

Our Future City

DRAFT CENTRAL BIRMINGHAM FRAMEWORK 2040



BE BOLD
BE BIRMINGHAM



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FOREWORD



OUR GOLDEN DECADE

Our constantly evolving city has undergone a remarkable transformation over the last 30 years, attracting unprecedented levels of investment and development, providing jobs, opportunities, homes, and environmental improvements.

Now, Our Future City: Central Birmingham Framework 2040 will take us onto the next level – transforming this into a healthier, more walkable, liveable, thriving city of green and vibrant public spaces. This is arguably the most important strategy written about our city for over a century. It is our route map to becoming a greener city of more jobs, better transport options and higher quality, energy efficient new homes.

It will double our green spaces to a level comparable with Vienna and double our active travel routes to 200km – the same level of healthy transport infrastructure as Copenhagen.

These comparisons do matter, but in the future I want cities to aspire to be Birmingham and this framework outlines how Birmingham will become a benchmark for how modern cities meet the challenges of the 21st Century and beyond.

We will build on exciting future developments such as Smithfield, HS2, and the completion of Paradise to ensure that we continue to be one of the largest growing city economies in the UK. And we will ensure that continued success for Birmingham means success for the people and communities of Birmingham.

That hasn't always been the case. Birmingham is a young, diverse, growing city full of immense potential, but this is also a city of immense challenges:

- Unemployment is double the national average.
- There is a ten years gap in life expectancy between the poorest and most affluent areas in the city.
- And, most shocking of all, over 40% of Birmingham's children grow up in relative poverty.

This framework will address these challenges and has the potential to create 74,000 new jobs – that's an 80 per cent increase on our city centre's current employment capacity. The framework will also make a considerable contribution on our route to becoming a cleaner, greener city. We declared a climate emergency in June 2019 and must now adapt our built environment for a zero-carbon future in which we work with nature rather than against it.

Ours is a city with a wealth of knowledge, skills, and creative potential in our communities. We can and must be at the forefront of finding and delivering solutions to the major social, environmental, and economic challenges we face.

And we must tackle those challenges together, which is why this framework has been developed as a collaborative effort with our civic family of individuals, businesses, and charities, to ensure we are creating a shared vision and strategy for a brighter future.

I've labelled this era Birmingham's Golden Decade of Opportunity – an exciting period supercharged by the spectacular 2022 Commonwealth Games that will culminate with the arrival of high-speed rail.

Our Future City Central Birmingham Framework 2040 outlines how we will make the most of that Golden Decade to improve the lives and life chances of people living right across the whole city.



Councillor Ian Ward
Leader of Birmingham City Council

OUR FUTURE CITY

Central Birmingham Framework 2040 is a bold and exciting vision of a greener, better connected and more equal Birmingham – a 21st Century city that will evolve to meet the needs of a young and growing population.

But vision alone will not transform the city or indeed the lives of our citizens. As ever, the key to success lies in delivery.

So, the hard work starts now to create the jobs, homes and opportunities that will improve the lives and life chances of people from neighbourhoods and communities right across Birmingham.

Ours is a constantly evolving city and this is therefore a living document – a plan that will be reviewed and refined over time. We will be agile to reflect and respond to changing needs and priorities and we will remain focussed on the people, communities, and businesses of Birmingham.

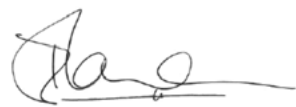
We know that our young and growing population needs quality homes, jobs, improved transport options and access to green spaces. So, as we build new homes and create new neighbourhoods, we will also support education, health, digital and community facilities. This is very much about placemaking, so our culture, heritage and leisure offers will continue to evolve alongside the transformation of central Birmingham.

We will work innovatively with delivery partners to ensure that our growing communities have the right infrastructure, spaces, and facilities and of course we will equip citizens with the skills and training needed to access the opportunities created.

And, mindful that improved digital infrastructure must be delivered alongside new developments, we will support residents and businesses through initiatives like the roll-out of full fibre and 5G. Birmingham will set the standard as a city that utilises digital tools to address inequalities and create opportunities.

Our digital city will also be a green city and the creation of a healthy and rich environment, through projects like our proposals for the River Rea and improvements to Highgate Park, is central to the successful delivery of this plan. So too is our focus on sustainable and accessible modes of transport including walking, cycling, buses and trains, as outlined in the Birmingham Transport Plan 2031. Again, successful delivery will require close collaboration with city, regional and national partners to ensure we deliver sustainable transport on our route to zero.

This plan is bold, ambitious, and crucially it is deliverable. It is backed up by a comprehensive approach to planning, development, delivery, and stewardship. And, as we have shown with a growing list of major projects in recent years, we have the partners and collaborative ethos needed to turn vision into reality.



Deborah Cadman OBE
Chief Executive of Birmingham City Council

FIG 1. VIEW OF THE COUNCIL HOUSE FROM VICTORIA SQUARE



INTRODUCTION



AS A CITY, WE HAVE DEMONSTRATED WE ARE BOUND FOR GREATNESS

With a population of over 1.15 million people and an economic output of £27.9 billion per year, Birmingham is the West Midlands regional capital and the UK's second largest city, with an ever-increasing international standing.

Over the last twenty years Birmingham has witnessed a surge in development and investment, providing jobs, homes, improved public transport and public spaces that we need as a growing city. These achievements have reaffirmed our place as the country's premier regional city and a strengthened commercial and financial centre.

Central Birmingham is home to a population of just over 100,000 people and plays a strategic role in the growth of the city. Over a third of employment within the city of Birmingham is located in the Central Birmingham area with an economic output of £11.3 billion per year.

We are one of the most ethnically and culturally diverse cities outside London, which brings with it a wealth of creativity, talent, entrepreneurship, and energy. We are also one of the youngest cities in Europe with nearly half of our population is under thirty years of age representing a bright future for the city and the region. Birmingham is the home of five major universities and 90,000 graduates annually.

As a city, we delivered an unforgettable Commonwealth Games, with 1.6 million tickets sold, a record 5 million visitors to the city centre across the two weeks and more than one billion people watching from around the world. The Games have set a benchmark for what the city can do, and we can expect more as we look forward to the continued development of Central Birmingham. We are investing in our city's infrastructure, and the completion of the Midlands Metro expansion and arrival of HS2 will provide greater connectivity to, from and within the city.

We last set out our vision and strategy for the city centre over ten years ago. That strategy was instrumental in shaping the city centre we have today and achieved many successes. During this period new challenges have emerged including the climate crisis and post-covid recovery. The council declared a climate emergency in 2019 setting an ambitious but achievable target of net zero carbon by 2030.

Our response to these challenges is rooted in our belief in the potential of all Birmingham people to work towards a greener and fairer future together. We need to strive for opportunity for all in order to help achieve a prosperous, inclusive, healthy, safe and green city.

Now more than ever, Birmingham is ready to build on our golden decade of opportunity and become a city of international renown that can deliver much needed growth and investment.

We know growth and investment in the city doesn't always meet the needs of all our residents. Historically we have been inward looking and we now need to look beyond the city centre to ensure the benefits of inclusive growth are felt by all. This is a plan that will reverberate nationally and internationally; the bold proposals included in our framework set a programme of work for the next 20 years that will be unmatched in the UK and will crucially play a major role in addressing the challenges that the city faces.

CENTRAL BIRMINGHAM FRAMEWORK 2040

This draft framework sets a strategic vision for central Birmingham to 2040 to create a fair, inclusive, and green place that benefits all Brummie communities. It provides a strategy to address the challenges the city faces and unlock opportunities for all.

This draft framework has been produced as a non-statutory planning document. It sets an ambition for Central Birmingham and will guide future planning and investment decisions.

It supports the Birmingham Local Plan review by identifying key areas with potential for change. It also sets out proposals and the infrastructure to that support the levels of growth we need to achieve.

The bold proposals included in this framework set a programme of work for the next 20 years. The City Council will work in partnership with stakeholders and communities to further develop proposals and collaboratively shape the city together. This could include the production of masterplans, development briefs and Supplementary Planning Documents. Together these documents will provide the statutory planning tools to support land use change and development activity.

WHAT IS CENTRAL BIRMINGHAM?

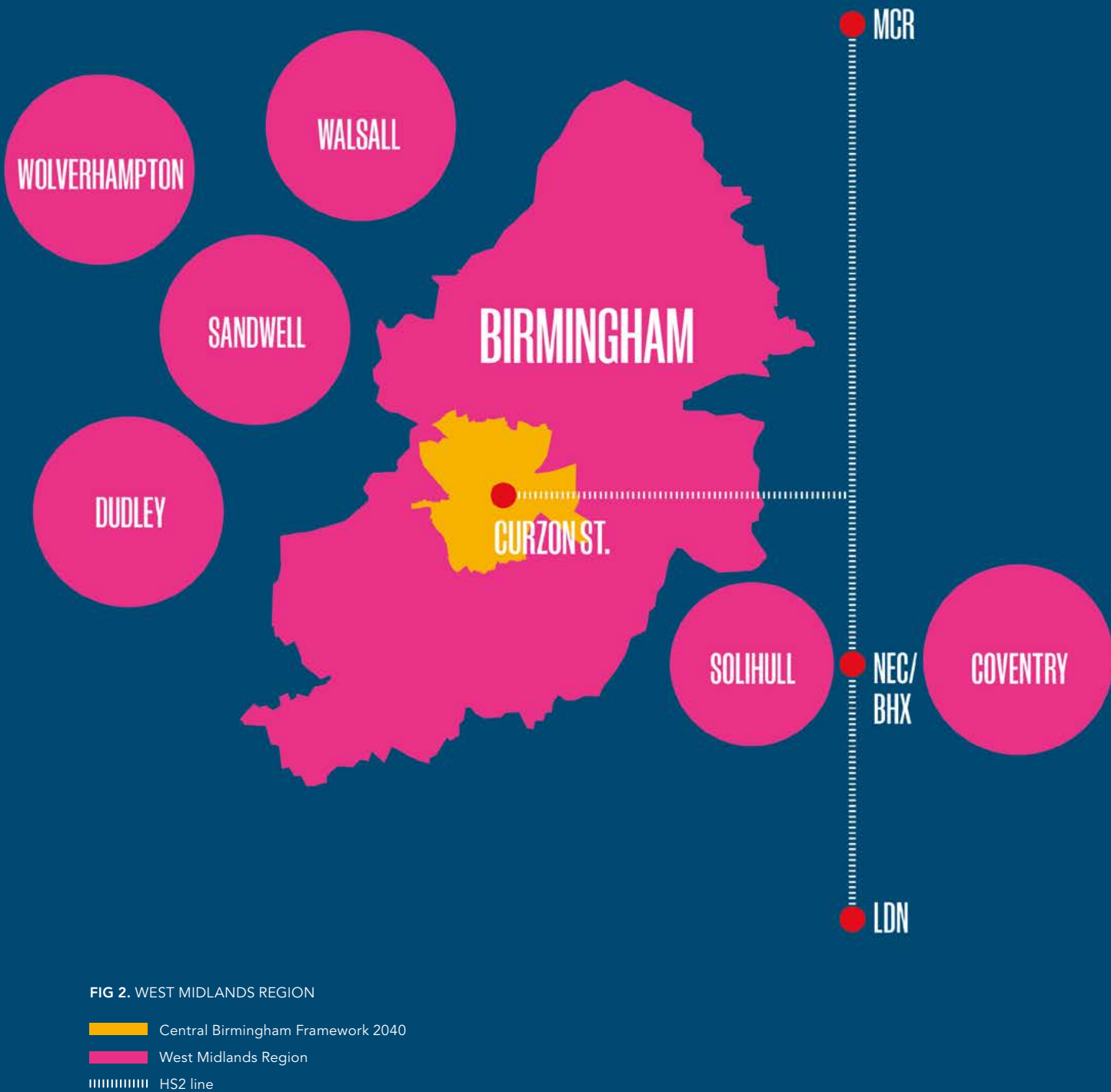
Central Birmingham is a collection of vibrant interconnected destinations, living and working communities and neighbourhoods, places and spaces of commerce, making, learning and leisure, each having their own identities and opportunities, supported by wider built, social, economic and natural networks.

