

Our Future Perry Barr City Plan

BE BOLD BE BIRMINGHAM



Perry Barr 2040
A vision for legacy

Masterplan

February 2022

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Foreword

As Perry Barr prepares to be at the heart of the 2022 Commonwealth Games, the 'Perry Barr 2040: A Vision for Legacy' Masterplan reflects a once-in-a-generation opportunity to use the energy, promise and possibility of the Games coming to Birmingham to invest in the future of the city and its people.

This Masterplan sets a bold vision, and an approach that will maximise the benefits of the Commonwealth Games through a major regeneration programme which will transform the lives and life-chances of Perry Barr residents for decades to come.

Crucially, this approach has been formed in partnership with communities, funders and delivery partners. Now, these same people and organisations will be central to delivering the regeneration programme and, of course, reaping its benefits.

We have already invested more than £700m in Perry Barr ahead of the Games, delivering improved public transport, the redeveloped Alexander Stadium, and nearly 1,000 new homes,

demonstrating the scale of our commitment to the success of the area. This investment, alongside the area's existing assets, provides a great springboard to unlock the untapped potential which has long been recognised in Perry Barr.

Perry Barr is becoming an exciting place to live, work, and visit, with new homes, easy transport connectivity, an exciting town centre offer, and safe, accessible green spaces. The proposals within the focused Masterplan area will also be a catalyst for wider growth to help our city deliver much needed new homes, enable healthy lifestyles, and meet our challenging carbon reduction targets.

The pace of change in Perry Barr has already been exceptional, and this bold approach will ensure successful and sustainable change over the next two decades. We welcome you all to join us in delivering this vision and celebrating Perry Barr now and in 2040.



Councillor Ian Ward
Leader
Birmingham City Council



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Introduction

Perry Barr is a vibrant, busy, and changing place, which is home to a young and diverse community. Work on transforming the area has already commenced, supported by more than £700m of public sector investment in transport, new homes, and facilities ahead of the Birmingham 2022 Commonwealth Games, in which Perry Barr - especially Perry Park and Alexander Stadium - will play a central role.

To ensure that this investment - accelerated by Commonwealth Games preparations - results in a positive legacy for local communities, a framework for ongoing regeneration activity is set out in this Perry Barr 2040: A Vision for Legacy Masterplan.

The Masterplan provides a focus for the Perry Barr 2040 programme; it sets out a clear vision and objectives, and the key opportunities and approach necessary to deliver the vision. Significant sustainable growth in Perry Barr over the next two decades will be guided by the Masterplan, including new homes, a revitalised urban centre, and a greener, healthier environment that will create long-term benefits for people who live, visit, and work here.

These changes at the heart of Perry Barr will also unlock opportunities across a wider area and will support the growth needs of Birmingham in line with the Our Future City Plan and Route to Zero agendas.

Purpose of the document

The Masterplan is a strategic framework that sets the delivery parameters for Perry Barr 2040 Programme. It will shape the future of Perry Barr by serving as a framework for future policy and decision-making. It also provides a 'strategic case' to support both public and private sector investment. It is supported by partners and stakeholders, will enable economies of scale across the area and the programme, and will maximise benefits from current and future projects within the Masterplan area and more widely.

Flexibility is built into the Masterplan, allowing activity to respond and adapt to change over the duration of the Programme to 2040.

Perry Barr is a vibrant, busy, and *changing* place

Background

The Masterplan area includes the Alexander Stadium to the north, the urban centre including One Stop shopping centre and Birchfield Gateway to the south, Perry Hall Park and Perry Park, multiple allotment sites, sports and leisure uses at Holford Drive and Doug Ellis Sports Centre, and established residential areas. Within the Masterplan area, there are key employment locations in and around the urban centre (including the One Stop shopping centre) as well as the industrial uses to the east of the A34 running north from the Perry Barr Greyhound Stadium and bounded to the east by the River Tame. The Birmingham Wholesale Market is located just outside of the Masterplan area to the east.

The planning context for development in Perry Barr is provided by the Birmingham Development Plan and Aston, Newtown and Lozells Area Action Plan,

as well as the City's Urban Centres Framework. It is intended that this Masterplan inform future policy-making and review.

The Masterplan area is home to almost 17,500 people, and these residents are significantly more diverse - religiously and ethnically - than the city overall. The area has significant Black/African/Caribbean/Black British and Asian/Asian British populations, and it is one of the 20% most deprived areas in the country according to the Index of Multiple Deprivation.

As part of the Masterplan production, early engagement was carried out with local interest groups, stakeholders, and delivery partners, as well as formal consultation with a wider audience. The Masterplan therefore represents and relates to the existing qualities and characteristics of Perry Barr, as well as the ambition for the future.



Current projects

The regeneration of Perry Barr is already underway, through more than £700m of public sector investment in major projects.

These will support the delivery of the 2022 Commonwealth Games and Birmingham's status as Proud Host City. Alongside the Masterplan this investment will unlock a positive legacy for Perry Barr.

The *regeneration* of Perry Barr is already underway

Perry Barr residential scheme



- Nearly 1,000 homes under construction.
- More than 900 more with planning consent.

Alexander Stadium



- £72m redevelopment.
- Permanent 40% increase in capacity.

Perry Barr rail station



- Redevelopment to provide improved access and capacity.
- Opening spring 2022.

Investment in transport infrastructure



- More than £60m investment.
- Improved pedestrian and cycle facilities.
- Introduction of the Sprint priority bus corridor.
- Expansion cycle hire scheme.

Maximising social value



- Over 41,500 work placement hours provided.
- More than 900 jobs created including apprenticeships.
- Over 1,630 upskilled.
- Almost £253m spent with local businesses.

Improved bus interchange



- Reconfigured bus interchange adjacent to rail station.
- Improved public space and pedestrian environment at heart of local centre.

Prince Albert High School



- New 1,200 place secondary school and sixth form.
- Opened September 2021.

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Vision and Objectives

‘Guided by the key principles of inclusive and sustainable growth, *Perry Barr* will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where people choose to live, work, play, and visit in ways which are equitable, healthier, better-connected, climate resilient and low carbon.’



To deliver the vision, the Masterplan will:

- 1. Provide** an attractive choice of places to live, work, play, and visit by strengthening the town centre, supporting Perry Barr’s successful existing uses, and introducing high-quality new homes and activity.
- 2. Embrace** the scale of opportunity at Alexander Stadium and Perry Barr to deliver ambitious change which reflects the area’s role at the heart of the Birmingham 2022 Commonwealth Games and realises benefits for all.
- 3. Prioritise** parks, waterways, allotments, and public spaces to enhance biodiversity and create a joined-up green network which supports physical and mental wellbeing, improves access to nature, increases climate change resilience and improves environmental, water and air quality.
- 4. Celebrate** and add to Perry Barr’s cultural, sporting, and historic identity, enhancing the historic environment and maximising opportunities to get people moving - through participation in physical activity at all levels from beginners through to elite sports.
- 5. Make** Perry Barr one of the best-connected suburbs in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors.
- 6. Contribute** to Birmingham being carbon neutral by 2030 or as soon thereafter as a just transition allows.

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Place Principles



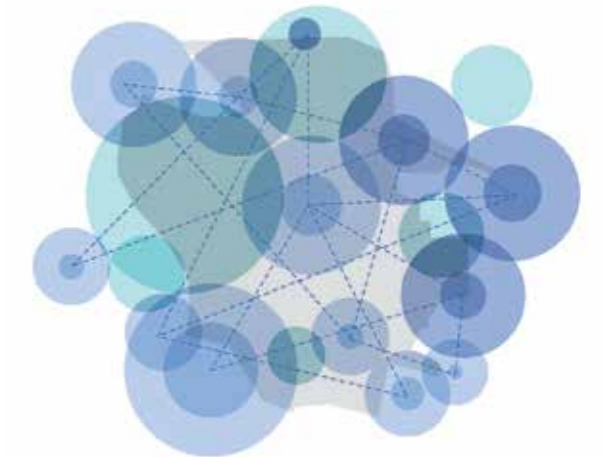
The Masterplan is underpinned by five place principles. These principles set the framework for enabling delivery of the vision and objectives of the plan.

All the opportunities identified in the Masterplan and delivered through the Perry Barr 2040 programme will contribute to the delivery of the place principles.

There is an element of overlap between the five principles, and they should be considered collectively; taken as a whole these align strongly with the principles of a '15 minute neighbourhood', and will guide decision making to realise the ambition for the future of Perry Barr.

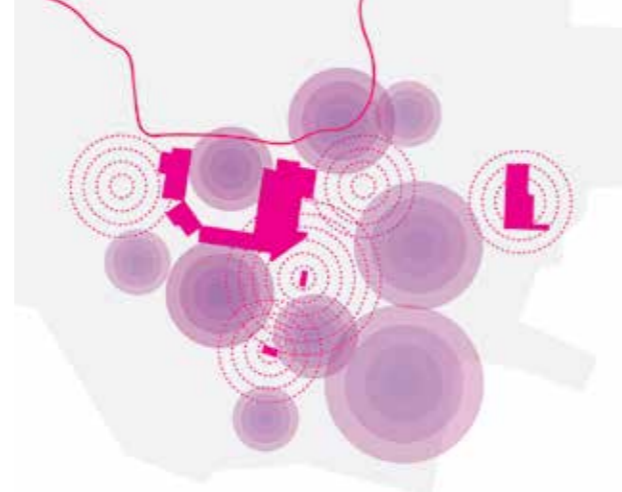
SUPPORT LIVING AND WORKING

- Develop high quality, sustainable, and diverse housing to suit the needs of existing and new residents.
- Deliver homes and workplaces that meet sustainable building standards such as BREEAM and WELL.
- Support existing employment activity and create and improve access to new sustainable job opportunities.
- Improve access to services the community needs, including education, training, and health facilities.
- Ensure Perry Barr is the best-connected suburb in the city.
- Provide sustainable and reliable transport choices which connect homes, jobs, and leisure opportunities.
- Ensure all homes and businesses have access to high-speed digital connectivity.
- Deliver inclusive growth and wealth creation through future developments' social value programmes.
- Confer value on the areas surrounding Perry Barr, enabling, and catalysing growth beyond the Masterplan area.
- Ensure a considered and strategic approach to effective place activation, and long-term maintenance and stewardship.



