local Action Plan focuses on the Soho Road shopping centre and the immediate residential area. It seeks to sustain Soho Road as a vital and successful centre to enhance the local environment, to change the role of Soho Road to a traditional “High Street” to build on its unique niche as a centre serving the local minority ethnic community, and to provide a framework to guide and stimulate future investment and new development within the Centre. The Local Action Plan identifies a number of opportunities for small-scale redevelopment/ refurbishment, including the former Flights Coaches Depot site which is suitable for retailing and housing.

10.33B  To improve public transport provision within the Soho Road area, a new railway station is proposed on the Soho Loop, giving access to the Birmingham to Walsall rail service.

[12.21] 10.34  To either side of Soho Road are extensive housing areas comprising mainly 19th Century terraced properties in private ownership. Many dwellings have been improved, although further renewal work will be required. Every opportunity should be taken to meet local housing needs and other community needs such as the provision of open space. In the area either side of Soho Hill many larger dwellings have been converted into hostels, flats or are in multi-occupation, and the high concentration of these uses is affecting the character of the area.

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by chapters two to eight.

Environment

[A]  Conservation Areas will be designated at:

E27: Heathfield Park - para. [10.9]  10.10
E37: Handsworth Wood Road - para [12.18]  10.31

The following Sites of Importance for Nature Conservation (SINC’s) will be protected:-


E36: Hill Top Farm Grasslands - para [12.15]  10.28

The following proposals will form part of a network of Linear Open Spaces across the City:-

E26: Beacon Regional Park to Witton - para. [10.19]  10.20

The following site[s] will be laid out as open space:-
E22: Former Queslett Sand and Gravel Pits (40 ha) - para. 10.21 10.22 (part laid out)

E24: Aldridge Road/Greenholm Road (1.1 ha) - para. 10.19

Public sports pitches will be laid out at:

E35: Hamstead Hall Playing Fields - para. 12.18

**Industrial Regeneration**

*Industrial Regeneration Initiatives are proposed in the following area:*

IR6: Tame Valley - para 10.17

**Industry**

The following sites will be developed for industrial use:

I4: Shady Lane West (3.8 ha) Good Urban - para. 10.20 10.21 (part completed)

I5: Shady Lane East (3.3 ha) Good Urban - para. 10.20

I6: Holford Business Park Phase II – Nexus Point (15.0 ha) Best Urban - para. 10.16 10.17 (part completed)

I7: Holford Business Park (1.2 ha) Best Urban - para. 10.16

I8: Holford Business Park (1.1 ha) Best Urban - para. 10.16 10.17 (part completed)

I9: Holford Business Park (1.5 ha) Best Urban - para. 10.16 10.17 (part completed)

**Commerce**

Office development will be encouraged in the following locations:

C2: Perry Barr - para. 10.12 10.13

**Housing Regeneration**

Housing Regeneration Initiatives are proposed in the following areas:

HR3: Central Handsworth - para. 10.8 10.9 (underway)

**Housing**

[H10: Fairbourne Avenue / Southgate Road / Amblecote Avenue (1.2ha) para. 10.23]

[H11: Aston Lane (1.1 ha) - para. 10.8]
The following Areas of Restraint are identified:-

Hi6: Part of Hamstead Road, Wye Cliff Road, Heathfield Road - para 10.10 (interim policy)
Hi7: Handsworth Wood Road/Somerset Road/Selborne Road - para 10.31 (interim policy)

Transportation

The following road improvements are proposed:

T3: Walsall Road/Newton Road Junction – para. 10.22
T4: Improved access to Holford Business Park (Witton Lane – Grosvenor Road – Lichfield Road) – para. 10.13
T10: Holyhead Road (part of)
T38: Improved access to Tame Valley Area of Industrial Regeneration (Aldridge Road) - para 10.14

The following cycle routes will be developed:

T36: North Birmingham Route (part of the proposed National Cycle Network) – para 10.5A
T36A: Tame Valley Canal – para 10.5A
T39: Harrier Run – para 10.5A

The following key highway improvement lines will be protected:

• Holyhead Road – Island Road to Middlemore Road

In addition, a corridor through the Constituency from the City Centre to Kingstanding will be investigated as a possible light rail route (para 10.7) new railway station is proposed on the Birmingham to Walsall line to serve the Soho Road area (para 10.33B).

Shopping

Primary retail frontage policies will be prepared for the following centres if required:-

S7: Kingstanding - para. 10.25 (policy not yet prepared)
S8: Hawthorn Road - para. 10.25 (policy not yet prepared)
S11: Soho Road - para [12.19] 10.32 (policy not yet prepared)

[Community Facilities]

[The following site will be developed as a school:-]

[CF3: Albert Road (2.6 ha) – see para. 10.8]
Other Proposals

CF4: Land fronting Trehurst Avenue [10.23] 10.24

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 million.

SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES

Aston Local Action Plan

Soho Road Local Action Plan

DEVELOPMENT BRIEFS

Moor Lane Canal Basin, Witton

DEVELOPMENT CONTROL POLICIES

Area of Restraint Policy in respect of the location of residential care homes, nursing homes, hostels and non-family dwellinghouse uses within Handsworth, Soho and Sandwell, Wards (Interim).

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

None

*This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.
CHAPTER 11 - ERDINGTON

General Character

11.1 Erdington Constituency lies is 3-4 miles north-east of the City Centre. Its neighbouring Constituencies are Sutton Coldfield and Perry Barr to the north and west respectively and Sparkbrook and Small Heath and Hodge Hill to the south.

11.2 Access to and within the area is good. The elevated section of the M6 forms a distinctive southern boundary and meets the A38 (Tyburn Road) and A5127 (Gravelly Hill) at perhaps Birmingham’s best known landmark - Spaghetti Junction. This gives motorway access to the heart of the City Centre. Both the A38 and A5127 together with the Spine Road (A47) form key radials in the City’s Strategic Highway Network, whilst the A452 (Chester Road) provides a strategic orbital route. The A4040 provides an important local function. There are two rail routes; the Inter-City Birmingham-Derby line and the Cross-City local service to Sutton Coldfield and Lichfield. Should it prove feasible to introduce local passenger services on the Birmingham-Derby /Birmingham-Nuneaton lines this would improve accessibility in the area. [In addition, the proposed light rail route from Five Ways to the NEC and Airport is to run in close proximity to the southern boundary of the Constituency.]

11.3 Erdington has several physical characteristics which reflect its historical development and result in a clearly defined land use pattern. The core of the Constituency is Erdington shopping centre. The oldest housing surrounds this centre, whilst the adjacent railway attracted the development of typical Victorian and Edwardian terraces. Elsewhere there are distinctive [inter-war] Council estates: Short Heath, Oscott, Birches Green, Wyrley Birch, [and Pype Hayes. Three post-war Council estates,] Lyndhurst[,] and Baldmoor Lake [Goosemoor Lane and Castle Vale, are characterised by their high-rise development].

11.4 The southern part of the area is dominated by large industrial areas, originally developed to take advantage of the River Tame, Birmingham- Fazeley Canal and Birmingham-Derby railway. Together these total over 250 hectares and form a major centre of employment, both locally and for the City.

11.5 The Constituency has an estimated population of around [70,000 (1987). 96,000 (1991)]. Unemployment frequently mirrors the City rate, although this masks significant local variations - Erdington having a lower rate, whilst Kingsbury is higher and frequently double the UK average. Although not considered an inner city area, the Constituency does have several pockets of urban deprivation, with a particularly high concentration in Stockland Green. Key statistics relating to the Constituency are included in the table at the end of this chapter.
Policy Statement

Overview

11.6 Over the plan period parts of the Constituency will see considerable change, whilst other areas - particularly the stable residential areas - little or none at all. Investment in almost all cases will take the form of redevelopment or renewal, as the area is fully developed to its boundaries.

11.7 The key to revitalising the area’s economic base [will be the construction of a new dual carriageway spine road, linking the Chester Road to Nechells Parkway and the Ring Road] is improved road access. [This, plus] The possible upgrading of Junction 5 of the M6 to full access/egress will ensure unrivalled access by road. The Bromford area is included within [the] Birmingham Heartlands [Urban Development Corporation boundaries and this should ensure priority attention for action and resources]. Bromford itself offers investors one of the top industrial opportunities within the City and as such should attract quality developments.

11.8 Defective housing in Pype Hayes has been demolished and is [to be] being redeveloped. [A high quality mixed housing development of up to 1,800 dwellings, with linked open spaces and community facilities, will result in] to provide one of the largest and most comprehensively planned new communities in the City. The rationalisation of Highcroft Hospital has provided a further opportunity for new housing development in Erdington. Elsewhere a series of housing strategies and renewal policies [are likely to be] are being adopted to meet a variety of problems and needs; including [an Estate Action Scheme] a Housing Action Trust (HAT) at Castle Vale, and a housing regeneration area at Perry Common.

11.9 Erdington shopping centre is the focal point of the area but faces increasing competition from the growth of retail warehouse developments and other centres. A series of policies and proposals aim to safeguard its status, both improving the quality of the environment and offering new opportunities for development, including offices.

11.10 Open space and leisure facilities within the area are limited at present, but major advances should be made through: the creation of three linear walkways (and possible cycle routes) linking the City Centre with the proposed New Hall Valley Country Park, Sutton Park, and Curdworth; new areas of public open space; and canal based recreational facilities. Pype Hayes Park marks the end of the New Hall Valley Green Wedge.

11.11 Image and the quality of the environment are key factors in creating confidence and attracting investment to the City. A series of corridor improvements will be undertaken along and adjacent to the M6 and Birmingham-Derby railway to maximise the potential of these important national routes.
Kingstanding
Perry Common
Upper Witton
(Kingstanding Ward)

[11.12] The housing in this area, bounded by the Tame Valley Canal, Kingstanding Road, Hawthorn Road and Kings Road [westwards] from the Circle Shopping Centre is largely in need of refurbishment or redevelopment. Defective non-traditional housing at Perry Common [will be] is being redeveloped (HR1). At Wyrley Birch an Estate Action Scheme [will] has utilised private and public sector resources to address the problems of poor quality accommodation [(HR2)]. This [will] involved a mixture of demolition, refurbishment and new house building.

[11.13] A “string” of six open spaces form a linear route extending north-south from near Sutton Park to Witton Lakes and on southwards to the City Centre via “Spaghetti Junction”. It has potential as a walkway and cycleway and it is proposed to enhance its landscape quality and potential as a wildlife habitat (E9). The City Council will seek to link the walkway with one westwards to Sandwell Valley.

[11.14] Kingstanding and Hawthorn Road shopping centres both have an important local shopping role which will be supported. Primary retail frontage policies will [apply] (S7 and S8) be prepared if required.

Stockland Green
Short Heath
(part of Stockland Green Ward and part of Erdington Ward)

[11.15] This area covers land to the west of the cross-city railway, from Spaghetti Junction north to the boundary with Sutton Coldfield. Stockland Green and Short Heath are stable residential areas where few changes to the land use pattern are expected. A mix of public and private estates offer pre, inter and post war accommodation in a variety of types, styles and sizes. A series of parks, open spaces and allotments intersperse the area of which The Magnet Centre, Brookvale Park, Bleak Hill Recreation Ground and Short Heath Park are the most significant.

[11.16] A notable feature of the area is its lack of large or identifiable centres. Shopping is limited to small parades and corner blocks which are therefore of significant local importance. Their continued viability will be encouraged and supported. There are no industrial pockets within this district, although there are [two notable large employers; MEB Regional Offices] commercial offices in George Road [and the Northcroft/Highcroft Hospital complex].

[11.17] Opportunities for new development are limited. [However, part of the former Underwood School playing fields to the rear of Hillyfields Road is to be laid]
out as public open space (E29). This will include a nature conservation area managed by a local community based trust.]

11.17A The Linear Open Space linking the City Centre to Sutton Park passes through this area (E9). It is proposed to complete a missing link in the walkway (between the Birmingham-Fazeley Canal and Brookvale Park) and to identify a suitable route for the proposed cycleway, which will form part of the North Birmingham Route (part of the proposed National Cycle Network) (T36). A further strategic cycle route is proposed along the Birmingham and Fazeley Canal (T36A).

[11.15] 11.18 The Regional Health Authority is currently reviewing the provision of hospital services within Birmingham. Northcroft and Highcroft Hospitals together occupy a 16 ha site. Should these hospitals be declared surplus, potential exists to provide a substantial number of new houses and create a new area of public open space to serve the wider area. Closure of the hospitals, however, would require a substantial number of patients to be rehabilitated within the community. Surplus land has become available at Highcroft Hospital for housing and open space (H44). The development of the site will include a variety of dwelling types, the retention of the cricket pitch, sports and social facilities (CF9) and Grade II Listed landmark tower and entrance buildings, and the provision of about 4.5 hectares of new public open space (E125). In the short-term, about 7.8 hectares of land will be available for new housing, including the conversion of some existing buildings, and about 4.7 hectares will be retained for the provision of new and improved health care facilities (CF10). In the longer-term, it is envisaged that a further 2.3 hectares of land may become available for housing development. The adjacent Northcroft Hospital is vacant. It would be appropriate for the site to be redeveloped with further housing or health care facilities.

**Erdington**

(part of Stockland Green Ward and part of Erdington Ward)

[11.16] 11.19 Occupying the triangle of land bounded by the cross-city rail line, Kingsbury/Tyburn Roads and the boundary with Sutton Coldfield, Erdington is predominantly a residential area. A wide variety of housing types and tenures characterise the area, although not all are in sound condition.

[11.17] 11.20 On Pype Hayes estate, defects to 1300 houses cannot be rectified at viable cost. The City Council is committed to the comprehensive redevelopment of the Pype Hayes Estate to create a new, high quality suburban environment. Particular land zonings and layout will only be agreed after full participation and consultation with the local community. A study area of 96 ha has been identified and the following are being considered as principles to guide detailed discussions and planning (HR4). The new housing is being developed in phases, and will provide a range of accommodation for all sectors of the community. In planning the redevelopment scheme, the following principles were considered:
The need for a balanced mix of up to 1800 properties in an environment of high quality design and landscaping.

The need to identify early start sites (prior to any demolition).

The provision of new or upgraded open space (opportunity exists to link the Birmingham-Fazeley Canal to Pype Hayes Park as part of the City Centre-New Hall Valley Country Park Linear Open Space). Any existing open space lost through redevelopment should be replaced on a hectare for hectare basis.

The provision of a range of community, recreation and leisure facilities - including maximising the potential of the canal.

11.20A Land at Spring Lane Depot and the adjacent nursery and parks depot may become available for new housing development (H44A). Details of this and appropriate future uses for the adjacent Rookery House are set out in a development brief.

11.21 The future of Jaffray Hospital is under consideration and in the event of rationalisation surplus land would be suitable for housing. The area[s] around Silver Birch Road (Hi1), and the area between Kingsbury Road and Gravelly Hill North (Hi2), Church Road (Hi8), and Wheelwright Road (Hi9) and the northern side of Chester Road (between Sutton Road and Orphanage Road) (Hi10) contain many larger properties which have been converted into “institutional” uses and other non-residential uses and/or flats and/or are in multiple-occupation. Both are identified as Areas of Restraint within which planning permission for changes of use to non-family dwelling uses such as those listed above may be refused on the grounds that further development of such uses would adversely affect the character of the area.

11.22 An important asset of the area is Erdington shopping centre, one of the largest suburban centres in the City, which has also attracted a variety of office and commercial uses. It is by-passed by Sutton New Road, which allows a relatively safe, part pedestrianised shopping environment. Although suffering a deficiency in car parking and under increasing pressure from competing centres, recent redevelopment in the High Street has led to consolidation of the centre. Several further development opportunities exist and these are identified in the Erdington Action Plan. A separate development brief has also been prepared to provide specific guidance for the development of land at Barnabas Road. A series of The Erdington Action Plan includes proposals to safeguard the vitality and status of the centre and control and guide future growth and change. These include policies

It also includes opportunities for new offices (C3) and shops, [the application of] proposals for new bus interchange facilities and a primary retail frontage [policies] policy (S9), and examines opportunities for further pedestrianisation of the High Street, additional car parks and a range of rear access and traffic management measures. Further environmental improvements and quality landscaping will be encouraged [(including the central reservation of Sutton New Road)].
The Birmingham Plan
BIRMINGHAM UNITARY DEVELOPMENT PLAN 2005
(incorporating Alterations approved by the City Council for adoption on 11 October 2005)

[11.20] 11.23 The area has good accessibility; the A38 and A5127 provide direct links to the Aston Expressway and the City Centre, whilst the [outer ring road] A4040 provides good orbital communication. The cross-city rail service [is to be] has been electrified and the City Council supports proposals for a new station at Reservoir Road. Opportunities to improve movement for cyclists are being considered - the canal towpath and linear walkway offering potential routes.

[11.21] 11.24 Despite Rookery and Pype Hayes Parks, there is a deficiency in open space and opportunities should be taken to redress this. The former Nocks Brickworks [land rear of Ewell Road/Holly Lane] [however,] is a vacant site suitable for a range of open space uses (E32). Opportunities to improve the environment, particularly along the main roads, railways and canals, will be considered. The Plants Brook Watercourse in Pype Hayes Park is a Site of Importance for Nature Conservation (E18), whilst Orchard Road and environs is proposed for designation as a Conservation Area (E28).

[11.22] 11.25 The only industry within this district fronts the Kingsbury Road, of which Hardy Spicer, [Cadbury Schweppes] DuPont and Cincinnati Milicron are major employers.

11.25A The Glenthorne Youth Treatment Centre in Kingsbury Road has closed and the Department of Health are investigating the use of the site by another public body. If not used for this purpose, the site could be redeveloped with housing and open space (H44B and E32A).

Birmingham Heartlands:
Bromford
(part of Kingsbury Ward and part of Stockland Green Ward)

[11.23] 11.26 The wedge of land bounded by the M6, Tyburn/Kingsbury Road and Chester Road is over 200 hectares in size and is one of the city’s key industrial areas where industrial regeneration will be encouraged (IR1). A number of sites [totalling in excess of 40 hectares] have been identified for industrial use (I10-I16) in this area have been developed for industry and other uses. In recent years it has suffered from the effects of the economic recession and structural changes in the motor industry (many companies being engaged in this sector). The potential to rejuvenate the area is good, however, and many sites and premises are already being redeveloped. It has two major assets: 1) it is included within the Birmingham Heartlands area - an area for priority attention and resources, and 2) it] The area has good access (M6, A38M). A separate Strategy Statement has been prepared to guide renewal and it has the potential to become a location competitive at national and international levels. [(This should complement the Star Project Site - its neighbouring area to the west).] [Major employers within the area include Jaguar and Dunlop.] Jaguar is a major employer within the area. There are also two industrial estates: Gravelly Industrial Park and the Fort Industrial Estate. The importance of these and other existing firms within the
area to Heartlands and the city economy generally must not be ignored and should be reflected in any redevelopment proposals.

11.27 As the city’s best industrial redevelopment opportunity, industrial developments of high quality will be encouraged in Bromford, and other uses will be resisted. [A mix of uses, incorporating other economic and commercial development, will be appropriate in support of mainstream industrial activity - for example, Business Uses fronting the strategic highway network and at gateway locations. The Fort Building and adjacent land comprise a significant opportunity and an element of retail and office use would complement a prestigious industrial development of this key site. The Fort itself should be retained – a hotel use may be appropriate]. The site of the Former Dunlop Sports and Social Club is proposed for industrial development (Best Urban), subject to compensation (in the form of appropriate planning obligations) for the loss of the existing sports pitches (I52A). In the event that surplus land becomes available at or in the vicinity of the former Dunlop Works, this should be developed for a range of industrial uses within the “Best Urban” category (I54A), subject to the provision of associated access improvements.

11.27A The Fort building is a prominent and distinctive feature of this area, and should be retained. In order to retain this building, the City Council would support proposals for its conversion to a mix of non-industrial uses, provided that any such proposals are consistent with other policies in the Plan.

11.27B The distinctive character of the Fort Shopping Park, a purpose-designed out-of-centre retail park providing mainly comparison shopping from a small number of large retail units, will be maintained. Any proposals for additional retail floorspace at the Fort Shopping Park, including the creation of mezzanine floors, will be considered in the light of the policies for out-of-centre shopping contained in Chapter 7 of the Plan.

11.28 [A new link between the Chester Road and Nechells Parkway - The Heartlands Spine Road - will be provided as the main access into Birmingham Heartlands (T6), and will become part of the Strategic Highway Network.] The Strategic Highway Network has been expanded with the building of the Heartlands Spine Road (Heartlands Parkway/Fort Parkway) linking Chester Road and Nechells Parkway. This [will] included the improvement of Chester Road from its junction with the Spine Road to junction 5 of the M6. It [will have] has had the effect of raising frontage sites within Bromford to strategic importance, and has provided the opportunity to attract major quality development.

11.29 [Junction 5 of the M6 at Castle Bromwich has restricted access/egress. The possibility of upgrading to full access is being investigated.] Improvements to the Chester Road between Kingsbury Road and the M6 Junction 5, including junctions, are being investigated with a view to improving freight movements, improving access to the Bromford industrial area and maximising benefits for both public transport and local residents by making effective use of the Spine Road. [The junction of the Chester Road and Kingsbury Road, already heavily congested, will come under increasing pressure following the opening of the Heartlands Spine Road]
and is proposed for improvement) (T5). [The proposed light rail route linking the City Centre with the Airport and NEC is likely to pass immediately south of the area and a direct spur link to Castle Vale is to be investigated.] A new rail station at the Fort to serve the area is being investigated on the Derby and Nuneaton lines. The need for improved pedestrian access to the Bromford Regeneration Area across the railway and line of the M6 motorway will be taken into account.

[11.27] 11.30 The Birmingham-Fazeley canal forms an important link in two linear open space routes: City Centre to a) New Hall Valley (E34) and b) Curdworth (E33). Towpath and landscaping works [will] to enhance the proposed walkway have been completed between the City Centre and Curdworth, and are underway between the City Centre and New Hall Valley. [and its] The walkway’s potential for leisure, recreation[al] and wildlife will be exploited.

11.30A The area to the south of Tyburn Road and west of Bromford Lane includes an industrial development proposal at Jarvis Way (I56). Bromford Gate, a recent industrial development, is served by existing rail sidings, and occupiers will be encouraged to use the sidings for rail freight access and servicing. To facilitate this, a site east of Bromford Lane, adjacent to the rail sidings (in Hodge Hill Constituency), is allocated for industrial development and open storage (I57).

Castle Vale
(part of Kingsbury Ward)

[11.28] 11.31 Castle Vale is a 200 ha housing estate originally constructed in the late 1960s to house families affected in Birmingham’s slum clearance programme. Comprising over 4,800 dwellings (previously mostly in municipal ownership) it [is] was the largest post-war estate in the City. [It is characterised by its clearly defined peripheral location on the eastern edge of the City and its mix of tower, maisonette and low rise blocks. In line with many 1960’s estates it suffers from a range of socio-economic problems. In addition, it suffers from a variety of physical problems and defects which should be addressed over the plan period. These include: a poorly designed and declining shopping centre, a poor layout to the estate with badly located public open space and community facilities, tower and maisonette blocks in need of major refurbishment and poor access to the estate. Despite these, there is a strong community feeling and residents show good loyalty to the area.]

[11.29] 11.32 [An Estate Action Scheme will substantially enhance an area of housing to the south of Castle Vale shopping centre. Works will include a mixture of redevelopment and refurbishment (HR5).] In 1993 the estate was designated a Housing Action Trust (HAT) in order to improve the quality, diversity and range of the housing and the environment of the estate (HR5). The overall regeneration programme is outlined in the Castle Vale Masterplan, adopted as Supplementary Planning Guidance in 1995, and involves a mixture of redevelopment and refurbishment. The Masterplan also includes guidance on environmental improvements and traffic management measures.
[11.30] 11.33 Eight tower blocks in the centre of the estate have defects which cannot be viably overcome and are likely to be demolished during the Plan period. In addition to replacement housing (H12 and H13) opportunity will be taken during redevelopment to create a new public park on part of this central site (E30). This will replace some existing public open space off Farnborough Road which is proposed as an early start housing site (H14). Eight tower blocks at the centre of the estate have been demolished, and clearance of a further fourteen blocks south of Farnborough Road is also nearing completion. New housing has been built on the “Centre Eight” site, and on land off Farnborough Road/Cadbury Drive. Housing is also proposed on land south of Farnborough Road (H45), and land at Park Lane (H46). All of these sites will together provide a total of around 900 new houses and flats. These proposals also include provision for new open space and community facilities, including the creation of a central park (E30) and new playing fields (E126). Employment opportunities will be provided through the development of a managed workshop scheme on land adjacent to the Betterware Headquarters on Park Lane, (I58). Traffic calming measures are being implemented at various points within the estate.

[11.31] 11.34 Improvements to the shopping centre would best be brought about through a complete remodelling of the existing complex. The City Council would consider favourably a redevelopment providing a visible centre fronting Chester Road and adjacent residential areas and comprising a full range of shops, offices and services, surface level car parking and direct access off Chester Road. Integrated within the centre could be a range of community facilities. Better access to the shopping centre will be encouraged (S10). As part of the Masterplan proposals, the existing shopping centre has been redeveloped, to provide a better local choice of shopping and an improved focal point for the local community. This includes a large foodstore, several large retail units, unit shops and a new urban square, between the shopping centre and the residential development. The opportunity has also been taken to improve the visibility of the centre from Chester Road.

[11.32] 11.35 The provision of a spur linking Castle Vale to the proposed light rail line from the City Centre through Bromford and then to Birmingham International Airport will be investigated. The reintroduction of passenger services on the Birmingham to Nuneaton and Birmingham to Derby railway lines is being investigated, including the possible provision of a station to serve Castle Vale.

[11.33] Much of the environment of Castle Vale is flat and bleak. Priority will be given to tree planting, landscaping and environmental schemes. A recreational facility (motor cycle training and activity centre) is proposed to the rear of Park Lane (E31).

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by chapters two to eight.
Environment

A Conservation Area will be designated at:


The following Site of Importance for Nature Conservation (SINC) will be protected:


The following sites will be laid out for open space:

[E29: Land rear of Hillyfields Road (1.1 ha) - para. 11.14]
E30: Tangmere Drive/Yatesbury Avenue (2.2 ha) - para. [11.30] 11.33
[E31: Land rear of Park Lane - para. 11.33]
E32: Former Nocks Brickworks rear of Ewell Road/Holly Lane (6 ha) - para. [11.21] 11.24
E32A: Part of former Glenthorne Youth Treatment Centre – para 11.25A
E125: Land at Highcroft Hospital (4ha) - para 11.18

The following site will be laid out as playing fields:

E126: South of Farnborough Road, Castle Vale (4.1ha) - para 11.33

The following will form part of a network of linear open spaces across the City:

E9: City Centre to Sutton Coldfield - paras. [11.14] 11.13 and 11.17A
E33: Birmingham-Fazeley Canal: City Centre to Curdworth - para. [11.27] 11.30
E34: Birmingham-Fazeley Canal and links through Pype Hayes to the New Hall Country Park - para. [11.27] 11.30

Commerce

Office development will be encouraged at:


Industrial Regeneration

Industrial Regeneration Initiatives are proposed in the following area:

IR1: Bromford - para. [11.23]-11.25 11.26 (underway – several developments completed)
Industry

The following sites will be developed for industrial use:

I10: Tyburn Road/Birmingham-Fazeley Canal (2 ha)  

I11: Wood Lane/Birmingham-Fazeley Canal (2.1 ha)  
Best Urban - para. 11.23

I12: Holly Lane/Birmingham-Fazeley Canal (2.6 ha)  
Best Urban - para. 11.23

I13: Ashold Farm Road/Kingsbury Road (3.7 ha)  
Best Urban - para. 11.23

I14: Kingsbury Road/Ravenside Park (2.8 ha)  
Best Urban - para. 11.23

I15: The Fort & Environs (about 15 ha)  

I16: Wood Lane/Railway/W Dunlop (15 ha)  
Best Urban - para. 11.23

Housing Regeneration

Housing Regeneration Initiatives are proposed in the following areas:

HR1: Perry Common - para [10.23] 11.12 (underway)

HR2: Wyrley Birch Estate - para 10.23


Housing

The following sites will be developed for housing:

H12: Tangmere Drive/Yatesbury Avenue (3.5 ha) - para. 11.30

H13: Tangmere Drive/Yatesbury Avenue (3.5 ha) - para. 11.30

H14: Farnborough Road/Cadbury Drive, (2.2 ha – para. 11.30)

H44: Highcroft Hospital (about 7.8 ha, about 300 dwellings in short term, plus possible 2.3 ha, about 100 dwellings in longer term) - para 11.18

H44A: Land at Spring Lane Depot (1.3 ha, about 60 dwellings) – para 11.20A

H44B: Part of Glenthorne Youth Treatment Centre, (4.2 ha) Kingsbury Road – para 11.5A 11.25A

H45: Land South of Farnborough Road, Castle Vale (7.8 ha, about 330 dwellings) - para 11.33

H46: Park Lane, Castle Vale (1.3 ha, about 40 dwellings) - para 11.33
The following Areas of Restraint are identified:

Hi1: Around Silver Birch Road - para. [11.18] 11.21
Hi2: Between Kingsbury Road and Gravelly Hill North - para. [11.18] 11.21
Hi8: Church Road - para 11.21 (interim policy)
Hi9: South side of Wheelwright Road, between Kingsbury Road and Ansell Road – para 11.21 (policy adopted)
Hi10: North side of Chester Road, between Sutton Road and Orphanage Road - para 11.21 (interim policy)

Transportation

The following road improvement[s are] is proposed:-

T5: [Chester Road/Kingsbury Road junction] Chester Road - junction improvements - para. [11.26] 11.29
[T6: Heartlands Spine Road - para. 11.25]

The following cycle routes will be developed:-

T36: North Birmingham Route (part of the proposed National Cycle Network) – para 11.17A
T39A: Birmingham and Fazeley Canal Route – para 11.17A

The following key highway improvement lines will be protected:-

- Gravelly Hill – Aston Expressway to Kingsbury Road
- Six Ways, Erdington

In addition, [the cross city railway line is to be electrified (para. 11.20),] the possibility of new railway stations at Reservoir Road, the Fort and Castle Vale will be investigated (paras 11.23, 11.29 and 11.35) and new bus interchange facilities are proposed in Erdington Centre (para 11.22).

Shopping

[The following site will be developed for mixed retail/commercial/community purposes:-

S10: Castle Vale Shopping Centre – para. 11.31]

Primary retail frontage policies will apply in the following centre:


**Community Facilities**

The following sites have been identified for new or retained community facilities:

**CF9:** Land at Highcroft Hospital – new sports and social club and new community building – para 11.18

**CF10:** Land at Highcroft Hospital – new or retained health care facilities (approx 4.7ha) – para 11.18

**NB** With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

**The A38(N) (Bassetts Pole to Gravelly Hill Interchange) Development Framework**

**Bromford Strategy**

**Castle Vale Master Plan and Transportation Study**

**Development Strategy for Birmingham Heartlands**

**Erdington Action Plan - includes Primary Retail Frontage Policy**

**Perry Common Estate Zoning Layout and Estate Design Brief**

**String of Pearls, Development Framework for Heartlands Spine Road**

**DEVELOPMENT BRIEFS**

**Land at Barnabas Road (draft)**

**Rookery House and Spring Lane Depot (draft)**

**DEVELOPMENT CONTROL POLICIES**

**Area of Restraint Policy in respect of non-family dwellinghouse uses in Chester Road, Erdington (Interim)**

**Area of Restraint Policy in respect of non-family dwellinghouse uses in Church Road, Erdington**
Area of Restraint Policy in respect of the location of residential care homes, nursing homes and hostels in Erdington Constituency

Area of Restraint Policy in respect of non-family dwellinghouse uses in Wheelwright Road, Stockland Green

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

Pype Hayes Estate Regeneration Urban Design Guidelines

Birmingham Heartlands Environmental Strategy

*This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.*
CHAPTER 12 - LADYWOOD

General Character

12.1 Ladywood Constituency extends north-west of the City Centre to the City boundary with Sandwell District. It is adjoined to the north by Perry Barr and Erdington and to the south by Edgbaston and Sparkbrook and Small Heath Constituencies. The part of the Constituency within the Ring Road is dealt with in Chapter Fifteen. In 1991, the area had a resident population of around 102,500. Key statistics relating to the Constituency are included in the table at the end of this chapter. A significant proportion of the Constituency’s population is from minority ethnic communities, particularly in Soho, Aston and Nechells Wards.

12.2 The Constituency occupies a key location adjoined by major areas of new development and employment in the City Centre, International Convention Centre and Jewellery Quarter, and to the west by towns beyond the City boundary including West Bromwich, Halesowen and Smethwick. The Constituency also benefits from close proximity to both the M5 and M6 Motorways.

12.3 The area has good links to the national motorway network. The M6 forms a distinctive northern boundary and meets together with the Aston Expressway (A38M) at Spaghetti Junction, giving motorway access to the heart of the City Centre. The Small Heath By Pass forms part of the A45 link between the City Centre and the National Exhibition Centre and airport. Hagley Road (A456), Dudley Road (A457), Ring Road (A4540), the Spine Road (A47), Birchfield Road (A34) and Warwick Road (A41) are other key roads in the City’s Strategic Highway Network. The Lichfield Road and Grosvenor Road - Witton Lane are important parts of the City’s highway network providing access to the Birmingham Heartlands Development Corporation area and Holford Business Park. The Constituency is also crossed by the Birmingham to London and Birmingham to Derby and Nuneaton railway lines, together with the Birmingham New Street - Wolverhampton Inter-City rail line and the local cross-city service to Sutton Coldfield and Lichfield. The Jewellery Line, which runs from Warwickshire via Birmingham Moor Street and Birmingham Snow Hill to Stourbridge, and the adjacent Metro Line One also cross the area. The accessibility of the area is likely to improve over the Plan period with the construction through the Constituency of the proposed Light Rail route from Five Ways to the NEC and the possible provision of additional heavy rail stations at Star City and Dudley Road.

[A number of roads which traverse the area form part of the Strategic Highway Network. These are:

- Hagley Road (A456)
- Dudley Road (A457)
- Ring Road (A4540)]

[12.4 The Birmingham New Street - Wolverhampton Inter-City rail line crosses the area, as does the disused Birmingham Snow Hill - Wolverhampton line. The Birmingham - Stourbridge local service also uses the Inter-City route within the City.]
Housing is the main land user in the Constituency. There are several areas of pre-1919 terraced housing in Saltley, Witton and Lozells and either side of Soho Road and Dudley Road. Some of these areas have already been the focus for considerable urban renewal activity. In Winson Green, Ladywood Nechells, Newtown, Aston and Hockley extensive redevelopment took place in the 1950s and 1960s to provide a mix of large Council estates and more recent private developments. Problems of poor quality housing and overcrowding nevertheless remain in many parts of the Constituency.

Large shopping centres are located at Alum Rock Road, Saltley, and Soho Road, Handsworth. The area’s main shopping centre on Soho Road, in contrast to most in the inner city, is thriving and draws trade from a wide area. There are smaller centres at Newtown, Lozells Road, Villa Road, Witton Road, Dudley Road, Rookery Road, and Five Ways (Edgbaston). Just beyond the Constituency boundary in Sandwell District is a large shopping centre at Bearwood.

Traditionally, the Constituency has also been the focus for industrial development with a number of large firms and a range of small and medium sized manufacturing firms which have grown up in areas like Nechells and Witton, adjoining canals and railways. The Small Heath area has a continuing importance for industrial development since it contains approximately a third of the City’s existing industrial land supply. Unemployment levels have been consistently higher than the City average. Industrial development is also located adjacent to the railway lines and canal at Middlemore Trading Estate in Handsworth, Icknield Port Road in Ladywood, and Park Road in Hockley. Dudley Road Hospital has been identified as one of the hospitals likely to expand its services and facilities as part of the Regional Health Authority’s major restructuring of health services within the City. Unemployment levels have continued to be among the highest in the City with the exception of Sandwell Ward where unemployment levels reflect the City average.

The Constituency has a wide range of assets and attractions. These include City Hospital, major economic initiatives within the Heartlands area and at Small Heath Business Park, and a range of leisure facilities including the Aston Villa and Birmingham City Football Grounds and the Ackers and Wheels Project. There are existing conservation areas at Aston Hall and Church, and Soho Hill and Lozells. Bordesley Green Ideal Village is a possible future conservation area. Heritage attractions in the Constituency include Aston Hall and Tyseley Railway Museum. Soho House. There are also pleasant parks and public open spaces in Aston and Small Heath many parts of the Constituency, and a network of rivers, canals and adjoining open spaces walkways. In the south of the Constituency are Summerfield Park, an important local recreation facility, and Edgbaston Reservoir another important asset to the area.

Proximity to both the City Centre and the motorway network is another important asset of the Constituency. Encouraging the spread of wealth-generating initiatives from the City Centre will be an important aspect of future policy. The Constituency also adjoins a number of major industrial areas including Aston Science Park and Holford Business Park and Tyseley.
Policy Statement

Overview

[13.7] 12.9 There will be considerable change in the Constituency over the plan period. In recent years [Small Heath] Ladywood has probably experienced adverse results of economic decline more than any other Constituency in the City. The closure or restructuring of long established manufacturing firms in the area has resulted in a large supply of vacant land in scattered locations. Despite poor ground conditions and other problems, this will present unique opportunities for redevelopment over the plan period. [In the Aston/Nechells/ Bordesley areas in particular, a total of approximately 150ha of land is likely to become available for development over the next 10 years.] The site of the former Nechells power station, known as the Star Project Site, [will] presents a unique opportunity for a flagship development, due to its key strategic location in relation to the motorway network.

[12.9] 12.10 [A major aim of future policy is to continue to secure the regeneration of the area.] Land is in short supply for new housing development, and emphasis is likely to be placed on continued improvement of the existing housing stock. New industrial development at Soho Pool Wharf and Western Business Park is proposed. The renewal of existing industrial areas, and new business and commercial developments will be encouraged in key locations adjacent to the Ring Road at Five Ways, and along Hagley Road. These will complement the City Council’s community based employment and training initiatives for improving access to jobs for local people.

[12.10 Handsworth and Winson Green have large multi-cultural and multi-racial communities, and responding to their needs will be an important aspect of future policy. There is a continued need to provide sites for religious and community facilities, and to meet local housing needs.]

[13.8] 12.11 Between 1993 and 1998, the former Birmingham Heartlands Development Corporation [superseded a privately led Development Agency initiative which was a partnership with the City Council and Birmingham Chamber of Industry and Commerce. This has been set up to attract] was successful in attracting resources and securing the physical, social and economic regeneration of the East Birmingham area. A number of important projects have been completed, within the context of a Development Strategy for the Heartlands area. The strategy continues to guide development and regeneration projects in Heartlands. Areas of Saltley and Washwood Heath also fall within the Heartlands area and these are covered in the Hodge Hill and Erdington Chapters.