For the last 30 years, the regeneration and growth of the city centre has been focussed within the area defined by the Middle Ring Road. Previous strategies to focus growth on a central core, and to develop the unique opportunities of the surrounding quarters, has provided the basis of tremendous change and reaped huge benefits for the city's economy and image.

As we look to the future and tackle new challenges, we now also look outwards, to include those inner-city areas that have been physically, economically and socially separated from the growth at the heart of the city. This Framework provides a vision and strategy to break down these past barriers, to promote and link opportunities and investment that meets community needs, and to ensure the benefits of growth reaches more of our citizens.

This Framework identifies five key areas:

- **City Heart**
Bull Ring, Colmore Business District, Snowhill and Steelhouse, Southside, Town, Westside
- **Central North**
Eastside and Aston Triangle, Gun Quarter, Nechells, Newtown
- **Central East**
Bordesley, Digbeth, Small Heath
- **Central South**
Balsall Heath, Edgbaston, Highgate
- **Central West**
Hockley, Jewellery Quarter, Ladywood, Spring Hill



This is Central Birmingham



CHALLENGES

As a city we face significant challenges that we must address to ensure that we can build a fair, inclusive and green city of the future.

CLIMATE EMERGENCY

The climate crisis has never been more urgent for our city, nation, and humanity. The United Nations’ Intergovernmental Panel on Climate Change (IPCC) lays bare the state of Earth’s climate and nature emergency and the need for us to take action to address it. We have embraced our responsibilities to reducing greenhouse gas emissions and help in limiting global warming to 1.5C by declaring in 2019 our ambition for a just and rapid transition to Net Zero. As the largest local authority in Europe, a major buyer of goods and services, and significant employer of the city, the Council seeks to lead by example in its organisational practices as well as its delivery of public services and policies.

Championing environmental health recovery, the 25-year City of Nature Plan adopted in February 2022, is changing the way we treat the city’s natural environment, our parks and green spaces. The Plan will deliver an expanded network of blue and green spaces, helping build climate resilience, support natural habitat and biodiversity recovery and address inequalities of green space access in the City.

This ambition to address the dual challenge of reducing the scale of climate change and building a climate resilient city in which nature is supported, can only be realised through collective change by the council and by the city as a whole. We need to build climate resilience into everything we do, rapidly decarbonise building heat demands, provide attractive alternatives to private vehicle travel, and address the embodied carbon impact of our built environment and commodities. Commitment and delivery of our climate change and nature based ambitions will help ensure the citizens and economy of Birmingham avoid the negative impacts of climate change whilst also benefiting from the environmental, social and health benefits of a move away from greenhouse gas emitting fuels and practices.

LEVELLING UP

Many of the challenges facing the city and our communities stem from historic and structural inequalities within our society and economy. Covid-19 and the rising cost of living have further compounded inequalities. The COVID-19 pandemic

and the resulting closure of businesses and reduction in trade and revenue has had a damaging impact on the Birmingham economy, setting back the impressive economic growth we have seen in recent years. As a city, our unemployment rates are high, and we have a below average level of skills. We need to continue to capitalise on and attract inward investment, deliver flexible and resilient development and ensure all citizens share in the benefits of sustainable economic growth.

and stakeholders to retrofit existing homes and increase the supply of quality affordable safe, warm, and green housing.

We need to build on existing neighbourhoods to create healthy living zones to ensure residents have access to high-quality green space, affordable healthy food, and key services and facilities.

LOCAL CONNECTIVITY

We need to take a proactive approach to reduce transport’s damaging impact on the environment and deliver our commitment to becoming a carbon neutral city by 2030. We can build on the Clean Air Zone and Birmingham Transport Plan to continue to prioritise people over cars to create accessible safe centres and neighbourhoods. We need to deliver sustainable neighbourhoods that are well-served and connected to reduce the need to travel. Making it easier to travel by walking, cycling and public transport will help tackle the climate crisis, improve air quality and create a healthier place to live, work and play.

DELIVERING QUALITY HOMES & NEIGHBOURHOODS

Good quality housing plays a key role in improving quality of life and boosts the city’s economy. Birmingham is a proud home to a diverse mix of people of all ages, ethnicities, faiths, and lifestyles. We need to use innovation to deliver high-quality homes and neighbourhoods that are affordable, reflect the needs of our diverse citizens, improves health and wellbeing, and supports community cohesion. Birmingham City Council is one of the largest landlords in Europe, with a stock profile of just under 60,000 properties. Whilst this seems like a substantial supply, the reliance on social housing outweighs the demand. Through our Housing Strategy we need to continue to work with partners

34%

TRANSPORT MAKES UP 34% OF BIRMINGHAM’S CARBON DIOXIDE EMISSIONS

No.3

3RD MOST DEPRIVED CORE CITY IN THE UK

4,000+

OVER 4,000 PEOPLE ARE CURRENTLY LIVING IN TEMPORARY ACCOMMODATION

2 hrs

THE AVERAGE MOTORIST SPENDS OVER TWO HOURS IN TRAFFIC JAMS EVERY WEEK

36%

HOUSING MAKES UP 36% OF BIRMINGHAM’S CARBON DIOXIDE EMISSIONS

>40%

MORE THAN 40% CHILDREN IN RELATIVE POVERTY

7,000+

WE NEED TO BUILD OVER 7,000 HOMES EACH YEAR FOR THE NEXT 20 YEARS

£12 m

£12 MILLION FROM THE CITY’S ECONOMY IS LOST EVERY WEEK BECAUSE OF CONGESTION

OPPORTUNITIES

With major shifts in society, economy and the environment also come opportunities to fundamentally change the way we operate and to build people-centred places.

GLOBAL LEADER IN A GREEN FUTURE

The green economy offers exciting opportunities to transition to a cleaner and greener place that can deliver jobs, homes and places in a sustainable way. As an enterprising and innovative city, we have always been at the forefront of significant economic and societal shifts, identifying opportunities to utilise our expertise and scale to accelerate change; for example our partnership to successfully deliver Tyseley Energy Park and early investment in a city centre heat network. New development in the city centre is increasingly being built to net zero readiness standards, with the use of modern and low carbon construction methods. We need to build on this and ensure all development supports our net zero and nature ambitions.

BOLD ABOUT BRUM

We have a captivating history born out of the innovation and hard work of the industrial age, a city of immigration that continuously adds to our layers of heritage, diversity of character and culture, and a young population full of promise and creativity.

To position and promote our city on the world stage we need to shout louder about our heritage, world class arts, dance, music, food and cultural offer, and grasp the chance to build sporting excellence and long-term health benefits through the legacy of the Commonwealth Games.

Central Birmingham is a collection of diverse, exciting areas each with their own identity. We need to ensure future development contributes to local identity and creates unique centres and neighbourhoods that are high-quality, resilient and supports new homes, jobs, and education.

CENTRAL AND CONNECTED

Located at the centre of the country’s rail and motorway networks, and with Birmingham Airport’s international connections, we have opportunity to use our advantageous location to attract inward investment and to build new innovative, smart and digitally- connected clusters to support job growth in emerging industries.

With more people living, travelling, and working in our city in the future we need to build on the Birmingham Transport Plan to transform Central Birmingham around new public open spaces and continue to deliver high-quality public transport to make active travel the first choice for our communities.

GLOBAL INVESTMENT & LOCAL ENTERPRISE

Birmingham has more business starting up than anywhere outside of London. Home to a thriving, full-service business ecosystem, the city has become a global business centre with renown. Global companies such as Goldman Sachs, Deutsche Bank and HSBC UK all have a significant presence here. As a result the sector is the largest contributor to the Greater Birmingham economy with a GVA of £17.2bn (31% of the total) and 206,200 jobs (21% of the total).

Birmingham is also home to the UK’s fastest-growing tech cluster, with a workforce expected to double by 2025, and home to the country’s first multi-city 5G testbed, the city is primed with opportunities to test and develop cross-cutting innovation across high growth industries of the future, such as Industry 4.0; low carbon tech; data-driven healthcare; smart cities; and cybersecurity.

19%

DEMAND FOR HEAT CAN BE MET FROM A
DECARBONISED HEAT NETWORK

100

100 PLUS DIFFERENT LANGUAGES
ARE SPOKEN

No.1

ENGLAND’S BEST-CONNECTED CITY

Fastest

GROWING TECH CLUSTER

Two-thirds

OF ELECTRICITY DEMAND FOR HOMES COULD BE
MET BY ROOFTOP SOLAR

46%

46% OF BIRMINGHAM’S POPULATION
ARE UNDER 30 YEARS OF AGE

850,000

PEOPLE 30 MINUTES FROM CENTRE
BY PUBLIC TRANSPORTATION

Most Educated

MORE PEOPLE EDUCATED TO DEGREE LEVEL
THAN ANY OTHER UK CORE CITY

GET INVOLVED

This draft framework builds on the ‘Shaping our Future City Together’ document which we undertook public consultation on between January and March 2021. Approximately 490 responses were received during the consultation. The feedback received has informed the production of this document. The city themes and vision from the ‘Shaping our Future City Together’ document have been amended based on feedback received and incorporated into this framework.

We are now seeking your views on this draft framework. We believe the future of our city can only deliver the best for the community when we have a diverse set of voices shaping it. The feedback received on this draft framework will be taken into consideration, and the necessary changes will be made to reflect the views of the community. The council will then seek approval of the final framework by Cabinet. The preparation of the framework will progress as follows:

TIMELINE

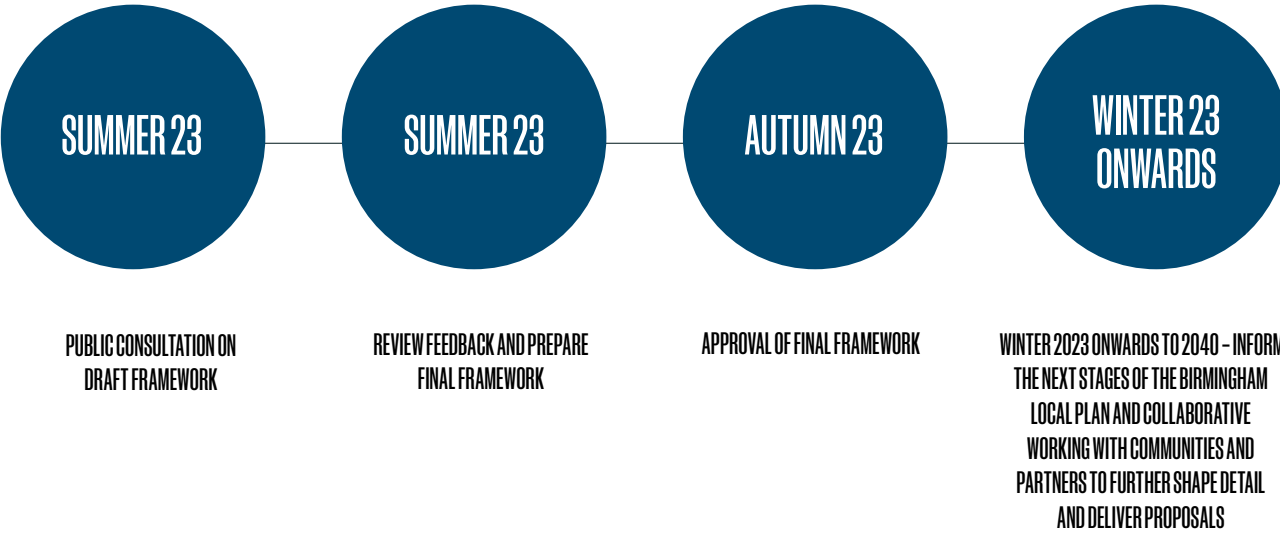
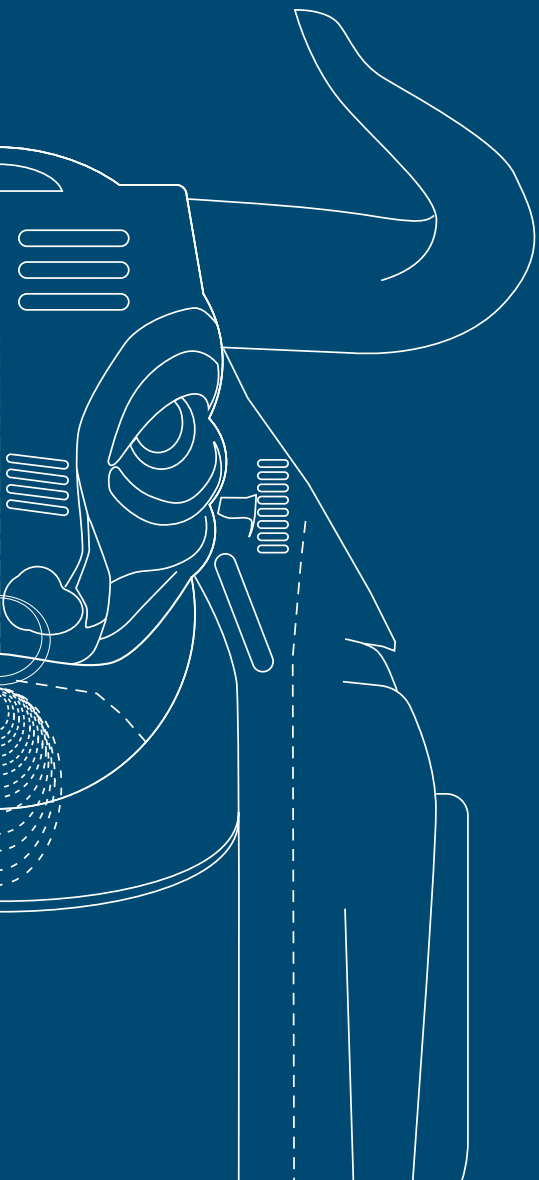


FIG 3. PORT LOOP © URBAN SPLASH



A CITY MOVING FORWARD



WE CAN LEARN FROM OUR PAST TO INFORM OUR FUTURE.

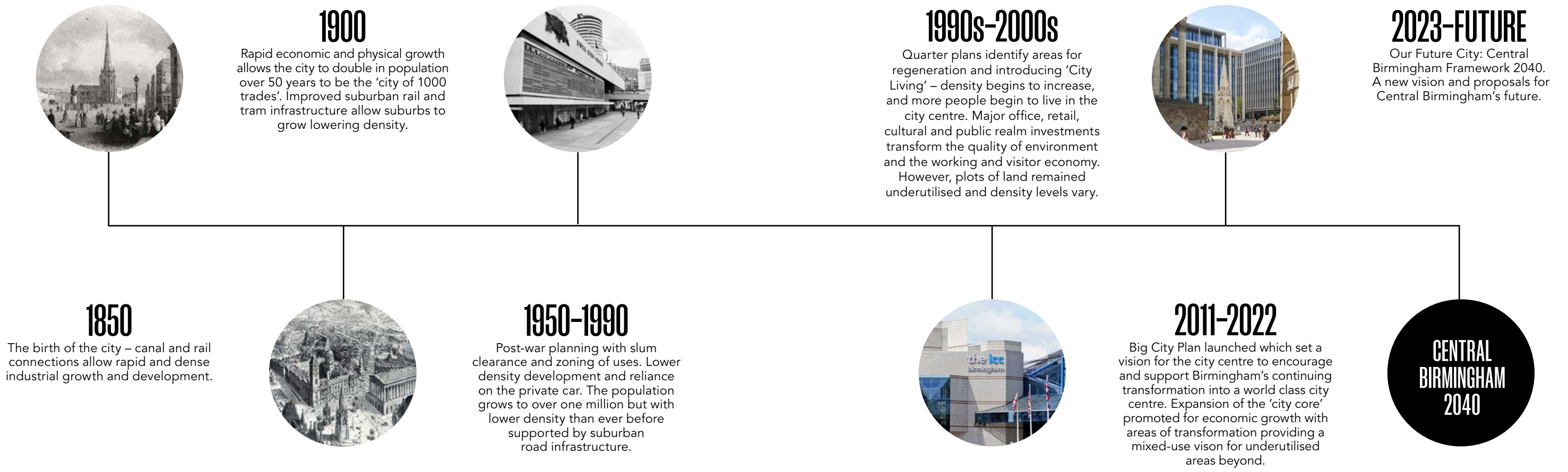
Built out of enterprise, skill and determination, Birmingham played a critical role in the manufacturing and industrial revolution of an earlier era. The historic town of Birmingham grew quickly, becoming a city in 1889, one of the largest urban centres in the world with dense, bustling streets, with homes, factories and schools packed into the Victorian city. Known for its enterprising and welcoming nature, people from around the world have made the city their home and have all added to the economic, social, cultural, and built fabric of our community.

The city changed dramatically following World War Two, with a comprehensive approach taken to rebuilding from bomb damage and replacing tens of thousands of unfit slum homes and cutting urban motorways to move around. Communities were broken up and often moved to the edges of the city, creating a lower density of population.

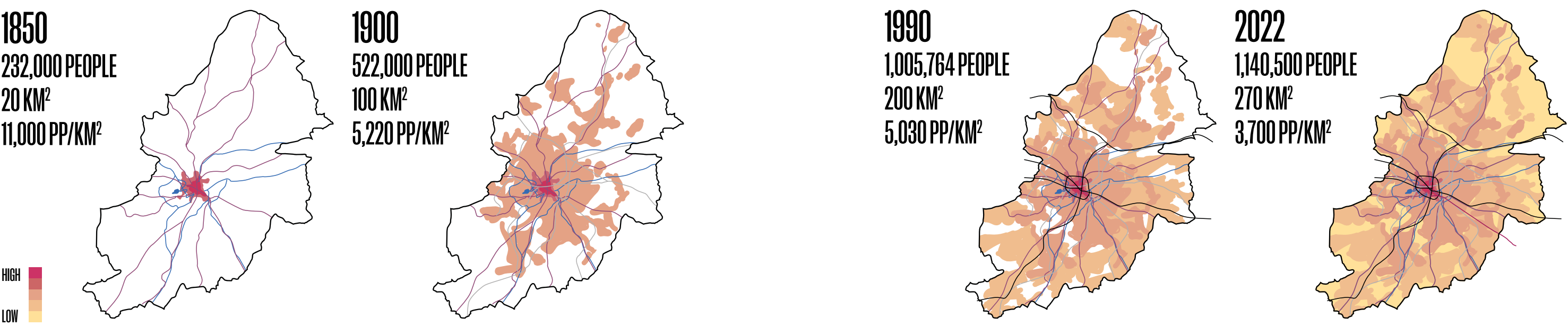
Following a period of post-industrial decline in the 1980s, the City Council led the way setting out a clear vision and strategy for the future of the city centre. Over the last 30 years, by building partnerships and attracting investment, significant development activity has transformed the centre of the city, as a place to work, shop, live and visit with an increasing resident population

Today, Birmingham is at another pivotal moment in time. To tackle our challenges, we must make the most of the opportunities we have. Looking to the future, planning with a wider view across Central Birmingham will unlock untapped potential in locations and neighbourhoods that have been on the edges of investment. The City has emerged from the endeavours of its industrious past and is home to people from every corner of the world who have established a rich texture of interconnected cultures, music, food and art – a window onto the world making us truly a modern global city.

TIMELINE



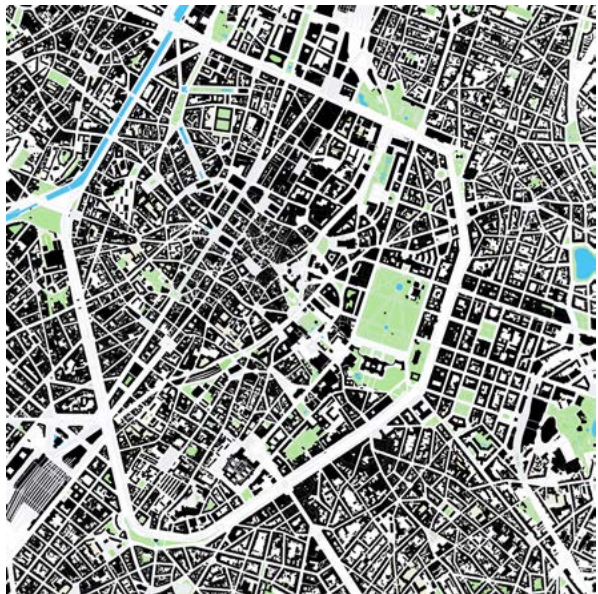
DENSITY GROWTH



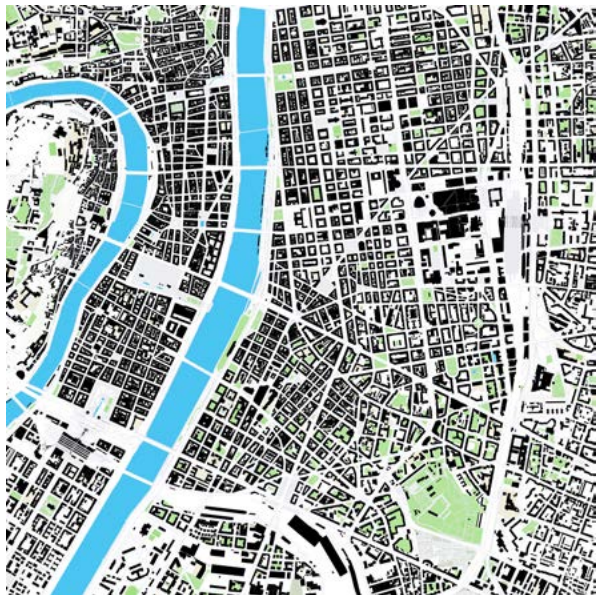
POPULATION
HOW DO WE COMPARE WITH OTHER EUROPEAN CITIES?