RENEW AND REURPOSE

- Repurpose existing buildings into new uses applying principles of sustainable retrofit.
- Create opportunities for flexible, temporary, or 'meanwhile' uses.
- Upgrade and improve existing buildings and public spaces.
- Protect places with historical, cultural and heritage value that support the community's sense of place and incorporate them into community life.
- Embed circular economy principles into all facets of future change.
- Support Perry Barr to change and evolve over time, allowing for worthwhile temporary uses and ensuring that renewal complements existing activity.



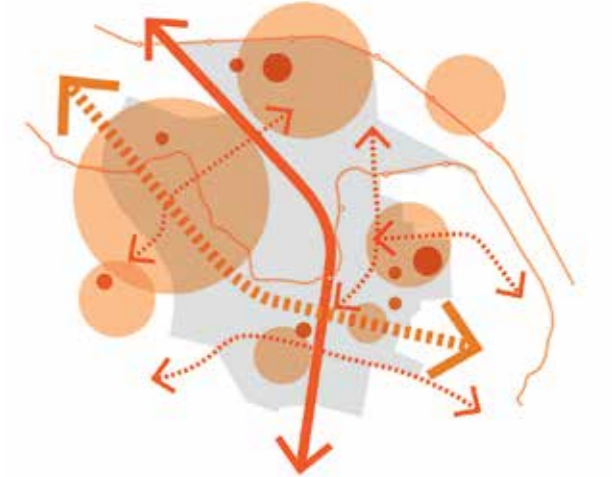
MAKE A GREEN, SUSTAINABLE PLACE

- Provide improved environmental quality and excellent open spaces.
- Support a transition to zero carbon and climate change resilience in all areas including sustainable new housing, retrofit of existing homes, transport, waste and energy systems, and employment opportunities.
- Improve access to the natural environment and support engagement with nature.
- Make better connections and relationships between existing and new open spaces, including a circular route or 'green loop'.
- Increase the quality and biodiversity of green places - parks and open spaces - as well as blue places - the River Tame, the Tame Valley Canal and Perry Reservoir.
- Introduce strategies for sustainable spaces and buildings, including sustainable water management and urban drainage, green walls and roofs, and opportunities for low carbon heat and power.
- Achieve biodiversity net gain through measures including the creation of new areas of natural landscape and increasing tree cover.



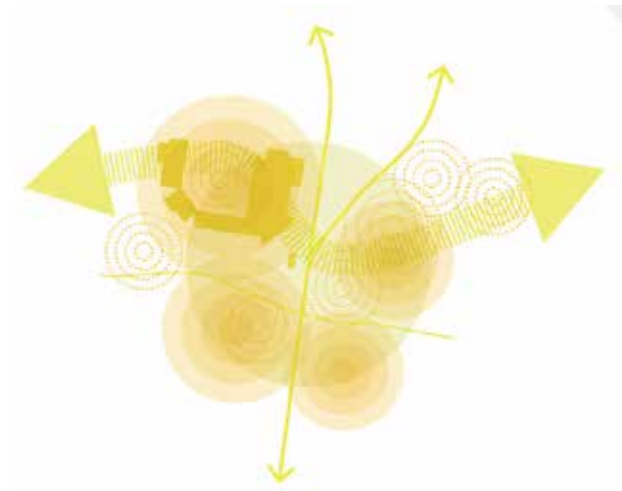
NURTURE A HEALTHY COMMUNITY

- Implement projects that support the health of the full community, representing people of all ages and backgrounds and celebrating the diversity of Perry Barr.
- Generate genuine community engagement for inclusive change, building community capability and capacity and ensuring participation and co-ownership.
- Encourage more walking and cycling by enhancing these routes, eliminating barriers, and making them safe for all.
- Create opportunities for healthy and active lifestyle choices, including access to green spaces.
- Improve access to health and wellbeing support.
- Maximise access to high-quality sports and recreation facilities for all participants.
- Support access to healthy, fresh food through local allotments, community gardens, roof gardens and businesses.



PROMOTE A THRIVING PERRY BARR

- Make Perry Barr a place with a strong identity and positive character, enhancing its image through the development of distinctive buildings and spaces at key locations, for example at Birchfield Gateway and elsewhere within the urban centre.
- Support a diverse range of services, shops, work spaces, leisure facilities and flexible spaces which attract visitors to Perry Barr, and activate the area with places and events for arts, culture, food and sports.
- Provide opportunities for businesses, including independents, to develop and thrive.
- Make it easy to move throughout all parts of the urban centre and beyond.
- Promote safety in Perry Barr through the design of buildings and spaces and by bringing people and activities to the area.



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Focus Areas and Opportunities

The Masterplan is designed to support the delivery of the vision, objectives, and place principles. The area is divided into five focus areas grouping together opportunities relevant to particular parts of Perry Barr. These are not hard edges and there is overlap between opportunities within the focus areas, as well as some initiatives which work across them all.

PERRY PARK

- Enhance the park for the future.
- Create a sustainable Alexander Stadium complex.
- Enhance and connect with surrounding assets.

PERRY BARR VILLAGE

- Create a new, well-loved neighbourhood.
- Reimagine the Bus Garage.

PERRY BARR URBAN CENTRE

- Transform the One Stop area.
- Redevelop Birchfield Gateway.
- Create a connectivity hub.
- Activate the urban centre.

PERRY HALL PARK







- Enhance the park for the future.
- Enhance and connect with surrounding assets.

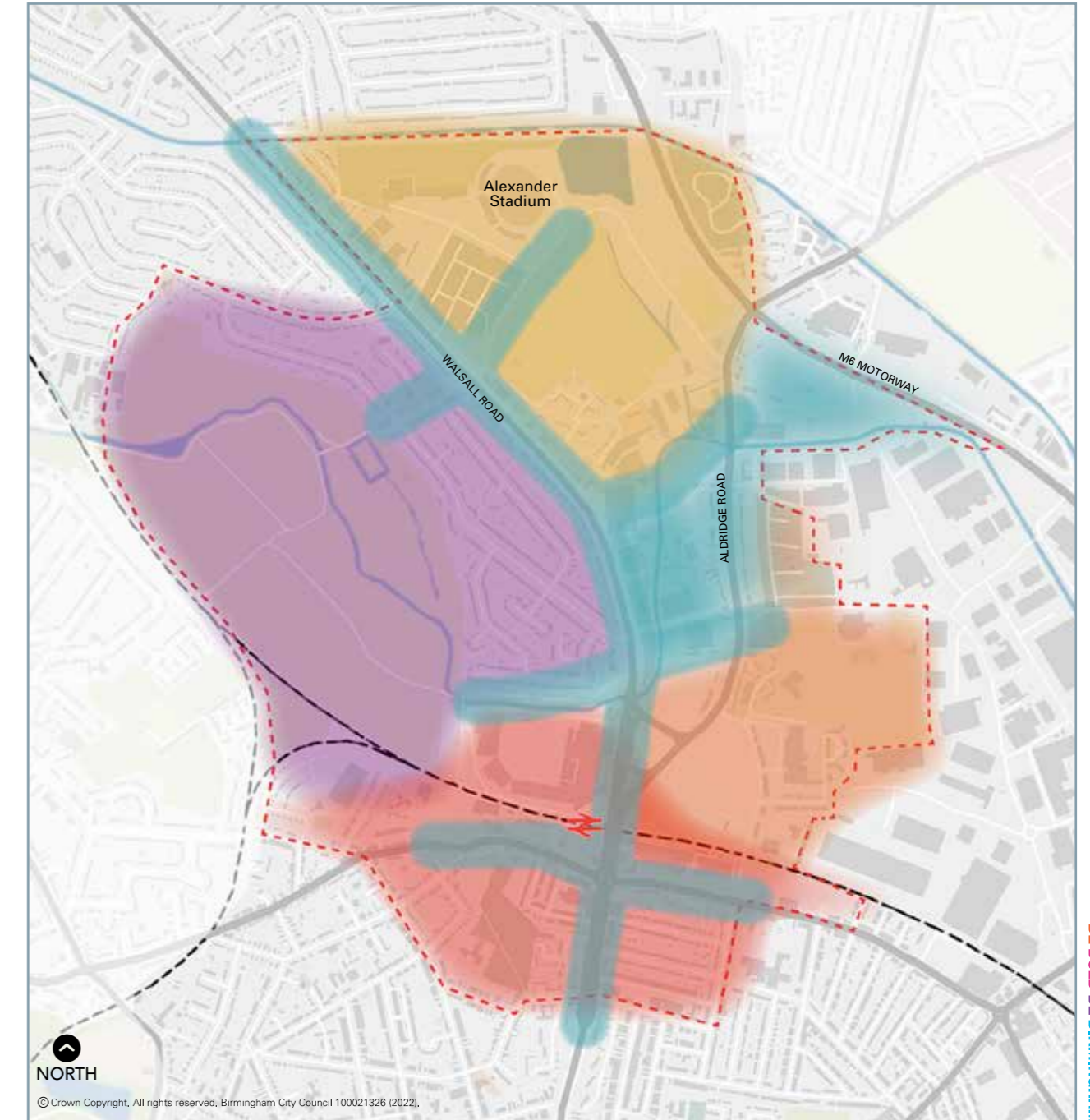
WALSALL ROAD AND RIVER TAME CORRIDOR

- Improve the character of the Walsall Road.
- Create a unified and publicly accessible River Tame corridor.