[13.9] 12.12 An important dimension of the overall Strategy for [the area] Heartlands is that the attraction of new investments and residents should not be at the expense of existing communities. An important objective of policy is to ensure that their
needs - in terms of housing, social facilities and training opportunities are taken on board.

[13.10] 12.13 The key to the release of land and unlocking the full development potential of the area is improving access, both to and from the motorway network and within the area. In addition to a number of proposed road improvements, a major new dual carriageway, the Heartlands Spine Road, [is proposed] has been constructed. This [will] links Nechells Parkway (A47) with Chester Road (A452).

[13.11] 12.14 In improving access to new and existing economic initiatives, it will be important to ensure that the amenity of residents is protected - and whenever possible, industrial traffic is routed away from residential areas. In view of low car ownership in the Constituency, public transport has a key role to play in improving access for local residents, to job opportunities and leisure and social facilities. [A new Light Rail route will link Heartlands with the City Centre and the National Exhibition Centre].

[12.15] Proposed major improvements to access, both by public and private transport, will also facilitate the regeneration of the area. [A number of] Three key public transport improvements [are proposed] have recently been completed:-

i) The City’s first light rail route (Metro Line 1 – Birmingham Snow Hill to Wolverhampton) [will pass through the Constituency (T8)].

ii) The [disused] Jewellery line between Birmingham Snow Hill [line will be] and Stourbridge has been re-opened for heavy rail services [from Stourbridge (T7)].

iii) A significant upgrading of bus services in the A34 corridor has been achieved through the completion of the Line 33 “Bus Showcase” initiative, the first in the City.

12.15A In addition, the following public transport improvements are proposed:-

i) [iii] The possibility of A new station at Dudley Road on the Birmingham New Street to Wolverhampton line [will be investigated].

[ii] Improvements to bus services in the Hagley Road corridor [will be investigated for an extension of the City Centre to Five Ways Light Rail Line.]

[iii] [iv] The possibility of heavy to light rail interchange along Metro Line 1 will be investigated where appropriate.] A new station at Star City, should the introduction of passenger services on the Birmingham - Derby and Birmingham - Nuneaton lines go ahead.

iv) [vi] A new light rail route linking Heartlands, the City Centre, and the National Exhibition Centre (T12).] A new station on the Soho Loop on the Birmingham to Walsall line to serve the Soho Road area.
v) The provision of additional tracks on the Birmingham New Street to Coventry railway line will be supported.

[In addition, the Dudley and Hagley Roads will also be upgraded as part of the Strategic Highway Network.]

12.15B Part of the Millennium Cycle Route (along the Birmingham Main Line Canal) passes through the Constituency. The following additional strategic cycle routes are proposed:

- North Birmingham Cycle Route (part of the National Cycle Route Regional Route)
- Tame Valley Canal
- Harrier Run
- Birmingham & Fazeley Canal
- East Birmingham Route
- Ward End Route

12.16 A range of policies aim to improve the quality of the environment, local recreation facilities, and address the shortages of open space and playing field provision. For example, the City Council [will encourage the provision of] has reclaimed land for new open space at Soho Pool Wharf (E38) and Bacchus Road (E127). Other environmental improvements particularly within residential areas and along roads, railways and the canal will be encouraged. [These will help to improve the quality of life for local people, and attract investment.]

12.17 Improving the environmental quality and image of the area in order to make it a better place to live and to attract investment, is another important strand of future policy. Elements of policy will include the provision of landscaping schemes along principal roads and the creation of high quality industrial and business environments. The Birmingham and Warwick Junction, Tame Valley, Birmingham & Fazeley and Grand Union Canals are valuable environmental features and potential foci for new developments. Improvements to the canals and measures to enhance their use by pedestrians will be encouraged. Parts of the Constituency, notably Soho, Nechells and Lozells, are below standard in terms of public open space and playing field provision. The Constituency also has a very limited number of sites for allotment use. Opportunities will be sought to improve provision of allotments and create a range of public open space and recreational and leisure amenities, including children’s play space together with areas of nature conservation interest.

12.18 [Much of the land available for new housing is concentrated in the Bordesley Area, where it is proposed to develop] a new self-contained urban village, phased over a 5 year period is nearing completion. The most significant proposal for new housing development in Ladywood within the Plan period will be the redevelopment of surplus land at All Saints’ Hospital. Elsewhere in the Constituency, new housebuilding will be confined mainly to redevelopment on clearance sites. Every effort will be made to provide a range of housing, both in terms of size and tenure, and in securing a mixture of private and public investment. There will be a continuing emphasis on renewal, and area-based strategies.
12.18A In 1993 an Area Regeneration Initiative (ARI) was set up for the Saltley/Small Heath area. This is a partnership between the City Council, the private sector and local community with the shared aim of area-based regeneration. In 1995, this was boosted by the award of funding under the Government’s Single Regeneration Budget (SRB) Programme. As part of this programme, a target has been set for the provision of 1000 new dwellings in the Saltley/Small Heath area over the five-year programme. The target includes 1000 new dwellings and the bringing back into use of 200 void properties. To help meet this target, several new opportunities for housing development have been identified.

[13.15] 12.19 Another aspect of future policy will be responding to the needs of multi-cultural communities in specific areas. In particular, suitable locations will be needed for religious and community facilities, as well as specialised types of housing provision. Most of the shopping centres throughout the constituency have been suffering from decline. Over the Plan period, policies will, therefore, be needed to protect their role in catering for the everyday needs of local communities.

Handsworth
(part of Soho Ward)

12.19 12.20 [This area] Handsworth extends either side of the Soho Road from Lozells to the City boundary. The area north of Soho Road is in Perry Barr Constituency. Soho Road is the main shopping centre in the north west part of the City, [and is the only inner area centre to have experienced a real growth in turnover over the last 10-15 years.] Its particular strength is the provision of goods required by the Asian and [Afro] African-Caribbean communities and it draws customers from a wide area. This important shopping function will be maintained through [the application of primary retail frontage] policies set out in the Soho Road Local Action Plan. The Local Action Plan establishes that there is no need for a primary retail frontage policy at present but this will be prepared in the future (S11).

12.21 Historically, Soho Road centre has been the subject of considerable investment through the refurbishment of buildings, and further investment is now proposed in the context of the Soho Road Local Action Plan [including the provision of rear access and car parking]. The decision not to include Soho Road on the Strategic Highway Network now provides [the] an opportunity to concentrate on local environmental improvements. The Soho Road Local Action Plan addresses the implications and opportunities arising from this decision and the complimentary decision to designate the A457 Dudley Road as the major radial route between Birmingham and the Black Country.

12.21A The Local Action Plan focuses on the Soho Road Shopping centre and the immediate residential area. It seeks to sustain Soho Road as a vital and successful centre, to enhance the local environment, to change the role of Soho Road to a traditional “High Street”, to build on its unique niche as a centre serving the local minority ethnic communities, and to provide a framework to guide and stimulate future investment and new development within the centre. The Local Action Plan
identifies a number of opportunities for small-scale redevelopment and refurbishment. These include proposals for the redevelopment of the former market site, and land at Soho Road/Thornhill Road.

12.21B To improve public transport provision within the Soho Road area, a new railway station is proposed on the Soho Loop, giving access to the Birmingham to Walsall rail service.

12.21C Land at Piers Road, formerly occupied by Council and MEB depots, is now surplus to requirements, and is suitable for housing and community uses (H47). Part of the site has been cleared, and further reclamation works are required.

[12.21] 12.22 To either side of Soho Road are extensive housing areas comprising mainly 19th Century terraced properties in private ownership. Many dwellings have been improved, although further renewal work will be required. Every opportunity should be taken to meet local housing needs and other community needs such as the provision of open space. In the area either side of Soho Hill many larger dwellings have been converted into hostels, flats or are in multi-occupation, and the high concentration of these uses is affecting the character of the area. An Area of Restraint has been identified at Lansdowne Road/Thornhill Road/Vicarage Road/Richmond Road/Park Avenue (Hi11), where similar proposals may be refused on the grounds that further such uses would adversely affect the character of the area.

[12.22] 12.23 The area around Soho Hill is also of considerable conservation interest. It includes part of the Lozells and Soho Hill Conservation Area, and Soho House which was built as the home of Matthew Boulton and [is to be] has been developed as a tourist attraction [(To1)].

[12.23] 12.24 [It is proposed that one of] Metro Line One, the city's first light rail route[s will] operates along the [currently disused] former heavy rail line between Birmingham Snow Hill and Wolverhampton with stations at frequent intervals [(T8)]. Adjacent to this, the heavy rail route from Snow Hill to Stourbridge via Smethwick West [will be] has been reopened [(T7)] as part of the Jewellery Line. These developments will assist the regeneration of the area and improve transport facilities for local people.

[12.24] 12.25 Middlemore Trading Estate, south of Holyhead Road on the City boundary, less than a mile from the M5 (Junction 1), benefits from excellent accessibility. This area offers opportunities (such as [I17] [I59]) for redevelopment or refurbishment for industrial uses. Environmental measures will be needed to screen any development from nearby housing including improvements to the frontage to Holyhead Road. Accessibility and safety will be [further] improved through [the dualling of Holyhead Road] transportation measures between the City boundary and Island Road (T10). This will link with improvements in Sandwell.
Winson Green
(part of Soho Ward)

[12.25] 12.26  The Winson Green area extends either side of Dudley Road from Hockley to the City boundary.

[12.26] 12.27  Extensive public and private sector housing redevelopment schemes have taken place in this area over the last 40 years. Much of the remaining 19th Century terraced housing either side of Dudley Road requires renewal to improve living conditions and meet local community needs[, including the provision of]. There is a need to provide additional open space and playing fields in the Winson Green area, which falls below the City Council’s standards. When completed, the [proposed] new public open space on part of Soho Pool Wharf (E38) will help to meet deficiencies in the northern part of the area.

[12.27] 12.28  Major improvements to transport provision have recently been completed or are proposed. As well as the [proposed] new [light rail and heavy rail routes,] Midland Metro and Jewellery Line, consideration is being given to the provision of a new station at Dudley Road on the Birmingham New Street to Wolverhampton Line. In addition, a walkway and cycleway, which forms part of the proposed National Cycle Network, [will be] has been developed along the towpath of the Birmingham (Main Line) Canal, linking the City Centre and Wolverhampton ([T9] T29 and E39).

[12.28] 12.29  The Dudley Road A457 corridor has been selected designated as the major link between the Black Country and the City. [The construction of the new Black Country Spine Road in Sandwell will bring increased pressure on this busy route.] Transportation proposals within the corridor will be progressed in the context of the Dudley Road / A457 Planning and Transportation Studies, and the Dudley Road Local Action Plan. These include traffic management measures, and improvements to pedestrian crossings and parking for shoppers. In the short term junction improvements at Winson Green Road/Dudley Road/ Icknield Port Road [will] has helped to relieve congestion ([T11]). [Towards the end of the Plan period major improvements to Dudley Road corridor will be needed. The alignment of the route has yet to be determined.]

[12.29] 12.30  A local shopping facility will need to be retained at Dudley Road. The site at the corner of Winson Green Road and Dudley Road, adjacent to the shopping centre, is allocated for [retail purposes] mixed uses. This will provide an opportunity to provide new shops, [to meet local needs (S12).] housing and community uses (M19).

12.30A  The redevelopment of derelict and vacant frontages to Spring Hill and Dudley Road will be encouraged within the context provided by the Dudley Road/A457 Planning and Transportation Studies. The Brookfield Shopping Precint at Spring Hill is mostly vacant and is falling into disrepair. The redevelopment of this centre to meet local shopping and community needs would therefore be appropriate.
[12.30] 12.31 Industrial development is proposed on two sites. These are Western Business Park on Handsworth New Road (I18) and part of Soho Pool Wharf on Park Road (I19). The [proposed] Light Rail route is likely to encourage the redevelopment of other nearby industrial sites. Further opportunities for new business development are likely to arise around Hockley Flyover.

12.31A Land surplus to requirements at Bass’s Cape Hill operations will be considered for redevelopment (M19A). The majority of the site should be developed with housing and community uses, subject to safeguarding, enhancing and managing the former M & B Recreation Ground Site of Local Importance for Nature Conservation (SLINC), as defined in the Nature Conservation Strategy. There will also be scope for local employment uses, but retail development will not be acceptable. The associated cricket ground, playing fields and formal recreation areas will not form part of the development area, and will be retained.

[12. 31] 12.32 [Should All Saints Hospital and playing fields be declared surplus to requirements by the Health Authority, the site will be suitable for housing and a range of non-industrial uses. Public open space and playing fields should be provided as part of the development scheme to help overcome deficiencies in the area.] Land at All Saints’ Hospital has been declared surplus. Around 4.3 hectares of this land will be developed with an extension to Winson Green Prison (CF11), retaining the listed former asylum building. Approximately 6.8 hectares will be developed with housing (H48), to provide about 300 dwellings, including a variety of dwelling types. 4.6 hectares of the site will be laid out as a new public park, including a children’s play area, to serve the development site and the wider residential area (E128). The remaining land will be retained for replacement health facilities and related uses (CF12). The City Council has adopted Development Guidelines for the site which provide guidance on land uses, open space and playing field provision, retention of the listed former asylum building, design considerations, landscaping, access and car parking, and requirements for community facilities.

North Edgbaston/Ladywood/Rotton Park/Hagley Road
(Ladywood Ward)

[12.32] 12.33 This area lies to the west of the Ring Road and includes part of Hagley Road (the remainder of Hagley Road falls within Edgbaston Constituency to the south, and is covered in Chapter Sixteen). The whole area benefits from excellent accessibility and proximity to the City Centre, and Broad Street Redevelopment Area. Much of the area around Hagley Road has a high quality environment. It includes the Barnsley Road Conservation Area and the proposed St. Germain’s Conservation Area around City Road (E41).

[12.33] 12.34 Hagley Road forms an important western approach to the City. [It will be upgraded as part of the Strategic Highway Network.] This corridor will be investigated for public transport improvements [extension westwards of the City Centre to Five Ways Light Rail line].
[12.34] 12.35 Hagley Road is an important hotel and office area. Hotel developments provide accommodation for many of the business visitors to the City. The [opening of the] International Convention Centre [is likely to result in] will generate further increased demand for such accommodation. Further hotel and office development will be permitted in the following frontages which already contain a high proportion of commercial uses: the north side of Hagley Road between 213-267 Hagley Road and between 397-439 Hagley Road, and the south side of Hagley Road between 152-214 Hagley Road and between 278-314 Hagley Road and between 322-336 Hagley Road. The frontages between Five Ways and Monument Road, and Five Ways to 150 Hagley Road will continue to be suitable for office use and could also be suitable for hotel development. All commercial development should maintain and enhance the character of the area, ensure the amenity of local residents is safeguarded and that car parking needs provision can be fully met within the site (C5).

12.35A The Children’s Hospital has relocated to the former General Hospital in the City Centre. The former Children’s Hospital now provides a major opportunity for mixed use development adjacent to the Ring Road (M20). A development brief has been prepared for the site, which is being developed for a mixture of uses including leisure and tourism, retail residential and associated car parking.

[12.35 12.36] The Ivy Bush shopping centre, partly in Edgbaston Constituency, has an important local shopping function which should be maintained.

[12.36 12.37] The Ladywood area adjacent to the Ring Road contains post-war council housing estates and some private housing. It may benefit from the regeneration strategy which will provide a framework for investment to tackle the problems of the wider Ladywood area – see City Centre Chapter Fifteen. Much of north Edgbaston and Rotton Park is characterised by 19th and early 20th Century housing, mainly in private ownership. Many larger dwellings in Rotton Park have been converted into hostels, flats, or are in multi-occupation. The high concentration of these uses is affecting the character of the area. Two Areas of Restraint have been identified in the Gillott Road area, at Fountain Road/Carisbrooke Road/City Road, and at Rotton Park Road/Portland Road (Hi12 and Hi13). Proposals for non-family dwelling uses such as those listed above within these areas may be refused on the grounds that further development of such uses would adversely affect the character of the area.

12.37A In the event that the office buildings at the Portland Centre become surplus to requirements, and available for redevelopment, housing, education, community uses and open space would be the most suitable uses for the site (H49).

[12.37 12.38] The industrial area bounded by the Ring Road, Icknield Port Road and Dudley Road is likely to present opportunities for new industrial uses, although the amenity of existing residential development will need to be safeguarded. The frontages to the Ring Road could provide opportunities for high quality business, tourist and leisure developments related to the International Convention Centre (C4). In addition, opportunities should be taken to exploit the potential of the canal where it passes through this area.
12.39 Edgbaston Reservoir is an important Water Recreation Area (W1) which will be protected as a Site of Importance for Nature Conservation (E40). There are a number of development opportunities in the area around the Reservoir. A development framework has been prepared in consultation with local residents for the Reservoir, the adjacent canals and the surrounding area. This puts forward will provide guidance on the development opportunities in the area and will include detailed proposals for enhancing recreational facilities. and for the development of sites adjoining the Reservoir. A hotel is proposed on the site of the Tower Ballroom and further Recreation and tourist facilities will be permitted in this area where this will not detract from the nature conservation value of the Reservoir, the character of the canals or the amenity of local residents (C6). A site in Osler Street is to be developed for community use (CF5). The Harborne Walkway (E42), which links with the Birmingham (Main Line) Canal (E39), will be protected as a Site of Importance for Nature Conservation (E43).

**Aston/Witton**  
(part of Aston Ward)

12.40 The Aston/Witton area adjoins the City Centre on the northern side. It is bounded by the M6 motorway, Witton Road, Newtown Row and Lichfield Road and is bisected by the Aston Expressway. The area is largely residential and includes post-war Council estates with a high proportion of high-rise blocks. Areas of older terraced housing in the Aston area have been the focus for considerable urban renewal activity. Large-scale clearance schemes in the Holte Road and Witton Lane areas have been linked with redevelopment proposals catering specifically for local residents. The small shopping centre along Witton Road serves the everyday needs of the local community and has benefited from an extensive refurbishment programme. Further small-scale shopping opportunities may need to be provided.

12.40A It is proposed to redevelop the Holte and Priory Estates. This redevelopment project will take account of the existing surrounding land uses, including the need for new housing, new sites for light industrial use, and new open space/recreational facilities linked to Salford Park (M20A).

12.41 A band of industrial development extends into Witton, on the northern edge of the Constituency. Major employers in the area include GKN and IMI. The prestigious Holford Business Park adjoins the area on the western side. In seeking to expand the role of Holford and improve access, improvements are proposed to Witton Lane and Grosvenor Road (T4). However, the environmental impact of vehicular traffic flows along Witton Lane and Grosvenor Road ([T4]) link will be subject to monitoring by the City Council. A significant industrial regeneration proposal in this area is Junction Six Phase Two (I60), which is currently under construction.
[13.18] **12.42** Industrial uses also predominate in the area south of Phillips Street, between Newtown Row and Aston Road North. Although currently run-down, this area has considerable scope for future regeneration, due to its important location close to the Ring Road. A number of sites are available for development, including one at St. Stephens Street/Ashford Street (I25) and has been the subject of large-scale industrial development as part of the former Newtown South Aston City Challenge initiative.

[13.19] **12.43** The area has an important heritage attraction at Aston Hall, a Jacobean mansion. It is a Grade I listed building and has national as well as local historic significance. Further refurbishment works are proposed, together with additional car parking facilities (To2). Proposals to capitalise on the tourism potential of Aston Hall will be developed during the Plan period. The gardens of Aston Hall have been placed on the National Register of Historic Gardens and Parks and Gardens of Special Historic Interest, and will be protected and enhanced (E44).

[13.20] **12.44** The area has pleasant parks, at Aston and Salford, which have both recently benefited from major refurbishment schemes and a number of existing and potential linear open spaces run through this part of the Constituency. There remains a deficiency of public open space which needs to be addressed, together with other localised leisure and recreational requirements.

[13.21] **12.45** Aston Villa Football Ground is an important leisure facility and further proposals to improve facilities and safety standards are under consideration. Such proposals should seek to ensure that any additional loss of amenity to local residents is kept to a minimum. A new hotel is also proposed through conversion of the north Stand (C7). Proposals to improve facilities at the football ground will be considered in the light of the Aston Local Plan. Any improvements to the stadium should also address the need for:

- improvements to Aston Hall and Park,
- measures to improve traffic, parking and other problems affecting the local community
- measures to deal with disruption to the local community on match days.

Improvements to the environment in the vicinity of the Ground will also be needed, including the provision of open space and a landscaped area between Witton Lane and Holte Road.

**Newtown/Lozells**  
*(Part of Aston Ward)*

[13.22] **12.46** The Newtown/Lozells area is bounded by the Ring Road, Lozells Road and Newtown Row. It includes a large post-war housing estate in Newtown and an area of older, terraced housing, much of which is included in the Lozells and Soho Hill Conservation Area. It has been the focus for considerable investment by the City Council.
The linear shopping centre in Lozells Road and Villa Road has undergone rebuilding and refurbishment. This shopping centre will continue to fulfil a useful role catering for everyday needs of the local community. [An Environmental Action Plan has been drawn up and a variety of projects are getting underway on small sites.]

Newtown shopping centre has experienced considerable decline over recent years during the 1980s and is likely to be further affected by the nearby ‘One Stop’ development at Perry Barr. [Its role has changed to that of a neighbourhood centre and complete, or partial, redevelopment to reflect this is now appropriate, subject to the retention of the Centre’s community facilities and its local shopping role (S13)]. The redevelopment of the Centre has been progressed as part of the Newtown South Aston City Challenge initiative. This scheme retains the centre’s community facilities and consolidates its local shopping role, which will be supported.

The Newtown area has a poor general environment due to high levels of traffic congestion, inadequate parking and the existence of industrial and high density residential uses in close proximity. A comprehensive strategy is required to solve some of these problems and to encourage future investment. The site released by closure of the Lucas factory in Great King Street is one key to the regeneration of the area. It occupies a strategic location on the Ring Road (I24). The City Challenge initiative was a five year programme of action to regenerate the Newtown and South Aston areas, which ended in 1998. However, work on regeneration projects within the area is continuing, including a programme of improvement of council housing stock (HR22).

Improvements to the Ring Road will provide attractive development opportunities for industrial, office and ‘bulky’ goods (see also para 7.20) retail warehouse/showroom uses (C4).

**Birmingham Heartlands - (Nechells/Duddeston)**

(part of Nechells Ward and part of Aston Ward)

The Nechells and Duddeston area stretches south from the M6 to the Ring Road. It is bounded by Lichfield Road and Landor Street and consists of a band of Council housing and older terraced housing to the north, flanked by industrial areas and derelict land.

The area is the focus for the Birmingham Heartlands Development Corporation which will ensure priority attention for action and resources, which has recently benefited from investment and regeneration projects by the former Development Corporation. Parts of the Heartlands area also fall within Hodge Hill and Erdington Constituencies and are dealt with in the appropriate Chapters. An overall Development Strategy has been prepared which sets out a
comprehensive package of measures to secure the economic regeneration of the area.

[13.29] 12.53 Creating a high quality environment and improving the image of the area are important aspects of the strategy. The Birmingham Heartlands Environmental Action Plan provides a framework to secure these objectives and to make the area more attractive for local residents and potential investors. Key elements include: exploitation of the canal network, improving the environmental quality of major residential areas through high quality landscaping and extensive planting programmes, the provision of additional recreational open space, and a package of measures aimed at securing a high quality of design for new and existing industrial and commercial developments.

[13.30] 12.54 Improvements to both public and private transport systems and the provision of a new highway network are also needed in order to realise the full development potential of the area. Despite its excellent location, the inadequate road network makes access to and from the motorway and movement within the area difficult. In addition to proposals to upgrade existing roads, a new spine road is proposed from Chester Road to Nechells Parkway (T6) to open up development opportunities in both the Heartlands area and neighbouring Washwood Heath and Saltley. On completion, this important road will form part of the Strategic Highway Network. As far as public transport is concerned, it is proposed to set up a Light Rail Route between this area, the City Centre and the National Exhibition Centre (T12).

Following the completion of the Spine Road (A47), the City Council wishes to ensure that the full development potential of the area is realised. There are a number of opportunities for development adjacent to the Spine Road. The City Council supports the reintroduction of local passenger services on the Birmingham to Derby and Birmingham to Nuneaton railway lines, including the provision of a new station to serve this area.

[13.31] 12.55 The Heartlands area has been sub-divided into a number of smaller priority zones. Detailed Development Frameworks have been prepared to guide development in the Waterlinks (IR2), Bordesley Village and Nechells areas. [and a Planning Brief has been drawn up for the strategically important Star Project site.]

Waterlinks
(part of Nechells Ward and part of Aston Ward)

[13.32] 12.56 Waterlinks will be developed as a new commercial area, providing a high quality business environment in a canalside setting (IR2). A number of development sites have been identified for industrial use ([I21 to I22, I23 and I61] and a mixture of commercial uses (C9)). Detailed proposals for the area are put forward within the Development Framework. A basic aim of the Strategy is to encourage a wide range of B1 business activities. This will be achieved through development of sites released through factory closures, together with relocation of
some existing firms to adjoining areas. [Clearance of an isolated area of housing within an industrial area at Aston Brook is also proposed (C10).]

[13.33] 12.57 Within the Waterlinks area, the following type of new development will be welcomed:

- Flexible business space including research and development and offices.
- Shopping (in small groups of units only related to local needs).
- Appropriate residential developments.
- Leisure uses, including public houses, cafes, restaurants and small sports facilities, particularly adjacent to the canal.

None of these should be of a type or scale to compete with the attractiveness of the City Centre. In addition, general industry and warehouse development (B2 and B8 Uses) will be acceptable [in the area north of Holborn Hill].

[13.34] 12.58 A number of types of development will not be welcomed in the Waterlinks area. These include large warehouse projects and scrapyards.

[13.35] 12.59 Improvement of road access to and from the motorway and within the area is crucial to realising the full potential of the area. Some improvements have already been carried out, such as Cuckoo Road/Lichfield Road and Thimblemill Lane. [The following improvements are:

- Upgrading the Cuckoo Road/Lichfield Road junction and creating a link to serve the northern part of Waterlinks and the Star Project site (T13).

- Provision of an east/west link along Thimblemill Lane (T14).]

[12.59A] Dualling of] 12.59A Further improvements to Lichfield Road are required, to provide the main access between Waterlinks and the Motorway network and to facilitate public transport improvements (T15).

[13.36] 12.60 Environmental enhancement, particularly to the canals and major road frontages, is another key element in the Strategy. A programme of landscaping along major routes into the area is [proposed, together with the creation of gateway features] underway.

Nechells
(part of Nechells Ward)

[13.37] 12.61 Nechells Green and Bloomsbury Council estates were early post-war redevelopment areas. [They are both now beginning to show signs of age and suffer...
from a number of structural and design problems, together with a lack of accessible public open space and community and shopping facilities.]

[13.38] 12.62 A Development Framework has been drawn up in [consultation] conjunction with local residents (HR6). This pulls together a number of initiatives aimed at the comprehensive regeneration of the area and the attraction of new investment. The Nechells and Bloomsbury estates [will be] are being improved through a mixture of re-development and refurbishment, involving both private and public funding. For example, an Estate Action scheme [will have] has improved housing on the [Duddeston Manor] Bloomsbury Estate. [New housing will be developed at Melvina Road/Duddeston Road on a site made available through clearance of unpopular “walk-up” maisonettes (H17).] At Great Francis Street, there are railway sidings and a former Wagon Works which has potential for rail distribution use will be reserved for rail-related uses. Any future activities within the site should take account of the proximity of existing housing, and should not cause unacceptable noise and disturbance.

[13.39] 12.63 The creation of new community and social facilities will be an important aspect of future policy, as will the creation of new job and training opportunities. It is proposed that the role of the two local shopping centres, in providing for the day to day needs of the community, should be protected and that new opportunities (particularly for service uses which are currently lacking in the area) should be sought where possible.

[13.40] 12.64 The creation of a high quality environment is another element of policy. Aims of the Environmental Strategy for the area include:-

- Creation of usable open space, for example at Rupert Street (3.9 ha) (E46) and areas of nature conservation interest.
- Landscaping along major roads and railway lines in the area.
- Landscaping within and around industrial areas to screen them from housing.
- Creation of gateway features at entrances to the area.

[13.41] 12.65 Improvements to both public and private transport systems are also key factors in the future development of the area. [Proposed] Recent road improvements include the Rupert Street extension, and the east/west link along Thimblemill Lane [(T14).] [As far as public transport is concerned the Light Rail Route between Heartlands and the NEC will also serve the Nechells area (T12).]

Vauxhall
(part of Nechells Ward)

[13.42] 12.66 The Vauxhall area has been identified as priority for industrial regeneration (IR3) to help stimulate investment. (The Saltley Trading Estate which
also falls within the area is covered by Chapter Fourteen). The area covers 110ha and is centred upon Saltley Viaduct. A number of industrial sites (totalling some [14] 9.5 ha) have been identified for development ((I27) I28 to I30). A site at the former gas-works south of Saltley Viaduct has been identified for [commercial use (C11)] low intensity industrial uses such as scrapyards off Crawford Street is being developed as a “Good Urban” industrial estate (Network Park) (I62). The main elements of the industrial area strategy are as follows:-

- In areas not immediately adjacent to residential areas - business, including light industry, general industry, warehousing, small offices and small retail shops (B1, B2, B8, (A1 and A2) Uses) will be encouraged.

- In areas adjacent to residential areas, permitted uses will be as above, but will exclude general industry.

- In the Landor Street area, uses will be restricted to various “Bad neighbour” activities such as scrapyards and vehicle storage.

The Heartlands Spine Road will open up access to this area. The proposed route passes through Saltley Reservoir, which is valuable in nature conservation terms. A new site has been identified adjacent to the Grand Union Canal at Aston Church Road which will be laid out for nature conservation (E45).

**Star [Project] Site**
(part of Nechells Ward)

[A Development Brief has been prepared to guide development of] The Star [Project] Site [This] is an area of about 25 ha (of which approximately 16 ha is developable) occupying the site of the former Nechells Power Station (C8). The site occupies a key strategic location in relation to the M6 Motorway and is intended for development as a flagship scheme which will create a national profile for the Heartlands area and the City. It is anticipated that the scheme will combine a mixture of uses, [including a major international business centre, together with leisure/recreation, hotels, residential and some retail uses providing that this does] Part of the site is being developed with a major leisure and entertainment complex, and a small element of related non-food retail. The remainder of the site will be developed with business, industry, hotel, and/or A3 uses, in accordance with the development guidelines. The retail and leisure elements of the scheme should not [compete directly with the City Centre] affect the vitality and viability of any centres. Any future retail or leisure proposals at Star City will be considered in the context of the policies for out-of-centre retailing set out in the Shopping Chapter (paragraphs 7.27 – 7.28). Any further retail or leisure proposals at Star City will be considered in the context of national policy for out-of-centre retail and leisure development and the policies for out-of-centre development set out in the Shopping Chapter (paragraphs 7.27 – 7.28) and will be expected to comply fully with these policies.
The Heartlands Spine Road [T6], and a new link to Cuckoo Road [T13] [and Light Rail Line (T12)] are essential to have opened up access to this site as well as the adjoining Bromford area and [large tracts of land at] vacant land in the vicinity of Washwood Heath Sidings (not that used for rail freight purposes). (These major development opportunities are dealt with more fully in Chapter Eleven).

Stations on the Light Rail route to serve the Bromford, Star Site, Waterlinks and Bloomsbury/ Nechells housing areas are being considered. In addition, the provision of a new heavy rail station (which could also serve the Star Site) is under consideration. Contributions from the developers towards the cost of the infrastructure have been and are still required.

**Bordesley**

(part of Nechells Ward)

The Bordesley area is bounded by the Ring Road, Cattell Road, Bordesley Green Road and the railway. The area comprises a mixture of industrial, residential and vacant land and suffers from a poor general environment. Birmingham City Football Club is located in the area as is the Wheels Adventure Park, off Bordesley Green Road. The latter has potential for further development as a leisure attraction and would benefit from environmental improvements to improve its image and attractiveness (E47).

The area has become a focus for new housebuilding and major regeneration [initiatives over the Plan period and] through its inclusion within the Birmingham Heartlands area, which [boundaries should] ensured priority attention for action and resources.

The area is the subject of a separate detailed Development Framework, the main features of which are:-

- [The development, over a phased five year period, of a self-contained urban village (HR8) based on the Birmingham and Warwick Junction Canal, which will contain public open space, shopping and community facilities including a new purpose-built nursery. Approximately 400 new homes for sale or rent will be provided on major sites at Garrison Street/St. Andrews Road (H18) and Tilton Road (H19), largely made available through clearance. It will be complemented by refurbishment of the remaining Council properties.] The Bordesley Urban Village, which has now been completed.

- Industrial regeneration, [together with some relocation to enable housing development to take place.] which is continuing in the area. Private sector investment is being encouraged in partnership with the City Council, the business community, local enterprise agencies and the wider public. Industrial uses will be screened from residential development and in the long term light industrial uses, more suitable to the area, will be encouraged. Lower Dartmouth Street and Garrison Street have been identified as areas where new industrial development will be particularly encouraged. [An Industrial
Improvement Area has been set up within this older industrial area, within which advice and financial assistance are available to encourage economic regeneration.

- A package of Environmental improvements [including] which may include: landscaping along major routes and at gateways into the area, upgrading the canal, screening of industry from housing developments [and the refurbishment of Kingston Hill Recreation Ground as a public open space facility. This will form the centre-piece of the urban village].

**Saltley**

*(part of Nechells Ward)*

[13.48] 12.72 The Saltley area extends southwards from Alum Rock Road to Bordesley Green and is bounded by Adderley Road and Bordesley Green Road and the railway line. The area is predominantly residential with some interspersed industry and little open space. There is a large Asian community.

[13.49] 12.73 St. Peter’s College [has recently undergone extensive refurbishment and now] provides a community focal point.

[13.50] 12.74 Saltley shopping centre on Alum Rock Road has an important local role. Policy towards this centre is included in the Hodge Hill Statement. [The centre has suffered from traffic congestion, but this should be eased by the proposed improvement to the junction of Washwood Heath Road and Saltley High Street which will also improve access to the Saltley Trading Estate].

[13.51] 12.75 Housing in the area consists mainly of older terraced houses, [much of it] some of which is in poor condition. Whilst nearby areas have benefitted from Urban Renewal investment, much of south Saltley has remained largely unimproved. Consequently, a renewal area has been designated in the area (HR7) in which the city, together with the private sector, will refurbish and redevelop substandard dwellings and tackle social, economic and environmental problems. *This has now been complemented by the Saltley / Small Heath Area Regeneration Initiative (ARI) which has secured funding through the Government’s SRB Programme. To help meet the SRB target* wherever possible, non-conforming industrial uses in residential areas will be relocated in order to create new housing sites. Some new housing is also likely to be made available on small infill sites. Opportunities [may be] have already been created for new housing through the [possible] release of land at Little Bromwich Leisure Gardens and through a “landswap” at Adderley Park (involving release of park land for residential development in return for incorporation of the site of adjoining properties in the park).

12.75A Other development opportunities within the Saltley Small Heath SRB area include the former British Telecom site at the Fordrough which is proposed for a mixed development, including industrial, residential and commercial uses (M21). The majority of the site (about 4.2ha) is proposed for industrial development (Good
About 2.8 hectares of the site is being developed with housing and open space. The remaining part of the site, fronting Bordesley Green, will be developed with retail or commercial uses. More detailed guidance on land uses, access, car parking and traffic management is set out in a development brief for the site.

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Statement in the context provided by Chapters Two to Eight.

Environment

A Conservation Area[s] will be designated in the following location[s]:


The following Sites of Importance for Nature Conservation (SINC’s) will be protected:-

E40: Edgbaston Reservoir - para 12.38 12.39

The following will form part of a network of linear open spaces across the City:


The following sites will be laid out as open space:-

E38: Part of Soho Pool Wharf, Park Road ([6] 4.8 ha) - paras [12.26] 12.16 &12.27 (land reclaimed)
[E45: Grand Union Canal/Aston Church Road (approx 1.0 ha) – para 13.42]
E46: Land at Rupert Street (3.9 ha) - para [13.40] 12.64
E127: Bacchus Road (1.2ha) - para 12.16 (land reclaimed)
E128: Land at All Saints’ Hospital (4.6ha) – para 12.32

Other proposals:-


Industrial Regeneration

Industrial Regeneration Initiatives are proposed in the following areas:

Industry

The following sites will be developed for industry:

[117: Holyhead Road (1.1 ha) - para 12.24]
I18: Western Business Park, Handsworth New Road (2.8 ha) - para [12.30] 12.31
I19: Part of Soho Pool Wharf, Park Road (3 ha) – para [12.30] 12.31 (part completed)
I20: Prior Estate, Electric Avenue (3 ha) Good Urban
I21: Lichfield Road (former Ansells Brewery – part) (2ha) Best Urban para 13.32
I22: Avenue Road/ Chester Street (1 ha) Best Urban - para [13.32] 12.56
I23: Rupert Street/Rocky Lane (1.8 ha) Good Urban - para [13.32] 12.56
I24: Former Lucas Factory, Great King Street – (4.5 ha) Best Urban – para 13.25
I25: St. Stephens St/Ashford St. (1ha) Good Urban – para 13.18
I26: Long Acre/Thimblemill Road (1.5 ha) Good Urban
I27: Nechells Place/Cattells Grove (2ha) Good Urban – para 13.42
I28: Devon St/Duddeston Mill Road (5.1 ha) Good Urban – para [13.42] 12.66 (part completed)
I30: Arden Road/Adderley Road (1.4 ha) Good Urban – para [13.42] 12.66
I59: Holyhead Road/Middlemore Road (1.5ha) Good Urban – Para 12.25
I60: Junction Six Phase Two (7.2ha) Best Urban - para 12.41 (part completed)
I61: Richard Street/Windsor Street (2.8ha) Best Urban – para 12.56
I62: Crawford Street West (Network Park) (6.7ha) Good Urban - for low intensity industrial uses - para 12.66
I63: Mount Street/Aston Church Road (2.2ha) Good Urban

Commerce

The following commercial development opportunities are identified:-

C4: Commercial, business, tourist and leisure developments adjacent to the Ring Road - paras [12.37, 13.26 and 13.54] 12.38 and 12.50
C5: Office and hotel development at Five Ways and in appropriate locations along Hagley Road - para [12.34] 12.35
C6: Hotel, tourist and recreation facilities adjacent to Edgbaston Reservoir – para [12.38] 12.39
C7: Part of Aston Villa Football Ground para 13.21
C8: Star [Project] Site (25 ha) - to include major leisure and entertainment complex with ancillary retailing, remainder to be developed with business industry, hotel and/or A3 uses - para [13.43] 12.67 (leisure complex under construction)
C9: Rocky Lane (3.6 ha) – para 13.32
C10: Aston Brook (2 ha) para 13.32
C11: Former gas works south of Saltley Viaduct (5.4 ha) – para 13.42
Tourism

The following is to be developed as a tourist attraction:-

[To1: Soho House — para 12.22]
To2: Aston Hall — para [13.19] 12.43

Water Recreation

The following site will be designated a Water Recreation Area:-

W1: Edgbaston Reservoir - para [12.38] 12.39

Mixed Use

The following sites will be developed with mixed uses:

M19: Winson Green Road/Dudley Road (1.5ha) - para 12.30
M19A: Land at Bass, Cape Hill (8.8ha) – para 12.31A
M20: Former Children’s Hospital - para 12.35A (under construction)
M20A: The Holte and Priory Estates, Aston (4.5ha) – para 12.40A
M21: The Former BT site at the Fordrough will be developed with mixed uses as follows (para 12.75A)

- Industrial (4.2ha) Good Urban
- Residential (2.8ha) 89 dwellings (under construction)
- Retail/Commercial (1ha), not more than 2,500 sq.m.