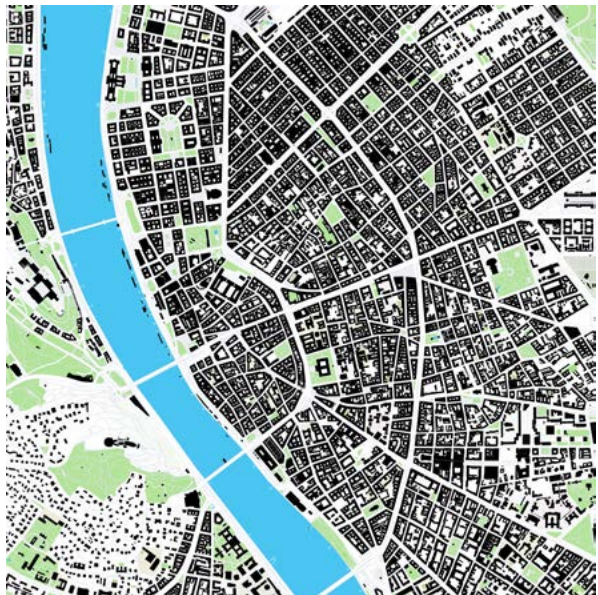
BIRMINGHAM
1.2 MILLION PEOPLE
PEAK POP. DENSITY 12,900 PP/KM²



BRUSSELS
1.4 MILLION PEOPLE
PEAK POP. DENSITY 20,900 PP/KM²



LYON
1.2 MILLION PEOPLE
PEAK POP. DENSITY 18,500 PP/KM²

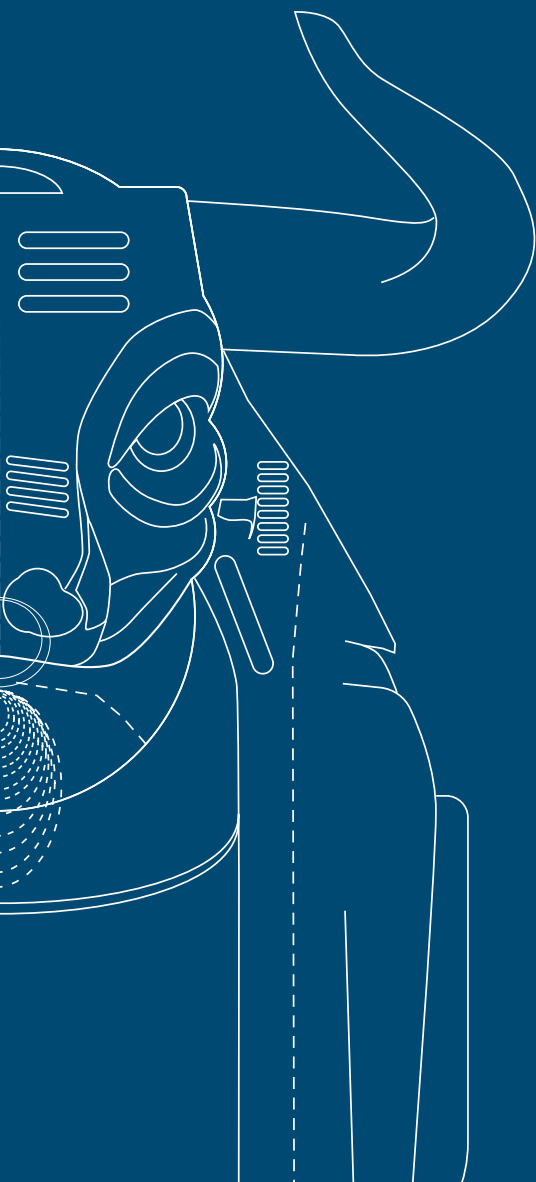


BUDAPEST
1.9 MILLION PEOPLE
PEAK POP. DENSITY 24,800 PP/KM²



Birmingham 2040
WE HAVE CAPACITY TO INCREASE DENSITY OF THE CENTRAL AREAS

BOLD VISION



By 2040 Birmingham will be a leading international city, operating on a global stage, where prosperity is shared by all – happy, healthy and affordable. Our connected, culturally-distinct neighbourhoods showcase the best environmental quality, resilience and adaptability. A city proud of our unique identity and diversity that embraces technology and creativity, beauty and imagination.

INCLUSIVE

EMBRACES DIVERSITY, PROSPERITY
SHARED BY ALL, HEALTHY, JUST AND
AFFORDABLE COMMUNITIES.

CREATIVE

A UNIQUE IDENTITY, CULTURAL
NEIGHBOURHOODS, INNOVATIVE, BEAUTIFUL,
AND EMBRACES TECHNOLOGY.

RESILIENT

ADAPTS TO CLIMATE CHANGE, FLEXIBLE
COMMUNITIES AND ECONOMY, QUALITY
ENVIRONMENT, AND ENHANCED BIODIVERSITY.

CONNECTED

CONNECTED NEIGHBOURHOODS, UK HUB,
GLOBAL CITY.

OUR VISION

INCLUSIVE

Embraces diversity, prosperity shared by all, healthy, just and affordable communities.

Our aim is to achieve:

- A city where no one is left behind, with access to jobs, training, housing and healthcare being available to all in the community.
- A destination that is nationally and internationally competitive, where new investment and development are spread across the whole of Central Birmingham – going beyond the Ring Road.
- Communities will feel the full benefit that arises through Birmingham’s growth and rejuvenation. Neighbourhoods will have affordable and quality homes, better access to schools and training, and a greater range of employment opportunities.
- A place that is a hub that brings together small, medium, and large enterprises. Entrepreneurs will realise vision to launch new start-ups and existing businesses will adopt practices in circular economy and strengthening resilience.



FIG 4. A RANGE OF EMPLOYMENT OPPORTUNITIES

CREATIVE

Unique identity, cultural neighbourhoods, innovative, beautiful, embraces technology.

Our aim is to achieve:

- A city, that in its future placemaking, promotes its pride in Brummie character and continues Birmingham’s legacy of post-industrial renaissance built on culture and diversity.
- The city’s neighbourhoods will enable residents to thrive and connect with each other in a wide range of social, cultural and economic activities.
- Every neighbourhood will share its own stories of people, identity, history, and place.
- A city enriched with resources and opportunities to support our youth in becoming leaders, makers, and creatives to change the world for the better.



FIG 5. STREET ART, DIGBETH

CONNECTED

Connected neighbourhoods, UK hub, global city.

Our aim is to achieve:

- A city known for unique and diverse neighbourhoods that are attractive, distinct and green, intricately connected through various travel routes and attractive streets.
- Neighbourhoods enable everyone to choose walking, cycling and sustainable mobility options over private vehicle when getting to schools, local shops, and community facilities for their convenience and enjoyment.
- Neighbourhoods will be well known for strong citizen-led engagement in shaping their environment in terms of transport connectivity, green spaces, streets and community facilities.



FIG 6. PORT LOOP © URBAN SPLASH

RESILIENT

Adapting to climate change, flexible communities and economy, quality environment, enhancing biodiversity.

Our aim is to achieve:

- Central Birmingham as a place at the forefront of a green revolution.
- A city that respects and encourages the diversity of the natural world.
- Neighbourhoods that make it easy for communities to make healthy environmentally friendly choices in the way they live, work, play and interact with others.
- Buildings and the environment that adapt to the changing climate and enable achievement of net zero carbon emissions.
- Pioneers in green technology. The city has moved away from polluting industries in the past and will transition towards green growth based on technology, innovation and manufacturing.



FIG 7. BIRMINGHAM ENERGY INNOVATION CENTRE

By meeting our vision and aims we will ensure Birmingham becomes a healthier, walkable, liveable, thriving city and by 2040 we will aim to deliver across Central Birmingham:

30% GREEN SPACES

Doubling green space to 30%
Like Vienna!

200KM OF ACTIVE TRAVEL ROUTES

100% increase in healthy transport infrastructure
Copenhagen has the same level

20,000 PP/KM²

250% increase in residential density
Closer to successful European cities

74,100 NEW JOBS

80% increase in employment capacity

Up to 35,000 new homes

The Computer Generated Images included in this document are conceptual and illustrative to demonstrate the overall vision. All future developments would be subject to planning.

OUR CITY THEMES

SIX 'CITY THEMES' HAVE BEEN DEVELOPED TO DELIVER THE VISION FOR CENTRAL BIRMINGHAM 2040

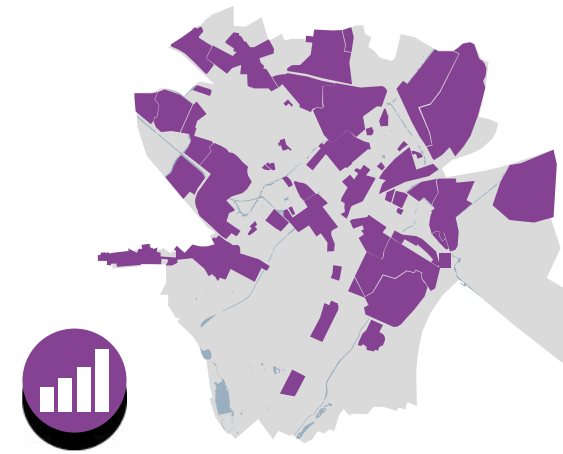


FIG 8. CITY OF GROWTH FOR ALL

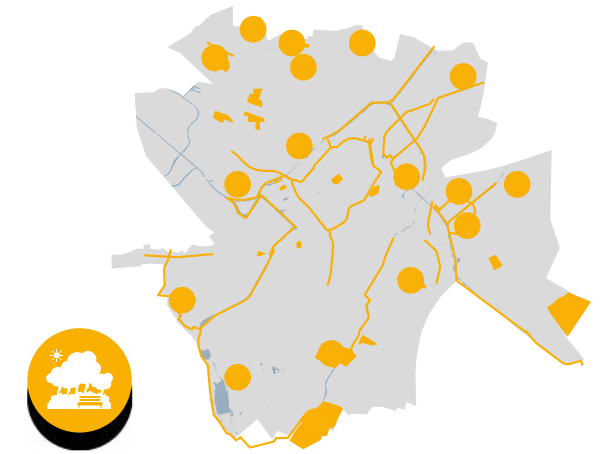


FIG 9. CITY OF NATURE

CITY OF GROWTH FOR ALL

We need to provide opportunities for growth in our globally competitive city and to ensure this investment enables all our communities to access affordable homes, healthcare, jobs, skill and education.

Our 2040 ambitions are to:

- Ensure the city attracts inward investment to deliver a range of homes, healthcare, jobs, skills, and promotes opportunities for all in our communities;
- Promote the social, environmental and economic benefits of development and growth and how this must make a positive difference for everyone;
- Designate areas for growth to strengthen our global position as an attractive place for inward investment and first-choice location for a range of companies to be based;
- Ensure opportunities for a robust, flexible and diverse range of industries to thrive, focused on green technology, digital innovation, culture and other growth areas to provide economic resilience and new employment opportunities.;
- Maximise the benefits of our unique identity, heritage, leisure, arts and culture to boost our global visitor economy.

CITY OF NATURE

Placing nature at the heart of our framework for the future of the city is key to tackling climate change, creating places that bring people together, and improving health and wellbeing.

Our 2040 ambitions are to:

- Create an ambitious, connected and diverse network of green and open spaces meeting community needs;
- Encourage communities to interact with nature through education and play by providing opportunities for all to take part in sport, exercise and recreation;
- Create nature-based solutions to support environmental, social and economic outcomes including improving citizen's health and well-being, reduced energy costs, improved drainage and water quality, and removing pollutants from the atmosphere;
- Deliver biodiverse landscapes that create new opportunities to protect and enhance existing habitats and support vulnerable species and their movements across the city;
- Promote and restore the urban waterways as major destinations not only for development, but also for recreation, leisure and tourism.