PLAN 1 Focus Areas

KEY

-  Perry Park
-  Perry Barr Village
-  Perry Barr Urban Centre
-  Perry Hall Park
-  Walsall Road and River Tame Corridor
-  Perry Barr rail station



Focus Area

Perry Park

Perry Park provides a varied green space, and is home to a thriving allotment community, cricket club, BMX track and a skateboarding facility.

The High-Performance Centre and Gymnastics and Martial Arts Centre provide training venues for sport at all levels. Alexander Stadium - an internationally significant sporting venue - will host the Opening and Closing Ceremonies and the Athletics Competition of the 2022 Commonwealth Games.

The park provides an important local amenity and a distinctive setting for the stadium and associated facilities.

It has significant natural environment features including Perry Brook and Perry Reservoir, as well as areas of woodland. The Tame Valley Canal to the north is a significant heritage and natural environment asset. To the south lies the residential Perry Villas estate, and the park is separated from the River Tame Corridor by a narrow strip of industrial uses and St. John's Church.





Enhance the park for the future

Perry Park will be enhanced as a place for all people to relax, reflect, and play, offering broader and more inclusive amenity in a greener, more attractive setting. Access will be simpler and easier, with new and improved entry points at Walsall Road, Church Road, and from the canal, which better connect the park to its surroundings. In the park, there will be improved pathways, including the 'Athletes' Route', which connect key access points and destinations. New lighting and legible wayfinding and signage will make it easier to find one's path and will meet the needs of walkers, runners, cyclists, and wheelchair users.

Where routes converge at the heart of the park a new area of activity including a café and play facilities will attract all ages and become a base for activities in the park. Informal play provision elsewhere in the park including within woodland areas will also be explored. The BMX track and

skate park will become the go-to venue for street sports, and opportunities to enhance this facility will be supported.

The natural environment of the park will be improved. New trees will be planted as part of park-wide succession planting initiatives, and management will enhance and prolong the life of existing trees. Introduction of a wildflower meadow, alongside the potential for other areas of enhanced natural landscape, particularly related to the brook and Perry Reservoir, will provide for biodiversity as well as opportunities for people to interact with nature.

The reuse of the bungalow to provide community space could enhance the relationship between the allotments and the park. Enhancements to boundaries to the south will improve park amenity as well as the visual relationship with Aston Manor Cricket Club, the Perry Villas estate, and the setting of the listed buildings on Church Road.

A range of other enhancements which serve to improve activity within the park could be supported, including for example cycle hire or repair, uses related to the natural environment, or opportunities for outdoor cultural or group events.

Delivery

- A comprehensive improvement plan for the park which unifies existing work will identify distinct projects and improvements.
- Coordination and collaboration with local stakeholders and delivery partners including: Friends of Perry Park, Canal & River Trust, Aston Manor Cricket Club, Walsall Road Allotments, and adjacent residents and businesses.
- Delivery on a phased basis commencing immediately following the Commonwealth Games.

‘At the heart of the *Perry Barr* community, the Alexander Stadium complex will be a regionally significant multi-purpose stadium that builds on the momentum, energy, promise, and possibility of the 2022 Commonwealth Games. Located within the parkland setting of Perry Park, it will enable health and wellbeing through a diverse, accessible and inclusive programme of activity’

Create a sustainable Alexander Stadium complex

Adjacent to Perry Reservoir is the redeveloped Alexander Stadium and a range of complementary facilities - comprising the Gymnastics and Martial Arts Centre (GMAC) and High Performance Centre (HPC), joined for 2022 by a new outdoor warm-up track and throwing field. Together these will form a sports, recreation, leisure, and education complex of international renown as well as regional and local significance.

The complex should have a range of flexible and complementary uses which ensure its ongoing sustainability, including:

- A programme of local, regional, national, and international events.
- Facilities for elite and participatory sport.
- Inclusive community-based programming which targets people of all ages, including inactive or hard-to-reach groups.
- Education and training related to the sport, health and wellbeing, and events sectors.

There is potential for other complementary uses, especially in the East Stand, including health and wellbeing provision such as training and treatment spaces, flexible workspaces which could meet

the needs of organisations or individuals, youth facilities, and visitor attractions such as a museum of athletics.

Activity and programming should reflect the unique parkland setting and maximise opportunities to use the wider site to engage people in activity. When the stadium hosts major events, the North Plaza will play an important operational and staging role, however, at other times it will provide a significant publicly accessible outdoor space with the opportunity to accommodate an ongoing and varied programme of events.

Delivery

- Delivered alongside the ‘Delivering a Bold Legacy for Birmingham’ Plan, ensuring that the workstreams are coordinated and complementary.
- Work with key stakeholders such as Sport England, Birchfield Harriers, City of Birmingham Gymnastics Club, and other existing and future tenants, through appropriate governance and management structures.
- Implementation immediately following the Commonwealth Games.

Enhance and connect with surrounding assets

Connections between Perry Park and the River Tame corridor to the south will be enhanced helping to complete an area-wide circular route or ‘green loop’. This could involve the creation of new routes including, for example, through the grounds of St. John’s Church.

The potential for enhancement of sites adjacent to the river is addressed further in the Walsall Road and River Tame Corridor section of this Masterplan.

St. John’s Church is a heritage asset of significance, and, along with the associated church hall, provides important community facilities. Additional and enhanced facilities at the church hall which broaden the community offer whilst complementing the setting of the church will be supported.

The Perry Villas estate is immediately adjacent to the park at its southern edge. The estate and its residential community could benefit from improvements to outdoor space, better connections to the park, and further enhancements.

To the northern side of the park, the Canal and River Trust could transform Perry Barr Yard’s canal-side location into a hub for water sports and recreation, and there will be improved access points for people to reach the Tame Valley Canal.

Together these opportunities have the potential to strengthen the physical and social connections with the park and contribute to the wider success of Perry Barr.

Delivery

- A tailored approach to the planning and implementation of each opportunity.
- Close coordination with local stakeholders - including the Canal & River Trust, St. John’s Church, and residents of Perry Villas - as relevant to each opportunity.
- Early delivery of projects which stand alone, or which complement but are not dependent on more complex opportunities.





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PLAN 2 Perry Park

KEY

- - - Masterplan boundary
- Access points to canal
- Access under M6
- Improved connectivity/enhanced route
- - - Potential new route
- · - · - New cycling route
- Opportunity for enhancement
- · - · - Enhanced riverside
- Green loop
- Area of activation
- Heritage asset
- Enhanced access point
- Water feature

PLACE PRINCIPLES

- Support living and working
- Renew and repurpose
- Make a green, sustainable place
- Nurture a healthy community
- Promote a thriving Perry Barr

The colours used to illustrate the opportunities in the plan correspond to the Place Principles they help to achieve.

- ① East Stand
- ②a Areas of natural landscape - wildflower meadow
- ②b Areas of natural landscape - enhanced woodland
- ③ Cafe
- ④ Play facilities
- ⑤ Northern Plaza
- ⑥ Reimagined bungalow
- ⑦ Athletes route
- ⑧ Street sports zone
- ⑨ Perry Villas
- ⑩ Community facilities at St. John's Church
- ⑪ Enhancements to Perry Barr Yard
- ⑫ High Performance Centre (HPC) and Gymnastics and Martial Arts Centre (GMAC)

Place Principles

The opportunities in this focus area will achieve the vision and objectives of the Masterplan using the place principles as a guide for their formulation, and will:

SUPPORT LIVING AND WORKING

- By bringing new activities into the park, such as a café, making it a destination for all residents of Perry Barr.
- By creating new job opportunities.
- By improving the Perry Villas estate.

RENEW AND REPURPOSE

- By reusing the allotment Bungalow in the park for new community uses.
- By enhancing the heritage and community assets, such as St. John's Church and Perry Barr Yard.

MAKE A GREEN AND SUSTAINABLE PLACE

- By creating new areas of natural landscape and enhancing the biodiversity of the park.
- By making connections with the River Tame, the Tame Valley Canal and other parks in the area.
- By improving the walking and cycling facilities in the park.

NURTURE A HEALTHY COMMUNITY

- By creating new places that support active lifestyles.
- By supporting walking, running and cycling through new and better routes.
- By promoting health and well-being uses at the Alexander Stadium campus.
- By bolstering access to activity and fresh food in partnership with the allotments.

PROMOTE A THRIVING PERRY BARR

- By maximising the range of events and activities accommodated.
- By creating new places for communities to gather.

Focus Area

Perry Barr Village

Perry Barr Village is already experiencing significant change. A new residential neighbourhood of nearly 2,000 homes is under construction on the former Birmingham City University campus. This area is the location of Holford Drive Allotments, sporting and community facilities at the Doug Ellis Sports Centre and Holford Drive Community Sports Hub, the recently opened Prince Albert High School, and a household recycling centre.

The Perry Barr Bus Garage is a large structure in the east of the focus area which presents an opportunity for imaginative reuse. The location sits between employment uses in Witton to the east and the Perry Barr urban centre to the west.





Create a new, well-loved neighbourhood

Perry Barr Village will be home to a new neighbourhood of around 2,000 new homes, high quality open space, and facilities that nurture and support a healthy community for new and existing residents of Perry Barr. The residential development is planned across two complementary, discrete 'phases' or sites.