Housing Regeneration

Housing Regeneration Initiatives are proposed in the following areas:

HR7: South Saltley - para [13.54] 12.75 (underway)
[HR8: Bordesley - para 13.47]
HR22: Newtown - Para 12.49 (underway)

Housing

The following sites will be developed for housing:-

[H15: Lodge Road (1 ha)]
[H16: Abbey Street/Park Street (1.3 ha)]
[H17: Melvina Road/Littlehall Road - (1.3 ha - 45 dwellings — para 13.38]
[H18: Garrison Street (4.5 ha - 230 dwellings approx) — para 13.47*]
[H19: Tilton Road (1.3ha – 41 dwellings) — para 13.47]
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(incorporating Alterations approved by the City Council for adoption on 11 October 2005)

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H47: Piers Road, Handsworth (approx 1.4ha, about 50 dwellings) - para 12.21C
H48: Land at All Saints’ Hospital (6.8ha, about 300 dwellings – paras 12.18 & 12.32
H49: Portland Centre (1.5ha, about 50 dwellings) – para 12.37A
H51: Former BT site, Hancock Road, Saltley (3.1ha, about 100 dwellings) (under construction)

The following Areas of Restraint are identified:

Hi11: Landsdowne Road/Thornhill Road/Vicarage Road/Richmond Road/Park Avenue - para 12.22
Hi12: Fountain Road/Carisbrooke Road/City Road - para 12.37
Hi13: Rotton Park Road/Portland Road - paras 12.37 and 16.20

Transportation

[Public Transport proposals include:-]

[T7: Rail services to Stourbridge will be reintroduced on part of the disused Birmingham Snow Hill-Wolverhampton line – paras 12.11 and 12.23]

[T8: A Light Rail route will be built along the disused Birmingham Snow Hill-Wolverhampton Line – paras 12.11 and 12.23]


The following road improvements are proposed:

T4: Improved access to Holford business park (Witton Lane - Grosvenor Road - Lichfield Rd) - para [13-17] 12.41 (Witton Lane and Lichfield Road sections completed)
[T6: Heartlands Spine Road – para 13.30 and 13.44]
T10: Holyhead Road (part of) - para [42.24] 12.25
[T11: Winson Green Road/Dudley Road/Icknield Port Road junction – para 12.28]
[T13: Cuckoo Road Link - para 13.35 & 13.44]
[T14: Thimblemill Lane - para 13.35 & 13.41]
T15: Lichfield Road (A5127) - para [13.35] 12.59A (part completed)

[Other proposal:-] The following cycle routes will be developed:

[T9: A cycleway will be developed along the Birmingham (Main Line) Canal – para 12.27]
T29: Millennium Cycle Route (incorporating Birmingham (Main Line) Canal Cycleway) – para 12.15B & 12.28
T36: North Birmingham Route (part of the proposed National Cycle Network Regional Route) – para 12.15A B
T36A: Tame Valley Canal – para 12.15A B
The following key highway improvement lines will be protected:

- Dudley Road - Spring Hill to City Road
- Holyhead Road – Island Road to Middlemore Road
- Thimblemill Lane – Long Acre to Sandy Lane
- Lichfield Road – Holborn Hill to Aston Hall Road

In addition, a corridor between Five Ways and Quinton will be investigated for a possible light rail route. Further improvements will be carried out to the A457 Dudley Road and A456 Hagley Road corridors over the Plan period. New railway stations are proposed to serve the Dudley Road area, Soho Road area and Star City. Improvements to bus services are proposed in the Hagley Road corridor, and provision of additional tracks on the Birmingham New Street to Coventry railway line will be supported (see paras [12.11] 12.15A, 12.21B 12.28, 12.34 and 12.68).

Shopping

[S12: Winson Green Road/Dudley Road (1.1 ha) – para 12.29]

Primary retail frontage policies will apply in the following centre:


[Other Proposal:]

[S13: Newtown Shopping Centre – Para 13.24]

Community Facilities

The following sites will be developed for community purposes:

[CF5: Osler Street – para 12.38]

CF11: Land adjacent to Winson Green Prison – prison extension – para 12.32
CF12: Part of All Saints’ Hospital – new health care facilities (on two sites) – para 12.32

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 million.
SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES

Aston Local Action Plan

Birmingham Ring Road Framework (draft)

Bordesley Development Framework

Dudley Road Local Action Plan (draft)

Edgbaston Reservoir And Surrounds Development Framework (draft) (N.B. This will be superseded by Loop Canals and Edgbaston Reservoir Development Framework)

Development Strategy For Birmingham Heartlands

Jardine Strategy

Loop Canals and Edgbaston Reservoir Development Framework**

Nechells Development Framework

Saltley/Small Heath ARI Framework**

Soho Road Local Action Plan

String of Pearls, Development Framework for Heartlands Spine Road

Waterlinks Development Framework

DEVELOPMENT BRIEFS

Former BT Depot, The Fordrough, Bordesley Green (draft)

Sites At Bordesley Circus

Children’s Hospital, Ladywood Middleway

Land At Holyhead Road, Handsworth

Prior Estate, Electric Avenue Witton

Land Off Rupert Street, Nechells
DEVELOPMENT CONTROL POLICIES

Areas of Restraint in respect of the location of residential care homes, nursing homes, hostels and day nurseries within the Gillott Road area

Area of Restraint Policy in respect of the location of residential care homes, nursing homes, hostels, in Soho, Sandwell and Handsworth Wards (interim)

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

Birmingham Heartlands Environmental Strategy

Saltley Commercial Improvement Area Design Guide

* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.

** In preparation/to be prepared (at 2001).
[CHAPTER 13 - SMALL HEATH]

[General Character]

13.1 The Small Heath Constituency lies to the north and east of the City Centre. Northwards, it extends to Perry Barr and Kingstanding, whilst Acocks Green and Tyseley form the southern boundary. The section of the Constituency within the Middle Ring Road is dealt with in the City Centre Statement. The Constituency is unique in that it consists entirely of inner city areas. In 1987 it had a population of around 84,000 with a high ethnic minority presence. Key statistics relating to the Constituency are included in the table at the end of this chapter.

13.3 The character of the Constituency is diverse, but the major land use is residential. Large Council estates at Nechells, Newtown and Aston are the result of extensive post-war redevelopment. There are also areas of pre-1919 terraced housing in Small Heath, Saltley, Witton and Lozells, which have already been the focus for considerable urban renewal activity. Areas of poor housing and deprivation nevertheless remain. Large shopping centres are located at Small Heath and Saltley, with smaller centres at Newtown, Lozells Road, Villa Road, Witton Road and Bordesley Green. The East Birmingham Hospital complex occupies a large site on the eastern boundary of the Constituency.

[Policy Statement]

[Overview]

[Small Heath/Greet]

13.52 The Small Heath and Greet area includes all the Constituency south of Bordesley Green.

13.54 Roadworks have also had a major impact upon the area. Improvement works to Warwick Road at Greet are now complete, as is the Small Heath By-Pass. The area at the junction of the Middle Ring Road, Coventry Road and Small Heath By-Pass has excellent accessibility and prominence and commercial development will be encouraged in this location (C4).

13.59 Proposals for improvement to the Grand Union Canal have also been agreed. These will include landscaping, towpath works and improving access (E49).

[List of Proposals]

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

[Environment]
[E49: Grand Union Canal – Para 13.59]

[NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare of more in size and to highway improvements costing more than £1 million.]

N.B. Chapter 13 has been deleted due to boundary changes, which removed the former Small Heath Constituency and transferred the areas within it into Ladywood and Sparkbrook and Small Heath. Most of the paragraphs in this Chapter and the proposals have therefore been moved into Chapters 12 and 17 and edited accordingly. The remaining paragraphs and proposals (shown above) have been deleted, because the policies and proposals contained in them are already duplicated in Chapters 12 and 17.
CHAPTER 14 - HODGE HILL

General Character

14.1 Hodge Hill Constituency stretches some 4 miles east from Saltley Viaduct to the City’s boundary with Solihull. The M6 motorway, Birmingham-Derby railway and Birmingham-London railway form distinct physical boundaries to the north, west and south. Despite these good national communication routes to the area, access within many parts of Hodge Hill is poor. The orbital A4040 provides an important north-south link and is part of the Strategic Highway Network. Partial access to the M6 can be gained at junction 5 [although it is hoped that the junction may be upgraded to provide full access following completion of the Birmingham Northern Relief Road]. The Birmingham-London railway has local stations and provides commuter services.

14.2 The Constituency has a distinct land use pattern. Industrial areas line the Birmingham-Derby railway while, with the exception of pockets of further industrial development at Mackadown Lane, Kitt’s Green Road and Stechford, the rest of the area is overwhelmingly characterised by large residential estates interspersed with pockets of open space and playing fields. The River Cole provides a major Green Wedge into the eastern half of the Constituency and provides an important leisure, conservation and wildlife function. The residential areas comprise high density terraced housing (in Saltley and Washwood Heath), large inter-war municipal estates (at Ward End and Alston) and more recent Council estates (at Shard End, Firs Green, Bromford, Tile Cross and Cole Hall).

14.3 Saltley is the largest shopping centre in the Constituency and is a ribbon development along Alum Rock Road. There is a smaller centre at Fox and Goose, at the junction of the [A47] B4114 /A4040, which is more modern and has expanded rapidly in recent years. Elsewhere small purpose built centres and parades meet local shopping needs. Immediately to the east of the Constituency is Castle Bromwich Hall (a Grade 1 Listed Building) and Gardens, which are of National Historic Interest (Grade 2), as well as Castle Bromwich Wetland.

14.4 The area has a resident population of around [80,000 (1987)], 81,900 (1991) which includes a substantial ethnic minority population in the west of the Constituency. This latter area is typical of Birmingham’s inner city and exhibits a range of socio-economic and physical problems. Some of the outer estates, however, also suffer similar problems and pockets of deprivation exist on the Firs, Glebe Farm and Kitt’s Green Estates. Throughout the Constituency there is a shortage of social/community facilities. Key statistics relating to the Constituency are included in the table at the end of this chapter.

Policy Statement

Overview

14.5 Hodge Hill is a densely developed Constituency in which opportunities for investment will largely be through redevelopment. The main thrusts of the plan’s policies are to improve and regenerate the inner city areas to the west; consolidate
and revitalise the key industrial areas; and, to protect and enhance the environment, in particular the valley of the River Cole.

14.6 A series of housing strategies and policies are being applied in North Saltley and Washwood Heath [under a Local Action Plan]. These aim to improve the existing housing stock, provide new housing opportunities through selective redevelopment, provide a range of community facilities and services, and upgrade and improve the local environment. The main vehicle for these improvements [will be the designation of] is the North Saltley Renewal Area. This area now also forms part of the Saltley/Small Heath Area Regeneration Initiative (ARI), which has been boosted by the award of funding under the Government’s Single Regeneration Budget (SRB) Programme, and includes a target for the provision of 1000 additional dwellings within the area over the five-year programme; Elsewhere in the Constituency, measures [will be] have been taken to overcome problems with existing Council housing stock, for example at the Overpool and Firs Estates.

14.7 The Birmingham Heartlands [Urban Development Corporation] area extends into the Constituency, including important industrial areas which contain some of the city’s best known companies and largest employers. The prime objective in this area will be to ensure any future needs of these companies are met, whilst providing opportunities for new industries to locate and invest. The [proposed] Heartlands Spine Road [will improve access to these areas, as will the proposed light rail route to Birmingham International Airport and the National Exhibition Centre, which will offer residents in the Bromford area increased access to job opportunities and easier east-west movement.] and proposed improvements on the Chester Road between Kingsbury Road and the M6 Junction 5, including junctions, should improve conditions for residents in the Washwood Heath Corridor (T5). [An] The Environmental Action Plan for [the] Heartlands [will] has significantly improved the quality of the environment.

14.8 Stechford (part in Yardley) is an area currently undergoing change and renewal[. It offers excellent opportunities for both retail and commercial development, with] taking advantage of improved access on the A4040 and the local rail network. The emphasis will be on realising this potential and securing environmental improvements. The provision of additional tracks on the Birmingham New Street to Coventry railway line will be supported. New park and ride facilities are also proposed at Stechford railway station.

14.9 In the east of the area the River Cole Valley is the focal point. This Green Wedge will be protected from development and will be the subject of environmental improvements. New housing development opportunities are limited in number: housing activity will concentrate on renewal and improvement.

**Birmingham Heartlands: Saltley Industrial Area**
(part of Washwood Heath Ward)

14.10 This area comprises a belt of industrial land between the Birmingham-Derby railway and residential areas of North Saltley and Washwood Heath. It falls within the
Birmingham Heartlands and is part of a larger industrial area which is to undergo renewal. It is envisaged the area will provide opportunities for both new quality businesses and firms relocated from other parts of Heartlands.

14.11 There are three major land blocks in this sector:-

- **Saltley Trading Estate** occupies a 20 hectare site, but suffers from poor access and internal layout. It is suitable for redevelopment, and represents a major opportunity for quality business and industrial development. Some redevelopment has taken place but the opportunity still exists for further redevelopment.

- **Metro Cammell Alsthom** (Railway Carriage Works) occupy another 20 hectare site. Further land for industrial development is available adjacent to this site.

- **Leyland Daf LDV** occupy over 35 hectares and are a key employer within the City. Part of this block forms Heartlands Central (I64) one of the largest brownfield development sites in the City.

14.12 Access to all three areas has been poor resulting in congestion and vehicular/residential conflict. The proposed Heartlands Spine Road (T6) to the north and west of the railway has helped to alleviate problems. Provision of suitable links with Common Lane, Aston Church Road and Saltley Viaduct should further reduce congestion. Environmental improvements to screen and soften the boundary with adjacent residential areas will also be required.

14.12A A site east of Bromford Lane, adjacent to the rail sidings at Bromford Gate, is allocated for industrial development and open storage (I57).

**North Saltley/ Washwood Heath**

*(part of Washwood Heath Ward)*

14.13 This is a typical inner city area stretching from Saltley shopping centre (along Alum Rock Road) in the south, to the Saltley industrial area in the north and Ward End Park in the east. The area is almost wholly residential, comprising high density terraced housing, and is split by the A47 B4114 and a freight-only rail line.

14.14 The belt of terraced housing contains some 3,500 predominantly owner occupied houses. Considerable investment has been undertaken by the Council to certain blocks of property, but some still remain in poor physical condition and are in need of substantial improvement. The North Saltley Local Action Plan approved in 1989, outlined a variety of housing strategies and action programmes to oversee the comprehensive renewal and improvement of the area. The designation of the North Saltley Renewal Area (HR9) has enabled social, economic and environmental problems to be tackled as well as improving local housing conditions. A housing redevelopment site has already been
As part of this initiative, new housing has already been built at Arley Road/Hutton Road [(H24)]. There is also a particular need for larger properties for extended families.

14.15 Saltley shopping centre, along Alum Rock Road, comprises mainly small independent retailers in older premises; many serving local ethnic minority communities. [There has been little recent investment in the fabric of] The area [which] has a generally run down appearance, but the centre has an important local role. Encouragement [will be] has been given both to retaining its viability and upgrading its appearance via its designation as a Commercial Improvement Area. Some shop premises have already benefited from refurbishment. New retail investment will be encouraged within, rather than outside, the shopping areas, and a retail core policy will apply (S16).

14.16 The quality of the environment is poor in Saltley/Washwood Heath; in particular there is a severe deficiency in public open space. Much of this area lies within the Saltley/Small Heath Area Regeneration Initiative. The provision of new open space and the improvement of existing open areas will be considered a priority.

Ward End and Environs
(part of Hodge Hill Ward and part of Washwood Heath Ward)

14.17 This district occupies the central parts of the Constituency and includes: The Firs and Bromford Estates in the north, Hodge Hill and Ward End in the centre; and Alum Rock, the Alston Estate and parts of Stechford in the south. The district is divided by two main roads: the [A47] B4114 and A4040. At their junction is the Fox and Goose shopping centre which expanded rapidly in the 1970’s. The only sizeable industry within the area is at Stechford. Otherwise, the area is a mix of private and public housing estates interspersed with a network of parks, sports pitches and green open spaces. There is scope to improve the linkages between these spaces, offering opportunities for walkways and wildlife corridors.

14.18 Stechford (part in Yardley Constituency) straddles the Birmingham-London rail line and contains a mix of uses, many in conflict with each other. The area is in need of renewal, [but offers excellent opportunities for new investment, with the potential for regeneration and revitalisation. This is based on two attributes: firstly, there are pockets of land available for development (and scope for redevelopment), and secondly the area] and has an excellent location on the A4040. However, [its full potential cannot be realised until the completion of the Heartlands Spine Road, and some local upgrading of the A4040 itself.] It suffers from traffic congestion and safety problems in the Station Road area. [Commercial uses and non-food retail warehouses would be particularly suitable (C12).] The former Parkinson Cowan Works on Flaxley Road is a mixed use scheme of about 8.6ha, comprising an industrial development, a retail park, and a new area of open space (M22). Most of this has been developed. Environmental improvements and improved access to the River Cole Walkway (E51) will also be encouraged as will policies to protect and enhance the nature conservation value of the area.
14.19 The Fox and Goose and Pelham (Alum Rock) shopping centres [are similar in size] fulfill an important local shopping role. The Fox and Goose has an excellent location and offers better servicing and car parking and the opportunity exists to expand this centre to include a [large foodstore] retail or mixed use development. A local planning framework has been prepared to identify an appropriate development opportunity and to bring about improvements in and around the centre. The Primary Retail frontage [policies will apply] policy has been revised (S17). Smaller local shopping centres are to be found at Ward End and on the Firs Estate.

14.20 A wide range of housing types, styles and ages are to be found in the area, and many of the private and public estates are in need of investment. This applies equally to the post war developments as it does to the pre-1919 and inter-war properties. A variety of housing strategies will be appropriate to upgrade the housing stock and the general environment. Estate Action Schemes [will] have addressed the poor housing and environmental conditions found on post-war Council estates at Overpool ([HR10]) and The Firs. The majority of works on the Firs Estate are complete, but some improvements remain to be implemented (HR11).

14.21 The proposed Light Rail route between the City Centre and Airport/NEC is likely to pass adjacent to the Bromford Estate (T12). High quality landscaping and environmental works will be required to ensure minimum intrusion in the area and that the residential area and community facilities will not be adversely affected, whilst offering improved access to job opportunities and locations along its route.

Cole Valley and Eastern Suburbs
(part of Hodge Hill Ward and part of Shard End Ward)

14.22 This large area, bounded by the A47 in the north and the London rail line in the south, is dominated by the River Cole which runs through its centre. The Cole Valley comprises a series of open spaces and recreation grounds which extend deep into the City. Accordingly the Valley is proposed for designation as a Green Wedge and will be protected. The Valley provides an important recreational, leisure, conservation and wildlife resource, and is supported by a variety of policies and action programmes. Project Kingfisher, for example, covering the Cole Valley from Coventry Road to the City boundary and beyond, is a joint initiative by public and private bodies aimed at enhancing its potential whilst protecting its environment. A significant part of the Valley is designated as a Site of Importance for Nature Conservation (E53), whilst a linear walkway is proposed linking the inner city with the countryside to the east (E51). This area also includes the proposed Cole Valley Cycle Route (T42). [Adjoining the Cole Valley Green Wedge is Sheldon Hall and grounds which are proposed for hotel development subject to the retention of the Hall which is a Listed Building.]

14.23 A large site to the rear of Alcan Plate Works is proposed for industrial development (I35), subject to the need to ensure that the amenity of the local
residents as well as the environment will not be adversely affected and satisfactory access arrangements.

14.24 Part of the former Yardley Sewage Works has remained vacant for some years. The site offers scope for a mixed development: part of it is proposed for small scale business and industrial uses (I34), while the remaining area would remain as open space reflecting its important nature conservation value (E52).

14.25 The area almost exclusively comprises purpose designed inter and post war housing estates. [Being fully developed to the boundary with Solihull, any new housing opportunities will be through redevelopment or the reclassification of green land; for example at Alderpits Road (H22).] Housing regeneration initiatives are proposed in Shard End. It is proposed to demolish the "Australian Blocks" and other unfit homes in Longmeadow Crescent and Nearmoor Road (HR11A). The cleared sites will be developed with new housing. At Buckland End, around 250 unfit houses will also be cleared and redeveloped (HR11B). [The objective for the former Longmeadow School will be to secure a community facility on the former school site (CF7) together with] There is potential for the provision of housing/ community facilities on the site of the former Longmeadow School (H52) subject to the retention of the equivalent area of the existing playing fields in open space/leisure use. [Housing is also proposed at Gossey Lane (H23).]

14.26 Apart from the Cole Valley, there are few open spaces in the area. Wherever possible, opportunities should be taken to provide small play areas/pocket parks or to upgrade the quality of existing public open space. [New public open space is proposed at Fastmoor Oval (E54).]

14.27 Parts of the Constituency fall close to Birmingham International Airport. Applications for development within this area will be assessed against the Supplementary Planning Guidance on Aircraft Noise and New Development, and the guidance set out in PPG24: Planning and Noise. Public Safety Zones are in the process of being redefined and will need to be taken into account when determining planning applications in these areas.

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

Environment

The following Site of Importance for Nature Conservation (SINC) will be protected:-


The following proposal will form part of a network of linear open spaces across the City:-
E51: River Cole Walkway - paras. 14.18 and 14.22

The following sites will be laid out as open space:

E52: Part of former Yardley Sewage Works (about 6 ha) - para. 14.24
[E54: Fastmoor Oval/Railway (1.6 ha) - para. 14.26]

Mixed Use

The following site will be developed with mixed uses:

M22: The former Parkinson Cowan Works at Flaxley Road, Stechford, will be redeveloped with mixed uses (para 14.18) comprising:

- Industrial development (5.7ha) Good Urban (part completed)
- Retail development - Stechford Retail Park (not more than 10,000sqm) (completed)
- Public Open Space

Industrial Regeneration

Industrial regeneration initiatives are proposed in the following area:

IR3: Saltley - para. 14.11

Industry

The following sites will be developed for industry:

[I33: Aston Church Road (1.6 ha) Good Urban]
I34: Part of former Yardley Sewage Works (about 9 ha) - para. 14.24** (part completed)
I35: R/O Alcan Plate Works (6.9 ha) - para. 14.23** (part completed)
I57: Adj Rail Sidings, Bromford Gate (1.4ha) Best Urban – paras 11.30A & 14.12A
I64: Heartlands Central (16ha) Best Urban - para 14.11 (part completed)

[Commerce]

[The following commercial development opportunities are identified:–]

[C12: Stechford - para. 14.18]
[C13: Sheldon Hall - para 14.22]

Housing Regeneration

Housing Regeneration Initiatives are proposed in the following areas:

HR9: North Saltley - para. 14.14 (underway)
Housing

The following sites will be developed for housing:

H21: Arley Road/Hutton Road (1.3 ha) - para. 14.14
H22: Alderpits Road (3.7 ha) - para. 14.25
H23: Gossey Lane (3.7 ha) - para. 14.25

The following site will be developed with housing/community uses and open space:

H52: Former Longmeadow School (subject to retention of former playing fields in open space use) – para. 14.25

Transportation

Public transport proposals include:

[T12: A light rail route linking Five Ways, City Centre and Birmingham International Airport – para. 14.21]

The following road improvement is proposed:

T5: Chester Road - key junction improvements - para 14.7

The following cycle routes will be developed:

T40: East Birmingham Route
T41: Ward End Route
T42: Cole Valley Route – para 14.22

The following key highway improvement line will be protected:

Station Road, Stechford

In addition, new park and ride facilities are proposed at Stechford railway station. The provision of additional tracks on the Birmingham New Street to Coventry railway line will also be supported (para 14.8).

Shopping

A retail core policy will apply in the following centre:

S16: Saltley (Alum Rock Road) - para. 14.15 (policy not yet prepared)
Primary retail frontage policies will apply in the following centre:-


[Community Facilities]

[The following site will be developed for community, open space and leisure uses:-]

[CF7: Part of former Longmeadow School - para. 14.25]

** In bringing forward development proposals developers will need to take account of former landfill operations on part of this site.

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of more than one hectare in size and to highway improvements costing more than £1 million.

SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES

Development Strategy For Birmingham Heartlands

The Fox And Goose Centre Framework (draft) – includes Primary Retail Frontage Policy

Nechells Development Framework

North Saltley Local Action Plan

Saltley/Small Heath ARI Framework**

DEVELOPMENT BRIEFS

Former Parkinson Cowan Works, Flaxley Road, Stechford

DEVELOPMENT CONTROL POLICIES

Airport Noise and New Development

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

Birmingham Heartlands Environmental Strategy

Saltley Commercial Improvement Area Design Guide (draft)

* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.

** in preparation/to be prepared.
CHAPTER 15 - CITY CENTRE

General Character

15.1 The Ring Road (A4540) represents a clearly defined physical boundary for the City Centre which lies largely in the Constituency of Ladywood, and to a lesser degree in Sparkbrook and Small Heath. It is a focus for transportation - both road and rail. Most of the Strategic Highway Network is designed to help support the regional centre. Nine Ten suburban and Inter-City heavy rail routes service the City Centre principally via New Street Station but also by means of [the re-opened] Snow Hill and [redeveloped] Moor Street Stations. Metro Line One also serves the City Centre with stations at Snow Hill, St Paul's and the Jewellery Quarter.

15.2 Although there are major concentrations of office and retail activity in the City Centre, there are also extensive areas of residential and industrial use. Since the 1990s, many new developments have incorporated a mixture of uses, and this trend is continuing to improve the character of the City Centre. Large concentrations of post war Local Authority housing are found in Newtown to the north, and in Ladywood, Lee Bank and Highgate to the south and west. Long established light industrial and commercial areas exist including the historic Jewellery and Gunsmiths Quarters and those of Deritend and Bordesley which abut major housing developments. Key statistics relating to the City Centre are included in the table at the end of this chapter.

15.3 Traditionally, the principal central area functions have been found inside Queensway (A4400), along the Broad Street corridor (A456), and the A38. These areas contain the principal regional office and shopping concentrations, the legal and administrative centre of Birmingham and a significant concentration of leisure, recreational, cultural and educational facilities.

Policy Statement

Overview

15.4 Over the plan period the nature of Birmingham City Centre will change fundamentally. The construction of the International Convention Centre (ICC), National Indoor Arena (NIA) and new visitor facilities, together with the adjacent associated complementary developments [will] has provided major attractions for both existing residents of the City and visitors alike. The proposed redevelopment of the Bull Ring Shopping Centre, Martineau Galleries and the continued growth in office and service sector employment as well as new residential accommodation (“City Living”) will create a very different pattern of [commercial] activity in the City Centre. The principal areas of development potential are shown by Figure 15.1.

15.5 The overriding aim of the plan is to welcome and encourage activity within the City Centre. Underpinning the City Centre's ability to attract and sustain more activity are two major considerations. Firstly, the City Centre must be highly accessible and secondly people must find an attractive and safe environment within the City Centre to which they wish to return on a regular basis.
15.6 Such is the intensively developed nature of the built environment in the City Centre that the supply of vacant land available for immediate new development is severely limited. The emphasis of future development opportunities will therefore be based upon:-

- the refurbishment/conversion of existing premises which contribute to the townscape quality of the City Centre;

- the redevelopment of existing premises;

- the extension of central area functions over a wider area - up to and including land adjacent to the Ring Road.

15.7 Development will also reflect the need to:-

- enhance and protect the unique characteristics of the various quarters of the City Centre;

- create additional leisure/tourism facilities and major visitor attractions based on the industrial and social heritage of the City Centre;

- provide additional residential development [principally associated with waterways] ("City Living")

- create new, and protect and enhance existing, public open spaces and make better use of existing streets and canalsides as pedestrian routes. The principal pedestrian corridors are shown on the City Centre Inset Plan. In respect of public open space development will not normally be permitted on any public open space in the Central Area in excess of 1000sq.m. in size.

15.8 Development within the City Centre will by its very nature be of a concentrated form. The emphasis will be on the provision of a mixture of activities, both within and between buildings, in order to provide variety and reflect the unique characteristics of the various quarters which are the hallmark of a major metropolitan centre.

15.9 The provision of additional new housing and the retention and improvement of the existing housing stock is necessary to maintain the vitality of the City Centre. The City Council is encouraging further new housing throughout the City Centre ("City Living"). As part of this strategy, proposals for urban villages will be supported, and major mixed use schemes throughout the City Centre will be expected to include an element of residential development. The areas where new housing will be particularly encouraged are identified in the relevant Quarter Statements. Any potential adverse impacts (e.g. the effects of and on nearby industrial premises) will be taken into account when assessing proposals for new housing in the City Centre. The City Council’s overall target requirement will be for up to 10,000 new dwellings within the City Centre over the Plan period. A variety of
housing types and sizes is required in the City Centre, to meet the needs of different types of households. Additional residential development which results in a more balanced mix of housing provision will be encouraged. Residential development [which forms part of mixed use schemes, particularly] adjacent to waterways, [and] as an integral part of commercial and leisure developments, and the conversion or redevelopment of existing buildings for housing and live/work spaces, where this would not undermine the primary economic function of the area, [throughout the City Centre are] will be particularly welcome.

15.9A Decentralisation of population has created problems for the provision of good quality secondary education and public open space in the City Centre. In response to these trends, and to encourage the provision of family housing in the City Centre, the City Council will consider suitable sites within or accessible to the City Centre for the development of a new secondary school and public open space.

15.10 The Ring Road acts as an entry point on routes into the City Centre. The intersection of key radial routes with the Ring Road gives rise to gateway locations and significant development opportunities. In such locations a concentration of activity with an emphasis upon mixed use schemes (e.g. offices, servicing, distribution, showrooms, hotels) may be appropriate. A planning framework for key sites on and adjacent to the Ring Road has been prepared as Supplementary Planning Guidance.

15.11 Whilst every effort will be made to sustain existing activity it is recognised that traditional industrial activity in the City Centre is likely to decline during the plan period. New commercial activity will be encouraged particularly where there are significant employment benefits or where there are other gains for the City as a whole.

15.12 [There is unlikely to be scope for substantial expansion of shopping floorspace in the Regional Shopping Centre above that produced by the proposed redevelopment of the Bull Ring and other proposals already in the pipeline. There will however, be opportunities for additional small scale and specialist provision in the City Centre and for site-extensive retail warehousing adjoining the Ring Road.] Improving the choice and quality of the shopping provision available within the Regional Centre will be an important priority. In order to achieve this, two major retail redevelopment schemes will be promoted - the Bull Ring and Martineau Galleries. These two schemes will together provide for an increase of over 50% in retail floorspace within the Regional Centre, and will provide the opportunity for a significant improvement in the range of retailers represented; in particular they will provide for additional Department store representation. Taken together with the proposals at Masshouse Circus these two schemes will result in the physical expansion of the City Centre Core.

15.12A It is not envisaged that there will be a need for significant additional retail floorspace in the Regional Centre, above that which will be provided by the Bull Ring, Martineau Galleries and the foodstore proposal in the Masshouse area, before the end of the Plan period. However, the refurbishment of existing retail areas will continue to be supported, as will smaller-scale proposals for new floorspace within
or immediately adjoining the centre, provided that such schemes are aimed at meeting a specific retail need, are well integrated with the existing retail area, and are not of a scale to threaten the successful implementation of the Bull Ring or Martineau Galleries schemes.

15.12B Elsewhere within the City Centre, retail development will not be encouraged, other than:

- Provision for the sale of genuinely “bulky goods.” It is recognised that the sale of these types of goods may not be realistically possible from locations within the central retail areas. Provision for the sale of such goods will therefore be permitted on the edge of the City Centre, in appropriate locations adjacent to the Ring Road. Any such proposals will be required to be supported by evidence demonstrating that there is a clear need for the proposal and that it could not reasonably be located within the central retail areas, taking account of the PPG6 requirement for retailers to be flexible over the format and design of their proposals. Proposals will also be expected to provide for access by a choice of travel modes. Any permission granted will be subject to conditions limiting the range of goods permitted to be sold to the appropriate “bulky goods” categories and preventing sub-division of units. A high quality of design will also be expected, commensurate with the prominence of the location.

- Specialist retail provision, on a modest scale, relating to the particular characteristics of an area, or as a small part of a mixed use scheme.

- Retail provision aimed at meeting the needs of local residents. However, it is recognised that there is a particular need to improve the range of convenience retailing in the City Centre, in order to meet the needs of the area’s existing and future residential and working population. Such proposals should be well related to residential areas to encourage access on foot and should aim to minimise the need for City Centre residents to drive to convenience shopping outlets. Proposals will also be required to satisfy the conditions set out in paragraphs 7.16D and 7.28 above, and a retail assessment will be required for proposals greater than 2500m². More detailed guidance is set out in Supplementary Planning Guidance, in particular, the Quarter Frameworks.

15.13 Good accessibility both to and within the City Centre by public and private transport is essential to promote the vitality of the City Centre. A fundamental objective will therefore be to improve overall accessibility by all modes of transport and enhance the integration of the various quarters of the City Centre whilst respecting the environment.

15.14 [Proposed highway improvements including the completion of] The Ring Road has now been completed to dual carriageway standard [further grade separation at certain junctions] but modest improvements to certain parts of the Ring Road may be necessary, [and] The modification of the Queensway, particularly at Masshouse Circus, should promote the development of City Centre activities beyond the physical barrier historically exerted by the Queensway, which the City Council is pledged to overcome. This will be achieved by the remodelling of the existing highway, and
creation of a ground level boulevard system with surface crossings and reduced overall traffic speeds. The A38 will remain a major arterial route but will be physically segregated from local City Centre traffic where appropriate (T22).

15.14A The Millennium Cycle Route, which is the hub of the National Cycle Network, will run through the City Centre (T29). Another cycle route, the City Ring, will also be developed around the periphery of the City Centre (T43).

15.15 In [the Core (roughly the area bounded by the Queensway)] most parts of the City Centre priority will be given to pedestrians. This will include the replacement of subways with pedestrian crossings wherever possible, environmental improvements and improved bus circulation.

15.16 One means of promoting accessibility is the re-introduction of two-way working, where practical. However, pressure of space may make two-way working difficult to achieve in parts of the Core. However, measures will also be adopted to limit speeds and achieve environmental improvements.

15.17 Activity levels within and around the Core are such that it is not possible to satisfy all the demands for public car parking within this area and accordingly, developers will be expected to [make provision for enhanced public car parking facilities beyond the core.] make appropriate contributions the Council will seek to negotiate with developers to make contributions, where appropriate, that relate in scale and kind to the development proposed towards transportation infrastructure, including car parking, public transport and traffic management which improves the attraction of public transport where there is a deficiency. Such provision will be secured through S106 agreements. It is proposed to give priority to public short-stay car parking. Additional provision of public short-stay car parks will be concentrated in areas adjacent to Queensway and restrictions placed upon car parking in the Core to help improve the overall environment. Beyond the Core more extensive car parking provision will be required.

15.18 The development of a Light Rail network serving the City Centre, linking the various quarters is seen as a priority to help facilitate the physical expansion of central area activities. [An] The initial route [will] links Snow Hill Station with Wolverhampton. [A second route is proposed from Birmingham Five Ways underground through the City Centre to the N.E.C. and Airport via Birmingham Heartlands. An extension to the initial link is proposed from Birmingham Snow Hill underground beneath the City Core to the Bull Ring.] An extension to the route linking the City Centre, Broad Street and Five Ways, is also proposed (T45).

15.19 For the purpose of the plan the City Centre has been divided into 7 areas:-

(a) City Centre Core
(b) Greater Convention Centre Quarter
(c) [Warwick Bar/ Digbeth Millennium Quarter
(d) Bull Ring/[Chinese Quarter and] Markets
   [Area] Quarter
(e) Jewellery Quarter
The principal radial routes and Queensway are used as convenient boundaries. Planning and urban design frameworks have been prepared for most of the Quarters, to provide detailed guidance for these areas.

15.19A The areas of Aston Triangle, Digbeth Millennium Quarter Plan and the retail and commercial developments of the Bull Ring and Martineau Galleries have been brought together within a new regeneration initiative called “Eastside.” This will seek to integrate the developments within a coherent framework and extend City Centre activities, including the development of a “learning village,” out to the Middleway. The Eastside area, which also includes the Aston Science Park, lies at one end of the A38 Corridor. The A38 Corridor Strategy aims to attract new high technology industry, business, research and development within the Corridor. Further details of this initiative are set out in the Economy Chapter (paragraphs 4.32A-4.32C) and in the Edgbaston, Northfield and Selly Oak Chapters.

15.20 Although the areas have individual characteristics they are nevertheless all inter-related and must continue to be so. One feature of the plan is the promotion of physical integration between the component parts of the centre.

15.21 Large areas of the City Centre, most notably those where there are large concentrations of housing and industrial activity on the periphery are not dealt with in detail [... It is assumed that there will be no significant change in the pattern of land use or development in these areas. Attention is therefore focussed on those areas where the process of change needs to be managed.] in this Plan. However, detailed policies for those areas are included in Supplementary Planning Guidance, which is listed at the end of this chapter.

15.22 Whatever the area, development in the City Centre must contribute to an improved physical environment. It should seek to make the City Centre more user friendly whilst maintaining both accessibility and the potential to accommodate further activity. The Birmingham Urban Design Study (BUDS), prepared by Tibbalds / Colbourne / Karski / Williams, identified a series of development guidelines which are reflected in the Plan. In general terms development should:

(a) Reflect the scale, massing, materials, height and density of buildings which are specific to that locality, and which emphasise the unique characteristic of the various quarters in the City Centre. On the whole this is likely to limit the height of buildings to not more than four or six storeys with up to eight storeys being permitted abutting the Queensway. In some special circumstances high rise development providing a landmark building of exceptional architectural quality may be appropriate. These should be limited in number and restricted to those locations necessary to orientate or terminate key views. Such proposals will also be subject to the Aerodrome Safeguarding policy set out in Chapter 8, and the Aerodrome Safeguarding requirements identified in DETR Circular 2/92 – Safeguarding Aerodromes, Technical Sites and Explosives Storage Areas: Town and Country Planning (Aerodromes and
Technical Sites) Direction 1992. Such proposals should have regard to the Aerodrome Safeguarding policy set out in Chapter 8. They will also be subject to the requirements identified in Government Circulars or other national policy guidance relating to Aerodrome Safeguarding.