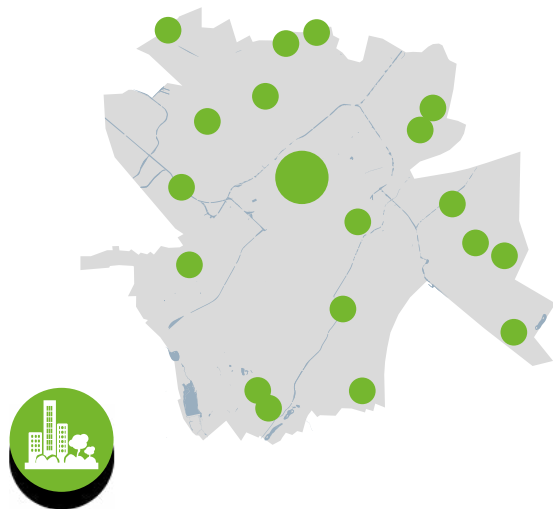


FIG 10. CITY OF CENTRES

CITY OF CENTRES AND NEIGHBOURHOODS

Birmingham is not just the city centre – it is a collection of centres of activity that have evolved over centuries and there is the potential to develop this further as a ‘City of Centres and Neighbourhoods’ – multiple destinations and mixed-use neighbourhoods that attract visitors and succeed as places that are loved by their communities, with a sense of pride and belonging.

Our 2040 ambitions are to:

- Establish Central Birmingham as an integrated collection of vibrant, distinct and liveable neighbourhoods with services and amenities to ensure that residents can meet their daily needs within walking and cycling distances.
- Promote mixed use developments and provide employment, leisure and social infrastructure adjacent to public transport interchanges;
- Ensure residential development around centres is promoted to ensure local services and social infrastructure are enhanced;
- Ensure walking and cycling connections are provided to enable residents to more easily meet their daily needs within walking and cycling distances;
- Ensure that communities have the resources, skills and support to build resilience within their areas.

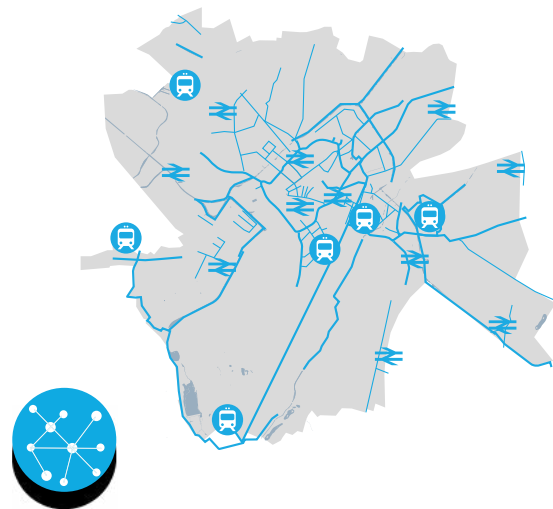


FIG 11. CITY OF CONNECTIONS

CITY OF CONNECTIONS

Enhancing connectivity is the key objective of the Birmingham Transport Plan which aims to achieve a range of social, environmental and economic benefits with decarbonisation of the transport network driving the scale and pace of change. The most successful urban places are people-centred, so having a city that is well connected by walking, cycling and public transport is vital and will allow everyone to access the city. The BTP vision, driving transformational change through travel demand management, will:

- Develop a smart, innovative, carbon neutral and low emission transport network to support sustainable and inclusive economic success, tackling the climate emergency, and promote the health and well-being of Birmingham’s citizens;
- Reallocate road space – moving from single occupancy private cars to support the delivery of a public transport system fit for a global city;
- Creation of a network of pedestrian streets and public spaces integrated with public transport services and cycling infrastructure with roads no longer creating barriers to people walking and cycling;
- Prioritise active travel in local neighbourhoods – walking and cycling – will become how most people get around their locality most of the time;
- Create attractive sustainable transport choices in areas of high housing density;
- Ensure efficient access for goods and servicing to support economic activity;
- Facilitate the provision of world-class digital infrastructure to homes, schools and businesses.

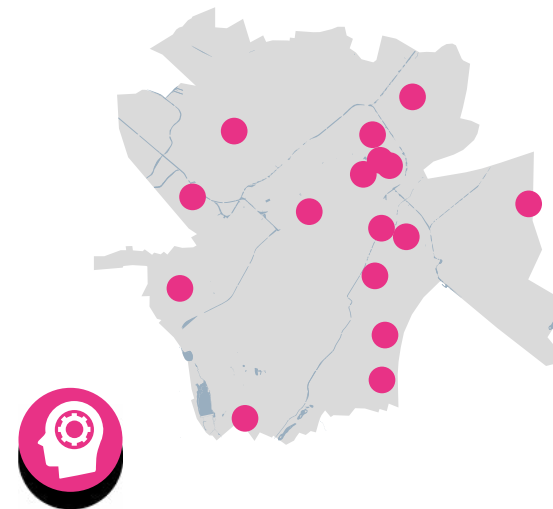


FIG 12. CITY OF KNOWLEDGE AND INNOVATION

CITY OF KNOWLEDGE AND INNOVATION

We must continue to invest in education and learning throughout our communities, and provide everyone with the opportunity to learn new skills and share each other’s knowledge to create a unique and highly skilled workforce.

Our 2040 ambitions are to:

- Fully support areas with existing technology initiatives with the anticipation of a strong expansion and the promotion of further hi-tech green industries;
- Ensure research and development sectors are positioned to align with existing and new educational eco-systems and cross linkages with universities and industry;
- Seek to ensure equity in the provision of skills and growth across the city and support the development and growth of all our education establishments;
- Create a global smart city that captures the potential of technology and create community hubs to encourage a future generation of innovators across all sectors.
- Support the development of creative, arts and media industries.

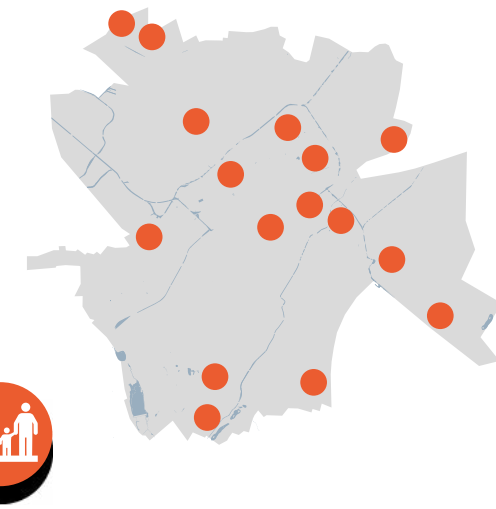


FIG 13. CITY OF LAYERS AND DISTINCTIVENESS

CITY OF LAYERS AND DISTINCTIVENESS

We are a unique and distinct city with a wealth of interesting stories, heritage, historic landmarks and a place full of past and present pioneers and creatives. We have a diversity of people, places, traditions, values and beliefs. We have a cultural offer that resembles no other place in the UK, or the world – and it supports thousands of jobs directly and indirectly. Our buildings, places and spaces not only reflect the history of our city but present opportunities to forge a new outlook responding to communities that live and work here.

Our 2040 ambitions are to:

- To be proud of, celebrate and protect the rich diversity of our built and social heritage and be ambitious in our approach to keeping it relevant and robust as trends and needs change.
- Ensure that opportunities for our rich arts, cultural and creative diversity and talent are embedded into the life of the city as central to the social and economic future of Central Birmingham.
- Ensure that new development is crafted to tell the stories and shared memories that form distinct community identities and adds to the character, community ownership, and diversity of places and neighbourhoods.
- Maximise opportunities to build on the success of the 2022 Commonwealth Games to create a strong sporting and community legacy.
- Promote the city as a destination city of choice for visitors by showcasing and promoting our cultural offer and global uniqueness.