Phase 1 has full planning consent for 1,414 new homes across 11 development plots. As of 2022, 968 homes are under construction across four plots adjacent to the railway and Aldridge Road, providing a mix of open market and affordable 1 and 2-bedroom apartments for sale and rent. The existing planning consent provides for a mix of townhouses and apartments across the remaining plots; this will be reviewed as necessary in line with this Masterplan to optimise the quality, deliverability, and mix of residential development here.

Phase 2 has outline planning consent for up to 500 homes. This will be revised to enable the retention of the Bus Garage to deliver the project described below, as well as the 500 homes across the site.

For both phases the key principles, in line with the existing consent, are demonstrated on the illustrative plan for this focus area.

A mixed community will be created through the variety of housing types and tenures to appeal to and meet the needs of people in all stages of life, income level, and household size, from one-bed apartments, to family spaces including those for multi-generational families, and specialised later living accommodation. A broad mix of tenures and ownership models will provide choice across the development.

The neighbourhood will be supported and enhanced by new open space, green, healthy streets, and pedestrian and cycling facilities. A new 'central park' sits at the heart of Phase 1. This will provide local people and visitors with a pleasant space for relaxation or informal activity, and can also host a programme of events and activities which ensure the space welcomes the whole Perry Barr community; a small community pavilion may be appropriate to support this. A 'linear park', including active travel infrastructure, will create a green environment to the west of the Village. Incidental green spaces - both public and private - across the area could accommodate community gardens and growing spaces. Walking and cycling will be prioritised across the area, with the creation of attractive green streets which are safe and overlooked.

The former Hare of the Dog public house will be repurposed, and could accommodate community or commercial uses including a café or shared workspace. The Doug Ellis Sports Centre, to the north of the area, will continue to provide a local leisure offer, and could be complemented by small, local services or shops in the immediate area. The facilities at Holford Drive Community Sports Hub should be enhanced to ensure the sustainable future of this important local facility; proposals to deliver improvements as part of the Games legacy are being developed and are supported.

Connections within the area will improve access to key destinations such as Prince Albert High School, Eden Boys School, the allotments, and Doug Ellis Sports Centre. The opportunity to open up links to Holford Drive Community Sports Hub and employment areas including the Wholesale Markets to the east should be fully explored. Links from the Village to transport connections,

shopping, and other services in the urban centre, will be enhanced both by the linear park and new and improved pedestrian crossings across Walsall Road.

There is the potential for sites awaiting development to provide for 'pop-up' temporary or meanwhile uses, such as sports pitches, cafes, spaces for entrepreneurs, and arts installations; this will contribute to the vitality of the area and support a thriving community. In 2022, a development plot destined for future residential use will become home to a meanwhile use for food, beverage, retail, and entrepreneurs to support the new neighbourhood.

Delivery

- Refinement and optimisation of existing planning consents will balance a mix of complementary uses with strategic phasing of new homes to maximise the vibrancy of the new neighbourhood.
- Delivery by the Council either directly, in partnership with other public sector organisations such as Homes England and the West Midlands Combined Authority (WMCA) or, where appropriate, in partnerships with private sector organisations.
- Residential phases and plots can be delivered independently and concurrently, phased to meet market demand. Three development plots delivering 2, 3 and 4 bed townhouses within Phase 1 will commence next, alongside optimising proposals and delivery programme for Phase 2.

Reimagine the Bus Garage

Perry Barr Bus Garage is a large and architecturally significant building on the eastern side of Perry Barr Village. Originally opened in 1932, and a working facility for nearly 90 years, the Bus Garage will become a city-wide destination and a venue for year-round activity providing an exciting, multipurpose anchor for the Village and the wider community.

The scale of the building and its column-free garage area will allow a flexible internal layout to accommodate a broad variety and mix of uses. These could include arts and cultural activities

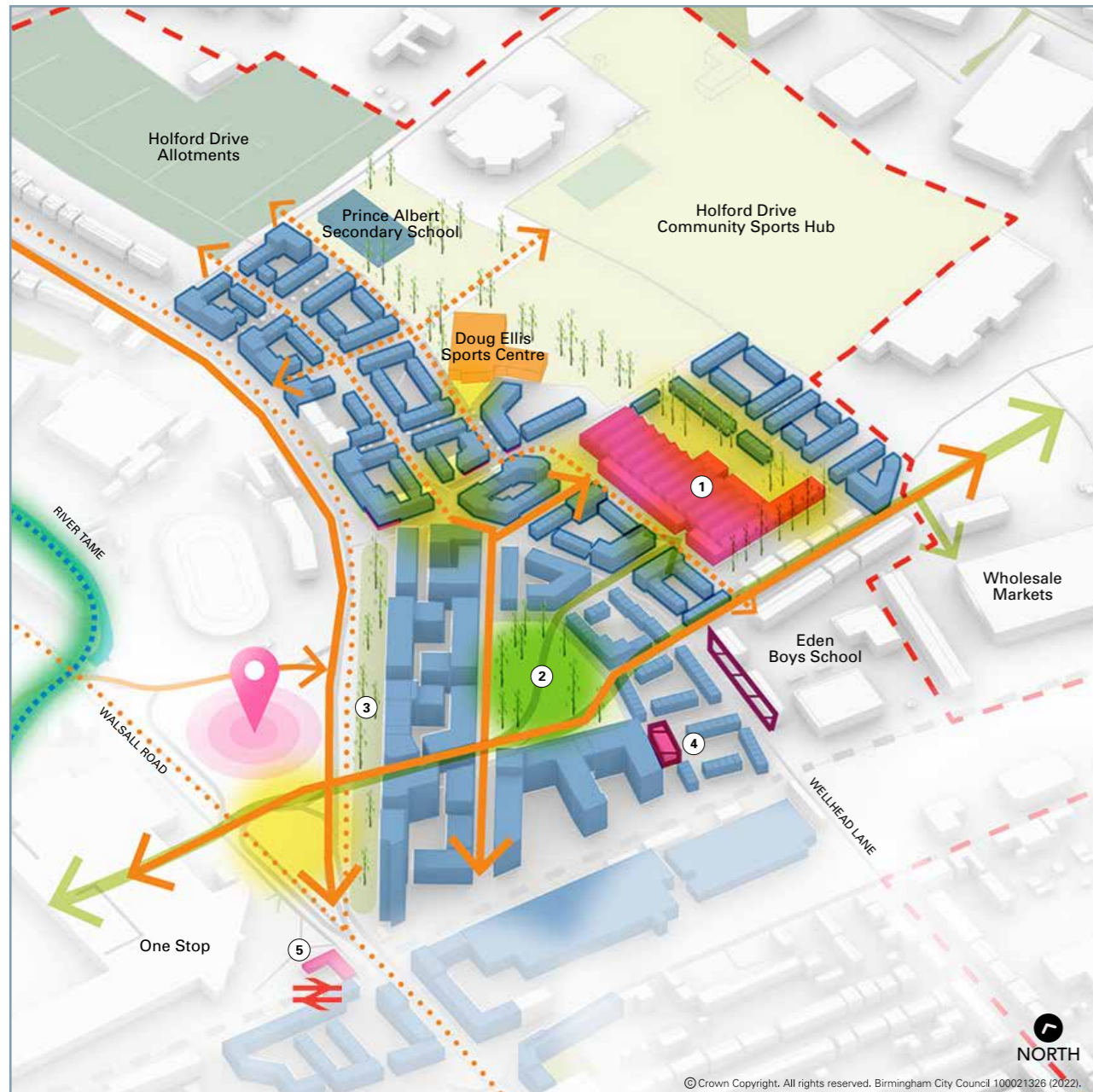
including rehearsal, performance, and events space; leisure and entertainment uses; space for community activities; learning; and incubation space for enterprise and innovation.

In conjunction with the nearby Birmingham Wholesale Market, activities associated with food, beverage, and horticultural opportunities could be developed such as fresh food cooking classes, nutrition courses, and a satellite for the Wholesale Market to serve consumers and the local community with small orders. Externally, a new compact plaza space will serve as a focal point and place for people to meet as well as an extension of the compelling mix of internal activities.

Delivery

- Building will be vacated once new facility for bus operator is completed.
- Funding partners could include WMCA, Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP), and Homes England; realisation of the vision requires close work with stakeholders throughout Perry Barr including Birmingham Wholesale Market and arts and cultural organisations.
- Business Case development including detailed feasibility and business planning follows Masterplan adoption.





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PLAN 3 Perry Village

KEY

- - - Masterplan boundary
- 📍 Meanwhile use opportunity
- Improved connectivity/enhanced route
- - - Potential new route
- ⋯ New cycling route
- Enhanced green connection
- Enhanced riverside
- Area of activation
- Heritage asset
- Perry Barr Village Phase 1
- Perry Barr Village Phase 2
- 🚉 Perry Barr rail station
- Water feature

- 1 Bus garage
- 2 Central Park
- 3 Linear Park
- 4 Hare of the Dog Public House
- 5 Bus interchange

PLACE PRINCIPLES

- Support living and working
- Renew and repurpose
- Make a green, sustainable place
- Nurture a healthy community
- Promote a thriving Perry Barr

The colours used to illustrate the opportunities in the plan correspond to the Place Principles they help to achieve.

Place Principles

The opportunities in this focus area will achieve the vision and objectives of the Masterplan using the place principles as a guide for their formulation, and will:

SUPPORT LIVING AND WORKING

- By delivering nearly 2,000 new, high-quality homes that include a wide variety of housing types and tenures to meet a wide range of needs at varying levels of affordability.
- By creating new employment opportunities, especially at the BusGarage.
- By including local facilities and services which support day-to-day life.

RENEW AND REPURPOSE

- By bringing flexible, meanwhile uses to the area.
- By reusing existing buildings for new activities that re-energise the area.