(b) Be human in scale and capable of incremental construction thereby avoiding monolithic redevelopment.

(c) Emphasise and where appropriate reinstate street frontages. Ground floor activity consistent with a pedestrian environment should incorporate lively mixed uses but strictly avoid car parking fronting the street. Corner features should be developed as markers and should help to define the street boundary.

(d) Reflect and reinforce the natural topography of the City Centre, emphasising the City Core and the ridge which runs from Five Ways through to Aston University.

(e) Enhance orientation and legibility by creating gateway developments, landmarks and features at principal points of access into the City Centre.

(f) Improve pedestrian movement by providing route markers, landscaping, street level activity and by allowing easy physical and visual linkages between the various quarters in the City Centre. Moreover buildings and open space should be clearly expressed even at night time.

(g) Improve access to, and enhance the vitality of the extensive canal network. New building and sensitive conversions should reinforce and reflect the canalside environment and create active waterfront developments.

(h) Contribute to a softer City Centre by incorporating public open space and landscaping elements particularly along the main pedestrian routes.

(i) Enhance the quality of existing buildings by means of upgrading facades, improving street frontages and shop design and by the use of consistent street furniture.

More detailed Supplementary Planning Guidance about tall buildings (“High Places”) has been prepared, and a Supplementary Planning Document about and lighting the City will be prepared, based upon the general guidance above. Development briefs will also be prepared by the City Council for the most significant sites in order to provide urban design guidance. The inclusion of new works of art contributing to the external appearance of the scheme or to the amenities of the area will be encouraged.
Chapter 15 – City Centre

City Centre Core
(part of Nechells Ward and part of Ladywood Ward)

15.23 The City Centre Core lies within the area bounded by Queensway and contains the bulk of the regional, business and shopping centres. It includes [the] key legal, administrative and cultural [centre] facilities for the City and it represents the principal focus for road and rail infrastructure. It makes a particular contribution to the image of the City.

15.24 Although the City Core is highly successful, attention is focussed upon how the quality of the environment may be improved whilst ensuring its continued accessibility. As the policy of remodelling the Queensway progresses, and City Centre Core activities extend into the surrounding Quarters, current policies which are restricted to the Core will apply over a wider area.

15.25 The role of the Queensway [will be] is being modified to that of a local distributor and tree lined urban boulevard (T22) facilitated by completion of the Ring Road and [the linking of existing tunnels on the A38, to deal with through traffic] the dismantling of Masshouse Circus. This will enable the greater integration of the Core with adjacent areas. The reintroduction of pedestrian priority crossings at Newhall Street, and Ludgate Hill [and Hurst Street/Hill Street] will be given priority. Other opportunities to eliminate the use of subways and achieve a more pedestrian-friendly environment will be promoted. The linking of the existing tunnels at Great Charles Street remains a longer-term priority.

15.26 The rationalisation of bus circulation within the City Core is seen as one means to improve the pedestrian environment. [Adequate bus penetration of the City Core will be maintained to ensure accessibility but not at the cost of the environment. Operational flexibility will be increased by greater scope for crossing, and some turning movements, at junctions with Queensway.] An extension to Metro Line One will run between Snow Hill, New Street and Five Ways (T45). This will provide excellent accessibility to and from the City Centre Core, whilst also providing opportunities to move buses away from the pedestrian areas. This will be achieved through the creation of a ‘Bus Mall’ (T46). Bus-only streets will be retained where appropriate, to maintain accessibility of the City Centre Core area, with improved interchange and greater reliability for passengers.

15.27 Proposals for the redevelopment of the Bull Ring will further encourage the flow of pedestrians between High Street/New Street and St. Martin’s and beyond into the Digbeth and Moor Street area. Opportunities [should] will be taken to reinstate street blocks, [and] to create development which encourages pedestrian linkage, such as the pedestrianisation of High Street/Lower New Street and the enhancement of the Bull Ring Bus Station.

15.28 [The development of a bus only route using Stephenson Street and continuing into St. Martin’s Circus will be encouraged. This will provide an important east-west
New Street Station is the principal public transport gateway into the West Midlands Region, and the City Centre in particular. It requires comprehensive upgrading to provide a top quality arrival point integrated into the surrounding areas. In addition, the provision of additional tracks on the Birmingham New Street to Coventry railway line will be supported.

15.29 Pedestrian and vehicular access to New Street Station is difficult, and improved pedestrian access is a priority. The development of a proposed moving pavement between New Street and Moor Street station should enhance pedestrian accessibility. The large voids backing onto Hill Street and St. Martin’s Queensway provide ventilation for the Station but offer a poor visual image. They represent an opportunity to enhance access to the Station whilst contributing to an improved environment in association with any future redevelopment of New Street Station.

[15.30 Within the City Centre, the Light Rail route from Five Ways to Aston University and Snow Hill to the Bull Ring will be developed underground (T12).]

15.31 A new office mixed use development is proposed adjacent to Snow Hill Station, which will add to the stock of quality office floorspace in the City Core (M23). A development brief has been prepared for this site as Supplementary Planning Guidance, which includes detailed principles to guide the development of the site. Further commercial development is likely to be through refurbishment, extension and redevelopment. The growth of the office sector central area activities, such as offices, will however necessitate the physical expansion of the commercial area beyond its existing confines particularly westwards beyond Great Charles Street/Queensway and in the Masshouse area of Digbeth. New development should be consistent with the needs of conservation and help contribute to the improvement in the overall quality of office stock in the City Core. As such car parking provision within the Core will be limited and in most cases restricted to service needs only. On occasions environmental considerations may preclude the provision of car parking altogether.

15.32 The Regional Shopping Centre will be strongly supported. Environmental improvements including pedestrianisation should assist this process, as will the redevelopment of the Bull Ring Shopping Centre (M12) and the Martineau Galleries mixed use redevelopment proposal (M24), which will add to the overall provision of retail floorspace in the City Centre. There may also be opportunities for the provision of additional specialist retailing which will be encouraged in appropriate locations.

15.33 The positive use of upper floors (including non-retail uses and particularly housing) in the Central retail areas is encouraged. Lively and colourful ground floor uses, which provide the necessary complementary facilities including restaurants and cafes, will also be encouraged as a means to improve the overall shopping environment and help promote a 24 hour, 7 day a week City Centre.

15.34 Residential development within the City Core can help bring life back to the City outside normal shop and office hours and can introduce an important element to
the mix of uses necessary to sustain vitality. However, this must not undermine the economic function of the area and a balanced mix of uses should be maintained.

[15.35 In the long term the possible closure of the General Hospital (all or part) would offer a major opportunity in the core: a mixed scheme incorporating offices, leisure, tourism and residential accommodation would be appropriate (M4).]

15.36 An improved physical environment is essential to sustain the economic vitality of the City Core. The creation of a more pedestrian-friendly environment is a priority. The pedestrianisation of Lower New Street and High Street is proposed as a priority measure to help reinforce the role of the Regional Shopping Centre (T24). Further measures to enhance conditions for pedestrians will be examined. [Some traffic, albeit restricted but including buses, is likely to continue to use Corporation Street.]

The proposed Metro Route will run along Corporation Street, bringing visitors into the heart of the Shopping Centre. Pavement widening and other environmental improvements are a priority to achieve a more pedestrian-friendly environment. The provision of further environmental improvements, including street furniture, will also be promoted in order to improve the image and legibility of the City Core. Whilst the principle of pedestrian priority is firmly established by this Plan, any detailed additional pedestrian priority measures will only be proposed following public consultation. Proposals should take account of the need to secure continued public transport [penetration] accessibility of the City Core.

15.37 Improvements to Victoria Square and Old Square to create [a] high quality open spaces and [a] focal points for the City Centre [should] have helped upgrade the quality of public open space in the City Core [(E58)]. A similar development involving the [reinstatement to ground level of Old Square] creation of a new public square replacing the existing subways at Colmore Circus will also be implemented (E130) [promoted and fully integrated with any Light Rail proposals (E56)].

15.38 Transportation improvements and the development of new open spaces and general pedestrian improvements should assist the promotion of an improved physical environment. However, it is new development and associated spaces which above all else can contribute to the environment of the City Core. A high standard of design and recognition of the importance of new building for the overall image of the area is a priority. Whilst improvements to paving and street furniture will assist the pedestrian environment, more general improvements will be encouraged [by block enhancement schemes] to help improve the fabric of buildings particularly at upper floor level and visible rear aspects.

15.39 The extensive Colmore Row and Environs Conservation Area has helped to retain the existing architectural fabric of the Central Business District. [Although the Law Courts are listed, the General Hospital has no such protection and consideration should be given to the designation of a further Conservation area in this vicinity in order to help retain and promote the character of this unique part of the City Centre (E55).] The recently designated Steelhouse Conservation Area provides similar protection for the area around the Law Courts and General Hospital.
Greater Convention Centre Quarter
(part of Ladywood Ward)

15.40 The Greater Convention Centre area contains the principal focus of much recent development in the City Centre. It is bisected by Broad Street along which the International Convention Centre (ICC) and associated developments are located. *Large concentrations of predominantly 1960’s local authority housing Areas of recent housing regeneration and improvement* lie between the new development fronting Broad Street and the Ring Road. The Five Ways office and retail centre is located at the intersection of the Ring Road with Broad Street. This extends City Centre activities west along the Hagley Road and into Edgbaston. Three canals (the Birmingham and Fazeley, Birmingham Main Line and Worcester and Birmingham Canal) pass through the area creating a series of attractive canal basins and wharfs. *The Greater Convention Centre Quarter Planning and Urban Design Framework contains more detailed policies for the Quarter and provides Supplementary Planning Guidance to this Plan.*

15.41 The lowering of Queensway at Paradise Circus *will* has promoted the pedestrian integration of the Greater Convention Centre area with the City Core and *programmed* road improvements *are designed to ensure* have improved accessibility to the Broad Street corridor and associated developments. For Broad Street itself the objective *will be* has been to remove extraneous traffic which *will* has provided the opportunity to enhance the environment and improve pedestrian facilities. This would be further helped by remodelling Five Ways junction to direct through traffic around the Ring Road and encourage traffic with a destination in the City Core to use Bath Row *with improvements at Holloway Head (T27).* Moreover, a new heavy rail station at St Vincent Street West on the Wolverhampton main line is *under active consideration* proposed to serve the Broad Street corridor. In addition, *the Second Light Rail route is proposed to extend underground from Five Ways to the City Core parallel to, and servicing, the Broad Street Area* an extension of Line One of the Midland Metro Route to serve the Broad Street area and Five Ways is proposed (T45).

15.42 It will also be important to ensure that the environment of residential areas adjoining the new developments along Broad Street is safeguarded from the effects of additional traffic attracted to the area.

15.43 Although the focus for new large scale commercial activity, the Greater Convention Centre area also has the potential to accommodate additional mixed development of a domestic scale including residential, offices and leisure/tourism activities particularly associated with the canals.

15.44 Further development of Broad Street as a premier location for leisure and tourism related activity will be encouraged subject to a balanced mix of uses and vitality being maintained throughout the day. Details of the City Council’s requirements are set out in the Policy for A3 (Food and Drink) uses in Broad Street. There are limited opportunities for new development fronting Summer Hill Road - the upgrading and refurbishment of existing premises should be a priority.
15.45 The National Indoor Arena has been developed adjacent to the International Convention Centre. This is adjacent to Brindleyplace, an associated mixed use development which includes retailing, offices and other leisure/tourism uses (M9).

15.46 Additional mixed use development will be permitted on sites fronting the Ring Road and other major roads. [Major opportunities are likely to include the Accident Hospital and the site of the former Davenports Brewery (M17).]

15.47 Development associated with the ICC should provide additional specialist retailing for the City Centre. There may be opportunities for further specialist provision elsewhere along Broad Street. [The physical expansion of the Five Ways shopping centre is not appropriate but] Refurbishment and improvement of the shopping environment at Five Ways will be encouraged. The important local shopping function of the centre will be retained.

15.48 [Both] The ICC, [and] NIA and Brindleyplace [will result in] have provided additional public car parking facilities in the Broad Street Corridor. Given the likely increased level of activity elsewhere further public car parking is required, particularly in the area around Holloway Head.

15.49 The canal network represents the principal heritage attraction of the Greater Convention Centre area. Gas Street Basin is an attractive location for domestic scale offices, residential and leisure/tourism activities. For example, the former Royal Mail Sorting Office (Mailbox) is currently being refurbished for mixed uses, including residential, offices, hotels, specialist retailing and restaurants (M26). There are two other sites in this area which are proposed for major mixed use developments: the former Central TV Studios and environs (M27) and the Holliday Street Depot Site (M28). Suitable uses for these sites include offices, other commercial uses, leisure, specialist retailing, hotels and housing. Both sites will contribute towards 'City Living' and will include a substantial element of residential development. The development of these sites will also address the need for improvements to the adjacent canals, provision of the Millennium Cycle Route, and improvements to the pedestrian linkages with the City Centre Core. The development of the Holliday Street Depot site will also provide a replacement Register Office.

15.49A Similar development of an appropriate scale is proposed along other basins, wharfs and tow paths throughout the area. Residential development particularly should make use of the opportunities presented by canalside locations. Opportunities are found particularly west of Sheepcote Street (M11) and Ledsam Street (M10) and adjacent to the Sherborne Loop. A development brief for the Sherborne Street area has been prepared as Supplementary Planning Guidance. Mixed development incorporating leisure elements would be appropriate to realise the potential of the close proximity of the Broad Street Corridor.

15.50 The creation of a cross-city pedestrian walkway alongside the canal will be encouraged and additional visitor facilities and environmental improvements are proposed.
15.51 Gradual improvement of the Local Authority housing stock in Ladywood [and Lee Bank] has taken place. A [Regeneration Strategy] development framework for [Ladywood] the Central Area Estates, including Lee Bank (Attwood Green) (HR23) [will] provide [the framework] guidance for further public and private sector investment in the area. [This investment] This forms Supplementary Planning Guidance to this Plan, and also covers the adjacent Benmore and Woodview Estates which are in Edgbaston Constituency. The strategy for the estate involves the provision of new housing of a more diverse mix and [will secure] improvements to the housing stock, and addresses the area’s social, economic and environmental problems. A development brief for housing and commercial development at Rickman Drive, Lee View, has been approved as Supplementary Planning Guidance and work has begun on implementing the proposals. [Despite the pressure for commercial development the loss of residential properties in this area will be resisted and the interests of the local community will be safeguarded.]

15.52 Environmental improvements will be promoted throughout the Greater Convention Centre area. Priority will be given to [Broad Street and] Holloway Head/Bath Row. The development of Centenary Square abutting the ICC, extending to Paradise Forum [will] provide a major new pedestrian open space for the City Centre. Environmental improvement works [are also required] have been completed at the Five Ways junction, [to] reflecting its role as a major gateway to the City Core. Pedestrian movement from Worcester Bar/Holliday Street area to John Bright Street and the City Core will also be improved (E60).

15.53 St. Thomas Gardens, Bath Row [is being] has been refurbished as a Peace Park and [will] provide a major public open space for the City Centre [(E61)]. The existing open space provided by the Nelson Junior and Infant School off Vincent Street is also an important asset and should be retained, enhanced and extended for future use by the resident population and visitors to Birmingham (E57).

[Warwick Bar] Digbeth Millennium Quarter
(part of Nechells Ward and part of Sparkbrook Ward)

15.54 The [Warwick-Bar] Digbeth Millennium Quarter area is predominantly industrial supporting significant economic activity but characterised by a good deal of obsolescence and dereliction. It is physically bounded by Moor Street / Queensway, the Ring Road and two major radial routes; Digbeth (A41) and Jennens Road (A47). The principal rail links from Birmingham City Centre pass through the area elevated by embankment or viaduct. The Grand Union and Digbeth Branch canals bisect the area and the River Rea makes intermittent appearances throughout. A planning and urban design framework for the Quarter provides more detailed policies and has been adopted as supplementary Planning Guidance.

15.54A The areas of Aston Triangle, part of the Digbeth Millennium Quarter, and the retail and commercial developments of the Bull Ring and Martineau Galleries have been brought together within a new regeneration initiative called Eastside. This will
seek to integrate the development within a coherent framework and extend central area functions and activities out to the Ring Road. This is likely to include a new City Centre Park, the development of a “Learning Quarter” and significantly enhanced pedestrian linkages.

15.54B Parts of the Digbeth Millennium Quarter are of great architectural and historic importance, and new development will be expected to respect the character of these areas. The area around Warwick Bar contains important canalside and early industrial buildings, and to preserve its special character, it has been designated as a conservation area. A new conservation area has also been designated around Digbeth and Deritend and Bordesley High Street, which developed in the 13th and 14th centuries as Birmingham’s first suburb. Much of the historic development pattern has survived along the northern side of the road, and this area also contains important historic buildings, structures and archaeological remains. This area also contains the “Custard Factory” which is an important centre for the arts, media and craft industries.

15.55 The area in the recent past has had only tenuous links with the rest of the City Centre which have been largely confined to public car parking adjoining the Moor Street/Queensway. However, Millennium Point and the associated developments in the Masshouse area are set to change the character of the area during the Plan period.

15.56 The modification of the role of Moor Street Queensway to that of a local distributor is proposed. There is a need to lessen the physical barrier created by Queensway and improve the integration of [Warwick Bar/Digbeth] the Digbeth Millennium Quarter with the City Centre Core. [Modifications to the Masshouse Circus intersection to permit easier pedestrian access from the City Core to Warwick Bar/Digbeth are proposed.] It is proposed to demolish Masshouse Circus to permit easier pedestrian access between the City Centre Core and the Digbeth Millennium area and provide a network of surface streets serving the area. [Pedestrian access from Albert Street to Curzon Street will be improved as a means to promote the physical expansion of Central Area activities and encourage pedestrian flow beneath Queensway to link with heritage/visitor attractions based along Curzon Street (T22).]

15.57 [Committed] Recent improvements to the Lawley Street Viaducts [(T23)-will] have formed an important part of the Ring Road. This [will] has helped relieve the Queensway of unnecessary through traffic and has enabled it to assume the role of a local distributor.

15.58 Access to the area by public transport should be improved by the creation of a bus only route/stopping area [within the northern arm of St. Martin’s Circus] as part of the proposals for the redevelopment of the Bull Ring [(T25)] and the proposals for the new streets replacing Masshouse Circus.

15.59 [Warwick-Bar:] The Digbeth Millennium Quarter [incorporates a proposed Urban Heritage Park centred on the former Curzon Street Station, Warwick Bar Conservation Area and the Digbeth and Fazeley Canal. Major new visitor attractions could include Museums of Social History, Working Horses, Canals and the
Gunmaking tradition of Birmingham] includes the Millennium Point development centred on Curzon Street. This includes The Discovery Centre, the Hub, Technology Innovation Centre and the University of the First Age. Other opportunities exist for new developments including [small-scale] mixed uses within the area exploiting its prime accessibility and industrial heritage (M5).

15.60 The expansion of [the Central Business District] central area activities will be encouraged in the area adjoining Moor Street/Queensway extending up to and beyond Park Street Gardens. This will be facilitated by the removal of the elevated sections of highway at Masshouse Circus, and the downgrading of Jennens Road, which will improve pedestrian and cyclist access to these areas (M29). Masterplan principles have been adopted by the City Council to guide the redevelopment of this area. The key principles include:

- provision of a new, pedestrian and cycle-friendly network of streets and squares which are laid out in a legible manner, having regard to landmark features and topography

- full integration of the new street network with the City Centre Core and Digbeth areas, including high quality connections with major developments such as the Bull Ring, Martineau Galleries and Millennium Point

- office development extending the City Centre office core

- development of a City Centre foodstore of approximately 6,000 sq.m. gross, with access to parking for up to 450 cars

- a hotel located close to Millennium Point

- development of a sustainable residential community of a minimum of 400 dwellings, with a variety of dwelling types, sizes and tenures

- development of other complementary uses, such as tourism and leisure, with lively ground floor uses on key corridor routes

- provision of public transport with high standards of convenience, attractiveness and safety

- provision of new and replacement car parking spaces

- potential for the re-use of the old part of Moor Street Station for rail services

- provision of a new City park based on a significant expansion of the existing Park Street Gardens (E59)

[Additional public short stay car parking facilities should also be provided in this area providing part of a ‘moat’ of public car parks serving the City Centre shopping and business community. New multi-storey car parks should be developed to the rear of frontage offices and jointly provided by the commercial development (C21). Landscape improvements and visitor facilities are proposed for the existing gardens.
in order to create a major open space and square amidst the office and heritage attractions (E59).

[15.61 A Media Zone has been designated in the Park Street area east of the proposed Bull Ring redevelopment. A Media Enterprise Centre will be developed to provide a focus for both design and media related activity in the area (C22).]

15.62 The proposed redevelopment of the Bull Ring will result in the physical expansion of the regional shopping centre into [Warwick Bar] the Digbeth Millennium Quarter. Further site-extensive bulky goods retailing, including showrooms, and office activity, is appropriate adjacent to the Ring Road (C4), and along Digbeth and High Street, Deritend. This would be consistent with the development of the latter road as a major arterial route into the City Centre providing direct access from the NEC and Airport (C23). Development should reflect the historic character of the road and respect its curvilinear form. Other sites fronting the Ring Road, including the cement batching plant (at the junction with Curzon Street), represent major opportunities to provide a significant gateway to the area.

15.63 Support should be maintained to help consolidate industrial activity in the [Warwick Bar] Digbeth Millennium Quarter area. Opportunities should be taken (as they arise) to provide additional off-street parking to help relieve congestion in the industrial area in the southern part of Digbeth. The area north of Curzon Street is occupied by less intensive activity than that found in Digbeth. [Further expansion of Aston Science Park will be accommodated in this area, making use of] This area should be developed with a mixture of uses that complement the adjacent Aston Science Park, such as research and development, educational uses, and high technology industry, and should enhance the attractive canalside location [in a way which is complementary to the proposed heritage attractions] (I37).

15.64 The extensive area bounded by Montague Street and the Grand Union and Digbeth Branch Canals is occupied by 2 waste transfer depots. This is a very large, strategically located area [which should not be developed or redeveloped other than to secure the long term heritage aspirations for the wider area (M7)]. It has considerable scope for high-density residential development and the creation of an urban village (“Rea Village”) incorporating mixed uses will be encouraged (M7). However, the majority of the area should be developed with housing. Development of this site will be subject to site investigations in view of previous activities on the site, and will be subject to the identification of replacement waste transfer sites elsewhere.

15.65 There are significant opportunities throughout the [Warwick Bar] Digbeth Millennium Quarter area for mixed developments with the canals acting as a key focal point for change during the Plan period.

15.66 [Curzon Street] Jennens Road will form the principal means of access to the [proposed heritage] Millennium Point development[s] from the Ring Road. A major redevelopment opportunity would arise in the longer term if for example the [Post Office parcels] Parcelforce depot is relocated to a more appropriate location. This would then release a significant area suitable for mixed [tourism and leisure related activity] uses (not including large-scale food retailing) abutting the Digbeth Branch
Canal in close association with an expanded Aston Science Park (M6) and Millennium Point.

15.67 Residential elements *[can] must* form a vital element of any major mixed use scheme throughout the area. Apart from Rea Village and the Masshouse area changes, opportunities exist [particularly] adjacent to the existing Glover Street housing where new development can exploit the canal side location. Further residential development may also be appropriate alongside the River Rea and Digbeth Branch canal off Montague Street (M8).

**Jewellery Quarter**
*(part of Ladywood Ward and part of Aston Ward)*

15.68 This sector of the City Centre contains the [extensive Jewellery Quarter Industrial Improvement Area and three] Jewellery Quarter Conservation Area[s]. It is bounded by both Queensway and the Ring Road and by Summer Hill Road (A457) and Great Hampton Street (A41). The bulk of the sector consists of 19th Century industrial premises forming the unique jewellery manufacturing quarter of Birmingham. Fringe central area activities currently occupy land fronting Great Charles Street/Queensway, and more domestic scale office and residential developments abut the Georgian St. Paul’s Square and the Birmingham and Fazeley Canal. [A Light Rail line is proposed] Metro Line One runs from Birmingham Snow Hill to Wolverhampton via the Jewellery Quarter. [as is the diversion of the existing Stourbridge heavy rail line from New Street to] The Jewellery heavy rail line also runs through the Quarter, from Snow Hill to Stourbridge and Solihull.

15.68A An urban village is proposed in the Jewellery Quarter (M30). A detailed framework to guide the development of the urban village has been adopted as Supplementary Planning Guidance to this Plan. The main aim of the urban village is to provide a focus for the regeneration of the area, by stimulating investment in sites, buildings and transport corridors. Any improvements should promote, rather than undermine the area’s traditional industrial base, and should retain the Quarter’s unique sense of identity. Specific opportunities for mixed-use development are identified in the framework. Key proposals include:

- managed space for small businesses, flexible, low-cost artisans’ workspace and the creation of a Jewellery Design Centre;
- an urban tele-working centre;
- the introduction of a new residential community of around 2000 new homes, creating a balanced mix of dwelling types, sizes and tenures;
- development of a new neighbourhood centre at Vyse Street/Warstone Lane, including a small supermarket of between 1,000-2,000 sq.m. gross and unit shops;
provision of additional small-scale convenience shopping (of not more than 2,000 sq.m. gross) to serve both Jewellery Quarter residents and visitors, and the wider central business area;

- health and education facilities to meet the needs of the Urban Village community;

- cultural, leisure and tourism activities which promote a “café culture” and an evening economy.

15.68B Environmental enhancement measures will be required to improve the Jewellery Quarter. These will be particularly directed towards strengthening links with the City Centre Core and the Greater Convention Centre Quarter. High quality [commercial] refurbishment and conversion to mixed uses will be encouraged along principal road frontages leading to the ICC/NIA and along the A457 frontage between Queensway and the Ring Road. [A major ‘Gateway’ development will be promoted at the junction of Newhall Hill and Summer Row. This could incorporate a leisure/tourism element as well as jewellery related workshops and offices, and should seek to integrate the Greater Convention Centre area with the Jewellery Quarter (C19).]

15.69 Great Charles Street/Queensway at present acts to physically isolate the Jewellery Quarter from the City Core. The reintroduction of surface pedestrian crossings at Newhall Street and Ludgate Hill is proposed as part of the conversion of Great Charles Street to a local distributor and tree-lined boulevard. The linking of the existing tunnels from St. Chad’s to Paradise Circus remains a longer-term priority, as this will enable greater integration between the Jewellery Quarter and City Core (T20). In the interim, consideration may need to be given to an improved pedestrian bridge link.

15.70 [The proposals for the Birmingham-Wolverhampton Light Rail route] Metro Line One ([T8]) and the [diversion of the Stourbridge heavy rail line to Snow Hill] Jewellery heavy rail line ([T7], will result in) both have new stations to serve the Jewellery Quarter and have further enhanced the integration of this area with the City Centre Core. In addition, this area will be linked by the extension to Metro Line One to Five Ways (T45).

[15.71 Committed improvements to Icknield Street and the Key Hill Link will form an important part of the Ring Road (T18 and T16).]

15.72 The physical expansion of the Central Business District across Great Charles Street/Queensway is encouraged. Extensive commercial activity (including offices and hotels) will be permitted fronting Great Charles Street. This should provide quality development and contribute to the creation of a prestige ‘address’. New development beyond Great Charles Street extending to the Birmingham and Fazeley Canal should also include additional public short-stay car parking. Development should be of a scale and design consistent with a canalside location where appropriate (C20). Within the Great Charles Street frontage, there are two sites available for mixed-use development (M31). A new coach station to serve the City Centre is proposed on the larger site, together with ancillary mixed uses. (M31). The
other site is available for mixed-use development. Suitable uses for both sites include offices, associated multi-storey car parking, restaurants, hotels, small-scale retailing and residential. A development brief has been prepared setting out the design principles for these sites.

15.73 - See paragraph 15.68B

15.74 [Further] Development in the heart of the Jewellery Quarter [itself] should recognise and retain the unique character of the area and be sensitive to existing uses and buildings and consistent with the requirements of its Conservation Area status. New development should generally be of 2-3 storeys in height. Support for the [three Conservation areas at Key Hill, St. Paul's Square and the] Jewellery Quarter Conservation Area, including Key Hill Cemetery, which has been included on the National Register of Parks and Gardens of Special Historic Interest, will continue as a means to retain the built fabric of the area. Detailed building and design guidance for the area is included in the Urban Village Framework Plan. A Conservation Area Character Appraisal and Management Plan will be prepared to provide more detailed guidance and advice.

15.75 The retention of the industrial and retail heart of the Jewellery Quarter will assist the tourism potential of the area. The development of additional visitor attractions which respect the character of the heritage of the area will be encouraged, [in particular, the creation of a Discovery Centre,] to complement the existing Museum of the Jewellery Quarter, and the recognition of the Victorian Cemeteries and Birmingham Mint as significant assets and potential tourist attractions. [The committed expansion of the Museum of Science and Industry is reaffirmed.] The ‘Golden Triangle’ bounded by Vyse Street, Branston Street and Warstone Lane currently represents the major tourist attraction. Supportive retail activities including the provision of cafes and restaurants are appropriate in this area but not to the extent that they undermine jewellery activity (M1). The Birmingham and Fazeley Canal represents an under-exploited tourist attraction. The development of new attractions alongside the canal and the provision of new means of access in addition to that at Newhall Street are encouraged.

15.76 Every effort will be made to support the manufacturing and industrial presence in the area. Non-industrial activity within the industrial heart of the area will be restricted where possible in order to help support the character of the jewellery activity in the area. On-street car parking problems can be eased by the greater use of off-street facilities and by the use of internal parking courts within buildings.

15.77 The introduction of a residential element in St. Paul’s Square and its environs has contributed towards quality housing provision in the City Centre. Further infill residential and mixed office and specialist leisure uses will be permitted in the St. Paul’s Square area. Proposals should be of an appropriate scale and design consistent with the character of the Square and should not exceed 3-4 storeys. Further opportunities exist in surrounding streets and alongside the canal for additional domestic scale housing provision. This should be developed in association with an enhanced pedestrian environment along the tow path (M3).
15.78 This area is bounded by Great Hampton Street (A41), Aston Expressway (A38), the Ring Road and St. Chad’s Queensway. It is also bisected by Walsall Road (A34). The area is dominated by modern light engineering and commercial activity and by Local Authority housing. Older industrial premises which are a legacy of former Gunsmith activity are located adjacent to St. Chad’s Queensway. The area has recently benefited from improvements arising from the Newtown/South Aston City Challenge initiative. A planning and urban design framework has been prepared for the Quarter, which provides detailed guidance for the area.

15.79 [Committed] Improvements to New John Street West [will] have formed an important part of the Ring Road [(T17)]. This [will] has helped to relieve the Queensway of unnecessary through traffic and has enabled it to assume the role of local distributor. Improvements to Lancaster Street (A34) [will] have also improved this entrance to the City Centre [(T19)].

15.80 The existing industrial activity in the area is a major employer suffering few of the problems experienced elsewhere in the City Centre. Road improvements will assist industrial accessibility, and the development of additional off-street car parking facilities will be encouraged to ease local difficulties. Sensitive refurbishment and selective redevelopment of existing premises fronting Great Hampton Street will be encouraged. Some buildings have been converted to housing as part of the Newtown South Aston City Challenge Initiative. Further conversions for ‘City Living’ will be encouraged. There remain opportunities [The opportunity should be taken] to provide quality commercial and residential development creating an attractive approach to the City Centre along this important route (C17).

15.81 Office development in this area is found adjacent to Queensway and at Lancaster Circus, and there are further opportunities beyond Lancaster Circus, extending to the Birmingham and Fazeley Canal (C16). In the longer term, retail and wholesale premises fronting Constitution Hill may be suitable for [office and commercial] mixed uses, including housing development, thereby extending existing and proposed office developments in relation to both Snow Hill and Queensway (C18). Improved pedestrian and vehicular accessibility at St. Chad’s Circus will be encouraged to assist this process and should be provided by prospective developers.

15.82 Commercial redevelopment at the Dartmouth Circus and New John Street junctions of the Ring Road will be encouraged. Site extensive retail warehousing is appropriate in association with the Ring Road, making use of its prime accessibility (C14).

15.83 The Birmingham and Fazeley Canal bisects the Gunsmiths Quarter. Opportunities exist for suitable refurbishment of premises backing onto the canal for domestic scale mixed residential, office and leisure/tourism uses. New development
should be compatible with the canalside environment and maximise the potential of the close proximity of Aston University and the Science Park (M2).

[Chinese Quarter and] Bull Ring/Markets Quarter [Area]
(part of Ladywood Ward and part of Sparkbrook Ward)

15.84 The [Chinese Quarter and] Bull Ring/Markets [Area] Quarter is bounded by Smallbrook Queensway, Bristol Road (A38) and Digbeth (A41). It is dominated by the retail and wholesale markets in the north, intensive industrial activity in the centre and residential uses in the south. Several committed developments, including the redevelopment of the Bull Ring Shopping Centre adjacent to Smallbrook Queensway, will increase the level of economic activity in the area. A planning and urban design framework has been prepared for the Bull Ring/Markets Quarter, which forms Supplementary Planning Guidance to this Plan. It contains detailed policies and urban design guidance for the Quarter.

15.85 The markets area is isolated from the City Core by the existing Bull Ring Shopping Centre and the physical barrier created by Queensway. The [proposed] remodelling of Smallbrook Queensway to a local distributor and tree-lined urban boulevard should has strengthened the relationship between the markets and the rest of the City Centre. The reintroduction of surface crossing at Hill Street/Hurst Street combined with a package of proposed environmental improvements will has also helped to lessen the physical barrier [(T26)].

15.86 Furthermore the proposed redevelopment of the Bull Ring Shopping Centre straddling Smallbrook Queensway will permit the easier through flow of pedestrians to and from High Street/New Street. It is proposed to modify traffic circulation in the vicinity of the Bull Ring to maintain accessibility and improve it where possible whilst giving greater precedence to the pedestrian and greatly improved environmental conditions.

15.87 Traffic management measures will be necessary] in the Hurst Street area in order have helped to accommodate [future] new development, promote pedestrian movement, enable the provision of the Millennium Cycle Route (T29) and enhance environmental quality. Further works will be considered to extend these benefits.

15.88 Given the proposed modifications to the radial route network and the increasing significance of the intersection of Holloway Head with Bristol Street, traffic management measures and road improvements are likely to be necessary to accommodate additional traffic flows.

15.89 Several developments proposed adjacent to Smallbrook Queensway and Hurst Street will serve to increase the level of economic activity in the area. It is proposed to redevelop the existing Bull Ring Shopping Centre and Markets area for new retail, market, car parking and ancillary activities (M12). A large mixed use scheme (The Arcadian) on an adjacent site between Hurst Street and Pershore Street is being has been developed for leisure/tourism and limited retail uses [(M14)]. Any additional
retail activity in the markets area will be restricted to specialist provision and that serving local needs.

15.90 The retail markets will be relocated to the area south of Edgbaston Street as part of the Bull Ring redevelopment. They currently offer a vast range of goods and following relocation they will have the potential to be a major visitor attraction in their own right. Enhanced accessibility and visitor facilities are proposed to make greater use of the markets as a complementary shopping and visitor attraction of the City Centre as well as serving their primary role for residents of the City and the Inner City in particular.

15.91 Birmingham Wholesale Market is located on Pershore Street adjacent to the various retail markets. In the long term it may be possible to consider relocating the wholesale market. In such circumstances there would be a rare opportunity to accommodate a large regional facility and a commercial redevelopment (M16).

15.92 The Wrottesley Square/Hurst Street area beyond Smallbrook Queensway contains many Chinese restaurants and retail premises. This grouping linked as it is to the financial and cultural activities of the Chinese community in Birmingham represents an important part of the City’s role as a focus of the Chinese community in the region. Further developments building on the unique character of Birmingham’s China Town are to be encouraged (M13).

15.93 Additional cultural and leisure facilities are likely to be generated in and around the Hippodrome Theatre [in the wake of the Sadlers Wells Royal Ballet (Birmingham Royal Ballet) decision to relocate their activities to this area. Moreover the D’Oyly Carte Opera Company is to move to the Alexandra Theatre in nearby Suffolk Street], home of the Birmingham Royal Ballet. Further mixed uses which build on the leisure/tourism and arts theme are encouraged in the Hurst Street/Bromsgrove Street area (M15).

15.94 Traffic movement along Digbeth [will be improved by the completion of the Ring Road but] will remain significant as a primary means of access (for buses as well as cars) to the markets area and City Centre car parks. Further quality commercial development including showrooms would be appropriate fronting the A41 and at the Coventry Road/Camp Hill junction with the Ring Road in order to create an attractive route into the City Centre.

15.94A The Digbeth and Cheapside areas contain a concentration of developing Irish businesses and community facilities. The development of a distinctive Irish Quarter as a lively mixed use area including residential, commercial and cultural uses, is to be encouraged.

15.95 The existing industrial activity within the area is a major employer mainly in large sub-divided and intensively used premises. Financial support is proposed to create an improved environment and promote further industrial and commercial activity. Car parking is a major problem and additional off-street facilities will be encouraged.
15.96 Opportunities for infill housing development exist [adjacent to] in Highgate [Park] and adjacent to the Ring Road. In the longer term [residential redevelopment of industrial premises may be appropriate] it may be appropriate to introduce mixed uses into the area if opportunities arise and there may be potential to create a new urban village. This should be integrated with existing housing and industry in the area. Extensive refurbishment of the local authority housing stock in the Highgate area is [required] proposed (HR24), combined with the revitalisation of the surrounding amenity land in order to improve the overall residential environment.

15.97 The Stratford Place area adjoining the Ring Road is proposed for declaration as a Conservation Area (E62). [Completion of the roadworks will present opportunities for carrying out environmental improvements.]

**Aston Triangle**

*(part of Nechells Ward)*

15.98 The Aston Triangle contains the University Campus and Science Park. It is bounded on all sides by major routes, and James Watt Queensway creates a physical barrier between the University and the City Core. An improved stretch of the Digbeth Branch Canal runs parallel to the Ring Road and forms the major environmental setting for the Science Park.

15.99 In the context of promoting the Queensway Urban Boulevard it is proposed to modify James Watt Queensway. The reintroduction of a surface pedestrian crossing at Corporation Street/Aston Street will provide improved pedestrian access and strengthen the integration of Aston Triangle with the City Core (T21) and the element of James Watt Queensway approaching Masshouse is to be reduced to ground level in association with the Masshouse area proposals (see paragraph 15.60). In addition, a light rail route is proposed from the City Core through the Aston Triangle area [extending through Birmingham Heartlands to the National Exhibition Centre and Birmingham International Airport (T12). This should promote accessibility still further.] It is also important to enhance pedestrian links between the Aston University and Science Park Campuses and the remainder of the proposed “Learning Quarter.”