OUR CENTRAL AREAS

38	CITY HEART
66	CENTRAL EAST
100	CENTRAL NORTH
128	CENTRAL SOUTH
156	CENTRAL WEST

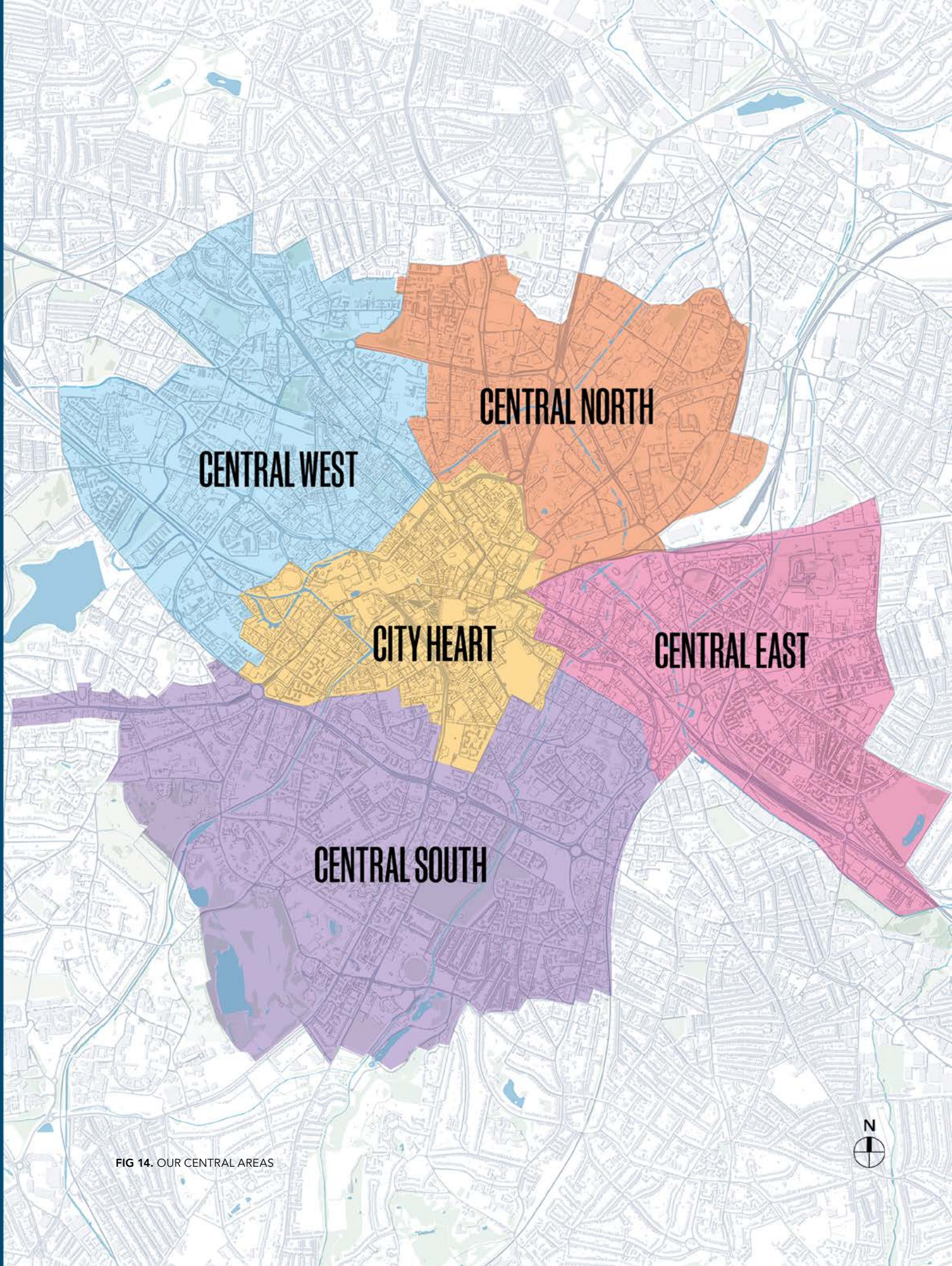


FIG 14. OUR CENTRAL AREAS

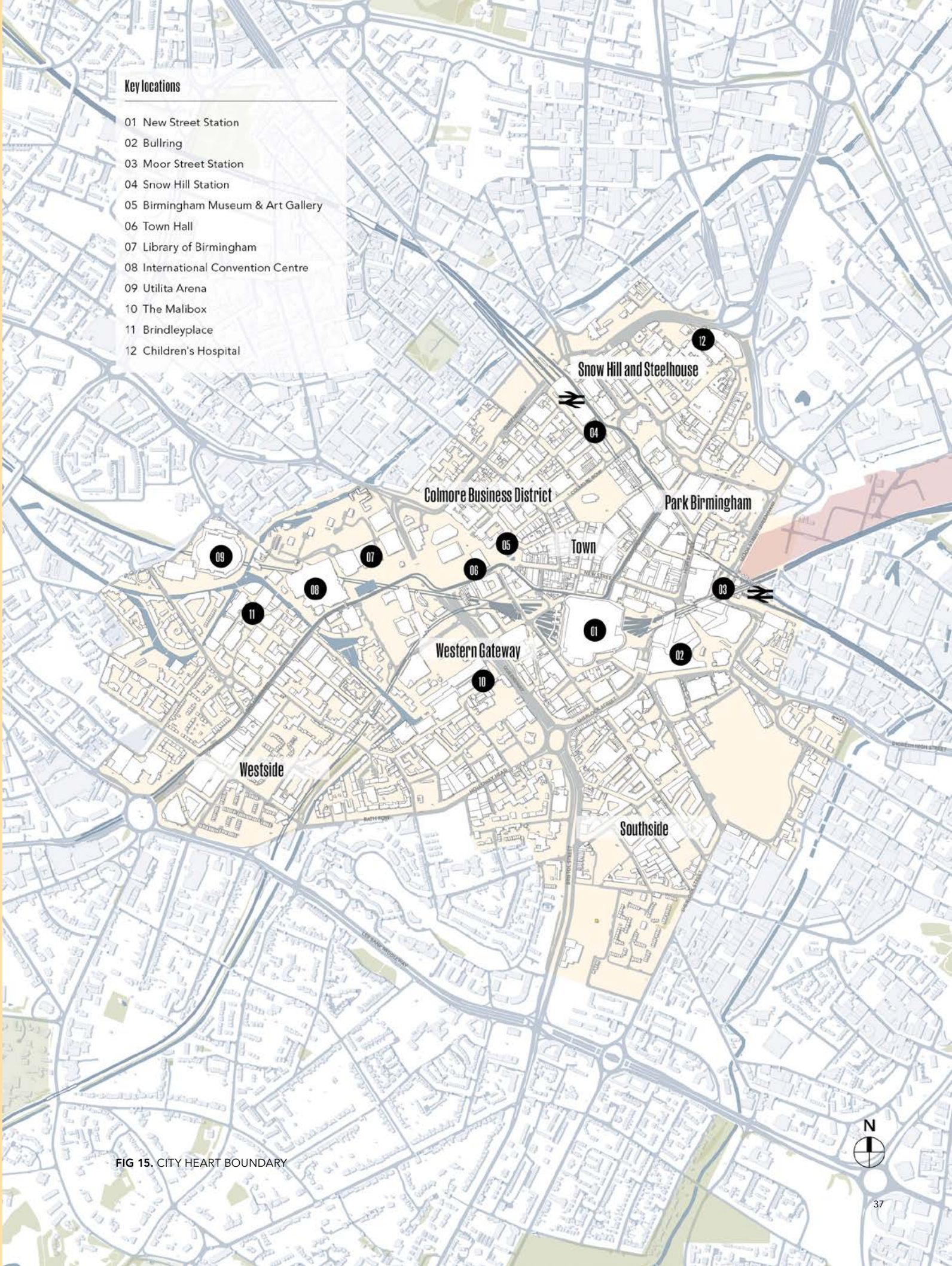
CITY HEART

BULL RING, COLMORE DISTRICT, SNOWHILL AND STEELHOUSE, SOUTHSIDE, WESTSIDE
A thriving commercial centre for the UK economy and global investment; The focus of city life and living; The beating heart of cultural activity and civic pride.

Birmingham’s City Heart is the economic, civic, historic, and cultural hub of both the city and the wider West Midlands region. It is home to a world-class business, professional and financial services sector – the largest outside London – which is projected to grow to £50bn per annum by 2030; home to destination retailing with one of the largest shopping offers in the UK; a draw for over 42 million visitors a year to our range of leisure and cultural attractions including major theatres, galleries and museums, the International Convention Centre, Symphony Hall and Indoor Arena. Our streets and squares host major events and festivals, and vibrant city quarters celebrate the diversity of our communities and provide bases for the city’s restaurant and night-time entertainment economy.

The urban renaissance of Birmingham’s city centre over the last 30 years has been a model for others to follow, with a proactive approach to development led by positive plans and projects that have broken down barriers that previously constrained the historic centre’s physical, economic, and cultural growth. Led by major redevelopment schemes, areas that were once considered to be on the fringes of the central area have been transformed from under-used, fragmented and car-centric zones to a more inter-connected, pedestrian friendly network of high-quality places, all of which are now firmly established and together form a larger, stronger City Heart for the wider Central Birmingham area, and the West Midlands region.

As we look towards a new era with new challenges, priorities and opportunities, our Bold Proposals will set a framework for the City Heart to continue to evolve with ambition, projecting a forward-thinking attitude and bring in investment and maximise the opportunities to deliver an exemplar working, living and visitor setting, achieving a range of social, environmental and economic benefits which promotes and celebrates Birmingham’s many assets upon the world stage.



A BOLD FUTURE

Birmingham’s City Heart continues to grow and provide unparalleled opportunities for investment as the UK’s premier centre of economic activity outside the capital. Supporting over 150,000 jobs and attracting more than £2bn of shopping expenditure every year, opportunities to accelerate growth are plentiful in the short, medium and longer-term.

The next decade and beyond will see further transformation of the City Heart as demand for new home and commercial space continues, and new ways of living and working in cities evolve. There are four key drivers for growth for the City Heart – which goes on to positively impact the surrounding quarters and neighbourhoods, wider city and region.

Unrivalled connectivity

Birmingham’s City Heart lies at the centre of Britain’s main rail network with 3 mainline stations connecting to all corners of the UK. Over £5bn investment in new transport infrastructure is underway with the new HS2 Curzon Street Station at the heart of the national high-speed rail system, connected to an expanding regional Metro tram network which already connects the quarters and neighbourhoods of the City Heart. With high-speed trains connecting to central London within 49 minutes, there are significant opportunities for new office and residential development on the doorstep of the new station. The city’s central location in the UK, with easy access, is meeting the needs of a more flexible workforce and businesses – retail, leisure and office – focussing on investment in regional hubs. Within a 15-minute train ride, Birmingham Airport connects travellers to 150 cities across the world. As people turn more to active travel and public transport options, the City Heart is exceptionally well placed to accommodate this growth.

A robust office market

Birmingham’s office market continues to perform well with particularly high demand for Grade A best-in-class office space. The quality and location of the office space is an area of focus for the city,

as it ranks first for cities outside of London for demand of Grade A property – accounting for 85 per cent of activity. With a wide range of leisure and retail activity alongside the key office locations of Colmore Business District, Snow Hill, and Westside’s Brindleyplace, Paradise and Arena Central; there is plenty to attract and retain employees within a buzzing city environment, a place to meet, create and exchange ideas. The private sector continues to take the lead in terms of take-up of office space. In 2022 BT committed to the largest office deal the city of Birmingham has ever seen, taking 26,300 sqm at Three Snowhill. BT’s move follows several major organisations setting up regional hubs in the city – including Genesee & Wyoming, HMRC, WSP, PwC, Deloitte and EY. In significant moves for the city, HSBC and Goldman Sachs have relocated major parts of their operational business to Birmingham.

A growing global visitor destination

The City Heart has long been the focus for attracting visitors – from the opening of the International Convention Centre in 1990 and significant investment in transforming and building new cultural and leisure destinations, the rise in business and leisure tourism is one of the city’s greatest success stories. The 2022 Commonwealth Games, together with associated cultural and business programmes, sent a clear message to a worldwide audience of over 1billion that Birmingham is open for business, and promoted the city as global centre of culture and arts with a strong heritage and diversity in all respects. The City Heart attracted unprecedented numbers of visitors; Birmingham as a visitor destination is firmly on the map. Across the City Heart, iconic cultural venues, together with a multitude of award-winning restaurants, independent

shops and arcades to the brand-leader retail offer of the BullRing and Grand Central, the widest range of bars and clubs from Westside’s nightlife to Southside’s Chinatown and Gay Village, with major annual events and festivals – all make the city an exciting, vibrant place to visit, live, work and relax.

A strong residential market

With a growing population and one of Europe’s youngest demographics, and a correspondingly large labour and talent pool the demand for housing remains strong. With unprecedented levels of investment and construction currently on site, demand is continuing to rise. Birmingham is

forecast to lead the way for residential property and rental price growth and house prices are expected to rise the most of any city in the UK, boosted by the Commonwealth Games and arrival of HS2. Within the City Heart, whilst city-centre living has increased substantially over the last 20 years, there are significant opportunities to re-imagine areas of the City Heart where older retail-focused blocks are becoming ripe for redevelopment, and re-allocation of highway space will unlock under-utilised buildings and sites. Residential led redevelopment at high density can create new sustainable and accessible places, greenspaces, and new formats of commercial space to activate streets and squares.



FIG 16. BIRMINGHAM PRIDE

BOLD PROPOSALS

The development of our Bold Proposals responds to the many ideas that have contributed to the discussions in the “Our Future City Plan: Shaping Our City Together” document from 2021 – and many conversations since.

Key themes that emerged included:

- A strong desire for a greener, safer environment that is welcoming and flexible for events, play, café-culture. More greenspace for relaxing and biodiversity is considered an essential ingredient for the future city.
- The need for improved connections across the Queensway A38 to surrounding neighbourhoods and quarters through considering re-routing options for the A38 Queensway.
- More facilities to make walking and cycling the easier option alongside further improvements to public transport, including the introduction of cross-city buses.
- Demand management and de-traffic the City Heart through the city cells initiative (no through trips for private cars), management of servicing and deliveries and releasing car parking spaces for redevelopment.

- The protection and promotion of the night-time economy of Southside’s Gay Village, Chinatown, and Westside’s Broad Street.
- A revamp of older shopping areas and under-used buildings and sites to provide a wider range of leisure, shopping, business, and residential space.
- A wider range of free events and activities that appeal to a diverse audience and greater emphasis on promoting the tourist economy.
- The importance of protecting the built and cultural heritage.

The following Bold Proposals set a framework of opportunities that seek to maximise the potential of the City Heart.

Meeting our City Themes



City of Growth for All



A City of Connections



City of Centres & Neighbourhoods



City of Nature



City of Knowledge & Innovation



City of Layers & Distinctiveness



GROWTH ZONES



Over the next 20 years, key parts of the City Heart will see major change as some building forms become obsolete and swathes of highway infrastructure can be remodelled as active travel and public transport options improve. Under-utilised areas, typically in single large-format retail uses, multi-storey and surface carparks, and outdated workspaces are ripe for transformation. Greenway linear parks will provide new green lungs in the city, and higher-density mixed-use development will bring a major new residential offer alongside flexible commercial space that meets modern needs, whilst supporting higher frequency public transport options and providing critical mass for location of mobility hubs and car clubs, and provision of other local services.

Proposals will be developed in line with the principles of the Birmingham Transport Plan which seeks to create places where people can live, work, shop, be educated, undertake leisure within distances achievable by active travel.