MAKE A GREEN AND SUSTAINABLE PLACE

- By creating new green spaces.
- By including green infrastructure in the design of streets and public spaces.
- By ensuring that the new buildings are of high standards of sustainability, contributing to water management and Birmingham's goal to be zero carbon.

NURTURE A HEALTHY COMMUNITY

- By installing good, safe pedestrian and cycling routes which support active travel choices.
- By partnering with the Birmingham Wholesale Market improve access to fresh, healthy foods.

PROMOTE A THRIVING PERRY BARR

- By creating a new, mixed-use community which is made vibrant by a wide variety of activities.
- By supporting businesses and entrepreneurs, especially at the Bus Garage.

Focus Area

Perry Barr Urban Centre

The urban centre comprises the One Stop shopping centre, Perry Barr railway station, the area around the junction of Birchfield Road/Wellington Road/Aston Lane, and the shops along Birchfield Road to the south.

The junction and the railway station act as gateways to the area, and along with One Stop, these areas represent some of the most important destinations in Perry Barr.

With the completion of a new bus interchange at the junction of the A34 with One Stop, the area becomes the hub of the connectivity network, helping to cement Perry Barr's reputation as Birmingham's best-connected suburb.

One Stop and the Birchfield Gateway area present significant opportunities for regeneration to provide a varied, vibrant centre where people live, work, shop, play, learn, and relax at the heart of a walkable neighbourhood.





Transform the One Stop area

Over time, the transformation of the One Stop site will include the retention of some shopping facilities as well as the introduction of a broad range of new uses which could include leisure and entertainment, health and wellbeing, education and workspaces, and residential, as well as other facilities and services appropriate in a town centre.

A new east-west link through the site, connecting the A34 Walsall Road and Perry Barr Village to a lively new gateway space at the entrance to Perry Hall Park, will provide high-quality public space fronted by active uses - a modern high street at the heart of the urban centre. Along with other routes within the site, this should create a walkable place featuring integrated planting and water management. The gateway to Perry Hall Park should be a new area of activity including uses such as cafés or restaurants, or other uses that maximise and benefit from the views of the park. Movement between the urban centre and the park should be seamless. Along the new route there

should be clusters of activity including 'destination' uses which draw people into and through the site.

The relationship between the site, the new bus interchange and railway station, and the A34 Walsall Road, will be important and should include well-defined, active frontages. Active frontages and a strong streetscape should continue northwards, where there are opportunities for the enhancement of neighbouring sites.

The River Tame will feature more prominently in the urban centre. The benefits of overlooking the river should be maximised within the One Stop site. Opening up the route along Regina Drive to create an attractive environment as part of the circular route or 'green loop' opportunity, will enhance the river further and integrate it more strongly into the urban centre.

The scale of the opportunity here means it will be delivered on a phased basis; the area will 'evolve' with opportunities for temporary or long term meanwhile uses which bring diversity and vibrancy.

Delivery

- Phased delivery with short-term opportunities, such as strengthening the physical connection with Perry Hall Park, and a long-term approach to comprehensive redevelopment which can respond to market conditions.
- Collaboration between the Council, One Stop owners and managers, its occupational tenants, and consumers in relation to the One Stop site, and with the Environment Agency and other landowners for wider enhancements.
- Medium-to-long-term milestone for the full comprehensive redevelopment, with short-term civic opportunities such as the improved connection to Perry Hall Park.

Redevelop Birchfield Gateway

Furthering the transformation of the urban centre, the four corners of Birchfield Gateway will be redeveloped into a welcoming place filled with a variety of people-focussed uses. Birchfield Gateway is the focal point of arrival in Perry Barr from the east, west, and south along Birchfield Road. New, high-quality, and distinctive buildings, including some taller buildings on corners and adjacent to the railway, will redefine the character and streetscape at this important place in the urban centre. Surface level crossings and a cycle route through the area will significantly simplify and enhance movement in the area.

These new buildings will feature active ground floor frontages which face on to and enhance the new public realm. Local retail, cafes, community uses, local services and facilities will all bring a buzz of activity to the area at different times of the day, week or year. On upper storeys and away from the most prominent frontages, 400 new homes will introduce residential uses and bring a new mixed community and vibrancy to the area. There is also potential to locate a local services hub at the Gateway, supporting a variety of local organisations and clustering key services.

The site to the northwest of the Gateway, adjacent to Perry Barr railway station, will provide the largest development opportunity, and will deliver

approximately 200 new homes - around half of the total number of homes in Birchfield Gateway - as well as a mix of uses and density appropriate to its urban setting. There could be new public space within the site, connected into the wider green network of Perry Barr. There will be strong pedestrian links connecting Birchfield Gateway with the station and One Stop site.

The site to the northeast has the potential for early development, offering better connections from Birchfield Gateway to Perry Barr Village. Community facilities will be a key part of the development, and the work could occur in tandem with improvements to Perry Barr Methodist Church. Along Aston Lane, the enhancement of existing uses or introducing new uses over time will deliver additional residential development. These changes will significantly improve the experience of entering Birchfield Gateway from Wellhead Lane to the east.

The site to the southeast, currently partly occupied by the Job Centre, will also feature development that provides active frontage and uses. This development will bring new retail frontages along Aston Lane, connecting it with the existing retail on Birchfield Road. These commercial uses will be coupled with residential that consider and complement the adjoining sites.

On the southwest site, the opportunity for the reuse and repurposing of the distinctive former tram depot on Leslie Road will be explored further. This would help to define the character of the area and provide a focal point for connecting to the neighbourhoods in Birchfield to the south. This space could accommodate a range of temporary or permanent uses. To maximise the potential of this building and site, the redevelopment of the wider block will need to be considered. This redevelopment could open up direct access and views to Birchfield Road and deliver new buildings including retail and residential uses to frame this structure. There will also be improved links and improvement within the Livingstone Road Allotment Gardens, which sits adjacent to Birchfield Gateway.

Delivery

- As landowner the Council will drive delivery of the Birchfield Gateway opportunities alongside partners including other public sector organisations, and work in consultation with adjacent landowners and occupiers.
- Incremental delivery over the course of the Masterplan period, phased to respond to market demand for the range of uses, and activity across the whole Masterplan area; opportunity for early delivery to commence following the Commonwealth Games.





Create a connectivity hub

The urban centre will continue to be at the heart of the movement network - the hub of Birmingham's best-connected suburb. The enhanced station and bus interchange, along with the Sprint bus priority corridor, will make it easy to travel to, from, and through the area, and to interchange between modes in Perry Barr. It will include the provision of real-time information for travellers.

The initial Sprint bus priority corridor will run through Perry Barr along the A34, linking Alexander Stadium with the National Exhibition Centre, and Birmingham Airport - all important parts of the 2022 Commonwealth Games. As the Sprint network expands the range of destinations and services will grow.

The station will continue to provide high quality local services, with a more attractive and accessible facility; over time the potential to increase frequency of rail services will be explored.

The improved bus interchange will offer increased efficiency as well as enhancing pedestrian mobility in the area. High-quality pedestrian facilities make it easy to access Sprint and bus routes travelling south, as well as east-west and on local services. Throughout the area safe pedestrian access and movement will be prioritised.

The expansion of the cycle network and improvement of routes through local parks will mean more people choose to access the urban centre by bike. Facilities for micromobility will provide additional choices for bike and scooter hire and storage.

For those who need to use cars to access the urban centre, electric vehicle charging and easy access to active travel for local movement will be supported.

Delivery

- A safe, pedestrian-orientated urban centre which offers sustainable and active travel choices, in line with city-wide strategy and backed by an area wide approach.
- Collaboration with key partners including Transport for West Midlands (TfWM), WMCA and accessibility groups.
- Redeveloped rail station, bus interchange, and the Sprint bus priority corridor operational ahead of the 2022 Commonwealth Games. Over the medium-term, rail and Sprint services will connect to HS2, further expanding the range of destinations that are accessible from Perry Barr.

Activate the urban centre

The urban centre will be a place where people go to participate in a wide array of activities from shopping to meeting up with friends and family. The introduction of green spaces and integrated green infrastructure will create a pleasant environment that encourages people to spend time in and feel part of the town centre.

Public spaces will host live music, performances, community activities, exhibitions, and other programmed events. Shops will have refreshed shopfronts to attract shoppers, and non-traditional