15.100 Aston University provides a significant concentration of young people both living and studying within the City Centre. The proposed development of sites fronting Jennens Road, opposite to Millennium Point should help to integrate the “Learning Quarter” as a single campus. [Additional Conference facilities for which planning permission has already been granted will enhance the University facilities. Provision of additional car parking within the University Campus and further expansion of residential accommodation will be encouraged. Such developments should ensure that] The University needs to become[s] a more integral part of activity in the City Centre.

15.101 Aston Science Park provides quality business space in an attractive setting for high technology occupiers. The continued expansion of the Science Park along Dartmouth Street/Middleway will be promoted (I36). [Further large scale expansion
extending south of) Adjacent to the Science Park and both between Jennens Road [to] and Curzon Street [is also] and beyond, complementary research and development, educational uses and high technology uses are proposed (I37). New development will be required to maintain the present high standard of contemporary design utilising the canalside location in a sympathetic manner.

15.102 Additional development fronting Dartmouth Circus/Aston Expressway will be encouraged to provide a significant gateway approach for the City Centre from the national motorway network (C15).

**List of Proposals**

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Policy Statement in the context provided by Chapters Two to Eight.

**Environment**

The following environmental improvements are proposed:

- Old Square – Para 15.37
- Nelson Junior and Infant School - Para 15.53
- Victoria Square - Para 15.37
- City Park based on expansion of Park Street Gardens - Para 15.60
- Holloway Head/John Bright Street - Para 15.52
- Peace Park – Para 15.53
- St Chad’s Square (part of Snow Hill) - para 15.31
- Colmore Square – para 15.37

Conservation Areas will be declared at:

- Law Courts/General Hospital/Steelhouse Lane – para 15.39
- Stratford Place – para 15.97

**Industry**

The following land is identified for Industrial development:

- Aston Science Park - Para 15.101 (part completed)
- Land adj: Aston Science Park ([future expansion]) - 15.63 and 15.101

**Commerce**

The following areas are identified for Commercial development:

- Ring Road - Para 15.62 (several developments completed)
- Dartmouth Circus/New John Street – para 15.82
C15 - Dartmouth Circus/Aston Expressway – para 15.102
C16 - Lancaster Circus/Birmingham and Fazeley Canal – para 15.81
C17 - Great Hampton Street frontage – para 15.80
C18 - Old Snow Hill/Constitution Hill frontage – para 15.81
C19 - A457 frontage/Newhall Hill junction - para 15.73 (part completed)
C20 - Great Charles Street frontage/Birmingham and Fazeley Canal – para 15.72
C21 - Masshouse Circus/Moor Street/Queensway frontage – para 15.60
[C22 – Media Zone, Digbeth - Para 15.61]
C23 - A45 frontage, Queensway to Ring Road – para 15.62

Mixed Use

The following areas are identified for mixed use development:

M1 - ‘Golden Triangle’ - Warstone Lane, Vyse Street and Branston Street – para 15.75
M2 - Birmingham Fazeley Canal – para 15.83 (several developments completed)
M3 - St. Paul’s Square – para 15.77 (several developments completed)
[M4 - General Hospital, Steelhouse Lane – para 15.35]
M5 - [Heritage Park,] Millennium Point, Curzon Street/Warwick Bar Conservation Area - Para 15.59 (under construction)
M6 - [Parcel] Parcelforce Depot, Curzon Street – para 15.66
M7 - Rea Village; Montague Street and Environs – para 15.64
M8 - Glover Street/Digbeth Branch Canal - para 15.67
M9 - [Broad Street/Sheepcote Street and environs] Brindleyplace (10.5 ha) – para 15.45 (mostly completed)
M10 - Ledsam Street and Environs - Para 15.49A
M11 - Sheepcote Street and Environs - Para 15.49A (part completed)
M12 - Bull Ring Shopping Centre and Environs – paras 15.32 & 15.89 (under construction)
M13 - “Chinatown”, Hurst Street and Environs – para 15.92 (several developments completed)
[M14 - The Arcadian (2 ha) – para 15.89]
M15 - Hurst Street/Bromsgrove Street and Environs – para 15.93
M16 - Wholesale Markets, Pershore Street - para 15.91
[M17—Accident Hospital/Davenports Brewery, Bath Row – para 15.46]
M23 - Snow Hill - para 15.31
M24 - Martineau Galleries - para 15.32 (Phase I under construction)
M26 - Former Royal Mail Sorting Office (The Mailbox) - para 15.49 (under construction)
M27 - Former Central TV Studios and Environs – para 15.49
M28 - Holliday Street Depot Site (to include a new Register Office) – para 15.49
M29 - Masshouse Area – para 15.60
M30 - Jewellery Quarter Urban Village – paras 15.68A & 15.68B
M31 - Great Charles Street (to include a new coach station) - para 15.72
**Housing Regeneration**

**Housing Regeneration Initiatives are proposed in the following areas:**

HR23 - Central Area Estates (Attwood Green) - para 15.51 (underway)
HR24 - Highgate - para 15.96 (underway)

**Transportation**

Public transport proposals include:

[T7] - A heavy rail route linking Snow Hill to Stourbridge – para 15.70
[T8] - A light rail route linking Snow Hill to Wolverhampton – para 15.70
[T12] - A light rail route linking Five Ways, the City Core, Aston University to Birmingham International Airport – Paras 15.30 and 15.99
[T25] - St. Martin’s, bus only route – Para 15.58
T45 - Metro Line One Extension between Snow Hill, New Street and Five Ways – paras 15.18, 15.26, 15.36, 15.41 and 15.70.
T46 - Bus Mall - para 15.26

The following road improvements are proposed:

[T16] - Key Hill – para 15.71
[T17] - New John Street West – para 15.79
[T18] - Icknield Street – para 15.71
[T19] - Lancaster Street – para 15.79
T20 - Great Charles Street – para 15.69
T22 - Queensway – para 15.14, 15.25 and 15.56 (several schemes completed)
[T23] - Lawley Street Viaducts – para 15.57
[T27] - Five Ways/Bath Row/Holloway Head – para 15.41

The following cycle routes will be developed:

T29 - Millennium Cycle Route - paras 15.14A & 15.87
T36 - North Birmingham Route
T39 - Harrier Run
T39A – Birmingham & Fazeley Canal
T40 - East Birmingham Route
T41 - Ward End Route
T43 - City Ring - para 15.14A
T44 - Grand Union Canal
T47A – Worcester & Birmingham Canal

The following schemes giving pedestrian priority will be carried out:

T21 - Corporation Street/Aston Street – Para 15.99
T24 - **Lower** New Street/High Street - Para 15.36
The following key highway improvement lines will be protected:

- Changes to Masshouse Circus Area

In addition a new railway station is proposed on the Birmingham – Wolverhampton line to serve the Broad Street area (para 15.41), and a new coach station is proposed at Great Charles Street as part of Proposal M31 (para 15.72). The upgrading of New Street Station and the provision of additional tracks on the Birmingham New Street to Coventry railway line will also be supported (para 15.28).

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 million.

SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES

Birmingham Ring Road Framework (draft)

Bull Ring/ Markets Quarter Planning And Urban Design Framework

Central Area Estates Development Framework

Convention Centre Quarter Planning And Urban Design Framework

Digbeth Millennium Quarter Planning And Urban Design Framework

Eastside Development Framework (draft)

Gun Quarter Planning And Urban Design Framework (draft)

Holliday Street Area Framework**

Bath Row & Holloway Head Area Framework**

Jewellery Quarter Urban Village Framework Plan

Masterplan Principles for Masshouse Area

DEVELOPMENT BRIEFS

Alpha Tower/Central TV Studio

Ashted Circus (draft)

Sites at Bordesley Circus
The Brindley Loop Area

Broad Street/Sheepcote Street

The Former Museum of Science & Industry, Newhall Street/Charlotte Street, Jewellery Quarter**

Fleet Street, Jewellery Quarter (draft)

Great Charles Street

Site Of Former Hockley Abbey Works, Heaton Street, Hockley

Holliday Street

Moulinex/Swan Factory Site

Land at Paradise Circus

Lee View, Lee Bank

Progressive Synagogue, Sheepcote Street/Broad Street

Sherborne Street

Snow Hill (draft)

DEVELOPMENT CONTROL POLICIES

Policy for A3 (Food and Drink) uses in Broad Street (draft)

Policy For The Control Of Class A2 Uses (Financial And Professional Services) In The City Centre

Railway Arches At Livery Street/Lionel Street/Henrietta Street/Water Street

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDANCE

City Centre Canal Corridor Development Framework – Holliday Wharf to Warwick Bar (draft)

City Centre Design Strategy – Birmingham Urban Design Strategy (BUDS)

Jewellery Quarter Conservation Area Character Appraisal and Management Plan**

*This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.
** in preparation/to be prepared (at 2001)**
CHAPTER 16 - EDGBASTON

General Character

16.1 Edgbaston Constituency is located in the south-west part of the City. From the City Centre it stretches south to Selly Oak and Northfield and east to Sparkbrook. The Constituency abuts the boundary of Sandwell and Dudley Metropolitan Boroughs to the west. In 1991 it had a population of around 85,000. Key statistics relating to the Constituency are included in the table at the end of this chapter.

16.2 A number of radial routes cut across the Constituency. Bristol Road (A38) and Hagley Road (A456) are part of the Strategic Highway Network because of their importance as major entry points to the City from the south and west respectively. Wolverhampton Road South and West Boulevard also form part of the Strategic Highway Network. The Cross City rail line serves the Constituency with stations at Birmingham University and Five Ways. The line is also a main rail link for Inter-City services to Bristol and the South-West.

16.3 The major land use is residential and includes a wide range of house types. Properties in parts of Harborne, Quinton and areas such as the Calthorpe Estate, Edgbaston, are set in a high quality environment. There are also several areas of Council housing close to the City Centre (adjacent to Pershore Road and Bristol Road), in parts of Quinton and at Welsh House Farm, Harborne, Woodgate Valley and Bartley Green. In some of these areas the quality of the environment is poor, and levels of deprivation are high.

16.4 Much of the Constituency’s older housing in disrepair is concentrated north of Hagley Road. Another feature of the area's property is the high percentage of privately rented housing - 18% of the stock, which is well above the City average.

16.5 Employment is largely concentrated in the service sector, with major centres at the University of Birmingham and at the Queen Elizabeth Hospital site, which has been identified as one of the hospitals likely to expand its services and facilities as part of the Regional Health Authority's major restructuring of health services within the City. Further locations are at the BBC, Pebble Mill, and the area of office and hotel development stretching outwards from Five Ways along Hagley Road. However, there is also major economic activity at Woodgate Business Park. There may also be potential for high technology industrial development linked to the A38 Corridor Strategy concept, which is currently being developed.

16.6 The Constituency benefits from an attractive ‘green’ environment to which the presence of institutions, private education establishments in large grounds, and three golf courses make a substantial contribution, together with Woodgate Valley Country Park which provides a substantial area of public open space at the southern boundary. Bartley Reservoir also attracts various water-based activities. However, in Quinton there is a lack of local open spaces, and in other areas there is a shortage of public open space and playing fields compared to the City Council’s standards. Prestigious assets within the Constituency include, Birmingham Botanical Gardens and Edgbaston Cricket Ground, as well as the employment centres mentioned above. Adjoining the Constituency the Midlands Art Centre at Cannon Hill Park and Edgbaston Reservoir are also important assets.
Policy Statement

Overview

16.7 Edgbaston is perceived as a ‘leafy’ residential area in close proximity to the amenities of the City Centre which makes it an important asset for future investment in the City as a whole. There are many older residential areas in Edgbaston which contribute much to the desirable character and high quality environment that is found throughout much of the Constituency. As a result there are no proposals for large areas of Edgbaston which are likely to see little change over the Plan period. It is envisaged that new housing will continue to come forward mainly on small windfall sites. However, action will be needed over the Plan period to tackle the problems of disrepair, for example, in the area north of Hagley Road in Edgbaston, [and] Welsh House Farm in Harborne and at Shenley Fields.

16.8 The major opportunities for future employment generation in the Constituency stem from building upon existing assets particularly around the University and Hospital and by the spin off from the International Convention Centre. The successful completion of Woodgate Business Park will provide new industrial opportunities in a high quality environment. The A38 Corridor Strategy may also provide employment opportunities within the Constituency. For example, operations at the BBC site at Pebble Mill are due to relocate during the Plan period. Pebble Mill is an important employment site with the potential to fulfil a role as part of the A38 Corridor Strategy.

16.9 Key environmental and recreational opportunities exist for the continued enhancement and protection of Woodgate Valley Country Park, and improved accessibility to, and continuity of, the many linear open spaces in the Constituency.

16.10 Electrification and improved rolling stock on the Cross City line [will increase] has increased its attractiveness and [this is likely to have] has had a positive effect on the number of people using the Five Ways and University stations. [Hagley Road has been identified as a priority for improvement to provide better access to the M5 and to serve commercial areas and the International Convention Centre; this corridor will also be subject to a feasibility study as a possible light rail/light rapid transit route.] The following public transport improvements are proposed:

- Extension of Metro Line One to the Edgbaston Shopping Centre (T45);
- Improvements to public transport in the Hagley Road corridor.

16.10A The Millennium Cycle Route skirts the Constituency boundary. Strategic cycle routes are also proposed along Bristol Road and along the Worcester and Birmingham Canal.
[Birmingham] University of Birmingham and the Queen Elizabeth Hospital Site (part of Edgbaston Ward)

16.11 This area comprises [Birmingham] the University of Birmingham, the Queen Elizabeth Hospital and adjoining areas.

16.12 The University of Birmingham is a major academic and research institution. Proposals to expand its teaching and research facilities will increase its attractiveness nationally and will be encouraged provided that they are consistent with other policies in the Plan. Links have been fostered between the business community and research and development enterprise at Birmingham University Research Park. The first phase of this project has now been completed and there are now further opportunities for expansion on land adjacent to the Research Park (Vincent Drive/Pritchatts Road), which will be developed for high technology industry (I38). [Links between the medical industry and the Queen Elizabeth Hospital also provide opportunities for economic development, particularly on land south of Vincent Drive which is suitable for high technology industry or other uses related to the University or Hospital (I39). These opportunities together with any expansion and concentration of facilities at the Queen Elizabeth Hospital provide the greatest employment potential in the Constituency. The commercial potential of appropriate frontage sites along the Bristol Road (A38) will also be exploited (C27).] Development proposals on sites in the A38 Bristol Road Corridor which are not allocated for any particular use in this Plan, or in Supplementary Planning Guidance, will first be considered against the requirements set out in the A38 Corridor Strategy, with suitable sites being reserved for high technology industrial uses. Within the A38 Corridor, alternative uses will only be permitted if it can be demonstrated that the site in question is not suitable for high technology uses, and provided that the proposed development is consistent with other policies in the Plan or in Supplementary Planning Guidance.

16.12A The Birmingham to Worcestershire High-Technology Corridor (Central Technology Belt), which includes the A38 Bristol Road in Edgbaston, has been identified in Regional Planning Guidance (RPG 11) as one of several High-Technology Corridors (see paragraphs 4.32A – 4.32C). Sites within the Central Technology Belt that fulfil the following criteria will be considered particularly appropriate for high-technology development in support of the Central Technology Belt strategy:

- Sites greater than 1 hectare in size;
- Sites that are capable of providing a high quality working environment;
- Sites that are attractive to high-technology/knowledge-led companies with an international/national/regional choice of location;
- Sites that are easily accessible to universities and other knowledge-led centres for technology transfer, education and training;
Sites that have good accessibility by a range of transport modes, including public transport.

Where a site becomes available for development that meets the above criteria, the City Council will consult the Central Technology Belt to establish whether the site is needed to support the strategy. Where this is the case, the City Council will support proposals involving the development of employment uses falling within Use Class B1 that involve high-technology/knowledge-led development, for example, those identified in paragraph 4.32B. Offices falling within Class B1(a) and warehousing/distribution uses falling within Class B8 will only be considered acceptable if they are operationally linked to and/or ancillary to the high-technology uses. The City Council is likely to refuse permission for other uses on such sites.

16.12B There are a number of major opportunities for development/redevelopment in this area, with the potential to help meet the longer term needs of both the University and Hospital, as well as the City’s need for employment. This includes land to the south of Vincent Drive within Edgbaston, which forms part of a larger area between Metchley Lane Playing Fields and Bournbrook. This larger area presents a major opportunity for mixed use development (M32) including a new hospital. A detailed package of proposals designed to realise this potential, and at the same time resolve a range of access and environmental issues and regenerate the Selly Oak Shopping Centre, has been prepared. These proposals are set out in paragraphs 20.13 to 20.17B below. More detailed guidance is given in the Selly Oak Local Action Plan, which will be adopted as Supplementary Planning Guidance.

16.13 The land south of Vincent Drive is a major crossroads for linear open spaces. It is essential that development provides for the extension of the Bournbrook (E77) and Castle (E78) Walkways to link with the Worcester and Birmingham Canal (E76) and that the nature conservation value of the Bournbrook will be protected and enhanced.

16.14 There are a number of environmental assets in Edgbaston which will be protected. These include: Edgbaston Pool, a Site of Special Scientific Interest (SSSI) (E72), Birmingham Botanical Gardens, Westbourne Road Leisure Gardens and Edgbaston Hall, which are listed in the National Register of Parks and Gardens of Special Historic Interest and the remains of Metchley Fort, part of which has been designated as a Scheduled Ancient Monument. The fort also includes other archaeological remains of national importance. There are also three Sites of Importance for Nature Conservation (SINC’s) on land attached to Birmingham Botanical Gardens (E67), The Vale, Edgbaston (E68) and Edgbaston Park Golf Course (E73).

16.15 There are several visitor and recreation facilities near to Cannon Hill Park in this part of Edgbaston. These include Cannon Hill Park, Edgbaston County Cricket Ground, Birmingham Botanical Gardens, and the Nature Centre. Edgbaston Cricket Ground is recognised as an important cricket and sporting facility. High quality improvements to the facilities and safety standards will be encouraged, subject to the need to safeguard local amenity. Supplementary Planning Guidance has been adopted to guide the future development of the ground, including the pavilion and...
other stands. Another important recreational asset in this area is the River Rea which forms the eastern boundary of the Constituency. This linear open space will be protected (E79) and a walkway and cycleway [are being] has been developed along its route as part of the Millennium Cycle Route (T29).

16.15A An area of land fronting Edgbaston Road and adjacent to the Midlands Arts Centre (MAC) is available for development. The location of this site, close to Edgbaston Cricket Ground, the MAC and Cannon Hill Park, give it considerable potential for a high quality mixed use development. It is proposed that the site be developed with a mixture of uses, which should include an element of housing (M33). Other suitable uses could include offices, a hotel and leisure uses, which should be related to the existing facilities in the vicinity (e.g. the MAC or the Cricket Ground). Sports-based leisure uses would be particularly appropriate, given the location. Retailing activity other than that which would be ancillary to the other uses on the site will not be acceptable.

16.15B Edgbaston Constituency includes the Benmore and Woodview Estates, which together with the adjacent Lee Bank Estate (see City Centre Chapter) will benefit from regeneration proposals aimed at improving housing and community facilities (HR23). The proposals will involve refurbishment of existing housing, provision of new housing, and measures to tackle health, education, employment, training and community safety issues. A development framework for the Central Area Estates (Attwood Green) has been prepared as Supplementary Planning Guidance, and includes detailed planning and design principles.

16.15C Regeneration of the Belgravia Estate, on the southern side of Belgrave Middleway, will also take place over the Plan period (HR24A). This will involve the clearance of 12 blocks of low-rise flats and maisonettes, and redevelopment with new housing. Environmental works will also be undertaken within the estate to improve community safety.

Hagley Road
(part of Edgbaston Ward, part of Harborne Ward and part of Quinton Ward)

16.16 The Hagley Road area adjacent to the City Centre is characterised by office, hotel and entertainment uses. Service sector activity has traditionally been attracted to this area by its proximity to the City Centre, its high quality environment and accessibility. Hagley Road also falls partly within Ladywood Constituency.

16.17 Hagley Road forms an important strategic western approach to the City from the M5 [and will be upgraded]. Access to the eastern end of the area is good by rail (via Five Ways Station) and will be further improved by the proposed Metro Line One extension to the Edgbaston Shopping Centre. [A corridor between Five Ways and Quinton will be investigated as a possible light rail/light rapid transit route.] Highway improvement lines have been retained for possible public transport improvements in
16.18 Hotel development along Hagley Road provides accommodation for many of
the business visitors to Birmingham. The opening of the International
Convention Centre and related redevelopment has enhanced the appeal
of this area to short-stay visitors. Further hotel and office development will be
permitted in the following frontages which already contain a high proportion of
commercial uses: the north side of Hagley Road from 213-267 Hagley Road and from
397-439 Hagley Road and on the south side of Hagley Road from 152-214 Hagley Road
and from 278-314 Hagley Road and from 322-336 Hagley Road. The frontages between
Five Ways and Monument Road, and Five Ways to 150 Hagley Road will continue to
be suitable for office use and could also be suitable for hotel development. All
commercial development should maintain and enhance the character of the area,
ensure the amenity of local residents is safeguarded and that car parking provision can be met within the site (C5). [The former St. Chads Hospital site falls within this area and would therefore be suitable for hotel or office development.]

16.19 Hotel, leisure and tourism development will be encouraged adjacent to
Edgbaston Reservoir where this will not detract from the nature conservation value of
the reservoir or the amenity of local residents (C6). Edgbaston Reservoir is an
important asset to the north of the constituency which will be protected as a Site of
Importance for Nature Conservation (SINC) (E40). A development framework for the
Loop Canals and Reservoir will be prepared as Supplementary Planning Guidance, to
guide future development within the area.

16.20 North of Hagley Road there is a Conservation Area around St. Augustine’s
Church. There are also many large Victorian and Edwardian houses which have been
converted into flats or bedsits, often providing accommodation for single people.
Others are being used for institutional purposes, such as hostel accommodation.
Further expansion of such uses will not be permitted if it is likely to have an adverse
effect on the character of the area. There are similar problems in the Rotton Park
Road/ Portland Road area, where an Area of Restraint has been identified (Hi13). New
proposals for non-family dwelling uses such as those listed above may be refused on
the grounds that further such uses may adversely affect the character of the area.

16.21 The Calthorpe Estate lies to the South of Hagley Road. This is an area with an
important conservation value - it includes three Conservation Areas and assets such
as the Martineau Environmental Studies Centre - which provides a high quality
residential environment close to the City Centre. It is one of the largest privately-owned urban estates in the country. Its influence has been particularly important in preserving the quality and character of the Edgbaston Conservation Area. In 1995 the Calthorpe Business Area Initiative was started by the Calthorpe Estate and the City Council, due to mutual concerns over increases in vacant floorspace (particularly in older buildings) traffic, security and the environment. The aim of the initiative is to bring about improvements in the physical environment and economy and to maintain the area’s long term vitality and prosperity.
16.22 Edgbaston shopping centre, which adjoins Five Ways, has an important local shopping function which should be retained. In the main shopping area, restaurant and entertainment uses will be restricted (S18) by primary retail frontage policies.

16.22A The redevelopment of the Edgbaston Shopping Centre, and any nearby obsolete offices at Five Ways, will be encouraged, to provide a high quality mixed-use development to complement the regeneration of the City Centre. Appropriate uses would include retail, leisure, offices and residential. This area will have excellent public transport links to and from the City Centre, once the proposed Midland Metro extension is implemented. In view of its history, its location on the fringe of the City Centre, and its accessibility, commercial office development is considered to be appropriate adjacent to the Five Ways junction and in the area immediately surrounding it, including the site of Edgbaston Shopping Centre. City Centre policies towards housing densities (see Chapter 5, paragraph 5.38) will also be applied to any redevelopment proposals in this area. In addition, developers will be expected to contribute towards the provision of the Midland Metro extension the Council will negotiate with developers of sites which would benefit from the potential for modal shift from private to public transport from the Midland Metro extension, to make contributions towards its provision at a level that is fairly and reasonably related in scale to a proposed development.

16.22B The Ivy Bush shopping centre also has an important local function which should be maintained.

16.23 [Should the Nerve and Skin Hospitals be declared surplus, residential or other institutional use would be appropriate for the Nerve Hospital and office use for the Skin Hospital.] The vacant former Skin Hospital provides an excellent opportunity for high-density housing development close to Five Ways railway station. Any new development should preserve the character and appearance of the listed building and its setting. The University of Central England’s Edgbaston Campus on Westbourne Road is a significant asset and improvements to facilities will be supported, provided that they are consistent with other policies in the Plan and that they maintain the character of the area. The former Martineau Environmental Studies Centre (now known as Martineau Gardens) in Priory Road is much in need of improvement and proposals which secure its re-use for educational, medical, health and other uses falling within Class D1, non-residential institutions (Town and Country Planning (Use Classes) Order 1987, as amended or any other subsequent re-enactment thereof) will be encouraged subject to the character of the Conservation Area being maintained.

**Woodgate Valley and Environs**

*(part of Bartley Green Ward and part of Quinton Ward)*

16.24 [The focus of this area is the Woodgate Valley Country Park which is in the south-west corner of the Constituency and extends into the adjoining Constituency of Northfield. Sites of Importance for Nature Conservation (SINC’s) will be protected at Pille Woods (E69), and Woodgate Valley (E75).] [19.11] Woodgate Valley, including land at Quinton Meadows, is an important part of the Green Belt. This area forms part...
of a green wedge extending from the Worcestershire countryside into the built-up area. Much of Woodgate Valley is included in a country park, together with a visitors centre. It provides a variety of open space, leisure and environmental education facilities to serve both local and wider needs. Opportunities will be taken to extend the range of facilities available. [A site for a new Fire Station has been identified at the edge of the Valley, on the corner of West Boulevard (CF6).] To the east of the country park, Harborne Golf Course and Church Farm Golf Course are important recreational assets.

[19.12] 16.25 Woodgate Valley Country Park is also important in nature conservation terms. A number of specific Sites of Importance for Nature Conservation have been identified within the country park and these will be protected:-

- Woodgate Valley (E75)
- Watery Lane (E88)
- Clapgate Lane Woodland (E89)
- Meadows between Kitwell Lane/Wood Lane and M5 (E90)
- Stonehouse Lane Relict Woodland (E91)

Outside the Country Park, Sites of Importance for Nature Conservation have been identified at Pills Wood (E69) and Quinton Meadows (E132).

[19.14] New housing is proposed on 4ha of land off Adams Hill. Planning permission has been agreed, subject to the retention of Broadhidley Wood for open space purposes. This scheme will provide up to 130 new homes (H30).

[19.15] 16.27 Woodgate Business Park adjoins the southern boundary of the Country Park. This best urban industrial site provides 17ha of serviced plots for business purposes in a high quality environment (I47). Considerable interest has been shown [and all plots have been pre-allocated] with just 3 plots remaining undeveloped.

16.27A The Quinton Expressway is an important gateway to the City from the west, and the City Council will preserve its green and welcoming character. Approximately half of the site at the junction of the M5 and Quinton Expressway, known as Quinton Meadows, will be reserved for linked areas of public open space and for landscaping and regenerative planting (E73A and E73B). Part of the area has been identified as a Site of Importance for Nature Conservation (SINC) and will be protected as such (E132). The site at E73A will be protected as a public park and playing field.

[16.25] 16.28 [Part of the site at the junction of the M5 and Quinton Expressway (known as Woodgate Site A)] The other part of Quinton Meadows is proposed for high quality (B1) industrial / business uses (I37A). This site benefits from excellent accessibility by road - into the heart of the City via the Quinton Expressway and to the national highway network via the M5. It is one of the best a high quality economic development opportunity which will be particularly suitable for accommodating major inward investment (refer also to Chapter Four). [The development will have low site coverage and be of the highest quality in terms of design in an attractive landscaped setting. The site will not be released on a piecemeal basis, it will be reserved to accommodate a single or small...]

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number of prestigious ‘clean’ employment users which could not be accommodated on sites within the existing built-up area. Speculative developments will not be permitted. Development proposals will be expected to be accompanied by an Environmental Assessment. It will be a low-density, high quality development, in an appropriate landscape setting, within which care will be taken to protect the adjoining Bourn Brook and the SINC.

[16.26] 16.29 [Areas to the north and south of the industrial allocation will be reserved for linked areas of public open space and for landscaping and regenerative planting (E73A and E73B).] The maintenance and enhancement of the nature conservation value of the areas to be retained as public open space will be a priority and will be secured by an agreed management plan. The provision of a safe pedestrian link or links with the Woodgate Valley Country Park and Highfield Farm Recreation Ground will be provided as part of the development of site I37A for business/industrial uses, as will other local links to adjacent housing areas.

[16.27] 16.30 [Woodgate Valley is an important green wedge where Green Belt policies will apply. It extends from the Worcestershire countryside into the built-up area and it provides a variety of open space, leisure and environmental education facilities to serve both local and wider needs.] The Bournbrook Walkway (E77) runs through the Valley, [forming part of the southern boundary of the Constituency,] and will be extended to link with the Worcester and Birmingham Canal. The Castle Walkway (E78) is a linear open space [forming part of the southern boundary of the Constituency,] and will also be extended to link with the canal. The Lapal Tunnel, which formed part of the former Dudley No. 2 (Lapal) Canal, runs beneath the Woodgate Valley area. Any development in the vicinity of the tunnel should not preclude the future reinstatement of the former Canal.

[16.28] 16.31 [A Conservation Area is proposed for Quinton Village in the north west corner of the Constituency (E65).] Quinton centre has an important local shopping function which should be maintained. Part of the centre falls outside the City’s administrative boundary. The centre will be monitored, and if necessary, a local planning framework will be prepared in liaison with adjoining authorities.

Bartley Green
(part of Bartley Green Ward)

[19.17] 16.32 The Bartley Green area includes the reservoir and adjoining waterworks, together with Senneleys Park and adjoining Council housing estates.

16.32A The Ley Hill Estate has been identified as an area of housing regeneration (HR24B).

[19.18] 16.33 Bartley Reservoir is an attractive area and has been identified as a Site of Importance for Nature Conservation (E93). Although some use is made of the reservoir for recreational purposes - most notably by a private sailing club - the full potential of the area for conservation, recreation and environmental education
remains to be fully investigated. Any future development should reflect the twin objectives of conserving and enhancing the existing natural environment.

[19.19] 16.34 The Bartley Reservoir area is designated as a green wedge; general policies relating to green belt areas will apply. Links will be created, wherever possible, between the Reservoir and other public open space facilities (eg Senneleys Park, Woodgate Valley).

[19.20] 16.35 Bromwich Wood has been identified as a Site of Importance for Nature Conservation, and [will be protected. It is also proposed that] has also been designated as a Local Nature Reserve [should be sought as a means of enhancing it] (E94). Its nature conservation value will be protected.

Harborne
(part of Harborne Ward)

[16.29] 16.36 This area is based around Harborne High Street and includes adjoining residential areas. Harborne High Street is an important shopping centre with a large catchment area for convenience shopping. The Centre is currently buoyant, but experiences pressure from service uses which needs to be controlled: primary retail frontage policies will apply (S19). Modest growth compatible with the existing character of Harborne High Street will be encouraged. Opportunities for new development are generally limited, although if an appropriate site should become available the centre would benefit from the addition of a larger food store.

[16.30] 16.37 Movement through and within the High Street is often difficult due to traffic congestion. It is important that the need to [solve address] traffic problems reflects the need to protect the character of the High Street and the adjacent residential areas. Where possible, additional off-street parking and rear servicing will be supported where these will help relieve traffic problems.

[16.31] 16.38 The residential areas of Harborne are generally attractive. Currently, two Conservation Areas exist (Moor Pool and Harborne Old Village) and two more are proposed at Chad Valley, Edgbaston and the area around Greenfield Road, Harborne, which contains attractive terraced housing. These designations will ensure that the character and appearance of these areas will be protected and enhanced (E66 and E71).

[16.32] 16.39 Welsh House Farm estate is an isolated area of poor quality housing in need of improvement. Appropriate housing strategies will be applied to improve the housing and environmental conditions on the estate. As part of the strategy to improve the estate, a Joint Venture is proposed, involving the clearance and redevelopment of some of the worst housing on the estate (HR25). Several sites will be developed with replacement housing, including land at Tennal Lane which is no longer required for allotment purposes. Altogether about 2 hectares of land will be developed with new housing, providing around 70 new dwellings, including a mixture of housing types. A site of about 0.4 hectare at Rilstone Road will be developed as public open space, including a children’s play area.
[16.33] 16.40 The Harborne Walkway, which follows a disused railway line, is an important linear route both in environmental and recreational terms (E42). It also provides links to the Chadbrook Walkway (E63) and beyond the Constituency boundary in the north to the Birmingham (Main Line) Canal. These walkways will also be enhanced and Harborne Walkway will be protected as a Site of Importance for Nature Conservation (SINC) (E43).

[16.34] Part of the former playing fields of Yewcroft School will be incorporated into the adjacent public park (E70). An area of land currently allotment gardens at Pereira Road/Westfield Road will be improved by a woodland planting scheme. (E64).]

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

Environment

Conservation Areas will be declared at:

[E65: Quinton Village - para 16.28]
E66: Chad Valley, Edgbaston - para [16.31] 16.38
E71: Greenfield Road, Harborne - para [16.31] 16.38

The following site will be protected as a Site of Scientific Interest (SSSI):-

E72: Edgbaston Pool - para 16.14

The following sites of Importance for Nature Conservation (SINCs) will be protected:-

E40: Edgbaston Reservoir - para 16.19
E67: Land attached to Birmingham Botanical Gardens - para 16.14
E68: The Vale, Edgbaston - para 16.14
E73: Edgbaston Park Golf Course - para 16.14
E90: Meadowlands between Kitwell Lane/Wood Lane and M5 - para [19.12] 16.25
E93: Bartley Reservoir - para [19.18] 16.33
E132: Quinton Meadows - paras 16.25 and 16.27A

The following sites will be laid out for open space:
E73A (3.3 ha) and E73B (3.2 ha minimum about 6.7 ha) [Woodgate Site ‘A’] Quinton Meadows (parts) - para [16.26] 16.29 16.27A

The following proposals will form part of a network of linear open spaces across the City:-

E76: Worcester-Birmingham Canal - paras 16.13 and 16.30
E77: Bournbrook Walkway - paras 16.13 and [16.27] 16.30
E78: Castle Walkway - paras 16.13 and [16.27] 16.30
E79: Rea Valley Walkway - para 16.15

[Other proposals:-]

[E64: Pereira Road/Westfield Road – para 16.34]
[E70: Yewcroft School (1.3 ha approx) – para 16.34]

Industry

The following sites will be developed for industry:-

I38: Land adjacent to Birmingham Research Park (1.4 ha) Best Urban - para 16.12
I39: Land south of Vincent Drive (8.5 ha) Best Urban – para 16.12

In addition, land within the A38 Bristol Road Corridor will be developed for high technology industry, in accordance with the A38 Corridor Strategy – para 16.12A

Commerce

The following commercial development opportunities are identified:-

C5: Hotel development along Hagley Road - para 16.18 (partly implemented)
C6: Hotel, leisure and tourism development adjacent to Edgbaston Reservoir - para 16.19
[C27: Bristol Road frontage – para 16.12]

Mixed Use

The following areas is are identified for mixed use development:
**M32:** Selly Oak – between Metchley Lane Playing Fields and Selly Oak Hospital, to include a new hospital and business/science park, as specified in the Selly Oak Chapter and in the Selly Oak Local Action Plan - paras 16.12A, B and 20.15C – 20.17B A

**M33:** Land fronting Edgbaston Road and adjacent to the Midlands Arts Centre (3.2ha) – para 16.15A

### Housing Regeneration

[A] Housing Regeneration Initiatives [is] are proposed in the following areas:-

[HR16: Shenley Fields – Para 19.22]

HR23 Central Area Estates (Atwood Green)- para 16.15B (underway)

HR24A: Belgravia Estate – para 16.15C

HR24B: Ley Hill Estate – para 16.32A

HR25: Welsh House Farm Estate - para 16.39 (underway)

### Housing

The following sites will be developed for housing:-

[H30: Adams Hill (4ha – approx 130 dwellings) – para 19.14]

[H32: Woodcock Lane/Shenley Drive (5.2ha – 167 dwellings) – para 19.22]

The following Area of Restraint is identified:

Hi13: Rotton Park Road/Portland Road - paras 12.37 and 16.20 (policy adopted)

### Transportation

The following public transport improvement is proposed:-

**T45** – Metro Line One Extension between Snow Hill, New Street and Five Ways/Edgbaston – para 16.10

Road improvements will be carried out at:-

T28: A38 Bristol Road, Selly Oak - new road [-para 16.13]

[A cycleway] The following cycle routes will be developed [along]:-

T29: Millennium Cycle Route, incorporating Rea Valley Cycle Route paras 16.10A & 16.15

T47: Bristol Road – para 16.10A

*part of proposed Lapworth Loop

**The following key highway improvement lines will be protected:**

- **Hagley Road – Lordswood Road to Five Ways**
- **North and West of Bristol Road – Selly Oak**

In addition, [the Cross City Line is to be electrified] [and a ‘corridor’ between Five Ways and Quinton will be investigated for a possible Light Rail/Light Rapid Transit route. The A456 Hagley Road is identified as an improvement priority] it is proposed to improve public transport services in the Hagley Road corridor (para 16.10).

**Shopping**

Primary retail frontage policies will apply in the following centres:-

S18: Five Ways - para 16.22 (policy not yet prepared)

**[Community Facilities]**

[Proposals include:-]

[CF8: Site of Fire Station at Stonehouse Lane/West Boulevard (1.04ha) – para 19.11]

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 Million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)**

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

*Central Area Estates Development Framework*

*Edgbaston Reservoir and Surrounds Development Framework (draft) (N.B. this will be superseded by Loop Canals and Edgbaston Reservoir Development Framework)*

**Loop Canals and Edgbaston Reservoir Development Framework**

**Selly Oak Local Action Plan (draft)**

**Warwickshire County Cricket Club Planning Framework**

**DEVELOPMENT BRIEFS**

**Land at Bristol Road, Selly Oak**
Woodgate Business Park

DEVELOPMENT CONTROL POLICIES

Areas of Restraint in respect of the location of residential care homes, nursing homes, hostels and day nurseries within the Gillott Road area

Harborne Policy for Non-Retail uses

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

None

* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.

** In preparation/to be prepared (at 2001)
CHAPTER 17 - SPARKBROOK AND SMALL HEATH

General Character

17.1 The Sparkbrook and Small Heath Constituency extends south-eastwards from the City Centre to Hall Green and Moseley. Edgbaston lies to the west of the Constituency and Solihull Metropolitan Borough forms the eastern boundary. The Highgate district lies within the Ring Road and is, therefore, dealt with in the City Centre Statement. The Constituency had a population of around 107,000 in 1991, including a large ethnic minority community. Key statistics relating to the Constituency are included in the table at the end of this chapter.