FIG 17. AN ARTIST'S IMPRESSION OF PARK BIRMINGHAM

Three Growth Zones are proposed:

Park Birmingham

A transformation of the northern area of the retail core encompassing 4 ha of potential redevelopment that will completely reposition the city's commercial and residential offer, maximising its location on the doorstep of HS2 Curzon Station. A new destination green space for the city will transform High Street and Dale End, connecting St Phillips Square to Moor Street Queensway, and Rotunda Square to Priory Queensway. A new street park will become the focus for development providing a desirable address for office, retail, leisure, and hotel uses. Introducing significant levels of residential activity will help to bring Park Birmingham to life as a new quarter of the City Heart.

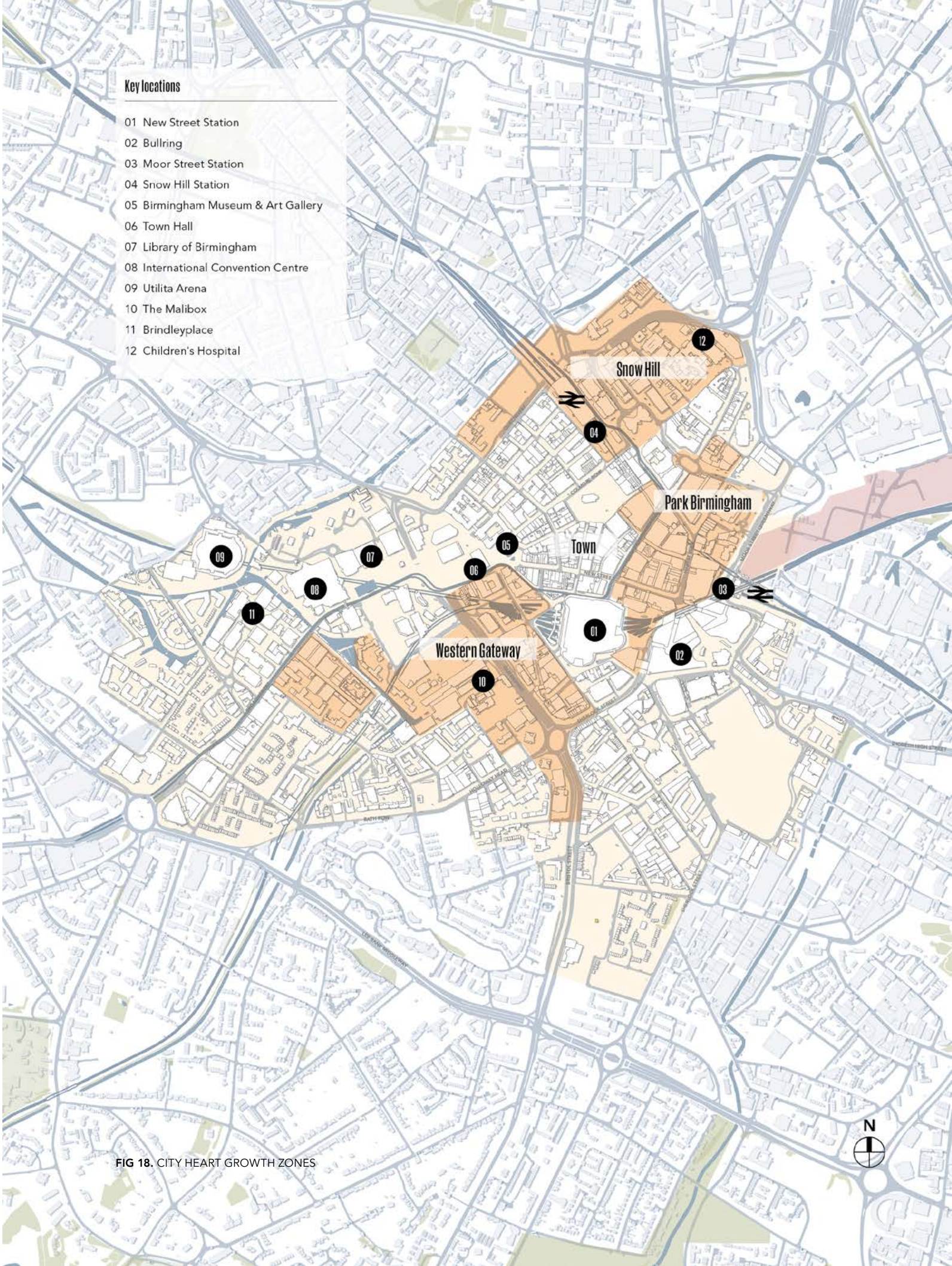


FIG 18. CITY HEART GROWTH ZONES



FIG 19. AN ARTIST'S IMPRESSION OF PARK BIRMINGHAM
The sketches and Computer Generated Images included in
this document are conceptual and illustrative to
demonstrate the overall vision. All future development
would be subject to planning.

Western Gateway

Unlocking a major development opportunity that will reconnect pedestrian links between the Westside Quarter's canals and the Retail Quarter. Remodelling the A38 will be a catalyst for change as Suffolk Street Queensway becomes a tree-lined Greenway, with a focus on public transport and active travel routes. Ambitious proposals will bring together several major redevelopment opportunities to transform under-utilised space and buildings; this will deliver high-density residential and commercial development connected by new streets and squares and a reactivated canal frontage between Gas Street Basin and the Mailbox.

Snow Hill

The continued success of the 466,000 sq m Snowhill office development at the heart of the Colmore Business District will be taken to the next level by bringing forward the redevelopment of Snow Hill Station and remodelling of the A38 Great Charles Street and St Chad's Queensways. The creation of a more accessible Snow Hill railway station with additional passenger and service capacity is at the heart of the proposals, together with the replacement of the multi-storey carpark to provide a focus for 111,500 sq m of office space and residential development. Transforming highway space into a new linear Greenway, will transform the setting of St Chad's Cathedral, and unlock latent potential of surrounding sites and strengthen connections to the Jewellery Quarter and Gun Quarter. Long-term opportunities will be explored to bring forward sites in and around Birmingham Children's Hospital for continued healthcare or other mixed-use development.

FIG 20. AN ARTIST'S IMPRESSION OF WESTERN GATEWAY

The sketches and Computer Generated Images included in this document are conceptual and illustrative to demonstrate the overall vision. All future developments would be subject to planning.



MAJOR DEVELOPMENT SITES



As the city grows and activities change over time, development opportunities will emerge over the next 20 years across the City Heart; the City Council will continue to work proactively with property owners and developers to deliver the best outcomes for placemaking and opportunities for our communities to access affordable homes and jobs, predominantly via sustainable transport modes.

Key sites outside the proposed Growth Zones include:

Smithfield Birmingham

A new city heart quarter across 17 ha being developed by Lendlease in partnership with the City Council. Centred around a new city markets complex, major event space and neighbourhood park, the development will deliver:

- Employment space to support 8,000 jobs
- Over 2,500 Homes
- Major new cultural and creative attractions.
- New public transport and active travel connections

Paradise

Over £1billion transformation by MEPC in partnership with the City Council at the centre of the city, with over 35,000sqm office development already completed and let to several blue-chip companies, along with restaurants and bars creating a new working and visitor destination. The construction of One Centenary Way (offering an additional 280,000 sqft office space) and the landmark 49 storey Octagon residential tower has kick-started Phase 2 of the project with construction work on the fourth office building (189,000 sq. ft) starting in 2023 and a 152 bed hotel starting on site in 2024. Phase 3 is now being planned which will deliver a range of commercial and mixed-use buildings across the northern part of the site.



FIG 21. AN ARTIST'S IMPRESSION OF SMITHFIELD



FIG 22. PARADISE © HUFTON + CROW

Arena Central

With a prime location fronting Centenary Square, Arena Central by Kier Property has already delivered over 452,000 sqft of office space with a headquarters building for HSBC UK and regional centre for HM Government services, together with a hotel and residential tower. The final phase of the site is available for an additional 380,000 sqft of office space and potential for additional residential uses.

Broad Street North

Sites fronting Broad Street between Ryland Street and Sheepcote Streets provide redevelopment opportunities for high-density residential led mixed-use schemes. New development will also transform the setting and provide reuse of the former Orthopaedic Hospital and Brass House Centre heritage buildings.

Brindley Drive Sites

A strategic location with potential to deliver over 500 new homes within land-mark buildings as part of a cluster of towers at the western edge of the Paradise development. Redevelopment of the existing multi-storey car park and student residential accommodation will provide the opportunity to open key connections to the Jewellery Quarter from Westside and create new active frontages and access to the canals.

Monaco House

Over 1,000 homes will be delivered at the site on Bristol Street with potential for a high-density landmark development, greenspaces and improved connectivity between Southside and the St Lukes neighbourhood.



FIG 23. ARENA CENTRAL



FIG 24. AN ARTIST'S IMPRESSION OF MONACO HOUSE

GREENWAYS



The legacy of the mid-20th century road building programme created a 3.5 km swathe of wide urban motorways through and around the middle of the city. Long-term proposals underpinned by the Birmingham Transport Plan will move towards reducing the number of vehicles in the City Heart area, supported by the formation of the city centre traffic segments initiative, there will be opportunities to completely remodel and repurpose parts of the existing Queensway and A38 roads. Huge areas of concrete and tarmac infrastructure can be transformed to provide space for trees and planting that will bring benefits to air quality, biodiversity, active travel connections and for recreation.

Walking and cycleways will be prioritised within greenways alongside public transport and essential access for deliveries and taxis. Existing barriers between quarters and neighbourhoods, created by the urban motorways, will be broken down to provide attractive, safe and legible connections. Proposals will be developed that consider short-, medium- and longer-term interventions to deliver the ultimate aim of a 3.5 km linear park. Key areas of focus include:

Great Charles and Lancaster Queensway Parks

A wide green corridor can be created by reducing traffic lanes and repurposing or closing the existing

tunnels to create an avenue within the new park. Pedestrian and cycle links between the Jewellery Quarter, Gun Quarter and the Colmore Business District will be transformed, removing existing bridges and subways that have severed the areas for over 50 years. As part of the Snow Hill Growth Zone, major development opportunities will be unlocked.

Suffolk Street Queensway Park

The removal of the flyover and remodelling of 8 lanes of highway space will allow for the greening of the harshest, road dominated swathe of the City Heart. Reconnecting Westside to the Retail Quarter and

New Street Station will increase footfall and provide a greener and more attractive setting to major new development sites as part of the Western Gateway Growth Zone.

James Watt Queensway Park

The six-lane urban motorway and surrounding spaces can be transformed into a tree-lined avenue and hub for public transport and active travel. The Aston Link will prioritise pedestrian and cycle crossing across the street to transform access into Aston University and the wider Knowledge Quarter.

FIG 25. AN ARTIST'S IMPRESSION OF GREAT CHARLES QUEENSWAY PARK IN FRONT OF THE MUSEUM AND ART GALLERY



CONNECTING PLACES



The City Heart is the hub of the UK and regional rail network with the 3 mainline stations – New Street, Moor Street and Snow Hill, bringing over 1 million people into the city every week to work, shop and for leisure. The arrival of HS2 with the UK’s first completely new railway station over 100 years, Curzon Street Station will bring services with faster connectivity to the capital and other regional centres and allow for capacity to be unlocked elsewhere on the network for improved local rail services. As part of the Midlands Connect proposals, two City Heart stations are identified for improvement:

Moor Street Station

A Grade II Listed heritage station, Moor Street captures the early era of rail travel, but is well placed for carefully integrated extensions to platforms and passenger areas to improve capacity and facilities, to bring it into the 21st Century. Through the HS2 Readiness Programme, opportunities will be sought to maximise connectivity and access between the station, New Street Station, and the planned HS2 Curzon Street Station and to open up new connections into Digbeth to the east.