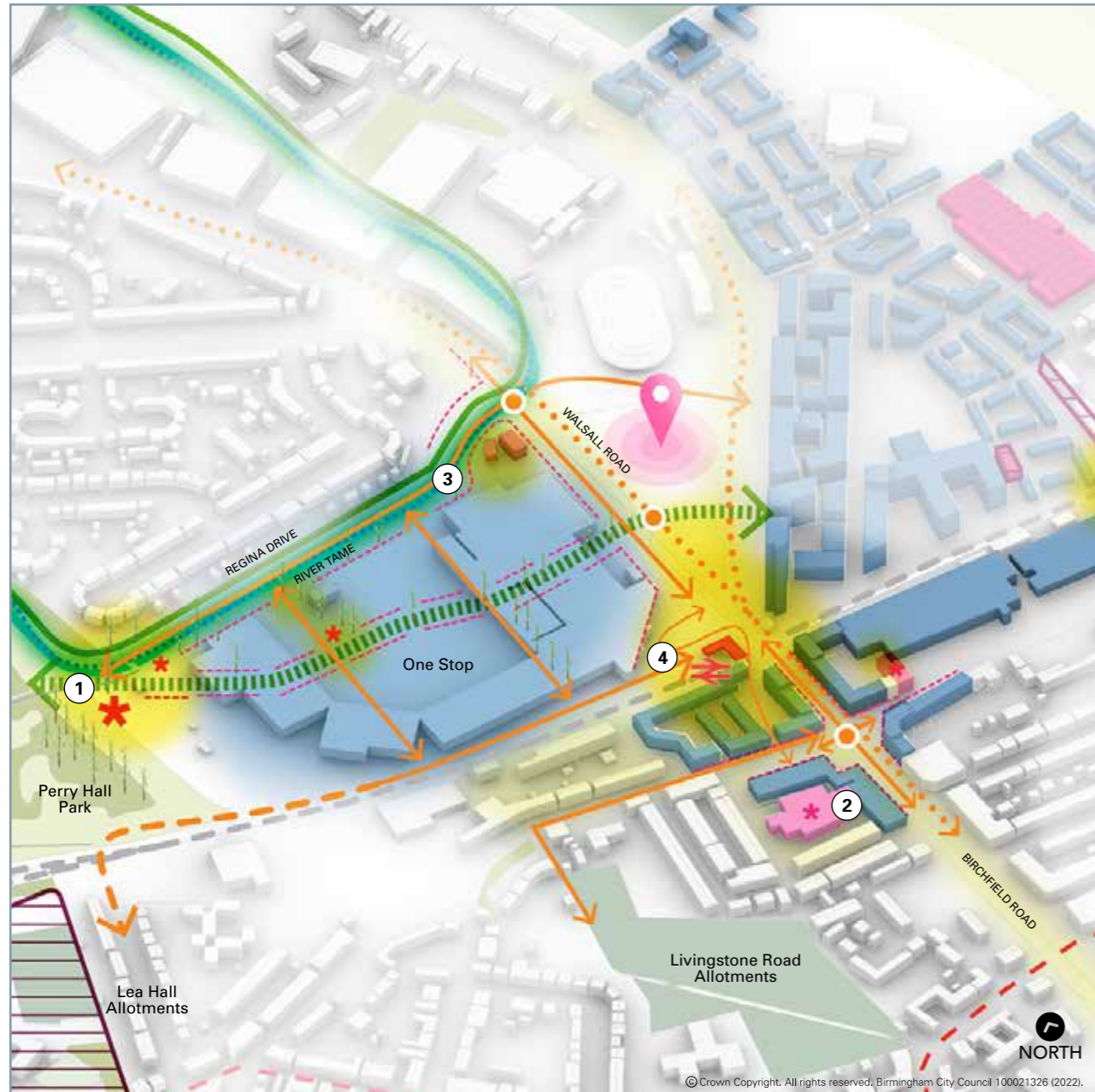
office spaces will offer flexible places for people of differing needs to work in the heart of Perry Barr. The range of uses will be complemented by a programme of place activation initiatives which aim to generate, support and balance activity throughout the day and evening, throughout the week, and at different times of year.

The delivery of a meanwhile use adjacent to the centre (detailed in the Perry Barr Village section) will initiate new and diverse uses in the centre.

A business association or centre partnership could be established to support this and ensure a sustainable approach as the place continues to evolve.

Delivery

- Programme of place activation shaped and implemented as part of an area-wide approach to activity, arts, and culture, and including meanwhile uses; effective marketing for events and to reinforce the experience of the refreshed and renewed urban centre as a place for people.
- Working with landowners, existing and new businesses, and delivery partners including WMCA and GBSLEP.
- Short-term opportunities linked to existing projects and activity; longer term opportunities must align with and support wider development proposals.



PLAN 4 Perry Barr Urban Centre

KEY

- - - Masterplan boundary
 - 📍 Meanwhile use opportunity
 - Improved connectivity/enhanced route
 - - - Potential new route
 - ⋯ New cycling route
 - ⋯ Enhanced riverside
 - Green loop
 - Area of activation
 - ⊖ Heritage asset
 - ★ Opportunity for new destination
 - - - Potential active frontage
 - Enhanced crossing
 - - - Rail line
 - 🚉 Perry Barr rail station
 - Water feature
- ① Perry Park Gateway
 - ② Reuse the old tram depot
 - ③ Improved access adjacent to the River Tame along Regina Drive
 - ④ Bus interchange

PLACE PRINCIPLES

- Support living and working
- Renew and repurpose
- Make a green, sustainable place
- Nurture a healthy community
- Promote a thriving Perry Barr

The colours used to illustrate the opportunities in the plan correspond to the Place Principles they help to achieve.

Place *Principles*

The opportunities in this focus area will achieve the vision and objectives of the Masterplan using the place principles as a guide for their formulation, and will:

SUPPORT LIVING AND WORKING

- By constructing homes that meet the needs of families of different sizes, ages, and income-levels.
- By supporting existing businesses and encouraging the creation of more jobs through new economic activity.
- By making it easy to travel between home, work, education, and leisure activities.
- By improving access to local centre services.
- By improving access to a range of transport choices.

RENEW AND REPURPOSE

- By phasing the development plans to manage change carefully over time, supporting the ongoing wellbeing of residents and incorporating meanwhile uses.
- By reusing and repurposing existing buildings such as the tram depot.
- By supporting existing businesses outside redevelopment areas to improve their shop fronts.
- By supporting the Methodist Church to provide an improved community facility.

MAKE A GREEN AND SUSTAINABLE PLACE

- By making the River Tame a focal point of the urban centre, supporting access to the river, enhancements to biodiversity, and improvement of Regina Drive.
- By creating a strong link and welcoming gateway to Perry Hall Park.
- By greening the town centre through the introduction of multifunction high quality green infrastructure.

NURTURE A HEALTHY COMMUNITY

- By providing better links to recreation spaces.
- By making it easier and safer to walk and cycle.
- By focussing future health and community facilities in the urban centre.

PROMOTE A THRIVING PERRY BARR

- By building a distinctive, welcoming, and high-quality urban centre at the heart of Perry Barr.
- By providing a wide offering of activities, attracting visitors to a mix of services, shops, and leisure facilities.
- By creating new and improving existing public spaces which will act as centres of community life.

Focus Area

Perry Hall Park

Perry Hall Park provides 158 acres of green space with ornamental gardens, wildflower meadows, and the River Tame running through it.

The remnants of the former Perry Hall create an interesting formal landscape, and this important heritage asset makes a strong contribution to the character of both the park and the area.

The park accommodates well used cricket and football pitches, as well as a cycle speedway track, and is home to a successful, well-attended Park

Run event. It also benefits from an established local volunteer support group - Friends of Perry Hall Park.

To the north and east of the park lies the established Perry Hall residential neighbourhood, and to the south east the urban centre. The rail line bounds the park to the south and west. Walking and cycling routes links through the park connect it to local neighbourhoods as well as linking north to Sandwell.





Enhance the park for the future

Perry Hall Park will continue to provide a variety of environments and spaces which attract visitors to enjoy its natural environment, heritage, and recreational opportunities. Its important local character will be maintained and complemented by improvements to enhance the park's offer.

Existing access points will be the focus of improvement and enhancements. The connection to the urban centre adjacent to the One Stop shopping centre will be transformed to create a welcoming gateway which invites visitors to enter the park. This could include space for play, informal seating space, or other uses which complement the town centre. The gateway at Perry Avenue will complete the Perry Barr-wide circular route or 'green loop' which runs through the park. Access points to the north and west which connect Perry Barr to the wider area should also benefit from improvements. Opportunities for new entry points to the park which enhance local movement and biodiversity networks will also be supported.

Routes within the park will be improved for all users, including improved lighting and new signage to help people navigate the park. Cycle parking and micro-mobility provision will be appropriate within areas of activity.

As it winds through Perry Hall Park, the River Tame will offer improved opportunities for people to engage with the natural environment, particularly towards the northern end of the park. Enhancements to the river corridor, including re-naturalising of the riverbank where appropriate, will create additional areas of natural riverside habitats. Management of the river corridor, including flood risk mitigation, will be a key consideration.

The historic location of Perry Hall and Gardens will be enhanced with information about the park, the historic house, and the stories of the people who once called it home. Activation of this area through cultural and heritage activities will all connect into a wider cultural programme and heritage trail, stitching Perry Hall Park into the wider heritage of Perry Barr and Birmingham. Near to the Perry Avenue entrance to the park, this area of activity could also accommodate a café, community space, and public toilets.

The playing fields within the park are well used, and improved facilities to support and enhance the formal sports uses, as well as opportunities for informal activity, here will be supported.

Delivery

- A comprehensive improvement plan for the park which unifies existing work will identify distinct projects and improvements.
- Coordination and collaboration with local stakeholders and delivery partners including: Friends of Perry Hall Park, Sport England, Birmingham 2022 Organising Committee, the Lead Local Flood Authority and Environment Agency.
- Delivery of some enhancements can commence immediately following the Commonwealth Games; others have significant interfaces with adjacent projects and will be phased appropriately.

Enhance and connect with surrounding assets

As part of the circular route or 'green loop' around Perry Barr, Perry Avenue will be a focus for opportunities to improve the public realm including planting, water management (including Sustainable Drainage Systems) and safety measures. Cliveden Avenue, the historical grand driveway to Perry Hall will benefit similarly.

There are also opportunities expand and spread these initiatives across the wider residential area

adjacent to Perry Hall Park, which will result in better access to the improved active travel choices along the Walsall Road corridor.

As the most significant established residential community covered by the Masterplan, this area will benefit directly from the Masterplan's proposals. This area could be the testbed for environmental and connectivity interventions and improvement such as low carbon retrofitting or enhanced and upgraded digital infrastructure.

Delivery

- Enhancement of roads surrounding the park to improve the public realm, water management, and connectivity, and enable the character of the park to spread beyond its boundary and into the community.
- Collaboration with community groups including local residents and the 3Bs Neighbourhood Forum, and with partners such as the Environment Agency.
- Strategic approach developed in the short term, including opportunities for pilot projects, with implementation of opportunities delivered over the medium-term.