17.2 A number of roads which serve the Constituency fall within the strategic highway network; these are:

- Small Heath [By-Pass,] Highway which forms part of the A45 link between the City Centre and the National Exhibition Centre and Birmingham International Airport.
- Warwick Road (A41) linking the City Centre with Solihull and the M42.
- Moseley Road (A435) which links with Redditch and the M42.
- Stratford Road (A34) which is a major southern entry point to the City.
- The Outer Orbital Route (A4040).

In addition, it is served by the Birmingham to Leamington Spa and North Warwickshire railway lines.

17.3 The major land use in the Constituency is residential and comprises a wide range of housing types. There are areas of pre-1919 terraced housing, which have been the focus of extensive urban renewal activity, [extend on] in Small Heath, Sparkhill and Sparkbrook either side of Stratford Road, with areas of more prosperous housing in Moseley and Acocks Green. There are Council housing estates in the north of the Constituency (in Balsall Heath, and in) Sparkbrook, [and in] Tyseley and Fox Hollies [in the south]. Larger shopping centres are located at Sparkbrook, Sparkhill and Springfield on Stratford Road, also at Small Heath, on Coventry Road, and at Acocks Green and Moseley. Smaller centres are situated at Bordesley Green, Ladypool Road and Stoney Lane. The [East Birmingham] Heartlands Hospital complex occupies a large site on the eastern boundary of the Constituency.

17.4 Industrial development is predominantly situated in the Small Heath, Tyseley and Greet areas, and [Lucas] Yuasa in the Fox Hollies area, is a major employer in the Constituency. A feature of the Small Heath, Sparkhill and Sparkbrook areas is the prevalence of small manufacturing and engineering companies, often located in close proximity to residential uses. Unemployment levels have been consistently above the City
average, especially in Sparkbrook Ward, which has experienced the highest unemployment in the City.

17.5 One of the main assets of the Constituency is its cultural diversity. Its range of restaurants, specialist shops and cultural centres give it a unique atmosphere. Other assets include: an existing Conservation Areas at School Road, Hall Green, Moseley and Bordesley Ideal Village (and a possible future Conservation Area at Farm Park), linear open spaces along the River Cole, the River Rea and the Grand Union Canal, and Small Heath and Sparkhill Parks. A range of recreational and leisure facilities include the Ackers Trust, Tyseley Railway Museum, Birmingham Sports Centre and Fox Hollies Leisure Centre.

17.6 The City Centre adjoins the Constituency and encouraging the spread of wealth-generating initiatives from the Centre will be an important aspect of future policy. A number of major industrial areas lie within the Constituency including Tyseley, Small Heath Business Park and the Armoury Road area. The Ackers Project and Railway Museum are important leisure facilities adjoining the Constituency.

Policy Statement

Overview

17.7 In comparison with other Constituencies, the supply of land available for future development in Sparkbrook and Small Heath is limited. Most of the sites available are small and are concentrated in Small Heath, Sparkbrook and Sparkhill Wards. Fox Hollies is largely built-up and developed and is unlikely to see significant change over the plan period.

17.8 Economic regeneration is an important strand of future policy [with an opportunity for industrial development on part of the former Burbury Brickworks site providing that contamination problems can be overcome]. The Small Heath area in particular has suffered from the closure of a number of major manufacturing firms. However, the Small Heath Business Park and Cole Valley Business Park have recently been developed, providing new employment opportunities within the Constituency. Other aspects of policy will be the encouragement of further commercial development where appropriate along major routes into the City Centre, and the creation of community-based employment initiatives in the Small Heath, Sparkbrook and Balsall Heath areas.

17.8A The strengthening of local centres is to be encouraged. This will be delivered through a programme of physical improvements to the key commercial centres in Sparkbrook and Sparkhill, as part of an Area Regeneration Initiative. Throughout the Sparkbrook and Sparkhill areas, there are concentrations of specialist shops and restaurants in local centres. The area as a whole has potential for development as a tourist attraction.

17.8B Part of Small Heath falls within the area covered by the Saltley/Small Heath Area Regeneration Initiative (ARI) and a sizeable portion of Sparkbrook and Tyseley is
within the area covered by the Sparkbrook/Sparkhill/Tyseley ARI. A number of regeneration projects are proposed in these areas.

17.9 With very little land available for housing, apart from small, [inner-city] brownfield sites, opportunities are likely to be limited to redevelopment on clearance sites. There will also be a continuing emphasis on the refurbishment of existing properties. Redevelopment and refurbishment will both be important aspects of the Sparkhill Renewal Area initiative and further refurbishment is taking place in the Chapter Housing Strategy Area. Elsewhere in the Constituency, action has been taken to replace sub-standard Council housing at Gospel Lane in Fox Hollies Ward.

17.10 Small Heath, Sparkbrook and Sparkhill have large multi-racial and multi-cultural communities and responding to their needs will be an important element of future policy. Suitable locations will be needed for religious and community facilities, as well as specialised types of housing provision.

17.11 Improving the environmental quality of the Constituency - in order to make the area a better place to live for local residents, and to encourage investment - will be another important strand in future policy. The whole Constituency falls severely below the City Council’s standards for both public open space and playing fields provision. Opportunities will therefore be sought to tidy up a number of derelict sites and establish a range of public open space and recreational and leisure amenities, together with areas of nature conservation interest. Existing areas of open space will be protected. The Grand Union Canal is also a valuable environmental feature and a potential focus for new development.

[13.14] 17.12 In order to cater for a shortage of primary school places across the Constituency a new school is proposed [at Albert Road in Aston (CF3) (within Perry Barr Constituency) and] [at Green Lane in Small Heath (CF6)] at St Paul’s Road, Balsall Heath. In addition, a new secondary school is proposed at Reddings Lane, Tyseley (CF13) to replace the existing Yardleys School.

[17.12] 17.13 [The opening of the M40 is likely to be a key factor in the future development of the area, leading to increased traffic flows and environmental difficulties on most of the major roads in the Constituency. Consideration needs to be given to the best means of improving conditions on the Warwick Road (A41) corridor, especially at Acocks Green Shopping Centre.] Opportunities to improve movement routes across the area for pedestrians, cyclists and public transport will be explored. A number of the radial routes in the Constituency have linear shopping centres which are subject to congestion, pedestrian safety and environmental problems. Some measures to manage traffic demand have recently been undertaken. The Camp Hill railway line will be investigated for the possible re-introduction of local passenger services. New park and ride facilities are also proposed at Spring Road and Tyseley railway stations. Any Transport proposals - including [a] possible light rail/light rapid transit [corridor] routes to serve the southern sector of the City - will be considered within the context of an integrated framework which also considers and
makes proposals for the economic, environmental, housing and urban renewal issues in the area.

[Coventry Road Area] Small Heath
(part of Small Heath Ward and part of Sparkbrook Ward)

[17.13] 17.14 The [Coventry Road] Small Heath area adjoins the City Centre on the south-eastern side and [lies between] includes the Coventry Road Shopping Centre, [and the railway. The area is largely residential, consisting mainly of new housing, due to extensive redevelopment in recent years.]

[17.14] Despite its location in Sparkbrook Constituency, this area relates to Coventry Road shopping centre which is dealt with in the Small Heath Constituency Statement.

[13.53] 17.15 The area is predominantly residential and consists [mainly] of a mixture of older terraced housing and new housing resulting from extensive redevelopment in recent years. In recent years, there has also been a considerable amount of renewal activity, and the area can look forward to a period of greater stability. A number of [opportunities for] new housing developments [remain] have recently been built. These include a site in Hobmoor Road, which [is] was the result of clearance proposals, and part of the former allotments at Somerville Road [H20]. If land at Yardley Green [Hospital] campus is declared surplus, it will provide opportunities for further residential development within the Saltley/Small Heath ARI area.

17.15A There have been a number of recent improvements to the facilities at Heartlands Hospital, and others are planned. Further improvements will be encouraged.

[17.15] 17.16 [The area has experienced upheaval due to major road works. These have included the Small Heath By-Pass Highway[,] improvement works have been carried out in this area, on the Warwick Road at Greet and [upgrading of] on the Ring Road. Further commercial development will be encouraged in locations on the Ring Road, especially at its junction with Coventry Road and Small Heath [By-Pass] Highway (C4) which has excellent accessibility and prominence. Sites along these routes will have strategic importance and it will be an important strand of future policy to ensure that their development potential is realised. Development proposals will be considered in the light of the guidance and policies set out in the Small Heath Highway (A45) Corridor Framework which has been adopted as Supplementary Planning Guidance.

[13.55] 17.17 In the past, Small Heath has suffered from closure of a number of longstanding manufacturing firms, but a number of new industrial [sites are becoming available] developments have recently come forward. The most significant
of these are the recently-completed Small Heath Business Park, with a prominent location on the Small Heath [By-Pass] Highway ([I31]), and the BSA Business Park, Armoury Road (I32).

[13.56] 17.18 The area is served by the Coventry Road Shopping Centre. Local shopping facilities have been improved by the opening of a large foodstore on the corner of Coventry Road and the [by-pass, but the effect of the store on the Coventry Road centre will require careful monitoring] Small Heath Highway. A retail core policy will apply (S15). Completion of the Small Heath [By-Pass] Highway has reduced traffic congestion on Coventry Road and will provide opportunities for pedestrian and environmental improvements. Car parking provision must also be improved. A large site in Cattell Road, previously identified for retail use, [remains to be developed] is allocated for shopping development. [Whilst mixed retail use is still the most favoured option, other uses, such as suitable residential or light industrial, may also be considered] This site is proposed for food and non-food retail development (S14).

[13.57] 17.19 The overall environment in this part of the Constituency is good. Much of the housing in the area is a pleasing mixture of architectural styles which has been enhanced by urban renewal investment. Bordesley Green Ideal Village, built as a model suburb in 1908, [is proposed for designation] has been designated as a conservation area ([E48]).

[13.58] 17.20 Small Heath Park is well used and has benefited from a major programme of improvements. The Ackers Trust is important both for a range of leisure facilities (including a dry ski slope) and as an area with nature conservation interest. Part of the site has been identified as a Site of Importance for Nature Conservation and will be protected (E50). Opportunities will be taken to develop the facilities available at the Ackers and to create links with heritage attractions. [One possibility may be to link the site with the Railway Museum and Stratford via the North Warwickshire railway line.] The linear walkway along the River Cole is a valuable environmental asset and currently extends for 7 miles from [Coventry Road] Yardley Wood to Chelmsley Wood [...] It is intended to provide a link from the Ackers site to Warwick Road and ultimately to Yardley Wood, thus, providing a public walkway along the total length of the River Cole within the City (E51). It is also being developed to provide a cycle route along its length (T42).

**Sparkbrook**

*(part of Sparkbrook Ward)*

[17.46] 17.21 The Sparkbrook area extends on either side of Stratford Road between Highgate Middleway and Walford Road. The Grand Union Canal forms the northern boundary. The area is predominantly residential and includes a large Council estate on the western side of Stratford Road. Areas of privately owned housing on the eastern side have already been the focus for considerable investment by the City Council.
An area of 1,200 houses in the area north of Walford Road has been identified for a comprehensive improvement programme. Local Housing Associations and the City Council have set up an agency service in order to encourage investment by private owners programme of re-roofing and building repair. Funding for this has been secured from the Single Regeneration Budget and Housing Investment Programme. The Farm Park area has historical connections with the Lloyds banking family and is proposed for designation as a Conservation Area. Its particular character will be protected (E80). has been refurbished as part of the SRB package.

The Sparkbrook shopping centre has seen considerable decline and the physical fabric of some of the shops is very poor. Only a small percentage of shops serve everyday needs as a high proportion are in specialist uses.

Highway improvements are likely to have a major effect on the area over the plan period. Like other southern routes into the City Centre, Stratford Road is already heavily congested and completion of the M40 is expected to increase the pressure. Public transport and highway improvements to address the issues throughout the southern sector will be brought forward within the plan period. Some measures have been introduced on Stratford Road to manage traffic demand and improve facilities for pedestrians and public transport. Options for making greater use of Highgate Road will also be investigated (T30) (See also paragraph 17.12). Improvements to Highgate Road, including a widening option, are being considered (T30). This would encourage the use of the western-side of the Ring Road rather than the restricted eastern-side. The proposal would have the advantages of providing benefits to the Inner Circle bus route and environmental relief to the Sparkbrook centre.

The Grand Union Canal has potential as a leisure/recreational facility for the area and improvement proposals are proceeding have recently been completed. These include landscaping, towpath works and improving access (E49).

Balsall Heath
(part of Sparkbrook Ward)

The Balsall Heath area extends on either side of Moseley Road. It is bounded by the River Rea on the west side and Ladypool Road forms the eastern boundary. The area will benefit from a considerable injection of Single Regeneration Budget and European monies over the Plan period.

The Ladypool Road shopping centre will continue to perform a useful role catering for the day to day needs of the local community. A retail core (S20) will help to consolidate retail uses into the most prosperous part of the centre, north of Brunswick Road, leaving the remainder to be developed for a mixture of uses. A shop refurbishment scheme has also enhanced the area and further environmental enhancements to Ladypool Road Shopping Centre are included within a programme.
of improvements as part of the Sparkbrook/Sparkhill/Tyseley ARI. Opportunities to provide improved servicing and additional car parking [should] will be taken where appropriate.

[17.23] 17.28 Balsall Heath has previously been the focus for extensive redevelopment and urban renewal activity. [Whilst a number of small housing sites remain to be developed,] The area is now largely settled and likely to remain so over the plan period.

[17.24] 17.29 A number of economic initiatives are underway:-

• [A section of the Moseley Road has been identified as an Industrial Improvement Area.] A number of measures are being taken as part of the Sparkbrook/Sparkhill/Tyseley ARI to encourage economic regeneration, by arresting the decline of traditional manufacturing trades and encouraging further commercial development.

• Ladypool Road Business Centre (Southside) is providing a range of enterprise initiatives for small local businesses.

• A 2.5 hectare site at Belgrave Road/ Moseley Road is proposed for a flagship development for the Sparkbrook area (C34).

[17.25] 17.30 The Rea Valley Walkway (E79) extends from the Belgrave Road area through parts of Selly Oak and Northfield. It is hoped to extend it to the City Centre and across the City boundary to Waseley Hills Country Park, in the south. The Walkway will be protected and has been enhanced by measures including the provision of a cycleway which will form part of the Millennium Cycle Route (T29).

Moseley
(part of Sparkhill Ward)

[17.26] 17.31 This is an area of predominantly pre-1919 housing, together with the eastern side of the Moseley shopping centre. This centre, which is within the Moseley Conservation Area, is dealt with in more detail in the Selly Oak Constituency Statement (See Chapter Twenty).

[17.27] 17.32 Many of the large Victorian and Edwardian houses in the area between Oxford Road [and] Woodstock Road/ Valentine Road/ Springfield Road* (partly within Selly Oak Constituency) have been converted into flats and bedsits, catering for students and single people. Others are in use for institutional purposes, such as hostel accommodation for mentally ill people or as rest homes for the elderly.

* N.B. This policy relates to Springfield Road, Moseley, not Springfield Road, Sparkhill
This area is identified as an Area of Restraint, within which planning permission for non-family dwelling uses such as those listed above may be refused on the grounds that further development of such uses would adversely affect the character of the area (Hi4). At the same time there is a continuing demand for the retention of large properties for family use. It will be important to ensure that a balanced housing stock is retained to enable these demands to be met.

[17.28] The area around Trafalgar Road has received a considerable amount of urban renewal investment from the City Council. A new housing development incorporating an area of open space on two cleared sites in this location will complement this investment (H26).

[17.29] The possible closure of Sorrento Maternity Hospital also presents a major opportunity for a mixed use development including commercial or hotel uses along the frontage with residential development at the rear.

[17.30] There is some scope for additional office development in the Alcester Road area adjacent to Moseley Shopping Centre, through conversion of existing buildings and small scale redevelopment. Appropriate proposals compatible with the Conservation Area which do not adversely affect the amenity of local residents will be encouraged (C24). Measures have already been introduced on the Alcester Road (A435) to manage traffic demand and improve the situation for public transport users and pedestrians.

Sparkhill
(part of Sparkhill Ward)

[17.31] The Sparkhill area extends on either side of Stratford Road, between Walford Road and Shaftmoor Lane. It includes two shopping centres at Sparkhill and Springfield, together with adjoining residential areas. A local shopping centre (at Stoney Lane) falls within the area, as does the Women’s Hospital. Sparkhill Park is an important leisure and recreational facility for the area, which is lacking in open spaces.

[17.32] Sparkhill shopping centre is the larger of the two centres. It provides a mix of convenience shops and shops catering for the specialist needs of the Asian community. Recent take-up of vacant units suggests a renewed interest from the Asian business community and future investment should be encouraged. In order to attract additional investment and encourage further commercial development, [the section of Stratford Road between Highgate Road and Showell Green Lane has been identified as a potential Commercial Improvement Area.] a programme of shop improvements, a living over the shop initiative and environmental improvements are proposed as part of the Sparkbrook/Sparkhill/ Tyseley ARI. A retail core policy will apply in Sparkhill (S21).
[17.33] Until now, uncertainties over proposed highway improvements have acted as a disincentive to investment. Any improvement of traffic routes from the M40/M42 to the south will need to take account of the needs of sensitive areas such as Sparkhill and Springfield Shopping Centres where pedestrian improvements and environmental enhancement are required. Highgate Road will be improved as the main access to the Ring Road (T30). [17.21]

[17.34] 17.39 The importance of the local centre at Stoney Lane in providing convenience goods has declined. However, there has been a growth in the popularity of local Asian restaurants which now attract trade from a wide area. With the concentration of specialist shops and restaurants, the area as a whole has potential for development as a tourist attraction. As a result of this success, there is a need to provide off-street parking facilities whilst protecting the amenity of local residents. Its local shopping function should be maintained.

[17.35] 17.40 Springfield shopping centre is a fairly buoyant centre serving the day to day needs of the local community and this role should be maintained during the plan period. A retail core policy will apply (S22).

[17.36] 17.41 The Sparkhill Renewal Initiative [will oversee] Area (nearing completion) has facilitated the comprehensive regeneration of an area of poor quality private sector housing to the west of Stratford Road (HR12). A systematic appraisal of renewal and clearance options [will identify] has identified possibilities for improving both housing and environmental conditions in an area of mixed housing. The Chapter Housing Strategy Area (HR26) lies to the east of Stratford Road and is tackling similar issues to those in the Sparkhill Renewal Area.

[17.37] 17.42 [Possible] The closure of the Women’s Hospital provides an important opportunity for residential development and associated community uses in an attractive location overlooking Sparkhill Park.

**Greet/Tyseley**
*(part of Small Heath Ward and part of Fox Hollies Ward)*

[17.38] 17.43 The Greet area forms a circle around Warwick Road at its junction with Percy Road and Golden Hillock Road. It includes a residential area which has been the focus of considerable City Council urban renewal expenditure. The Tyseley area is further to the east on Warwick Road and includes the Tyseley Railway Museum. [Only the southern part, consisting mainly of council housing, falls within the Sparkbrook Constituency.] The major area for industrial regeneration at Tyseley comes within Yardley [and the Railway Museum is in Small Heath] Constituency.

[17.39] Lucas is a major employer in the area, and there is a need to improve access to their site.]
[17.40] 17.45  [Warwick Road has been identified as a major route for highway improvements which will improve local access to the Tyseley Industrial Area (T31). (See also paragraph 17.12)] As part of the enhancement of the Tyseley and Greet industrial areas, improvements to local access are justified, and highway improvement lines will be retained for this purpose. New park and ride facilities are also proposed at Tyseley and Spring Road railway stations.

[17.41] 17.46 Part of the site of the former Burbury Brickworks presents a long-term opportunity for industrial development, despite development constraints due to its former use. Only 2.5 hectares (approximately) of the 8 hectare site is now likely to be developed (I41) has recently been developed as the Cole Valley Business Park. The scheme [will] has also involved improved access and car parking facilities for the adjoining [Lucas] Yuasa factory. There are opportunities for new industrial development within Classes B1 (b) and (c) or B2 (and comprising “clean” industrial processes) on land adjacent to Warwick Road, at Warwick Road Trading Estate and Manor Farm Road (I41A). Redevelopment of these sites should address the need for transport and access improvements, and should also enhance and consolidate the linear open space along the River Cole, including provision of the walkway and cycleway. The design of the development should reflect the “gateway” location, and should address the need to integrate the river within the development area. Further details on the requirements for the development of this land are set out in the Warwick Road Development Framework, which has been adopted as Supplementary Planning Guidance.

17.46A The remainder of the land at the former Burbury Brickworks has been laid out as public open space [(E81)]. There are also proposals to extend the adjoining River Cole Walkway (E51) to Solihull across the City boundary. An additional area of public open space at Bromyard Road has been laid out adjacent to the Walkway [(E82)].

Acocks Green/Fox Hollies
(part of Fox Hollies Ward)

[17.42] 17.47 Acocks Green consists of a prosperous residential area surrounding a shopping centre on Warwick Road. The Fox Hollies area extends from Fox Hollies Road eastwards to the City boundary and consists mainly of council housing. Some of it is in poor condition.

[17.43] 17.48 Acocks Green is an important and prosperous shopping centre. Its importance is likely to be maintained over the plan period. However, there is a need for environmental improvements, and to reduce congestion. A scheme to provide an improved junction of the A4040 with Warwick Road is planned for early implementation (T48). Proposals for additional retail development, particularly a larger foodstore, will be encouraged. Primary retail frontage policies will apply (S23).
The Fox Hollies area has two major recreational facilities - Fox Hollies Leisure Centre and Fox Hollies Park.

Major structural problems have been identified in an area of non-traditional council housing on the Gospel Lane Estate. This will present opportunities for comprehensive redevelopment of the whole area, in consultation with local residents. Non-traditional housing at Gospel Lane has been comprehensively redeveloped. Should the Acocks Green Bus Garage become surplus to requirements, this would present an opportunity for new housing and open space development on a brownfield site.

**List of Proposals**

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

**Environment**

Conservation Area will be designated at:-

- Bordesley Green Ideal Village - para. 3.57
- Farm Park area - para. 17.17

The following Site of Importance for Nature Conservation (SINC) will be protected:


The following proposals will form a network of Linear Open Spaces across the City:

- Grand Union Canal - para. [17.20] 17.25
- River Cole Walkway - para. [17.20] 17.20 and [17.41] 17.46
- Rea Valley Walkway - para. [17.25] 17.30

The following sites will be laid out as open space:

- Burbury Brickworks (5.5 ha) - para. 17.41
- Bromyard Road (Approx 1 ha) - para. 17.41

**Industry**

The following sites will be developed for industry:

- Small Heath Business Park (5 ha) Best Urban - para 13.55
- BSA Business Park, Armoury Road (1.9 ha) Good Urban - para [13.55] 17.17 (part completed)
Office development will be encouraged in the following locations:-

C4: Adjacent to the Ring Road – para. [17.15] 17.16 (several developments completed)

C24: Moseley Centre - para. [17.30] 17.35

The following site will be developed for business purposes:

C34: Belgrave Road/Moseley Road (2.5 ha) – para 17.29

Housing Regeneration

Housing Regeneration Initiatives are proposed in the following areas:-

HR12: Sparkhill - para. [17.36] 17.41 (nearing completion)

HR13: Gospel Lane Estate - para. 17.45

HR26: Chapter – para 17.41 (underway)

The following sites will be developed for housing:-

H20: Rear of Somerville Road (1.3 ha - 40 dwellings) – para 13.53

H25: Herbert Road/Coventry Road (1.1 ha)

H26: Trafalgar Road (2.6 ha) – para. 17.28

The following Area of Restraint is identified:-

Hi4: Between Oxford Road [and] Woodstock Road /Valentine Road/Springfield Road - para. [17.27] 17.32

Transportation

The following road improvements are proposed:-

T30: Highgate Road - para [17.33] 17.24

[T31: Warwick Road and Tyseley Hill Road – para. 17.40]

T48: Warwick Road/A4040 Junction - para 17.48
The following cycle routes will be developed:

T29: Millennium Cycle Route (incorporating Rea Valley Route) – para 17.30  
T40: East Birmingham Route  
T42: Cole Valley Route – para 17.20  
T49: Stratford Road Parallel

The following key highway improvement lines will be protected:

- Highgate Road – Ring Road to Stratford Road

In addition, the Warwick Road (A41) corridor is identified for priority improvement and the Camp Hill railway line may be reopened for local passenger services and new park and ride facilities are proposed at Spring Road and Tyseley railway stations. In addition, the southern sector of the City - which includes Sparkbrook and Small Heath Constituency - will also be investigated for a possible light rail/light rapid transit corridor routes to the City Centre (para 17.12 17.13).

Shopping

The following site is proposed for retail development:-

S14: Cattell Road ([2.8] 4 ha) - para [13.56] 17.18

Retail core policies will apply in the following centres:-

S15: Coventry Road - para [13.56] 17.18 (policy not yet prepared)  
S20: Ladypool Road - para. [17.22] 17.27 (policy not yet prepared)  
S21: Sparkhill - para. [17.32] 17.37 (policy not yet prepared)  

Primary retail frontage policies will apply in the following centre:-

S23: Acocks Green - para. [17.43] 17.48 (policy not yet prepared)

Community Facilities

[A] New schools will be developed at:-

[CF6: Green Lane (2.7 ha) para 13.14]  
CF13: Reddings Lane, Tyseley (4ha) - para 17.12  
- St. Paul’s Road, Balsall Heath – para 17.12

[*] Existing commitments identified in the Small Heath Local Plan, adopted by the City Council in March 1986.]
[**In bringing forward development proposals developers will need to take account of former landfill operations in this site.]**

**NB** With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of more than one hectare in size and highway improvements costing more than £1 million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)**

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

- **Balsall Heath Local Action Plan**
- **Birmingham Ring Road Framework (draft)**
- **Moseley Village Action Plan**
- **Saltley/Small Heath ARI Framework**
- **Small Heath Highway (A45) (Heybarnes Circus to Bordesley Circus) Development Framework**
- **Tyseley Economic Regeneration Strategy**
- **Warwick Road Development Framework**

**DEVELOPMENT BRIEFS**

- **Former Avery Guidex Site/Buildings, Junction of Camp Hill Middleway and Stratford Road**
- **Birmingham and Midland Hospital for Women, Showell Green Lane, Sparkhill**
- **Sites at Bordesley Circus**

**DEVELOPMENT CONTROL POLICIES**

- **Areas of Restraint in respect of the location of residential care homes, nursing homes, hostels, and non-family dwellinghouse uses in the Moseley area**
- **Policy for Non-Retail uses in Moseley Village**

**ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES**

- **Bordesley Ideal Village Conservation Area Design Guide**
Millstream Project Planning Framework

Moseley Shopfront Design Guide

Moseley Road Industrial Area - Guide to Environmental Improvements

Tyseley Economic Regeneration Area - Guide to Environmental Improvements

* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.

** In preparation/to be prepared (at 2001)
CHAPTER 18 - YARDLEY

General Character

18.1 Yardley is the City’s most easterly Constituency. It has clearly defined physical boundaries: the Birmingham-London railway to the north, the River Cole to the west, Birmingham International Airport to the east, and Warwick Road, Lincoln Road North and Coventry Road to the south. The built-up area of Solihull District lies immediately to the south-east. In [1987] 1991 the population was around [73,000] 70,000. Key statistics relating to the Constituency are included in the table at the end of this Chapter.

18.2 The two major roads are the radial A45 and the orbital A4040, although the A41 also forms the southern boundary. These are part of the Strategic Highway Network. The A45 is one of the key approaches to the City and is of particular significance because of the neighbouring areas it links. The National Exhibition Centre, Birmingham Business Park, Birmingham International Airport and the M6 and M42 all lie a short distance away to the east. To the west the Small Heath By-Pass continues dual carriageway access to the Ring Road, City Centre and Birmingham Heartlands. All these will have a significant impact on the future development, growth and prosperity of the City; as such the A45, which links them, effectively provides a “corridor of opportunity”. The Birmingham-London main line forms the northern boundary of the Constituency with local stations at Stechford and Lea Hall. There are also stations at Acocks Green and Tyseley on the Birmingham-Leamington line.

18.3 The A4040 divides the Constituency. To the west are pre-1919 and inter-war developments, to the east, largely post-war. Both areas are characterised by several large public and private estates interspersed with an extensive network of open space, parks and sports pitches. Yardley has two distinct, large industrial areas; Tyseley and Garretts Green. A focal point for investment are the mixed shopping and commercial uses at the Swan Centre. Unemployment rates are below the City average.

Policy Statement

Overview

18.4 Large parts of Yardley will see little or no change over the plan period, whilst a few areas will experience considerable activity and new development. [Opportunities will be created through redevelopment and renewal. For example, a new mixed housing development of about 425 dwellings will be provided in Stockfield as a result of clearing defective housing.] Tyseley Industrial Area has been identified for priority action and investment and [will undergo a complete] has already undergone substantial renewal to offer important industrial opportunities. The Swan retail and commercial centre occupies a strategic location and new retail warehouse and office development proposals should lead to further growth. Most of the A45 Coventry Road offers frontage opportunities for quality development taking advantage of its strategic function linking perhaps the city’s two greatest assets: the City Centre and...
Airport/NEC Complex. Any transport proposals - including a possible light rail/light rapid transit corridor routes to serve the southern sector of the City and the provision of additional tracks on the Birmingham New Street to Coventry railway line - will be considered within the context of an integrated framework which also considers and makes proposals for the economic, environmental, housing and urban renewal issues in the area.

18.5 A key feature of the stable residential areas is the amount, quality and variety of interlinking green open spaces. Increasingly, these are coming under pressure for development. In addition to policies aimed at protecting these sites, a series of proposals aim to exploit their potential for a variety of environmental, conservation, recreation and leisure uses. Shopping provision is good within the area with important centres at Acocks Green and Sheldon. Both are considered suitable for further growth through redevelopment opportunities.

**Tyseley**

*(part of Acocks Green Ward)*

18.6 This area, bounded by the River Cole, Coventry Road, Waterloo Road, Stockfield Road and the Birmingham-London Euston railway is predominantly an old industrial area interspersed with pockets of residential development. The Grand Union Canal bisects the area and has considerable environmental potential but acts as a barrier to north-south movement. Tyseley has been identified as an area for priority action and investment in view of its range of physical and economic problems (IR4).

18.7 Developed largely between the wars, the Tyseley industrial areas, covering over 100 hectares, was once one of the city’s major manufacturing areas. However, it experienced a spiral of decline in the 1970s/80s but more recently there has been some redevelopment and there are currently [over 20 ha] about 5 ha of vacant or underused land and buildings. The area, therefore, is in need of substantial continued renewal investment and the City Council has committed itself to an interlinked framework of policies, proposals and programmes to re-establish it as a key industrial area. Works are currently in progress addressing the following aims: to assist existing firms, to promote physical redevelopment, to help local residents gain access to jobs and to undertake environmental enhancement.

18.8 The key to unlocking the area’s potential is to improve access which is currently extremely poor. New access roads are being considered off Coventry Road, Stockfield Road and Tyseley Hill Road; whilst road widening and other improvements will be implemented to increase capacity and ease circulation within the area. The junction at Yardley Road/Stockfield Road on the A4040 will be improved, and Stockfield Road between its junction with Yardley Road and Kilmorie Road will be widened (T33). Modest improvements to Tyseley Hill Road are proposed. Improvements to the A4040 at Yardley Road/Stockfield Road will be reviewed over the Plan Period (T33).
18.9 Action will be concentrated on [four] three areas, each of which contain a number of development and redevelopment opportunities, although reclamation works are required on some sites:-

- Redfern Road-Wharfdale Road area
- Amington Road area
[• Coventry Road/Brickfield Road/Speedwell Road area, and]
- Kings Road/Hay Hall Road/James Road area.

There are currently [five] two ‘best urban’ industrial sites available for development within the area ([I42-] I44 and I46). In addition Tyseley has been designated as an Industrial Improvement Area offering a variety of grants and financial incentives to existing businesses.

18.9A The Tyseley waste management depot has recently been rebuilt to meet current EC standards, and provides a major outlet for the City’s waste. It includes an Energy from Waste Plant, a clinical waste incinerator, a public waste disposal facility and a street cleansing depot.

18.10 Extensive environmental improvements are to be undertaken to increase the attractiveness of the area and boost business confidence. The Grand Union Canal and Cole Valley will be a focus for much of these works and [also] offer[s] opportunities for walkways, wildlife corridors and leisure pursuits, including the proposed Cole Valley cycle route (T42). Proposals for the Cole Valley are described in Chapter Fourteen.

18.11 The largest residential area is Redhill, comprising pre-1919 terraced houses. A series of urban renewal, environmental and industrial improvement measures have substantially upgraded this area in recent years. [To the east the area includes part of the Stockfield estate. These properties have structural defects and are to be cleared. It is proposed to re-use the land to create] A new access to the area has been created and [create] a major ‘gateway’ industrial opportunity has been partly developed (I46).

18.12 Bounding the area in the west is ‘The Ackers’ - a major recreational and leisure area. Part of this land has been designated as a Site of Importance for Nature Conservation (E50). A series of environmental and leisure policies and proposals enhancing and protecting this area are described in Chapter [Thirteen] Seventeen.

Stockfield
(part of Acocks Green Ward)

18.13 This established residential area is bounded by the Warwick Road, Stockfield Road, Yardley Cemetery/Coventry Road, and the boundary with Solihull District. A range of public and private sector estates are to be found - some in need of renewal. A feature of the area is the almost complete lack of public open space, although there are several allotments and the Grand Union Canal offers recreational/leisure potential. The railway line between Birmingham and Leamington Spa [railway] passes...
through the area and local services are available at Acocks Green Station. Acocks Green shopping centre straddles the southern boundary.

18.14 [Stockfield is an area undergoing change.] The former municipal Stockfield Estate [comprises over 400 dwellings and suffers] which suffered from severe structural defects [which cannot be rectified at viable cost]. The decision has therefore been taken to redevelop the estate. In addition to [has been redeveloped with new housing, [the proposals include relocating and laying out new] public open space, [expanding the] and playing fields for Cottesbrooke School. There is still a need to find a site [and providing a range of community facilities] for a community building [(HR14)].

18.15 The area to the east of the canal is also undergoing change as industrial and commercial uses close and are replaced by housing. The former Rover Works site is an example providing 178 new dwellings and as part of this 1.7 ha [are to be] have been laid out as new public open space alongside the canal [(E86)].

18.16 New housing has also been constructed at The Vineries, Woodcock Lane North and Clay Lane. [and further land is available at Woodcock Lane North (H29). A Government office site and] An area of small industrial premises adjacent to the housing at Clay Lane and fronting the Grand Union Canal [now] represents a minority ‘non-conforming’ use[s]. Should [any of these sites] this land become available over the Plan period, applications for residential development will be considered favourably.

18.17 The Grand Union Canal affords a major recreation opportunity in the area. It will be enhanced through towpath and landscaping works to form a linear walkway leisure facility and corridor for the movement of wildlife. Opportunities should also be taken to improve accessibility and use (E49). A further linear open space branches off the Canal and links to the Westley Brook Green Wedge (E85). Any new frontage developments will be encouraged to incorporate the “green” corridor being developed between The Ackers Project and the City boundary. In this respect, parts of two allotments fronting the canal are being developed for nature conservation purposes.

18.18 The Arden Road area contains many fine buildings in a tree lined setting and is worthy of protection to preserve its special character. It is proposed for designation as a Conservation Area (E87).

18.19 Acocks Green shopping centre is considered in Chapter Seventeen. To the north of the centre, additional park and ride facilities are proposed at Acocks Green railway station.
**The Swan Centre and Yardley**  
*(part of Yardley Ward and part of Acocks Green Ward)*

18.20 This large district includes the whole of Yardley Ward and those parts of Acocks Green Ward around the Swan Centre. It is predominantly a residential area with several house types and tenures interspersed with a network of green open space. Two strategic highways, the A45 Coventry Road and A4040 [outer ring road], meet at the Swan Centre, a notable retail and office centre. Other local centres are to be found at Hay Mills, North Yardley, Stechford, The Radleys and the Meadway. The River Cole provides a continuous green walkway and recreational space to the west (see Chapter [Thirteen] Seventeen). There are no major industrial areas within the District. Stechford and Lea Hall both have railway stations. There is a park and ride facility at Lea Hall Station. New park and ride facilities are proposed at Stechford.

18.21 The Swan Centre comprises a refurbished 1960’s shopping centre with multi-storey car park, and striking office development. Proposed improvements to the A4040 will relieve north-south congestion and create further development opportunities - both of which should increase the attractiveness and potential of the centre. Primary retail frontage policies will apply (S25). Its strategic location makes it ideal for further retail, office and commercial growth and recent investment and redevelopment suggests this has already started. Retail warehousing development may be particularly appropriate in this location and a site rear of Church Road will be made available through road widening (C25). Widening of the A4040 will be from its junction with Harvey Road to its junction with the A45 Coventry Road (T32). Measures to ease pedestrian access across roads and junctions and ensure an integrated centre are required, and quality developments, incorporating landscaping and environmental improvements will be encouraged. A planning framework has been prepared as Supplementary Planning Guidance to encourage and guide new investment in, and development at, the Swan and Yew Tree shopping centres and the surrounding area.

18.22 North Yardley is a thriving local centre, but those at Stechford and the Meadway show signs of decline. These centres together with Hay Mills and The Radleys have an important shopping function. Efforts will be made to retain and support this. A retail core policy will operate in Stechford (S24).

18.23 Yardley contains one of the city’s oldest and best Conservation Areas: Yardley Old Village. Various improvements and visitor facilities are to be provided as part of an enhancement programme. Nearby Blakesley Hall forms one of the Museums highlighted in the city’s Heritage Strategy. Further improvements are proposed to upgrade and enhance its tourist potential, including a new visitor centre (To3).

18.24 Yardley has a significant number of parks, playing fields, allotments and sports pitches which enhance its character and appearance. However, there has been considerable pressure to approve the release of some of these for residential development. For example, development has already been...
given] taken place on land to the rear of Partridge Road [(H27)] and on land to the rear of Elmcroft Road [(H28)]. The area now falls well below standard for the provision of sports pitches and it will be particularly important to ensure that any further decline is strongly resisted.

**Sheldon**  
*(Sheldon Ward)*

18.25 Sheldon is bounded by the Birmingham-London Euston railway to the north, the A45 to the south and Birmingham International Airport to the east and comprises several large housing estates, the Garratts Green industrial area and Sheldon shopping centre. Sheldon Country Park, which incorporates Hatchford Brook Municipal Golf Course and the King George V playing fields, provides an attractive green boundary, whilst the [King George V playing fields,] Westley Brook and Radleys Walk provide green parkways and offer a variety of recreational and leisure opportunities.

18.26 The A45 is dualled throughout its length and provides the best access into the City from the east. Its strategic importance is such that any development or redevelopment opportunities occurring along its length should be used for quality developments. Offices and commercial uses will be considered *favourably* in the light of the guidance and policies set out in the A45 Coventry Road Corridor Development Framework, which has been adopted as Supplementary Planning Guidance (C26).

18.26A Public transport improvements to link the Birmingham International Airport and National Exhibition Centre with the rest of the City, particularly the City Centre, will be a long-term priority.

18.27 New retail opportunities and small-scale offices are considered suitable within or adjacent to Sheldon shopping centre. [Further growth will need to be accompanied by additional car parking.] Primary retail frontage policies will apply (S26).

18.28 The Garratts Green Industrial Estate, which borders the railway, is an established area, which is undergoing gradual renewal. To the east, 12-15 hectares of land are occupied by low intensity uses. Should redevelopment opportunities occur, sites outside the Airport’s Public Safety Zone will be considered for more general industrial and warehouse development. Clearly identified routes for goods vehicles to the Strategic Highway Network need to be agreed to prevent use of less desirable routes.

18.29 The open land to the east of the Constituency is protected through inclusion in the Green Belt, whilst the Westley Brook Green Wedge extends protection into the built-up area. Two opportunities also exist to improve the areas open space provision. Former school playing fields to the rear of Willclare Road and Larne Road will be protected from development and are proposed as new open space (E84)[; whilst land fronting Mackadown Lane and The Radleys is also proposed as open space (E83)].
18.30 Sheldon Country Park already promotes the recreational and leisure potential of the Westley and Hatchford Brooks. However, the frontage to Coventry Road would constitute an attractive development opportunity at the entrance to the City[... should land be available]. A site of 2.5 hectares has been identified for commercial purposes and a planning brief has been prepared to guide development (C35).

18.31 Parts of the Constituency fall close to Birmingham International Airport. Applications for development within this area will be assessed against the Supplementary Planning Guidance on Airport Noise and New Development, and PPG 24: Planning and Noise. Public Safety Zones are in the process of being redefined and will need to be taken into consideration when determining planning applications in these areas.

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

Environment

A Conservation Area will be designated at:-

E87: Arden Road - para. 18.18

The following Site of Importance for Nature Conservation (SINC) will be protected:-

E50: The Ackers - para. 18.12

The following proposals will form part of a network of Linear Open Spaces across the City:-

E49: The Grand Union Canal - para. 18.17
E85: Grand Union Canal – Westley Brook Green Wedge - para. 18.17

New open space will be laid out at the following site[s]:-

[E83: Mackadown Lane (3.5 ha) - para. 18.29]
E84: Willclare Road/Larne Road (2.6 ha) - para. 18.29
[E86: Grand Union Canal/Former Rover Works (1.4 ha) - para. 18.15]

Industrial Regeneration

Industrial Regeneration Initiatives are proposed in the following area:-

IR4: Tyseley - para. 18.6 - 18.10 (underway, several developments completed)


Industry

The following sites will be developed for industry:-

[I42: Ada Road/Speedwell Road (3.8 ha) Best Urban – para.18.9**]
[I43: Amington Road (1.2ha) Best Urban – para. 18.9]
I44: Tyseley Wharf (3.2 ha) Best Urban - para. 18.9
[I45: Redfern Business Park (12 ha) Best Urban – para. 18.9]
I46: Stockfield Road/Wharfdale Road (2 ha) Best Urban paras. 18.9 and 18.11 (part completed)

Commerce

The following commercial development opportunities are identified:-

C25: Church Road/The Causeway - para. 18.21
C26: A45 Coventry Road frontages - para. 18.26
C35: Land at Hatchford Brook (approx 2.5 ha) – para 18.30

Tourism

Tourism potential will be enhanced at:-

To3: Blakesley Hall Museum - para. 18.23

[Housing Regeneration]

[A Housing Regeneration Initiative is proposed in the following area:-]

[HR14: Stockfield – para. 18.14]

[Housing]

[The following sites will be developed for housing:-]

[H27: Rear of Partridge Road (1.3 ha, 40 dwellings) – para 18.24]
[H28: Rear of Elmcroft Road (1.1 ha, 32 dwellings) – para 18.24]
[H29: Woodcock Lane North (2 ha) – para. 18.16]

Transportation

The following road improvements are proposed:-

T32: Church Road - para. 18.21
The following cycle routes will be developed:

- T40: East Birmingham Route
- T42: Cole Valley Route - para 18.10

The following key highway improvement lines will be protected:

- Church Road – The Swan Underpass to Harvey Road
- Station Road, Stechford
- Stockfield Road (single carriageway) and Yardley Road to The Swan Roundabout

In addition, new or improved park and ride facilities are proposed at Acocks Green and Stechford railway stations, and the provision of additional tracks on the Birmingham New Street to Coventry railway line will be supported. The southern sector of the City - which includes part of Yardley Constituency - will also be investigated for a possible light rail/light rapid transit corridor routes to the City Centre (paras 18.4, 18.19 and 18.20).

Shopping

Primary retail frontage policies will apply in the following centres:

- S25: The Swan Centre - para. 18.21 (policy not yet prepared)
- S26: Sheldon - para. 18.27 (policy not yet prepared)

A retail core will be identified in the following centre:

- S24: Stechford - para. 18.22 (policy not yet prepared)

[** In bringing forward development proposals developers will need to take account of former landfill operations on part of this site.]

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of more than one hectare in size and highway improvements costing more than £1 million.

SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES

- The A45 Coventry Road Corridor (Heybarnes Circus to Hatchford Brook) Development Framework
- The Swan and Yew Tree Local Centres and Adjoining Areas Planning Framework
DEVELOPMENT BRIEFS

Land at Hatchford Brook Municipal Golf Course, Sheldon

DEVELOPMENT CONTROL POLICIES

Acocks Green Policy for Non-Retail uses**

Airport Noise and New Development

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

Millstream Project Planning Framework

* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.

**in preparation/to be prepared (at 2001)
CHAPTER 19 - NORTHFIELD

General Character

19.1 Northfield Constituency occupies the south-west corner of the City. At the northern end lie Shenley Fields and Weoley Castle, Kings Norton and Selly Oak form the eastern boundary. Southwards, the Constituency extends to the City boundary where it adjoins Bromsgrove District. The Constituency had a population of around 96,000 in 1987, 77,500 in 1991. Key statistics relating to the Constituency are included in the table at the end of this Chapter.

19.2 Housing is the major land use in the Constituency with a significantly higher proportion of Council housing than the City average. There are large Council estates at Weoley Castle, Frankley, Rubery and West Heath. Northfield has a major shopping centre with smaller centres at Weoley Castle, Bartley Green and West Heath. The Constituency is generally prosperous; however, some Council estates suffer from poor quality housing and levels of deprivation comparable to inner city areas, made worse by their isolation from shopping centres and other facilities.

19.3 The Constituency is bisected by the Bristol Road (A38) which forms part of the Strategic Highway Network. It links the City Centre with Bromsgrove and the M5 and is heavily trafficked. Longbridge Lane (B4096) is also identified as part of the Strategic Highway Network as is Barnes Hill/Shenley Lane/Bell Hill. The Cross-City railway line between Redditch and Lichfield serves the Constituency.

19.4 Industrial development is largely concentrated in the Longbridge and Bartley Green area[s]. The Austin Rover MG Rover Longbridge Plant is one of the City’s major employers. With many Northfield residents working at the plant, employment opportunities in the Constituency are heavily dependent upon it. However, there is also a major economic initiative at Woodgate Business Park. Unemployment levels are generally below average for the City.

19.5 The Constituency has a number of assets and attractions. These include two Conservation Areas (Northfield Old Village and Austin Village) and two Ancient Monuments (Weoley Castle and Gannow Green Farm Moat). A range of recreational and leisure facilities include Woodgate Valley Country Park, Bartley Green Reservoir (attracting various water-based activities) and North Worcestershire golf course. There are also a number of parks, including those at Cofton Park and Seneleys, together with an extensive network of rivers and adjoining open spaces.

19.6 The Lickey Hills and Waseley Hill Country Parks are major recreational assets adjoining the Constituency and there is also easy access to the surrounding countryside.
Policy Statement

Overview

19.7 A significant part of the Constituency is already built up and developed (notably West Heath, Turves Green and part of Northfield itself). Most of these areas are likely to see little change over the Plan period. The remainder of the Constituency is open land and an important strand of future policy will be the need to protect and enhance the extensive network of open space, recreation and leisure amenities.

19.8 For these reasons, opportunities for future development are limited to a number of major proposals in key locations:-

• The most significant opportunity arises from the Health Authorities' proposal decision to release a total of about 100ha of land from the former Rubery Hill and Hollymoor Hospitals [over a ten year period]. This proposal, involving a mixture of uses (including commercial, business and residential, as well as recreational and community purposes) will have a significant effect on the character of the local area; it should also have the effect of attracting further investment to the locality and adjoining areas.

• [Whilst the future prosperity of Northfield Constituency will be closely related to the development of new high technology industry within the A38 Corridor, in accordance with the A38 Corridor Strategy.

• In the Weoley Castle, Shenley Fields, Bellfields, West Heath and Rubery areas, a number of new housing sites will continue to provide the opportunity to link the release of land with comprehensive plans to improve adjoining Council estates.

Elsewhere in the Constituency a limited amount of land is available for development, mainly on small infill sites.

19.9 The Bristol Road (A38) will be a priority for [further upgrading] improvement over the plan period, including the provision of a [by-pass] Relief Road around Northfield Centre. A number of public transport improvements are proposed [including: electrification of the Cross-City railway line; investigations into the provision of a possible light rail/light rapid transit route from the City Centre to serve large housing estates in the Weoley area, and possible] In addition, the possibility of light rail/light rapid transit will be investigated.

19.9A The provision of a “Parkway” station in the vicinity of Longbridge could form the basis of a more comprehensive and strategic transport hub for rail travel, bus interchange and parking. Longbridge’s location on a major rail route to the north-east, south-west and Wales offers the opportunity to provide such a facility, at which long distance, as well as local rail services, could stop. Park and ride facilities could provide an alternative to car usage for long-distance travel, generally promote other...
rail services, and reduce passenger pressure on New Street Station. Park and ride facilities are also proposed at Northfield railway station.

[Woodgate Valley]

[19.10] The Woodgate Valley area forms the northern boundary of the Constituency and includes the Country Park, a modern Council estate and Woodgate Business Park.

[19.13] Running through the Valley is the Bournbrook Walkway which forms a link between the countryside and areas of Edgbaston and Selly Oak (E77).

[19.16] The southern tip of the land known as Woodgate Site ‘A’ falls within Northfield Constituency. This land forms part of a public open space proposal (E73B) to be laid out in conjunction with proposed high quality industrial/business development to the north. Further details on these proposals are set out in paragraphs 16.25 to 16.27.

Weoley Castle
(part of Weoley Ward)

[19.21] 19.10 The Weoley Castle area consists of a compact shopping centre surrounded by Council housing estates at Weoley Castle itself and Shenley Fields. The shopping centre is expected to continue to fulfil an important role in serving the day to day needs of the local community. Primary retail frontage policies will apply (S27).

[19.22] 19.11 Some of the Council housing in the area is affected by disrepair and structural problems. It also suffers from design deficiencies and a poor general environment. In response to this, a number of initiatives have been implemented to provide comprehensive upgrading of areas, and to introduce alternative types of property and forms of tenure. These include proposals for Stonebrook Way [(HR15)] and the Shenley Fields area [(HR16). The former, an Estate Action Scheme, will improve housing conditions through a mixture of refurbishment and redevelopment. The latter combines the release of land (at a former children’s home (H32) and a school site (H31), together with some smaller sites) with a comprehensive strategy for improving Council housing in and around Long Nuke Road. Both initiatives will also address a range of associated matters, including the quality of the environment.]

[19.23] 19.12 A linear open space has been formed along the length of Merritts Brook which links Ley Hill Recreation Ground, Manor Farm Park and open space in Selly Oak Constituency (E95).

[19.24] 19.13 Manor Farm Park/Ley Hill Recreation Ground forms an important wildlife corridor, linking Ley Hill estate to open countryside across the City boundary. It has been identified as a Site of Importance for Nature Conservation and will be protected and enhanced (E96).
[19.25] 19.14 Weoley Castle ruins are an important educational resource and tourist attraction. Additional facilities are proposed to enable it to fulfil its role as an educational and local history resource have been scheduled as an Ancient Monument, and will be protected. The City Council is currently considering proposals for the future management of the site, including the potential for education and tourism. (To4). Castle Walkway provides scope for linking Weoley Castle with other attractions in Selly Oak Constituency and ultimately with the City Centre (E78). A new area of public open space is proposed including a former Council tip in Somery Road. Part of this has now been laid out and the remainder will complete a missing link to the Walkway (E92). Any new development in this area should respect the linear open space, and should not preclude the future reinstatement of the former Dudley No. 2 (Lapal) Canal.

[19.26] 19.15 The Shenley Court School and Leisure Centre provides a variety of leisure and sporting activities serving a wide local area. There may be potential for expansion during the Plan period.

Northfield/Longbridge/
West Heath
(part of Longbridge Ward,
part of Northfield Ward and
part of Weoley Ward)

[19.27] 19.16 Northfield is a linear shopping centre on Bristol Road (A38) adjoined by terraced housing. The Northfield Old Village Conservation Area is located nearby. The Longbridge area, dominated by Austin Rover Works, lies further south along Bristol Road. West Heath is a large area of Council housing, forming the south-eastern corner of the Constituency. The area is served by Northfield and Longbridge Stations on the Cross-City line. Electrification of the route has improved the service and a possible new station at Popes Lane will be investigated. Additional park and ride facilities are also proposed at Northfield railway station.

[19.28] 19.17 Northfield is one of the largest suburban shopping centres (the fifth largest in the City). It is a buoyant and fairly prosperous centre and its importance is likely to be maintained over the Plan period. There is limited pressure for non-retail uses at present, and primary retail frontage policies will apply be prepared (S28). Northfield has also been identified as a suitable location for future office development (C28). A proposed Relief Road to the west of Bristol Road (T34) will have a major impact on the centre: it will provide opportunities for pedestrian and other improvements to benefit local shoppers, and reduce congestion. These measures are likely to include restrictions on vehicular access and environmental improvements. Opportunities will be taken to seek to improve the provision of car parking facilities in the shopping area. A Local Action Plan has been prepared for Northfield, which addresses these issues. This has been adopted as Supplementary Planning Guidance.
19.18 The Local Action Plan has identified development opportunities which are likely to be created by the construction of the Northfield [By-Pass] Relief Road (T34). [Appropriate commercial uses will be encouraged along the A38 Bristol Road generally (C27) and, in particular, on] The site of the former Public Works Depot on Frankley Beeches Road ([1.5ha] 2.5ha) currently in use for car storage (C29) has been identified as a major development opportunity and a development brief has been prepared as Supplementary Planning Guidance to guide the development of the site. Development of this site should address the need to replace or refurbish the existing swimming facilities at Northfield Baths. The site could be developed with a variety of uses, including offices, an hotel, other commercial uses, leisure, healthcare, community uses, housing or retailing. Proposals involving retail or leisure uses should be fully integrated with the existing shopping centre.

19.18A Development proposals on sites in the A38 Bristol Road Corridor which are not allocated for any particular use in this Plan, or in Supplementary Planning Guidance, will first be considered against the requirements set out in the A38 Corridor Strategy, and may be reserved for high technology industry. On such sites, alternative uses will only be permitted if it can be demonstrated that the site in question is not suitable for high technology uses, and provided that the proposed development is consistent with other policies in the Plan or in Supplementary Planning Guidance. The Birmingham to Worcestershire High-Technology Corridor (Central Technology Belt), which includes the A38 Bristol Road South in Northfield, has been identified in Regional Planning Guidance (RPG11) as one of several High-Technology Corridors (see paragraphs 4.32A – 4.32C). Sites within the Central Technology Belt that fulfil the following criteria will be considered particularly appropriate for high-technology development in support of the Central Technology Belt strategy:

- Sites greater than 1 hectare in size;
- Sites that are capable of providing a high quality working environment;
- Sites that are attractive to high-technology/knowledge-led companies with an international/ national/ regional choice of location;
- Sites that are easily accessible to universities and other knowledge-led centres for technology transfer, education and training;
- Sites that have good accessibility by a range of transport modes, including public transport.

Where a site becomes available for development that meets the above criteria, the City Council will consult the Central Technology Belt to establish whether the site is needed to support the strategy. Where this is the case, the City Council will support proposals involving the development of employment uses falling within Use Class B1 that involve high-technology/knowledge-led development, for example, those identified in paragraph 4.32B. Offices falling within Class B1 (a) and warehousing/distribution uses falling within Class B8 will only be considered acceptable if they are operationally linked to and/or ancillary to the high-technology uses. The City Council is likely to refuse permission for other uses on such sites.
19.18B The area around Bunbury Road contains many large properties which have been converted to "institutional" uses or other non-residential uses. This area has been identified as an Area of Restraint, within which planning permission for non-family dwelling uses may be refused on the grounds that further such uses would adversely affect the character of the area (Hi3).

The UDP 2005 policies in relation to the Longbridge area (formerly paragraphs 19.19 – 19.19D) have been replaced by the Longbridge Area Action Plan which provides a detailed framework for the redevelopment of the former Austin Rover car plant.

19.19E To assist the implementation of this major regeneration opportunity, a new Development Framework for Longbridge is being prepared. Following consultation with the local community and other interested parties, it will be adopted as Supplementary Planning Guidance and used as the basis for determining future development proposals.

Kalamazoo is another major employer in Northfield. Surplus land is likely to become available along the Bristol Road frontage [and also off Tessall Lane.] [The former will provide opportunities for office development (C30);] [the latter for residential development (H34). These] which provides an opportunity for high technology business uses linked to the A38 Corridor Strategy (C30). Other commercial uses will not be permitted unless it can be demonstrated that the site is not suitable for high technology business use. The development of this land will be linked to enhancement of the adjoining Rea Valley Walkway.

19.20A Land at 1195/1197 Bristol Road South and the former depot to the rear are available for development. The existing frontage premises form part of a small parade of shops, within a predominantly residential area. It is therefore proposed that most of the site be developed with housing and/or community uses, with a small element of retail/commercial use along the frontage (M18A). The retail/commercial element should be of an appropriate scale in relation to the adjacent shops.

The Rea Valley Walkway links this section of the Constituency with Selly Oak and ultimately with the City Centre. This important walkway and cycleway will be protected and enhanced and forms part of the Millennium Cycle Route (T29). Access is currently restricted in the Longbridge area – opportunities to improve access will be pursued, as will opportunities to extend the areas of open space adjoining the walkway - with the ultimate aim of extending the walkway over the City boundary to the Waseley Hills Country Park (E79). Another walkway links Northfield Shopping Centre with Bournville and this also will be protected (E109). Two Sites of Importance for Nature Conservation will be protected in the Northfield section of the Rea Valley Walkway:-

- Wychall Reservoir, West Heath (E98)
- Mill Lane, Northfield (E99)

19.21A The area around Central Avenue, near the Rea Valley Walkway, is known as Austin Village. It contains pre-fabricated timber housing, originally brought from
North America to accommodate workers at the Austin factory during the First World War. Its special character has been protected by designating it as a Conservation Area.

19.22 An area of poor quality Council housing at Staple Hall has been tackled through a Joint Venture initiative (HR20). The Council is currently investigating options for the estate, which could include the refurbishment and redevelopment of existing dwellings and new housebuilding on under-utilised land.

19.22A A joint venture is also underway in the Bellfields area, to the west of Northfield shopping centre (HR27). This involves redevelopment of existing maisonettes and houses of non-traditional construction. A number of development sites totalling around 6.8 hectares have been identified for replacement housing, including surplus school playing fields and allotments at Merrits Brook which are no longer required for recreational purposes. A variety of community benefits and facilities will be provided, including new public open space and a children’s play area. More detailed guidance on the development sites, public open space and playing field provision, social housing requirements, design, landscaping, parking, access and other considerations is set out in a development brief, which has been adopted as Supplementary Planning Guidance.

19.22B The Tinkers Farm Centre (former Northfield School) has been identified for redevelopment with affordable housing and associated open space. (H53), to complement the regeneration proposals for the Bellfields Estate. It is proposed that the existing Neighbourhood Office and Housing Office within the centre will be relocated to a site at Ulwine Drive.

19.22C Poor quality housing at Turves Green Estate will also be redeveloped through a Joint Venture (HR28).

19.23 Part of an allotments site at Pope’s Lane, West Heath, adjoining the River Rea, has been declared surplus. This presents an opportunity for additional public open space incorporating improvements to the adjoining Rea Valley Walkway (E97).

**Rubery**

*(part of Longbridge Ward)*

19.24 The Rubery area occupies the south-west corner of the Constituency. Part of the area (including the shopping centre) lies outside the City. The section within the City extends on either side of Bristol Road South, with the site of the former Hollymoor and Rubery Hill Hospitals on the northern side, and areas of Council housing to the south and west. Colmers Farm School is an important dual-use leisure facility for the area. Part of the Lickey Hills Country Park also lies within the City.

19.25 The closure of the Rubery Hill and Hollymoor Hospitals [in stages over the coming years presents] has presented a major opportunity for redevelopment and partial refurbishment to accommodate a balanced mixed development of residential,
commercial (including offices, industry and leisure), retail, open space, community and health care uses known as Birmingham Great Park (M18).

19.26 The redevelopment of the site is being guided by a Master Plan, prepared by the developers and agreed with the City Council. The development will be accommodated within a framework provided by areas of public open space (including Rubery Hill and Callow Brook - approximately 18 ha) and a new highway network. The broad distribution of land uses within this framework is shown on the Proposals Map. The western part of the site (Rubery) will be developed primarily for commercial purposes (including office campus, research and development, light industry, leisure and hotel purposes) and the eastern part (Hollymoor) primarily for residential purposes. In total approximately 800 dwellings will be provided including up to 25% for affordable or special needs housing. The listed buildings on the site, and their settings, should be protected and enhanced.

19.27 Retail development will be restricted to a large foodstore (maximum 70,000 sq.ft.) which has now been completed, and limited retail floorspace as part of a new local centre on the Hollymoor site.

19.28 Following the completion of an environmental traffic management study a number of measures will be likely to be required to improve road access within and on to the sites from both Bristol Road South and Tessall Lane. These will continue to include substantial contributions from developers (subject to the necessary legal agreements). New distributor roads within the site are shown on the Proposals Map. Road and junction improvements are likely to be required at:-

- Lickey Road/A38 Bristol Road South
- Longbridge Lane/A38
- Tessall Lane/A38 Bristol Road South

19.28A Access to the Birmingham Great Park site will be further improved following the completion of this section of the Millennium Cycle Route (T29). The Birmingham Great Park development will enable the route to be extended from the Rea Valley Cycleway, along Tessall Lane and through the site.

19.29 Improvements to public transport will be required to link these new developments with the City Centre. Re-opening a section of the old Birmingham-Halesowen railway line which bisects the Hollymoor site could be one possibility is proposed, and discussions with West Midlands Passenger Transport Authority, Centro and British Rail the rail companies will explore this and ensure the integration of such a service with other services and modes of travel in the area. It is, therefore, proposed that the line of the old railway and a site for a possible new station, be retained and protected whilst the feasibility of this is investigated.
Several Council estates in the area suffer from disrepair and structural problems. In addition, they have a poor overall environment and are currently isolated from shopping and other facilities. Despite these difficulties, there is potential for future improvements. They are in an attractive location overlooking the Green Belt and will be less isolated from shopping and other facilities once the Hollymoor/Rubery Hospitals development takes place is completed. Initiatives are in hand to secure comprehensive upgrading, including approved Estate Action Schemes. Comprehensive improvements have already been carried out at Cock Hill Lane (HR18) and the Leach Green Estate (HR19) and a Joint Venture Scheme at Raven Hays (HR17). At Cockhill Lane and Leach Green there will be a mixture of demolition, new housing, refurbishment and environmental improvements. New housing for rent and sale will be provided by housing associations and private builders. In the Raven Hays area the release of land for housing (H33) is being linked with a comprehensive improvement strategy for the adjoining Egghill Estate is proposed (HR17).

An important geological site of considerable educational value has been identified at Rubery Cutting and Leach Green quarries. In order to protect and develop the site as an educational, scientific and interpretive resource, it is proposed to establish a local Nature Reserve has been declared. This area has also been identified as a Site of Importance for Nature Conservation (E100).

The section of the Lickey Hills Country Park which falls within the Constituency is confirmed as Green Belt. General Green Belt policies will apply.
Frankley
(part of Longbridge Ward)

19.33 The Frankley Estate lies to the north of Rubery. Adjacent land to the north lies within Bromsgrove district and within the Green Belt. The estate was developed in the 1970s and is predominantly a housing area surrounding the Holly Hill centre which comprises shops, a public house and a range of social, health and educational facilities. Further detailed guidance for Frankley Centre has been produced.

19.34 Whilst most of the estate is developed there remains some vacant land to the north and east of the Holly Hill Centre which is available for uses to complement and consolidate the centre. Land at New Street and Arden Road is proposed for industrial development (I65). Land between this site and the Holly Hill Centre is appropriate for retail or community development, including car parking, subject to overcoming any problems on the part of the site which has previously been subject to landfill.

19.35 The Millennium Cycle Route (T29) will extend from Rubery through the Frankley area, and beyond the City boundary.

19.36 A moated site, east of Gannow Green Farm, is of archaeological importance and has been scheduled as an Ancient Monument.

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

Environment

The following Sites of Importance for Nature Conservation (SINCs) will be protected:-

E99: Mill Lane, Northfield - para [19.32] 19.21
E100: Rubery Cutting and Leach Green quarries - para [19.42] 19.31 (Local Nature Reserve declared)

The following proposals will form part of a network of linear open spaces across the City:-

E79: Rea Valley Walkway - para [19.32] 19.21

The following areas will be laid out as open space:-
E97: Popes Lane - para [19.34] 19.23

**Industry**

The following site will be developed for industry:

I65: New Street and Arden Road, Frankley (1.6 ha) Good Urban - para 19.34

In addition, land within the A38 Bristol Road/Bristol Road South Corridor will be developed for high technology industry, in accordance with the A38 Corridor Strategy – para 19.18A.

**Commerce**

Commercial development is proposed in the following locations:-

[C27: Bristol Road frontages - para 19.29]
C29: Frankley Beeches Road (2.5ha) - para [19.29] 19.18
C30: Land at Kalamazoo (1.4ha) – to be developed with high technology business uses linked to the A38 Corridor Strategy, unless it can be demonstrated that the site is not suitable for high technology business use - para [19.34] 19.20

Office development will be encouraged in the following location:-

C28: Northfield Centre - para [19.28] 19.17

**Mixed Use**

M18: The former Hollymoor and Rubery Hospitals (Birmingham Great Park) will be developed for a balanced mixed development comprising residential, community, [light] industrial, business, retail and open space/leisure and health care uses (paras [19.36 to 19.40] 19.25 – 19.29). The broad scale and likely distribution of uses is as follows:-

[Hollymoor Site]

- Land for housing (about 23ha, 750 dwellings)
- A local centre and community facilities
- Open space (a minimum of 7ha)
- Land for light industrial purposes (4ha)

[Rubery Site]

- Land for commercial development (around 18 ha) including:
The Birmingham Plan
BIRMINGHAM UNITARY DEVELOPMENT PLAN 2005
(including Alterations approved by the City Council for adoption on 11 October 2005)

Chapter 19 – Northfield

i) a low density office campus (around 13 ha) (part completed)
ii) hotel, conference and leisure facilities (around 5 ha) (most of leisure completed)
• Land for [light] industrial and business purposes ([5] approx 9 ha)
• Land for retail development (a maximum of 70,000 sq.ft. gross floorspace) and a petrol filling station
• Public open space at Rubery Hill (about 7ha)
• Public open space along Callow Brook (a minimum of 4 ha)
• Additional public open space (a minimum of 7 ha)
• Land for housing ([2.4] approx 26 ha, [50] approx 800 dwellings) (part completed)
• An all weather sports pitch
• Land for a health centre
• A local centre and community facilities (part completed)

M18A: 1195/1197 Bristol Road South and land at rear (approx 1.1 ha) – housing and/or community uses with small-scale retail/commercial along frontage – para 19.20A

Tourism

Additional facilities are proposed at:-

Housing Regeneration

Housing Regeneration initiatives are proposed in the following areas:-
[HR15: Stonebrook Way, Weoley Castle – para 19.22]
[HR16: Shenley Fields – para 19.22]
[HR18: Cock Hill Lane – para 19.41]
[HR19: Leach Green Estate – para 19.41]
[HR20: Staple Hall – para 19.33]
HR27: Bellfields Area – para 19.22A (underway)
HR28: Turves Green Estate - para 19.22C

Housing

The following site[s] will be developed for housing:-
[H31: Ilmington Road, Weoley Castle (1.6ha – 96 dwellings) – para 19.22]
[H33: Raven Hays Road (2.6ha – 87 dwellings) – para 19.41]
[H34: Tessall Lane, Longbridge (2.3ha) – para 19.31]
H53: Tinkers Farm Centre (1.8 ha - 65 dwellings) - Para 19.22B
H53A: Griffin Close, Bristol Road South (7.6 ha – 286 dwellings)

The following Area of Restraint is identified:-
Hi 3: Middleton Hall Road/Bunbury Road and Environs \[\text{para 19.18B}\]

**Transportation**

The following road improvements are proposed:


- New junctions and local distributor roads linking the A38/Bristol Road to Rubery Lane and a loop serving the Hollymoor developments. (mostly completed)
- Highway and junction improvements *may be required* at:
  - Lickey Road/A38 Bristol Road South
  - Longbridge Lane/A38
  - Tessall Lane/A38 Bristol Road South
  - Tessall Lane/Rubery Lane

*The following cycle routes will be developed:*

**T29: Millennium Cycle Route (incorporating Rea Valley Route)** – paras 19.21, 19.28A and 19.35

**T47: Bristol Road**

*The following key highway improvement lines will be protected:*

- **Bristol Road - Northfield and Longbridge**

In addition, [the Cross-City line is to be electrified,] *provision of a “Parkway” station in the vicinity of Longbridge, with transport interchange facilities and park and ride, will be investigated. Additional park and ride facilities are also proposed at Northfield station. (Estate and a corridor from the City Centre to the Weoley area will be investigated for a possible) The possibility of light rail/rapid transit through the area will also be investigated [route] (see paras 19.9, 19.9A, 19.16, 19.19A, 19.19B [19.40 and 19.35].

**Shopping**

Primary retail frontage policies will apply at the following shopping centres:-


**S28: Northfield** - para [19.28] 19.17 (policy not yet prepared)
With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of more than one hectare in size and highway improvements costing more than £1 million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)**

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

*Frankley Centre Planning Guidelines (draft)*

*Northfield Local Action Plan*

**DEVELOPMENT BRIEFS**

*Bellfields, Northfield*

*Birmingham Great Park - Design Guide for Residential Development Areas 4b, 5a, 5b and 6*

*Development Guide for Industrial Development at Birmingham Great Park*

*Frankley Beeches Depot*

*Rubery/Hollymoor I - Residential Development off Rubery Lane adj Rubery Hill*

*Rubery/Hollymoor II - Office Campus off Park Way*

*Rubery/Hollymoor III - Residential Development off Tessall Lane*

*Rubery/Hollymoor IV - Development Area at Junction of Bristol Road South and Park Way*

*Rubery/Hollymoor V - Development and partial refurbishment of Hollymoor Hospital*

**DEVELOPMENT CONTROL POLICIES**

*Areas of Restraint in respect of the location of institutional and non-family dwellinghouse uses in Middleton Hall Road and Bunbury Road*
ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

None

* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.
CHAPTER 20 - SELLY OAK

General Character

20.1 Selly Oak Constituency is located in the southern part of the City. It extends from the inner city area of Balsall Heath to the City boundary at Kings Norton where it adjoins Bromsgrove District. Northfield Constituency forms its western boundary whilst Hall Green and Sparkbrook & Small Heath lie to its east. The Constituency had a population of about 95,000 in 1987, 90,000 in 1991. Key statistics relating to the Constituency are included in the table at the end of this chapter.

20.2 Two roads on the Strategic Highway Network traverse the area: Bristol Road (A38) and Alcester Road (A435). These radial routes link the City Centre with Bromsgrove, Redditch, the M42, M5 and M40, part of which is already open to traffic. The Cross City railway line between Redditch and Lichfield also serves part of the Constituency.

20.3 Six shopping centres straddle or adjoin major roads. These include Kings Heath, the largest centre in the southern suburbs of the City and a major asset to the area. Other centres are at Selly Oak, Stirchley, Cotteridge, Moseley and Kings Norton.

20.4 Housing is the major land user. Pre-1919 terraced dwellings extend from Balsall Heath southwards into Kings Heath, Stirchley and Selly Oak. These are adjoined by large Victorian and Edwardian dwellings and extensive inter-war developments. At the southern end of the Constituency in Kings Norton, are a number of large post-war Council housing estates, where housing conditions are poor. There are also problems of poor housing and deprivation in the Balsall Heath area.

20.5 Industrial uses are concentrated along the railway line and include the Cadbury - Schweppes factory at Bournville. The service sector is a major source of employment. Major service sector employers include Selly Oak Hospital University Hospital Birmingham NHS Trust, University of Birmingham and the BBC at Pebble Mill. Generally, unemployment levels are below the City average, but there are pockets of high unemployment, for example in Balsall Heath and on the large Council estates.

20.6 The Constituency’s high quality environment is a major asset. There are many attractive parks and linear open spaces such as Cannon Hill Park, Kings Heath Park and the Rea Valley Walkway. There are also numerous buildings and developments of architectural or historic interest including the model village at Bournville. The area also has several important visitor attractions, for example, the Patrick Collection at Kings Norton, the Nature Centre adjacent to Cannon Hill Park, and the Midlands Arts Centre.
Policy Statement

Overview

20.7 Much of the Constituency is unlikely to see any major changes over the Plan period. Development opportunities are largely confined to the Bristol Road Corridor (A38), Stirchley, and the edge of the City at Kings Norton. These can be summarised as follows:-

• The redevelopment of Kings Norton Business Centre is underway and has been designated a Simplified Planning Zone. This will provide new employment opportunities and contribute to the City’s supply of industrial land.

• Selly Oak will provide opportunities for major new developments, including a new hospital, industry, retail uses, new housing and University facilities

• Highway improvements proposed in the A38 corridor will help to improve the environment and traffic conditions in Selly Oak shopping centre and adjoining residential areas, and provide access to development sites.

• There is potential for high technology industrial development linked to the A38 Corridor Strategy, including opportunities at Selly Oak

• The development of a site at Longdales Road will provide around 130 dwellings to meet the requirement for new housing provision on the periphery of the City.

• Land at Hazelwell Lane in Stirchley Centre is proposed for mixed-use (predominantly retail) development

• Land adjoining the Pershore Road (A441) at Dogpool Mills, Stirchley, is proposed for industrial development. Two other sites nearby, at Ten Acres, are proposed for housing.

20.7A The Birmingham to Worcestershire High-Technology Corridor (Central Technology Belt), which includes the A38 Bristol Road and Bristol Road South in Selly Oak, has been identified in Regional Planning Guidance (RPG11) as one of several High-Technology Corridors (see paragraphs 4.32A – 4.32C). Sites within the Central Technology Belt that fulfil the following criteria will be considered particularly appropriate for high-technology development in support of the Central Technology Belt strategy:

• Sites greater than 1 hectare in size;

• Sites that are capable of providing a high quality working environment;

• Sites that are attractive to high-technology/knowledge-led companies with an international/ national/ regional choice of location;
Sites that are easily accessible to universities and other knowledge-led centres for technology transfer, education and training;

Sites that have good accessibility by a range of transport modes, including public transport.

Where a site becomes available for development that meets the above criteria, the City Council will consult the Central Technology Belt to establish whether the site is needed to support the strategy. Where this is the case, the City Council will support proposals involving the development of employment uses falling within Use Class B1 that involve high-technology/knowledge-led development, for example, those identified in paragraph 4.32B. Offices falling within Class B1 (a) and warehousing/distribution uses falling within Class B8 will only be considered acceptable if they are operationally linked to and/or ancillary to the high-technology uses. The City Council is likely to refuse permission for other uses on such sites.

20.8 Measures will be taken to improve housing conditions, for example, [in Pool Farm Estate] at the “Three Estates” in Kings Norton and at the Ingoldsby Estate.

20.9 At Kings Heath shopping centre there are opportunities for further small scale retail and mixed use developments which will further upgrade and enhance this important shopping centre.

20.10 Other important policies relate to:-

- the protection and enhancement of the extensive network of parks, open spaces, canals, etc, and of the built environment;

- encouraging the development of visitor and heritage attractions in selected locations.

20.11 [The completion of the M40 is likely to result in further heavy traffic pressure in this part of the City, particularly on radial routes to the City Centre. Further improvements to the Strategic Highway Network, particularly the Alcester Road (A435), may be needed in order to accommodate increased traffic flows. At the same time there is a need to minimise the effect of traffic flows on the environment and to encourage the use of public transport including the] Some traffic demand management measures have already been undertaken in the Alcester Road (A435) corridor to give increased priority to public transport services and pedestrians. The possible reintroduction of local passenger services on the Camp Hill Line will be encouraged. [Any transport proposals including a] Possible light rail/light rapid transit [corridor] routes to serve the southern sector of the City will also be [considered within the context of an integrated framework which also considers and makes proposals for the economic, environmental, housing and urban renewal issues in the area] investigated. The Millennium Cycle Route passes through the Constituency. Strategic cycle routes are also proposed along Bristol Road, between Moseley and the University of Birmingham, and along the Worcester and Birmingham Canal.
Selly Oak
(part of Selly Oak Ward)

20.12 This area is located at the north western end of the Constituency close to the Queen Elizabeth Hospital and Birmingham University. **There are a number of issues and opportunities within this area.**

20.13—see paragraph 20.17B

[20.14 In order to accommodate increased traffic flows over the Plan period and improve the environment, it is proposed to carry out further improvements to Bristol Road where it passes through Selly Oak shopping centre (i.e. between Edgbaston Park Road and Langleyes Road) (T28). This, together with improvements in Northfield, will complete the dualling of this route from Priory Road to the City boundary.]

20.15 [Selly Oak shopping centre occupies a key position on the Bristol Road. There is a need to maintain its role in serving the day-to-day needs of the local community and a retail core policy will apply (S29). There is also a need to improve the environment of the centre, although the choice of appropriate measures will depend on the route chosen for the A38 improvements. Possible redevelopment opportunities include the bus depot on Harborne Lane which has potential for office or residential use, and The Dingle which has potential for commercial development and which can be linked by the Worcester-Birmingham Canal to the International Convention Centre, the University and other tourist attractions within the Constituency.] Selly Oak shopping centre (including shops at Bournbrook and the Oak Tree Lane Junction and the Battery Retail Park) should perform an important role in meeting the day-to-day needs of the local community. However, the centre suffers from a poor quality environment, particularly as a result of through traffic on the A38 Bristol Road, and new retail warehouse and foodstore developments at the southern end of the centre have not been well integrated with the original retail area. Congestion on the Bristol Road also leads to through traffic passing through the adjoining residential areas.