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PLAN 5 Perry Hall Park

KEY

- - - Masterplan boundary
- Improved connectivity/enhanced route
- - - Potential new route
- · · New cycling route
- Enhanced green connection
- - - Enhanced riverside
- Green loop
- Area of activation
- ⊗ Heritage asset
- - - Rail line
- Sports field
- Water feature

- 1 Potential cafe and facilities
- 2 Perry Hall Park Gateway

PLACE PRINCIPLES

- Support living and working
- Renew and repurpose
- Make a green, sustainable place
- Nurture a healthy community
- Promote a thriving Perry Barr

The colours used to illustrate the opportunities in the plan correspond to the Place Principles they help to achieve.

Place Principles

The opportunities in this focus area will achieve the vision and objectives of the Masterplan using the place principles as a guide for their formulation, and will:

SUPPORT LIVING AND WORKING

- By creating new destinations in the park, making it a place for even more residents to enjoy.
- By ensuring benefits for existing residential areas.

RENEW AND REPURPOSE

- By upgrading and expanding facilities in the park.
- By celebrating the heritage assets in the park.
- By maximising opportunities for retrofit.

MAKE A GREEN AND SUSTAINABLE PLACE

- By creating areas of different natural landscape and supporting improvements to the biodiversity of the park.
- By emphasising the importance of the River Tame.
- By improving access to the park from surrounding areas especially through stronger links through the park to the urban centre.

NURTURE A HEALTHY COMMUNITY

- By improving walking and cycling routes throughout the park, making it easier to lead an active lifestyle.
- By supporting sport and activity in the park.

PROMOTE A THRIVING PERRY BARR

- By connecting the park to the urban centre.
- By providing new opportunities for cultural, community and sports activity.

Focus Area

Walsall Road and River Tame Corridor

Both the Walsall Road and the River Tame pass through the heart of the Masterplan area, connecting all the focus areas.

Walsall Road is the main route through Perry Barr, linking to the M6 and Walsall in the north and to Birmingham City Centre to the south. Overcoming the road's impact as a barrier for people, especially pedestrians, will form a key element of the future Perry Barr.

From Perry Hall Park, the River Tame runs along the northern edge of the One Stop shopping

centre and then turns to run parallel to Walsall Road towards Perry Park before turning east again. The river corridor is largely hidden and inaccessible but could, over time, become a key walking and cycling route providing access to the natural environment.

The Aldridge Road crosses the River Tame, connecting Perry Barr with Sutton Coldfield. The successful delivery of change in this area is vital to cementing Perry Barr as Birmingham's best-connected suburb.





Improve the character of the Walsall Road

Walsall Road will be rebalanced as a place that better accommodates all modes of travel, becoming an effective and efficient corridor for people to move along and across as pedestrians, cyclists, or by public transport. It will feature substantially improved safety and environmental conditions. Reducing reliance on private vehicles for short journeys within the area will make the road network more efficient for those who need to travel by private car.

Uses fronting Walsall Road and Aldridge Road should contribute to the quality of the environment and vibrancy of the area by ensuring a mix of uses, active and attractive frontages, and where possible providing glimpses of or access to the improved river corridor.

The public realm will benefit from greening and new planting which will contribute to improvements in air quality. New air quality monitoring stations will be deployed to monitor and measure changes and ensure target

improvements are met. There will be more trees, and green pocket spaces will be introduced where these can contribute to biodiversity as well as enhance the visual amenity of the route. Sustainable Drainage Systems which provide greenery as well as helping to manage water will be encouraged.

Pedestrian safety will be prioritised. Pedestrians will benefit from improved crossing facilities, including at Perry Avenue which will create a stronger, improved pedestrian link between Perry Hall Park and Perry Park as part of the area-wide circular route or 'green loop'. The cycle network along Walsall Road and Aldridge Road will be enhanced and connected to off-road routes providing links to a wider choice of destinations. Cycling and other environmentally friendly micro-mobility technologies will be accommodated, including the provision of hubs for charging and hire.

The introduction of the Sprint priority bus corridor alongside the potential to enhance existing local

bus services, means that the Walsall Road and River Tame corridor will be exceptionally well served by public transport. Opportunities to expand the benefits for active travel in the area should be explored, including improving the areas surrounding bus and Sprint stops to provide an enhanced and more attractive environment.

Delivery

- An incremental transition to a more balanced and sustainable mix of transportation options and pedestrian-focussed environments.
- Collaboration with key public sector partners including TfWM, local stakeholders such as the 3Bs Neighbourhood Forum and local residents, and accessibility groups.
- Delivery already underway; ongoing delivery will overlap significantly with other projects in the Masterplan, as well as the area-wide approach to transport and surface water management.

Create a unified and publicly accessible River Tame corridor

The River Tame corridor will be transformed, opening up access and creating a new pathway through the heart of Perry Barr as part of the area-wide circular route or 'green loop' which will provide new space for recreation, leisure, and access to nature. This proposal aims for Perry Barr to reimagine, refocus, and rekindle its relationship with the River Tame. The river will become a new people-focussed blue and green route through Perry Barr that connects Perry Hall Park, the urban centre, and Perry Park, as well as existing and new residential areas.

Access points to the river and new walking and cycling facilities will be introduced through the heart of the area. Enhanced riverside pathways will create opportunities for people to interact more closely with the natural environment and will be augmented by appropriately specified planting to support a rich and biodiverse habitat. In places, the

riverside will be re-naturalised creating a healthier, more natural environment that greatly enhances the character of the area.

Sites along the riverbank will contribute to the quality of the environment and maximise the opportunity of the waterfront setting. This could be through redevelopment or reconfiguration, with wholesale change likely to take place over the lifetime of the Masterplan. Uses which better contribute to the environment will include residential and community uses, as well as a range of commercial uses.

At the southern end of the river corridor, the Perry Barr Greyhound Stadium provides a leisure use within the boundary of the urban centre. Leisure uses are appropriate in this location, and there may be opportunities to enhance the offer here as well as improve its relationship with the River Tame. Should the facility cease to operate in future, it provides a unique opportunity to open up

the riverside. Opportunities for new development could include leisure or recreational uses as well as new homes, and the ability to connect this area to the new neighbourhood and community at Perry Barr Village.

Delivery

- Maximising the potential of the river corridor may involve change of use of some areas currently in industrial/employment use; impact will need to be considered through the review of the Birmingham Development Plan and a relocation strategy developed.
- Collaboration with partners including the Lead Local Flood Authority, Environment Agency, landowners, and those operating in the area.
- Strategic approach developed in the short term, with implementation of opportunities delivered across the full lifetime of the Masterplan.





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PLAN 6 Walsall Road and River Tame Corridor

KEY

- - - Masterplan boundary
- Employment use
- - - Potential new route
- - - New cycling route
- Opportunity for enhancement
- Enhanced green connection
- Enhanced riverside
- Green loop
- Area of activation
- Heritage asset
- Enhanced crossing
- - - Rail line
- Perry Barr rail station
- Water feature

PLACE PRINCIPLES

- Support living and working
- Renew and repurpose
- Make a green, sustainable place
- Nurture a healthy community
- Promote a thriving Perry Barr

The colours used to illustrate the opportunities in the plan correspond to the Place Principles they help to achieve.

Place Principles

The opportunities in this focus area will achieve the vision and objectives of the Masterplan using the place principles as a guide for their formulation, and will:

SUPPORT LIVING AND WORKING

- By identifying opportunities for new homes and where appropriate better locations for high-quality employment land through a comprehensive review of the land along the River Tame corridor.
- By supporting existing businesses improve their premises along the River network and key roads.
- By making it easier for people to move around the area.

RENEW AND REPURPOSE

- By maximising existing assets, including the river.
- By ensuring that uses which meet local need are supported, and opportunities to deliver change reflect that need.

MAKE A GREEN AND SUSTAINABLE PLACE

- By creating a publicly accessible, biodiverse River Tame Corridor which will serve as a key segment of a circular route or 'green loop' which people can use for recreation and leisure.
- By implementing Sustainable Drainage Systems, pocket parks, and more trees along Walsall Road.
- By better connecting Perry Park and Perry Hall Park along Perry Avenue.

NURTURE A HEALTHY COMMUNITY

- By supporting active travel.
- By improving environmental quality.

PROMOTE A THRIVING PERRY BARR

- By integrating the River into the day-to-day life of Perry Barr.

5

Delivery

In order to deliver the vision and objectives of the Masterplan, and to achieve the quality of development and place set out in the place principles, a comprehensive approach to planning, development, delivery, and stewardship, is necessary.

The guiding principles and actions to implement the Masterplan, set out here, will form the starting point for delivery, and for the programme over the next two decades. Successful delivery will require regular review and refinement, and should reflect and respond to the changing needs and priorities for the Council, partners, and communities.



Governance and Partnerships

Partnerships

The Masterplan has been developed in partnership with delivery partners such as West Midlands Combined Authority, Transport for West Midlands, Homes England, Sport England, Central Government, Greater Birmingham and Solihull Local Enterprise Partnership, and Canal & River Trust. Local businesses and anchor institutions, schools, clubs, and service providers, arts and cultural groups, interest groups, and community organisations, have also been involved. The ongoing involvement of these organisations and groups in a strong, healthy, and effective partnerships between the Council and stakeholders will be fundamental to the successful delivery of the Masterplan.

Community engagement and empowerment

Building on the existing public engagement work done to date, there will be regular, intentional, and meaningful community engagement in the delivery of the Masterplan, with the role of the community being built into the overall governance arrangements. There will be appropriate support to empower communities to participate fully.