20.15A The Birmingham Health Authority has proposals for reorganisation of health care. These include a new hospital to replace Selly Oak Hospital and much of the Queen Elizabeth Hospital site.

20.15B There are major opportunities for development/redevelopment around Selly Oak centre, including sites within the Grange Road/Dale Road area, the Birmingham Battery site and land to the south of Vincent Drive (within Edgbaston Constituency). These sites and others have potential to help to meet the longer-term development needs of the University of Birmingham and the University Hospital Birmingham NHS Trust, as well as the City’s need for employment, including the need for high technology development, as identified in the A38 Corridor Strategy. It is important that this potential is realised, whilst at the same time ensuring that opportunities are taken to resolve a range of access and environmental issues and regenerate Selly Oak shopping centre.
20.15C A detailed package of proposals for this area will be set out in the Selly Oak Local Action Plan which will be adopted as Supplementary Planning Guidance to this Plan. The main elements of the package are as follows:

- The implementation of measures to enhance the environment of the Selly Oak shopping centre and to enhance its local shopping function, including investment in new retail development. An “area of restraint” policy, whereby planning applications for public houses, restaurants/cafes and hot food takeaways will normally be refused, will apply in this centre (S29A). The need for a retail core area will be monitored (S29).

- The development of the Old Tramworks and adjoining land at Dale Road for housing (H35). Because of its location, this area is particularly suitable for student accommodation.

- The City Council may resist proposals for new-build student accommodation on the south-eastern side of the A38 Bristol Road.

- The development/ redevelopment of a large area (partly within Edgbaston Constituency) extending from Metchley Lane Playing Fields in the north to Selly Oak Hospital in the south, for a mixture of uses (M32). Appropriate new uses will be:
  - a new hospital which should be well-related to public transport;
  - high technology industry, business, research and development uses, related to the University and Hospital;*
  - mixed leisure, office and retail development/ redevelopment, integrated with the existing shopping centre, and not of a scale that would threaten the vitality and viability of the existing centre, or of any other centre in the area;
  - housing (not student accommodation) on the Selly Oak Hospital site, should this not be required for health-related uses, subject to the need to retain open space and sports pitch/playing field provision within this site;
  - new University facilities;
  - the site adjacent to Selly Oak railway station provides an opportunity for park and ride and will be protected for this use.

20.16 The land between Harborne Lane and the Worcester and Birmingham Canal is a major crossroads for linear open spaces. It is essential that [opportunities are taken to complete the missing links in] development provides for the extension of the Bournbrook and Castle Walkways (E77 and E78), to link with the canal and protect their ecological and amenity value.

20.16A Any new development in this area should also assist with the future reinstatement of the former Dudley No. 2 (Lapal) Canal. New development should also be designed so that it is well related to both the existing Worcester and Birmingham Canal, and the reinstated Dudley No. 2 (Lapal) Canal.

* this proposal is also expected to make an important contribution towards the A38 Corridor Strategy.
20.17 [The Cross City rail line serves this area, with a station adjacent to Selly Oak shopping centre. This line is to be upgraded by electrification and there is potential to develop a new station at Raddlebarn Road to serve Selly Oak Hospital and surrounding residential areas.] The implementation of any significant development is dependent on measures being taken to improve road access to the development sites, and to reduce traffic passing through the Selly Oak centre and adjoining residential roads. In order to achieve this, a new road is proposed between Harborne Lane and the Bristol Road (T28). The precise alignment of the road will be defined in the Selly Oak Local Action Plan.

20.17A Development as outlined in paragraph 20.15C above will only be permitted as part of a comprehensive package which ensures that the road is provided, and issues of land contamination are addressed. The overall package will also be subject to:

- Environmental improvements, including the laying out of the linear open space walkways across the Birmingham Battery site (E77 and E78), improvements to the canal network and the creation of new public spaces, protection of the nature conservation value of the area around the Bourn Brook and environmental enhancements and other measures to revitalise the shopping centre.

- Public transport improvements, including improving conditions for buses on Bristol Road, improvements to Selly Oak station, park and ride facilities, a new public transport interchange at the University station and investigating the potential for a new station at Raddlebarn Road.

- The provision of satisfactory recreational/open space/allotment improvements to compensate for the loss of any allotments or open space as a result of development.

20.17B [Bristol Road (A38), part of the Strategic Highway Network, crosses the area providing many important opportunities for commercial development on frontage sites (C27). For example, the possible closure of the Woodlands Hospital presents an opportunity for office, hotel or mixed use development on the frontage, with housing at the rear of the site.] Development proposals on sites in the A38 Bristol Road Corridor which are not allocated for any particular use in this Plan, or in Supplementary Planning Guidance, will first be considered against the requirements set out in the A38 Corridor Strategy, with suitable sites being reserved for high technology industrial uses. Within the A38 Corridor, alternative uses will only be permitted if it can be demonstrated that the site in question is not suitable for high technology uses, and provided that the proposed development is consistent with other policies in the Plan or in Supplementary Planning Guidance.

20.18 To either side of Bristol Road are major residential areas. These include the pre-1919 housing area at Bournbrook, [much of which has been improved recently, although the area] which suffers from a shortage of local public open space. In addition, there is a need for strategies to improve housing conditions and to deal with the problems associated with the high concentration of privately rented properties and houses in multiple occupation, many of which are occupied by students. Much of the area on the south-eastern side of Bristol Road is included within an Area of Restraint (Hi2A) within which planning permission may be refused for further houses.
in multiple occupation and purpose-built student accommodation. The residential areas of Selly Park/ Bournbrook and Weoley Hill are important from a conservation point of view, and it is proposed to include these within Conservation Areas (E101 and E103). [The site at “The Davids”, Hole Lane will be developed for housing (H37A).]

**Bournville**

(part of Selly Oak Ward and part of Bournville Ward)

20.19 Bournville comprises the Cadbury [-Schweppes] factory, extensive residential areas and a range of small parks and open spaces.

20.20 The area benefits from its high quality environment and much of it is included in two Conservation Areas: Bournville Village and Bournville Tenants. It includes the factory and model village developed by George Cadbury [for his workers], and now internationally recognised as one of the most important examples of early town planning. [Factory road access is a source of regular complaints and a preferred route to the A38 needs to be identified and encouraged.]

20.21 **The importance of the Cadbury factory at Bournville to the economy is recognised. The City Council will work with the company to assist future site efficiency.** Cadbury World, based on the factory, is a major tourist attraction. The development of a range of additional tourist and heritage attractions [including Cadbury World which is based on the factory], will be encouraged (To6). However, any development needs to conserve and enhance the character of the Conservation Area, and should also ensure that the amenity of local residents is not adversely affected (To6). Opportunities also exist to provide an interpretation centre and improve the environment and parking facilities for the model village. The Worcester and Birmingham Canal will links these with other attractions in the City (E76).

20.22 Open spaces further enhance the quality of the area. A walkway is being developed to link the canal with Bartley Reservoir and open space beyond the City boundary. Missing links on this walkway will be laid out as opportunities arise (E95). A second walkway links Bournville with Northfield shopping centre (E109). The area also includes two Sites of Importance for Nature Conservation which will be protected. These are the grounds of Woodbrooke (E104) and Stocks Wood (E105).

**Kings Norton (North) and Cotteridge**

(part of Bournville Ward and part of Kings Norton Ward)

20.23 This area covers the districts of Cotteridge and the northern part of Kings Norton. It contains residential areas with a range of housing types including Nineteenth Century terraced properties and Council estates. The area around Middleton Hall Road and Bunbury Road contains many larger properties which have...
been converted into “institutional” uses and other non-residential uses, for example hotels, hostels, day nurseries, nursing homes, houses in multiple occupation and flats. This area is identified as an Area of Restraint within which planning permission may be refused for non-family dwelling uses such as those listed above on the grounds that further hostels, residential care homes and other similar uses would adversely affect the character of the area (Hi3).

20.23A Regeneration of the Ingoldsby Estate, to the south of Bunbury Road, is proposed (HR29). This involves a Joint Venture scheme to clear and redevelop the worst of the existing properties. A possible station on the Cross-City railway line at Popes Lane is to be investigated. The Wychall Farm Estate, south of Wychall Road, will also be the subject of a housing regeneration initiative, which will include the clearance and redevelopment of existing unfit properties (HR29A).

20.24 To the south of the Cross City line, adjacent to the station, Kings Norton Business Centre forms part of a sizeable industrial area - which benefits from proximity to the M42, M5 and M40. The inclusion of the whole Business Centre in a Simplified Planning Zone (SPZ) will facilitate the regeneration of the area and encourage further sites to come forward for development (IR5). The SPZ will grants advance planning permission primarily for business, industrial and warehousing uses (Classes B1, B2 and B8). The SPZ will be the subject of separate consultation and adoption procedures. Proposed improvements to Lifford Lane and Melchett Road will help to improve access to this industrial area and to the Patrick Collection (T35).

20.24A The former Burmans factory site off Wychall Lane provides an opportunity for industrial redevelopment (I66). Access to any development will be from Eckersall Lane. Redevelopment of the site should enable and contribute to the development and improvement of the Rea Valley Walkway and Millennium Cycle Route (T29). The development should also have regard to the archaeological importance of the site.

20.24B It is proposed to provide additional park and ride facilities on land at Kings Norton railway station. In addition, the land is of sufficient size to offer potential for the development of a railfreight facility.

20.25 At the junction of Pershore Road and the A4040 lies Cotteridge shopping centre. Congestion and environmental conditions within the centre are a matter of concern, and traffic management measures are proposed. Further along Pershore Road South, Kings Norton is a smaller centre and focal point of the Kings Norton Village Conservation Area. Both shopping centres have an important role in meeting the day-to-day shopping needs of the local community, and their main shopping function will be protected. Primary retail frontage policies will apply in Cotteridge (S33).

20.26 [The Patrick Collection is developing as a tourist attraction of regional importance. Other] Potential tourist attractions in the area include Kings Norton Conservation Area and the Lifford Reservoir area. Proposals to develop tourist and heritage attractions will be encouraged in this area subject to the need to protect its amenity (To7). The Worcester and Birmingham and Stratford-on-Avon Canals have a
high tourist potential linking these attractions with others in the City and beyond its boundary.

20.27 The Rea Valley Walkway is one of the City’s major open space walkways linking Balsall Heath and the City boundary. Missing links in the section between Lifford Lane and Wychall Reservoir will be laid out which will enable extension of the Rea Valley cycle route (E79) as part of the Millennium Cycle Route (T29). Several Sites of Importance for Nature Conservation will be protected at Wychall Reservoir (E98), north of Wychall Lane (E110), Merecroft Pool (E111) which is also a Local Nature Reserve, and Kings Norton Playing Fields (E112).

Kings Norton (South)
(part of Kings Norton Ward)

20.28 This part of Kings Norton is located on the southern boundary of the City and benefits from proximity to the M42, M5 and M40.

20.29 Housing is the main land user, and there are several large post-war Council estates in this area. Some of these estates suffer from poor housing conditions, poor environment and shortages of local open space. In particular, the “Three Estates” (i.e. Hawkesley, Primrose and Pool Farm) will be the focus of attention to improve housing conditions and encourage local employment opportunities. A strategic regeneration strategy will also address current issues on the estates. On the Pool Farm Estate a Joint Venture initiative with public and private investment is planned being implemented in response to these problems (HR21). This involves the release of land (including the site listed below, together with some smaller sites) and a comprehensive strategy for improving housing and environmental conditions. The development of the site at Longdales Road for housing (H39) will also help to meet the requirement for new housing provision in the City.

20.30 The possible rationalisation of West Heath Hospital presents an opportunity for development. This site would be suitable for new housing.

20.31 Adjacent to the City boundary is a narrow belt of open land which extends into the rural area of Bromsgrove District. It is proposed to designate this land as Green Belt. This definition recognises the value of the ridge in screening existing development, and of Longdales Road/Icknield Street/Walkers Heath Road as a physical barrier to development.

20.32 There is a large area of underused land at Parsons Hill, which requires reclamation before it can be developed. The site may have long-term potential [Should it become available during the Plan period, opportunities may exist] for [high quality business or industrial] development within Class B1 (b) and (c), with provision of open space linked to the canal and extensive landscaping. Any development proposals will be subject to the need to address problems of contamination within the site, and gas migration onto adjacent land, and to protect the amenity of residents, including measures to discourage traffic from passing through residential
areas. [Improvements to access to the site, including the Parsons Hill/Ardarth Road junction and canal bridge, will be required].

Stirchley/Selly Park
(part of Selly Oak Ward and part of Bournville Ward)

20.33 This area extends either side of Pershore Road (A441) from Cannon Hill Park to the [Outer Ring Road] A4040.

20.34 The area includes many pre-1919 terraced dwellings. Although much of the housing has been improved, many dwellings in Stirchley need to be the subject of strategies to improve housing conditions. There is also a need to consider opportunities to minimise the impact of industrial uses on adjoining dwellings and to improve the general environment of the area including linking it with the adjoining open space, for example the Rea Valley Walkway.

20.35 Stirchley shopping centre has an important role in providing for the day to day needs of the community. There is a need to improve its environment and [maintain] enhance its shopping function [through the identification of a retail core (S31). The decision not to include Pershore Road on the Strategic Highway Network provides the opportunity to concentrate on local environmental improvements.] The centre is also in need of investment to [maintain] enhance its status. [Limited retail warehouse development on Pershore Road within and immediately adjacent to the centre will be supported (S32).] The Stirchley Framework, which has been adopted as Supplementary Planning Guidance, provides detailed guidance for future investment and development in Stirchley, and has defined a retail core area (S31). Land at Hazelwell Lane is proposed for mixed-use development, but with a substantial retail (Class A1) element, given the site’s location within the core of Stirchley Centre (S40). Any retail proposals should complement and improve the range and quality of the existing shopping facilities within the centre, and should be of an appropriate scale in relation to the centre. In addition to the majority A1 use, other town centre uses, such as financial and professional services (Class A2) and leisure/ community uses (Class D2) will be considered acceptable in principle on part of the site. Any existing leisure or community facilities that would be displaced as a result of development will be expected to be replaced either within the site or elsewhere within Stirchley Centre.

More detailed guidance for the development of this site is set out in a development brief.

20.36 [Opportunities for development also exist at Dogpool Mill. Applications for light industrial use will be considered favourably. This may provide the opportunity to improve open space links to the adjoining Rea Valley Walkway.] The Stirchley Framework has also identified opportunities for development in the Ten Acres area, to the north of the shopping centre. The majority of the former Dogpool Mills site at Dogpool Lane is proposed for industrial development (Good Urban) (I67). Two other sites at Ten Acres are proposed for housing development (H54). Improvements to the junctions on the Pershore Road will be required in accordance with the Stirchley Framework. All three developments will be expected to contribute towards the
improvement of the adjoining Rea Valley Walkway and cycle route. Detailed guidance for the development of all of these sites is set out in a series of development briefs.

20.37 This area includes open space along the Rea Valley and at Cannon Hill Park. A cycleway [is being] has been developed along the Rea Valley [to link] linking the City Centre with the Lifford Reservoir area and beyond. This will form part of the Millennium Cycle Route (T29). [Further open space is proposed at River Brook Drive (E106).] Cannon Hill Park is the City’s main ornamental park and a major recreation and tourist attraction. Proposals to develop this and other tourist and leisure attractions in this area will be supported (To5), for example the Nature Centre and the Midlands Arts Centre offer potential for further development.

[20.38 Two sites are available for a joint residential/open space development. These include part of Brockley Grove off Moor Green Lane (H36), and the land at Umberslade Road (H37) where some allotments will be retained.]

Moseley/Kings Heath
(Moseley Ward)

20.39 This area is located in the north-east corner of the Constituency on its boundary with Sparkbrook and Small Heath and Hall Green. It is bisected by the Alcester Road (A435), which forms part of the Strategic Highway Network. The reintroduction of local passenger rail services [may be reintroduced] on the Camp Hill Line will be encouraged. (See also paragraph 20.11).

20.40 This predominantly residential area includes the pre-1919 terraced housing in Balsall Heath (which has been the focus of renewal activity in recent years) and Kings Heath. Moseley also contains many larger properties dating from the late 19th Century, many of which are included in two Conservation Areas (Moseley and St. Agnes). Both the area between Oxford Road [and] Woodstock Road/Valentine Road/Springfield Road* (Hi4) (partly within Sparkbrook and Small Heath Constituency) and the area west of Alcester Road/Moseley Road (Hi5) contain many larger properties which have been converted into hostels or residential care homes and/or flats, and/or are in multi-occupation. These areas are identified as Areas of Restraint within which planning permission may be refused for non-family dwelling uses such as those listed above on the grounds that further development of such uses would adversely affect the character of the area.

* N.B. This policy refers to Springfield Road, Moseley, not Springfield Road, Sparkhill
20.41 At the heart of Moseley Conservation Area is the compact Moseley shopping centre. This has suffered from its proximity to the expanding Kings Heath centre. Its local shopping function will be protected (S38). In addition to the need to protect and maintain a local shopping function, its future prosperity may lie in providing for high quality specialist uses. Proposals for the enhancement of the centre and detailed guidelines for development in the centre, are contained in the Moseley Village Action Plan, which has been adopted as Supplementary Planning Guidance. A special shopfront design guide for Moseley centre has also been prepared. Adjacent to the centre on Alcester Road there is scope for change of use of premises and small scale development for office purposes of a character compatible with the Conservation Area subject to the need to ensure that the amenity of local residents will not be adversely affected (C24).

20.42 Kings Heath shopping centre, which straddles the A435, [ranks fourth in the City and] includes a sizeable proportion of durable goods floorspace. It is the largest centre in the southern suburbs of the City and its catchment area extends well into Hall Green Constituency. This buoyant centre has attracted considerable investment in recent years and a number of redevelopment schemes have taken place. Further redevelopment schemes and improvements to its shopping function will be encouraged. Primary retail frontage policies will apply (S30).

20.43 This area also has a number of high quality parks and other areas of importance for their nature conservation or landscape value which will be protected. These include the following:-

- The gardens of Highbury Hall and Park which have been listed in the National Register of Parks and Gardens of Special Historic Interest (E102).

- Moseley Golf Course Woodland and Pool (E107) and Moseley Bog (E108) both Sites of Importance for Nature Conservation.

- Moseley Bog and the adjoining former playing fields fronting Yardley Wood Road, which [is in the process of being] has been declared [as] a Local Nature Reserve (E108).

**List of Proposals**

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

**Environment**

Conservation Areas will be declared at:-

E101: Selly Park - para 20.18
E103: Wooley Hill - para 20.18
The following Registered Park and Garden of Historic Interest will be protected:-

E102: Highbury Hall and Park - para 20.43

The following Sites of Importance for Nature Conservation (SINCs) will be protected:-

E98: Wychall Reservoir - para 20.27
E104: Grounds of Woodbrooke - para 20.22
E105: Stocks Wood - para 20.22
E107: Moseley Golf Course Woodland & Pool - para 20.43
E108: Moseley Bog - para 20.43 *
E110: North of Wychall Lane - para 20.27
E111: Merecroft Pool - para 20.27
E112: Kings Norton Playing Fields - para 20.27

* has also been designated as a Local Nature Reserve

The following proposals will form part of a network of linear open spaces across the City:-

E76: Worcester-Birmingham Canal - para 20.21
E77: Bournbrook Walkway - para 20.16 & 20.17A
E78: Castle Walkway - para 20.16 & 20.17A
E79: Rea Valley Walkway - para 20.24A & 20.27
E95: Merritts Brook - para 20.22
E109: Bournville - Northfield Walkway – para 20.22

[The following site will be developed as public open space:-]

[E106: River Brook Drive off Cartland Road – para 20.37]

**Industrial Regeneration**

Industrial Regeneration Initiatives will be encouraged at:-

IR5: Kings Norton - para 20.24 (several developments completed and SPZ designated)

**Industry**

The following sites will be developed for industry:-

[I49: Land at Kings Norton Business Centre (approx 1.9 ha)]
I49A: Land at Melchett Road and Pershore Road, Kings Norton Business Centre (2 sites, totalling 3.2 ha) Best Urban
I66: Wychall Lane (3.5ha) Good Urban - para 20.24A
I67: Dogpool Lane (4.2ha) Good Urban – paras 20.7 and 20.36
In addition, land within the A38 Bristol Road/Bristol Road South Corridor will be developed for high technology industry, in accordance with the A38 Corridor Strategy – paras 20.7A, 20.15B, and 20.17B

**Commerce**

Office development will be encouraged in the following location:-

C24: Moseley Centre - para 20.41

**Mixed Use**

The following area is identified for mixed use development:

M32: Selly Oak - between Metchley Lane Playing Fields and Selly Oak Hospital, to include a new hospital and high technology industry (para 20.15C)

**Tourism**

Tourist development at the following locations will be encouraged:-

To5: Cannon Hill Park and environs - para 20.37
To6: Bournville - para 20.21 (Cadbury World) (completed)
To7: Kings Norton - para 20.26

**Housing Regeneration**

Housing Regeneration Initiatives are proposed in the following areas:-

HR21: The “Three Estates” (Hawkesley, Primrose Farm and Pool Farm Estate) - para 20.29 (underway)
HR29: Ingoldsby Estate - para 20.23A (underway)
HR29A: Wychall Farm Estate - para 20.23A

**Housing**

The following site[s] will be developed for housing:-

H35: Old Tramworks and adjoining land, Dale Road [(1 ha – 72 dwellings)] – para 20.15C

[H37A: “The Davids”, Hole Lane (6.5 ha) – para 20.18]

[H39: Longdials Road (3.5 ha) H39 – para 20.29 (130 dwellings approx)]

The following sites will be developed for housing and open space:-

H36: Part of Brockley Grove, off Moor Green Lane (1.7 ha) – para 20.38]
The following Areas of Restraint are identified:-

Hi2A:  Bournbrook Area, Selly Oak – para 20.18
Hi3:  Middleton Hall Road/Bunbury Road and environs – para 20.23
Hi4:  Between Oxford Road and Woodstock Road/Valentine Road/Springfield Road - para 20.40
Hi5:  Area west of Alcester Road/Moseley Road - para 20.40

Transportation

The following road improvement[s] are proposed:-

T28:  A38 Bristol Road, Selly Oak - new road - Para 20.14 20.17
T35:  Lifford Lane and Melchett Road – para 20.24

The following cycle[way] routes will be developed:-

T47:  Bristol Road – para 20.11
T47A :  Worcester & Birmingham Canal – para 20.11*
T50:  Moseley – University – para 20.11

* part of proposed Lapworth Loop

The following key highway improvement lines will be protected:

- North and West of Bristol Road – Selly Oak
- Pershore Road – Dogpool Lane Junction

In addition the Cross City Railway Line will be electrified and the Camp Hill Railway line may be reopened for suburban passenger services. The provision of new stations on the Cross-City Line at Raddlebarn Road and Popes Lane, and new public transport interchange at the University station, will be supported. New or expanded park and ride facilities are proposed at Selly Oak, Bournville and Kings Norton railway stations. Kings Norton also has potential for railfreight use. Some improvements to the A435 Alcester Road /Kings Heath High Street are [may be] required. [In addition,] The southern sector of the City – which includes part of the Selly Oak Constituency – will also be investigated for [a] possible light rail/light rapid transit [corridor] routes to the City Centre (paras 20.11, 20.15C, 20.17A and 20.24B).

Shopping

The following site will be developed with predominantly retail (Class A1) uses:
S40: Hazelwell Lane, Stirchley – para 20.35

A retail core policy will apply in the following centre:-

S29: Selly Oak – para 20.15C (Selly Oak Local Action Plan - need for policy to be monitored)
S31: Stirchley – para 20.35 policy adopted - incorporated into Stirchley Framework)

Primary retail frontage policies will apply in the following centres:-

S30: Kings Heath - para 20.42 (policy not yet prepared)
S33: Cotteridge - para 20.25 (policy adopted)

Policies for non-retail uses will apply in the following centres:

S29A: Selly Oak (draft policy prepared – incorporated into Selly Oak Local Action Plan) – para 20.15C
S38: Moseley Village (policy adopted) - para 20.41

[Limited retail warehouse development will be encouraged at the following location:
S32: Stirchley Shopping Centre - para 20.35]

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of more than one hectare in size and highway improvements costing more than £1 million.

SUPPLEMENTARY PLANNING GUIDANCE (SPG)*

LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES

Moseley Village Action Plan
Selly Oak Local Action Plan (draft)
Stirchley Framework (includes Retail Core Policy)

DEVELOPMENT BRIEFS

Former Dogpool Mills, Dogpool Lane, Stirchley
Pershore Road, Ten Acres, Stirchley (land and property east of Pershore Road)
Ten Acre Works Pershore Road, Ten Acres Stirchley (draft)
DEVELOPMENT CONTROL POLICIES

Areas of Restraint in respect of the location of institutional and non-family dwellinghouse uses in Middleton Hall Road and Bunbury Road

Areas of Restraint in respect of the location of residential care and nursing homes, hostels and non-family dwellinghouse uses within the Moseley Area

Cotteridge Policy for Non-Retail uses

Policy for Non-Retail uses in Moseley Village

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

Bournville Village Conservation Area Design Guide

Moseley Shop Front Design Guide

*This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.
CHAPTER 21 - HALL GREEN

General Character

21.1 Hall Green Constituency covers the outer suburbs in the southern part of the City. Its neighbouring constituencies are Selly Oak to the west and Sparkbrook to the east. Beyond the City boundary lie Solihull and Bromsgrove Districts. In 1987 the Constituency had a population of around 79,000. Key statistics relating to the constituency are included in the table at the end of this chapter.

21.2 A number of routes which form part of the Strategic Highway Network traverse the Constituency. These are:-

* Alcester Road (A435)
* Stratford Road (A34) and Solihull Lane (B4025)
* Fox Hollies Road (A4040)

These routes link the City Centre with the motorway network to the south of the City and nearby towns including Solihull and Redditch. The North Warwickshire railway line also serves the area.

21.3 Housing is the main land user, largely in the form of inter-war development, with post-war infill developments and some pockets of 19th Century housing. Its attractive housing is an important asset to the area. The Druids Heath and Billesley areas contain several large Council estates. Several of the larger Council estates and some of the pockets of 19th Century housing suffer from deprivation and poor housing conditions.

21.4 Commercial activity is concentrated along the main roads. There are shopping centres at Kings Heath and Maypole on Alcester Road South, at Hall Green and Robin Hood Island on Stratford Road. The Constituency has very little industrial development. Unemployment levels are generally below the City average.

21.5 Another asset to the Constituency is Cocks Moors Woods Leisure Centre, a major recreational facility. There are several parks and open spaces, including the River Cole, and Warstock Ring Walkways, Stratford-upon-Avon Canal, Swanhurst Park and Billesley Common. Sarehole Mill is an important tourist attraction and educational resource, is also in Hall Green and makes an important contribution to the quality of the area.

Policy Statement

Overview

21.6 The Constituency is fully developed up to its boundaries. It contains many large stable residential areas which are unlikely to change over the Plan period. The main changes will be concentrated along the major highway routes.
21.6A One of the most significant developments that will take place in the Constituency during the Plan period arises from the closure of Monyhull Hospital. This will provide a major opportunity for new housing and open space near the City boundary.

21.7 Alcester Road South (A435) is a main gateway to the City from the south, and there are opportunities for development in selected locations along its route. The area around Hall Green shopping centre on Stratford Road (A34) provides further opportunities for development.

21.8 [Following the completion of the M40 beyond the City boundary, selective improvements to the Strategic Highway Network may be necessary. Any transport proposals - including a possible light rail/light rapid transit corridor to serve the southern sector of the City - will be considered within the context of an integrated framework which also considers and makes proposals for the economic, environmental, housing and urban renewal issues in the area. To improve conditions for public transport, pedestrians and local residents, selected highway improvements are proposed on Alcester Road South (A435) and Stratford Road (A34). In addition, the possibility of light rail/light rapid transit will be investigated.]

21.8A Two proposed strategic cycle routes will cross through the Constituency: the Stratford Road Parallel Route, and the Stratford-on-Avon Canal Route.

21.9 A range of policies and proposals aim to protect the residential amenity of the area, improve the environment and recreation facilities. These include the completion of the River Cole Walkway and the creation of a walkway along the Stratford-upon-Avon Canal.

**Kings Heath – South**
*(part of Brandwood Ward and part of Billesley Ward)*

21.10 This area extends either side of Alcester Road South (A435) from Kings Heath shopping centre to the City boundary at the Maypole. It includes extensive residential areas of private and Council owned inter and post-war development, and part of Kings Heath shopping centre. This is the largest centre in the south of the City, and is dealt with in Chapter Twenty.

21.11 Alcester Road South is a main entry route to the City from the south on the Strategic Highway Network [and may attract traffic from the M40]. Improvements, including a bus lane, have already been carried out to enhance conditions for public transport, pedestrians and local residents. In addition, it is proposed to carry out improvements to Alcester Road South between Warstock Road and Hawkhurst Road (T51). These will comprise minor works, such as bus lanes, parking and junction improvements, in order to maintain capacity. Any improvements to this route should seek to [minimise damage to] enhance the environment of Kings Heath shopping centre and residential areas. (See also paragraph 21.8).
21.12 During the Plan period there are likely to be opportunities for development on sites adjoining Alcester Road South. At Maypole the Maypole Local Action Plan identifies opportunities for new development in and around the Maypole shopping centre. A site adjoining Alcester Road South and Maypole Lane has potential for re-development with a large foodstore (S39). Any development of this site should be well integrated with the rest of the shopping centre, and should also incorporate a range of ancillary mixed uses. Proposals for the re-development or refurbishment of the Berkeley Precinct and other shops within the centre will be supported. [There are opportunities for small scale office developments and changes of use to offices (C33).] 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 the main shopping function of this centre [which will be protected by primary retail frontage policies].

21.12A Elsewhere on the east side of Alcester Road South, between Taylor Road and Wheeler’s Lane, there may also be opportunities for small scale office development and conversion of existing premises to office use (C32). [In all cases developments should be self-sufficient in car parking.]

21.13 A range of improvements to the environment and leisure facilities are proposed:

- The Stratford-upon-Avon Canal has considerable recreation potential. It also has an important role in linking the Worcester and Birmingham Canal and tourist facilities in Selly Oak Constituency with open space beyond the City boundary. A walkway will be developed along the canal (E121). New public open space is proposed adjacent to the canal at the rear of Broad Lane (E115) has been laid out, and there are further opportunities to provide additional open space, possibly associated with small housing schemes, where appropriate. This will help to meet the shortage of playing field and open space provision in the area west of Alcester Road South.

- At Millpool Hill, adjacent to the Stratford-upon-Avon Canal, and near to Cocks Moors Woods Leisure Centre, the development of a marina or other water based tourist facility will be encouraged (E116).

- Lifford Reservoir, a Site of Importance for Nature Conservation, will be protected (E114). New open space will be laid out at Reaside Crescent (E113), adjacent to the Rea Valley Linear Open Space (E79). The preparation of a corridor strategy for the River Rea is being considered.

21.14 The proposed [rationalisation] closure of Monyhull Hall Hospital will provide major opportunities for development. [In the short term it is proposed to develop a site for housing (H41), and] Approximately 15 hectares of land at the hospital will become available for housing development (H55). A mixture of housing types will be provided, including some special needs housing. It is anticipated that around 600 dwellings can be accommodated within the site. A further 1.1 hectares will be retained for new and improved health care facilities. St. Francis’s Church and the listed Monyhull Hall are “landmark” buildings within the site and will be retained.
development of this site will generate a need for new public open space, including provision for children’s play (E134). This will include a public park of about 2 hectares, to be provided within the development site. Playing field provision will also be required to replace any lost as a result of the development. Detailed guidance for the development of the site is set out in a development brief, which has been adopted as Supplementary Planning Guidance.

21.14A About 13 hectares of land adjacent to the Chinn Brook will be retained as open space to protect and enhance its nature conservation and wildlife habitat value and contribute towards public open space/playing field provision as outlined above (E117). This will form a green walkway between the canal and the City boundary adjacent to Moundsley Hall. In the longer term, further sites are likely to become available for new housing and associated uses.

21.14B Additional education facilities are likely to be provided through the expansion of existing schools. Many dwellings in Brandwood and Druids Heath areas are in need of a range of strategies and action to improve their condition.

21.14C The Allens Croft initiative has been established with the aim of regenerating the Allens Croft Estate through the provision of new housing, new community and educational facilities (H56). A new neighbourhood park will also be created as part of this development (E135).

21.14D To the rear of Kings Road in Kings Heath, there is an area of under-used land, including a former MEB depot. This area is also proposed for housing and open space (H57).

21.14E A redevelopment scheme is proposed at Sunderton Road/ Bayston Road, Brandwood, within the Plan period. Over 200 unfit houses will be cleared and redeveloped with new homes (HR29B).

Hall Green

21.15 This area extends either side of Stratford Road (A34) and covers the eastern part of the Constituency. It includes the shopping centres at Hall Green, Highfield Road and Robin Hood Island and extensive inter-war housing development, mainly in private ownership. Part of the area is included in the School Road, Hall Green, Conservation Area. The North Warwickshire railway line serves the area with stations at Hall Green and Yardley Wood.

21.16 The impact of traffic generated by the M40 on the Stratford Road (A34) and Warwick Road (A41) corridors needs to be assessed. Some measures have been implemented to manage traffic demand on Stratford Road (A34) giving priority to public transport and pedestrians. In addition, it is proposed to carry out improvements to the junction of Stratford Road and Cole Bank Road (T52). Any improvements to the Strategic Highway Network will take account of the needs of sensitive areas and provide opportunities for public transport improvements. (See also paragraph 21.8).
21.17 There are opportunities for new office development of a scale compatible with the surrounding area on Stratford Road, at Hall Green shopping centre (C31). Office development will be encouraged subject to the need to protect: the local role of the shopping centre; the amenity of local residents and the provision of adequate car parking. Mixed use schemes involving retail and office uses may be appropriate. Primary retail frontage policies will apply at Hall Green Centre (S34) and Robin Hood Centre (S35).

21.18 The River Cole Walkway (E51) crosses the area and links Small Heath with open countryside to the south of the City. It also links with the Stratford-upon-Avon Canal via Chinn Brook Recreation Ground. It is proposed to complete the missing link to this linear open space south of Scribers Lane (E119). Opportunities will be taken to provide further public open spaces in this river corridor. Along and adjacent to the River Cole, Sites of Importance for Nature Conservation will be protected at Trittiford Pool (E118) and Priory Pool (E120). Open space and playing field provision in the area east of the River Cole fall well below the City Council’s standards.

21.18A Proposals for appropriate improvements to visitor facilities at Sarehole Mill will be supported.

21.19 As well as providing an important transport facility, the North Warwickshire Line has a high potential for tourism as it links the City Centre with Stratford-upon-Avon. This line is to be upgraded and the City Council will support proposals to promote its use including the expansion of park and ride facilities at Hall Green and Yardley Wood Stations. Any proposal to develop the Camp Hill Line, on the Constituency boundary, for local passenger services would also improve transport facilities in the area. (See also paragraph 21.8).

21.20 The former Engineer’s Depot on Shaftmoor Lane provides a major development opportunity for a mix of housing, community and associated uses (H40). Part of this site has already been developed with a nursing home and the remainder is under construction.

List of Proposals

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

Environment

The following Sites of Importance for Nature Conservation (SINCs) will be protected:-

E114: Lifford Reservoir - para 21.13
E118: Trittiford Pool - para 21.18
E120: Priory Pool - para 21.18

The following will form part of a network of linear open spaces across the City:-
The Birmingham Plan

UNITARY DEVELOPMENT PLAN 2005

(incorporating Alterations approved by the City Council for adoption on 11 October 2005)

Chapter 21 – Hall Green

E51: River Cole Walkway and links along Chinn Brook - para 21.18
E79: Rea Valley Walkway - para 21.13

The following sites will be laid out for open space:-

E113: Land off Reaside Crescent (1.2 ha) - para 21.13
E115: Rear of Broad Lane (1.5 ha) - para 21.13
E117: Part of Monyhull Hall Hospital ([up to 11] about 13 ha) - para 21.14A
E119: Land between Scribers Lane and the City boundary (11 ha) - para 21.18.
E134: Land at Monyhull Hospital (about 2 ha) - para 21.14
E135: Land at Allens Croft (7.5 ha) - new neighbourhood park - para 21.14C

Other proposal:-

E116: Millpool Hill Marina - para 21.13

Commerce

The following office development opportunities have been identified:-

C31: Stratford Road, Hall Green - para 21.17
C32: Alcester Road South (east side between Taylor Road and Wheeler’s Lane) - para 21.12 (several conversions completed)
[C33: Maypole - para 21.12]

Housing Regeneration

A Housing Regeneration Initiative is proposed in the following location:-

HR29B: Sunderton Road/ Bayston Road, Brandwood – para 21.14E

Housing

The following sites will be developed for housing:-

H40: Shaftmoor Lane [(boundary to be determined)] - para 21.20 (part completed; rest under construction)
[H41: Part of Monyhull Hall Hospital (up to 3.5 ha) - para 21.14.]

The following sites will be developed for housing and open space:-

H55: Monyhull Hospital (about 15 ha, about 600 dwellings) para 21.14
H56: Land at Allens Croft (5.1 ha on 4 sites) - para 21.14C
H57: Rear of Kings Road, Kings Heath (2.9 ha) - para 21.14D (part completed)
**Transportation**

The following road improvement is are proposed:-

T51: Alcester Road South (Warstock Road to Hawkhurst Road) - para 21.12 21.11
T52: Stratford Road – Junction of Stratford Road and Cole Bank Road – para 21.16

The following cycle routes will be developed:

T49: Stratford Road Parallel - para 21.8A
T50A: Stratford-on-Avon Canal – para 21.8A*

*part of proposed Lapworth Loop

The following key highway improvement lines will be protected:

- Alcester Road South – Hawkhurst Road to Warstock Road

The North Warwickshire rail line is proposed for upgrading - para 21.19 **and additional park and ride facilities are also proposed at Hall Green and Yardley Wood Stations.** In addition the southern sector of the City - which includes Hall Green Constituency - will be investigated for **[a]** possible light rail/light rapid transit **[corridor] routes** to the City Centre (para 21.8 and 21.19).

**Shopping**

The following site is proposed for predominantly retail development:-

S39: Land fronting Maypole Lane (2.4 ha) – large foodstore plus other ancillary mixed uses - para 12.12

Primary retail frontage policies will apply in the following centres:-

S34: Hall Green - see para 21.17 (policy adopted)
S35: Robin Hood - see para 21.17 (policy adopted)
S36: Maypole - see para 21.12 (policy not yet prepared)

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of one hectare or more in size and to highway improvements costing more than £1 million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)**

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

Maypole Local Action Plan
DEVELOPMENT BRIEFS

Monyhull Hospital

DEVELOPMENT CONTROL POLICIES

Hall Green Centre Policy for Non-Retail Uses
Robin Hood Centre Policy for Non-retail Uses

ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES

Millstream Project Planning Framework

*This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.*