Governance

The oversight and delivery of the Masterplan will be through the governance of the Perry Barr 2040 programme, which will include:

- A programme board with strategic ownership and responsibility, led by the Council with membership to include delivery partners.
- A delivery group to manage and deliver the programme on a day-to-day basis, coordinating activity across the council and external partners and stakeholders.

- A community panel and network, with a broad, inclusive, and representative membership, to promote the views of residents and businesses.

Regular assessment will ensure that governance remains fit-for-purpose and effective.

Monitoring, measurement and evaluation

A rigorous and straightforward approach to monitoring, measurement, and evaluation will help to ensure that the ambitions of the Masterplan, and a successful legacy, are delivered. Key indicators will be monitored, such as the number of new homes, affordable homes, local centre footfall, share of journeys by active modes, community facilities, and new/improved green space. Opportunities for further targets to define success could be identified as the programme and place develops, informed by community and partner priorities. The initial approach will align to the monitoring of the Host City Legacy Plan and other similar activity. Financial monitoring, and the delivery of outputs in a way that ensures value for money will also be important. Regular public reports will demonstrate progress against the evaluation framework.

Area-wide Strategy

There are a number of overarching themes and approaches which will underpin delivery across the whole Masterplan area. These include:

Social infrastructure

Improvements to social infrastructure to meet the needs of the community are already underway, with the delivery of a new school and the relocation of the Job Centre. The masterplan

builds on these developments by providing a vision for the delivery of further improvements, such as public service hub. It is recognised that as the communities in the Masterplan area grow and change over time, their needs for social infrastructure will also change.

An ongoing assessment of community infrastructure requirements will identify needs, and plan for delivery of new and improved infrastructure. Given the scale and complexity of the Masterplan area and its objectives, social infrastructure including healthcare, medical and wellbeing facilities, and schools will be especially important.

The improvement of existing community spaces as well as the creation of new spaces should meet the needs of the widest range of users, including young people and older people and people of different genders, ethnicities, religions, abilities, and interests. Community spaces could overlap with wider social infrastructure and with spaces for arts, cultural, or sports activity, and could include both indoor and outdoor spaces.

When new infrastructure is needed, innovative models for delivery and service provision should be explored. For example, new schools could be located within mixed-use buildings rather than in a standalone facility. New approaches to management, operation, and stewardship of community spaces should also be explored.

This work will require collaboration with delivery partners responsible for each of the different types of infrastructure, spaces, and facilities.

Housing delivery

The large-scale construction of new homes is at the heart of the Masterplan - 968 are on site, and plans will deliver nearly 2,500 new homes in the Perry Barr Village and Urban Centre focus areas. There is potential for more within the urban centre, and through the exploration of opportunities along the River Tame Corridor. Over the delivery period, and as the regeneration programme initiatives are delivered, market conditions will change and further opportunities for new housing may emerge.

The scale of change at the heart of Perry Barr will also unlock housing opportunities outside the Masterplan area, where the potential for further homes has also been identified - together the sites within and in close proximity to the Masterplan area will deliver more than 5,000 new homes. The approach proposed here should be extended therefore to sites in the proximity of the Masterplan area.

A broad mix of new homes should be developed to accommodate a range of family and household sizes, including multi-generational occupation. Housing tenures and pricing should appeal to broad range of people across a wide range of incomes and ages; new development across Perry Barr will deliver at least 35% affordable housing. The plan should also consider community-led housing delivery through initiatives such as community land trusts and self-build residential options. Housing development should meet the needs of older people and the need for student housing, considering innovative schemes such as senior cohousing or live/work arrangements.

A strategy and programme for development of those sites within BCC ownership, as well as the identification of interventions to unlock sites outside BCC or partner control, will be developed. This should take a site by site approach and consider phasing, funding, and housing mix.

Sustainable transport

The Masterplan has a clear vision for mobility in Perry Barr which prioritises sustainable and accessible modes of transport including walking, cycling, buses, trains, and car sharing. Achieving this requires coordination across development and regeneration initiatives, including the location of homes, job opportunities, social infrastructure, implementation of the route to zero, and improvements to the public transport. An area-wide transport delivery plan should have complementary programmes for all transport modes and the improvements should be mutually reinforcing. For example, the plan could explore opportunities to implement wayfinding and create safe, healthy streets which support walking, through to opportunities to increase capacity, frequency, and reliability of services at Perry Barr railway Station; both would be effective individually, together they would be even more effective. The delivery plan will need to monitor developments in the mobility sector, including the evolution of ride sharing, car sharing, car clubs, and micro-mobility modes such as e-scooters. This work will require close collaboration with TfWM, WMCA, and other delivery partners.

Catchment-based surface water management

An area-wide water management strategy should include the implementation of Sustainable Drainage Systems for flood mitigation, consider enlarged watercourse easements, and explore the renaturalisation of watercourses and floodplains. This could include locating Sustainable Drainage Systems along cycle lanes, key streets - such as Walsall Road - open spaces, and along the River Tame basin. This will require collaboration with a wide number of delivery partners including the Environment Agency, the Lead Local Flood Authority, the Canal & River Trust, the Birmingham Open Spaces Forum, and the 3Bs Neighbourhood Forum.

Digital infrastructure

Digital connectivity is a vitally important part in the Masterplan's ambition to make Perry Barr Birmingham's best-connected suburb. This workstream should identify and implement a series of initiatives including: full fibre infrastructure to be delivered through new development; improved public access digital infrastructure; digital platforms to maximise community engagement with any proposed changes delivered through the Masterplan and PB2040 programme; and the introduction of digital applications which enable people to make the most of their local environment and services. Delivering these opportunities will require collaboration with the 5G accelerator and other public sector partners such as the WMCA.



Local economic development and capturing social value

The Masterplan proposals and Perry Barr 2040 programme should support existing local businesses, nurture new business and economic activity, and help residents access employment, training, and skills opportunities. To maximise benefit, the approach to Local Economic Development and Social Value should:

- Explore opportunities to extend or update existing initiatives to align with the 2040 vision.
- Address the economic needs of both businesses and residents.
- Initiate programmes to help people find employment and gain the skills they need to be successful in their careers.
- Develop connections between schools, training providers, employers, and anchor institutions.
- Establish initiatives to support existing businesses including in the urban centre, including exploring a Business Improvement District or similar mechanism.
- Develop a coordinated area-wide approach to social value creation that covers all developments in the Masterplan area; this should be an outcomes-led, standardised set of obligations for all developments and across project lifecycles from design and construction through to operation, across areas such as local procurement and purchasing, local employment and training, engagement and activity within schools, and supporting local environmental and community projects.

Land use

The Masterplan will contribute to the review of Birmingham's Local Development Framework; future policy should align with and support the vision, objectives, and place principles of the Masterplan, as well as project delivery. Policy related to the urban centre and core employment will be especially relevant. Particular attention will be given to the land along the River Tame Corridor to ensure that managed change in this area will enable activity better aligned with the guiding principles of the Masterplan. This will include exploring and determining the appropriate locations of industrial and employment uses and recommend relocating incompatible uses to more suitable locations where and when appropriate. Detailed discussions will be needed with landowners and occupiers to understand their business needs and plans for the future to ensure the Council provides the right opportunities to support businesses to grow.

Activity, arts and culture

The Masterplan proposals identify opportunities and spaces across Perry Barr to create depth, variety and vibrancy through a broad range of activities and activation such as performances, exhibitions, pop-up events, and community activities. Programmes for arts and culture, meanwhile uses, and place activation will support and sustain this ambition. Local people and organisations should play the leading role in realising this.

As well as supporting and growing existing activity, arts, cultural, and other activation opportunities should be designed in to development from the outset to ensure the correct infrastructure is in place for success. This could include permanent spaces, but there will be opportunities for meanwhile uses as areas of the Masterplan are delivered, ensuring that existing places and underused spaces are well-used with a variety of activities.

Implementation

Delivery mechanism

To direct and coordinate the delivery of all elements of the Masterplan, a dedicated delivery team will be established within the Council.

The Council has a strong track record for the successful delivery of major capital projects and new homes and will continue to deliver new homes directly or in partnership with other public and private sector organisations where that approach optimises delivery outcomes. Other models or structures including the creation of new special purpose vehicles or corporate entities will be explored over time and where appropriate.

Delivery by other stakeholders will be coordinated through the governance and programme management arrangements described above, and guided by the vision, objectives, and principles set out in this Masterplan.

Delivery mechanisms should ensure a considered and strategic approach to effective place activation, and that long-term place maintenance and stewardship is enshrined.

Funding

There are a number of funding sources to consider when implementing different elements of the Masterplan.

As well as direct investment by the Council, the Masterplan provides a strategic case for grant funding from Central Government, the West Midlands Combined Authority, Homes England, and other public sector agencies.

Consideration will also be given to tax increment financing, and the establishment of a business improvement district. The Masterplan identifies the priorities to which developer contributions should be directed. Where possible and aligned with successful outcomes, projects, and the programme as a whole, should optimise commercial revenues.

Phasing

The Masterplan covers the period to 2040. The scale of change envisaged necessitates a phased approach which will ensure the needs of local people in terms of access to housing, jobs, transport, green space, and other facilities can be met. The phased approach enables development to balance risk by responding to changes in market demand over time, and it will allow opportunities to be sequenced strategically or delivered concurrently in cases where that is the most effective option.

Contact and image acknowledgements

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Images in this document are indicative and are used to demonstrate the look and feel that the Masterplan seeks to achieve. Change will take place over the duration of the Masterplan period and will be subject to detailed proposals developed with relevant parties.

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OurFuture Perry Barr City Plan

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February 2022