Snow Hill Station

The redevelopment of Snow Hill Station will be part of a wider regeneration scheme and form the centrepiece of the Snow Hill Growth Zone. A new station will allow for reintroducing an additional platform to improve service capacity and transform the customer experience on concourse and platforms. A new station shall be required to open-up pedestrian connections with the Jewellery Quarter, Colmore and Snow Hill areas. Improved integration with the Metro stop will also be a priority.



FIG 26. AN ARTIST'S IMPRESSION OF MOOR STREET STATION

Bus Rapid Transit & Metro

Connectivity across the City Heart will be provided via a network of cross city transit routes – Metro, Sprint and X City Bus (hop on hop off service). New routes for Sprint Bus Rapid Transit and potential Metro extensions will be provided as part of the Smithfield development with stops that serve the development and the Gay Village in Southside.



FIG 27. SNOW HILL METRO STROP

REVITALISING STREETS AND SQUARES



The City Heart is the busiest area of the city with high levels of pedestrian footfall, the streets and squares are the showcase for the city, where most visitors will come for the first time and early impressions are made. Improving the quality and safety of street environments, moving towards a car-free environment, will provide opportunities for outdoor events, play space, café seating, planted green areas and street trees, and encourage more active travel. Areas for focus are:

Colmore and Retail Quality Spaces

The Colmore Business Improvement District's "Future of the Business District" report from 2021 has identified the importance of an attractive, safe and green environment for attracting people and businesses to the area – places that add value to the experience of working and visiting the City Heart. Key proposals include the pedestrianisation of Colmore Row and upgrading key routes between New Street and Great Charles Street to provide more space for café culture, greenery and trees, and easier pedestrian and cycle connections across the area.

Aston Link – Corporation Street and Steelhouse Lane

With some of the city's finest Listed Buildings and the location of the Steelhouse Conservation Area, these streets have untapped potential for reallocating road space to provide wider pedestrian areas to create a high-quality setting for several landmark heritage buildings. Enhancements will also provide opportunities for spill-out space from cafés and encouraging greater footfall to sustain businesses and more activity at street level. This project is also essential to help transform these vital connections to Aston University and the Knowledge Quarter.

FIG 28. AN ARTIST'S IMPRESSION OF CORPORATION STREET





FIG 29. AN ARTIST'S IMPRESSION OF STEELHOUSE LANE

Destination Southside

As a focus for the leisure and visitor economy, the streets and spaces around Chinatown and the Gay Village have potential to be transformed into a lively centre of café culture in a more welcoming and safer environment. The Hippodrome Square project will deliver a new event space at the heart of Southside that will be used year-round for exhibitions, performances, themed markets, seasonal activities, and festivals. Southside BID's Access Strategy identifies opportunities for controlling vehicular access through the area; proposals include

greater pedestrian priority along the length of Hurst Street and key side-streets to enable more out-door seating and space for street performers and regular community events. Pershore Street and Bromsgrove Street have the potential to become tree-lined avenues connecting into the Smithfield development and Rea Valley area.

Greenway Moor Street and One Station

Moor Street Queensway is a key arrival point for buses and train passengers from Moor Street Station in the City Heart, its prominence will be

elevated further when HS2 Curzon Station opens with a new Station Square extending the public realm. Proposals will be developed to transform the highway dominated space to create a greener environment with greater emphasis on improved walking and cycling, whilst maintaining the essential public transport and delivery access, and improving waiting facilities for bus passengers. Connecting New Street Station with Moor Street and Curzon Stations will require the transformation of the St Martin's tunnel to create a more welcoming, attractive, and safer user experience.

Westside Streets

Development of proposals with Westside BID and residents to improve the quality of streets off Broad Street to upgrade lighting, CCTV, street furniture, wayfinding, and to reduce clutter. Enhancements to connections to Gas Street Basin and the canals will be explored alongside identifying locations for potential for street markets and events create a new destination in Westside.



Council House – the People's Building

The historic home of the City Council and the focus of the city's civic life will be transformed to open up and bring under-utilised spaces into wider use by the community and visitors to the city, alongside providing modern function rooms and offices as the City Council's headquarters. Remodelling the central courtyard will provide a destination space for community and cultural events and activities and enable the reworking of connections with the Birmingham Museum and Art Gallery as well as improve access to the wider Council House complex. Opportunities will be sought to bring more commercially driven income to the building that will support a wider programme of activity. Potential to green spaces around the buildings will be explored, along with re-imagining Edmund Street as an exhibition and event space.

Birmingham Museum and Art Gallery (BMAG)

BMAG showcases one of the greatest civic museum collections in the UK spanning art, history, and science – a priceless resource for learning, creativity, health & wellbeing. Attracting up to 850,000 visitors each year, BMAG is undergoing a transformation. Radically democratic, inclusive, and connected, BMAG seeks to be a place brimming with joy and irreverence, standing up for social justice, reducing social isolation, and redefining the role civic museums can play in communities. BMAG has plans to significantly improve access and facilities throughout its iconic Grade II* listed historic building to increase and diversify its audiences, enabling galleries and offices to become shared co-creative spaces for communities, educational and cultural organisations. A new cultural heart for the city, BMAG will be a place that embodies the best of what museums can be; a truly progressive place that is shaped by and for the people of Birmingham.

Birmingham Hippodrome

With the largest stage outside the capital, the theatre has a range of productions from the Birmingham Royal Ballet, West End shows, the country's biggest pantomime and a wide variety of artists and shows that appeal to different audiences, bringing in over half-a-million visitors to Southside every year. The theatre has ambitious plans to create more performance space, and to bring more activity into the building so that it can be open and accessible for longer and by more people in the community. The theatre will also play a key role in animating the new Hippodrome Square by supporting performances and events in the space.

Streets and Squares Event Programme

The phenomenal success of the 2022 Commonwealth Games and Birmingham 2022 Festival of Arts and Culture cemented the City's position as a visitor destination, reinvigorating the city after the Covid 19 pandemic, and building on the success of established annual events such as Ice Skate Birmingham, the Christmas markets and Pride. The city's Cultural Strategy will continue to promote the city as a destination for major national and international events, alongside bringing more community and local cultural events and activities into the City Heart such as the new annual cultural festival. The planned Festival Square in the Smithfield development will host concerts and major events, providing a significant boost to the overall capacity of the network of squares and spaces across the City Heart.

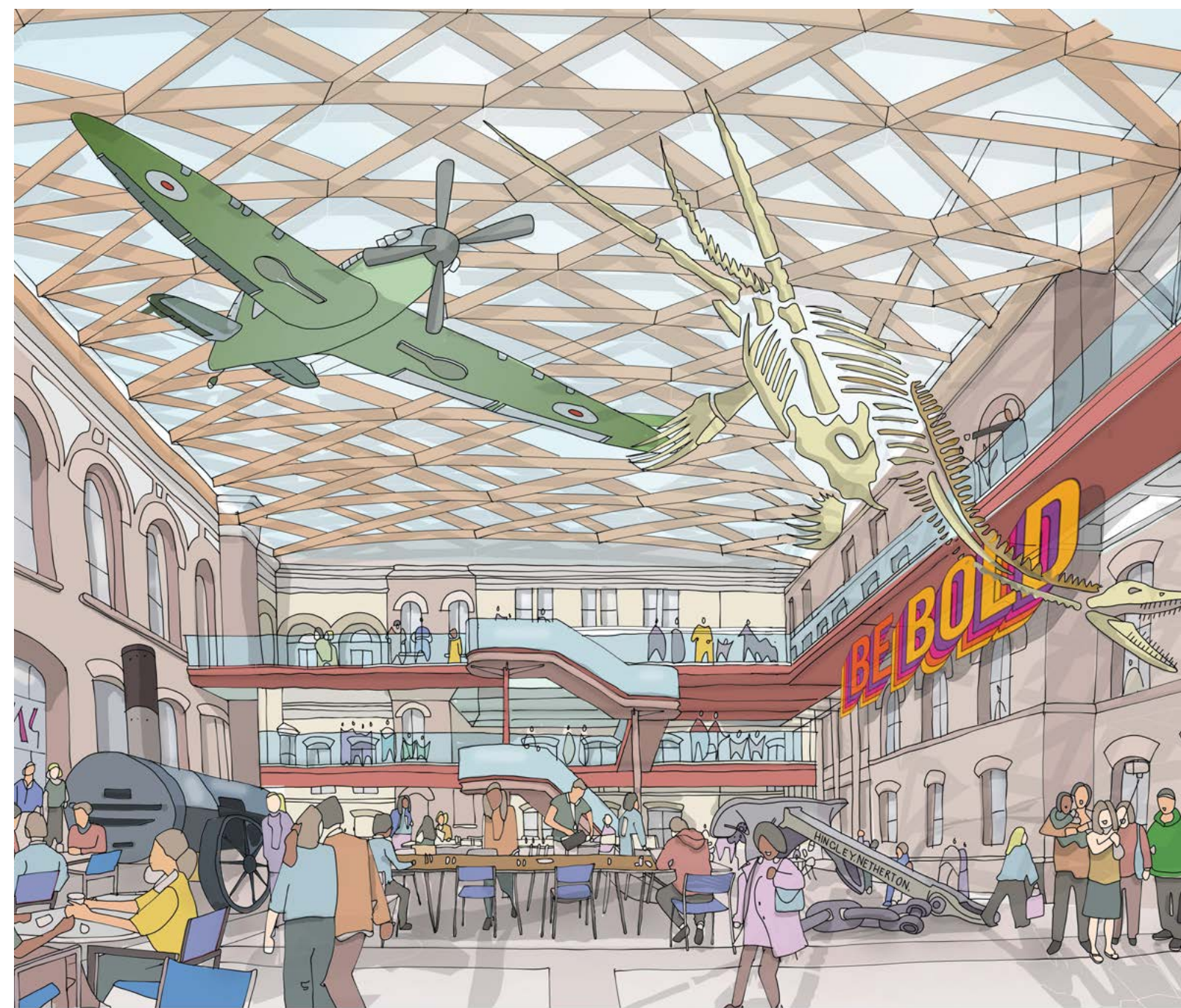


FIG 30. AN ARTIST'S IMPRESSION OF THE COUNCIL HOUSE CENTRAL COURTYARD

NIGHT-TIME CENTRES



The City Heart has a varied and thriving night-time leisure offer supporting the visitor economy and local jobs. As more residential uses come forward within the City Heart, it is essential that it does not result in an erosion of these well-established areas of cultural and leisure activities. Policies to protect and support the range of night-time economy uses including restaurants, bars and night-clubs will be developed as part of the new Birmingham Local Plan. Within the City Heart, two clusters of night-time economy activity are identified:

Westside

Broad Street and Brindleyplace, together with the Paradise development is the region’s premier night-time visitor destination. The offer is diverse with Symphony Hall, ICC, Repertory Theatre, Indoor Arena and cinemas alongside over 110 bars and restaurants. The area regularly attracts over 20,000 visitors at a time and is alive through to the early hours of the morning.

Southside

The city’s most eclectic night-time offer, from the major theatres of the Hippodrome, Alexander and Old Rep to late-night independent cabaret show-bars and nightclubs, alongside a range of restaurants with food from across the globe. Within Southside, Chinatown and the Gay Village continue to provide a wide range of venues attracting over 15m visitors annually. The Gay Village includes a cluster of bars and clubs that together provide an essential safe space for many people in the LGBTQ+ community.



FIG 31. SOUTHSIDE



FIG 32. WESTSIDE

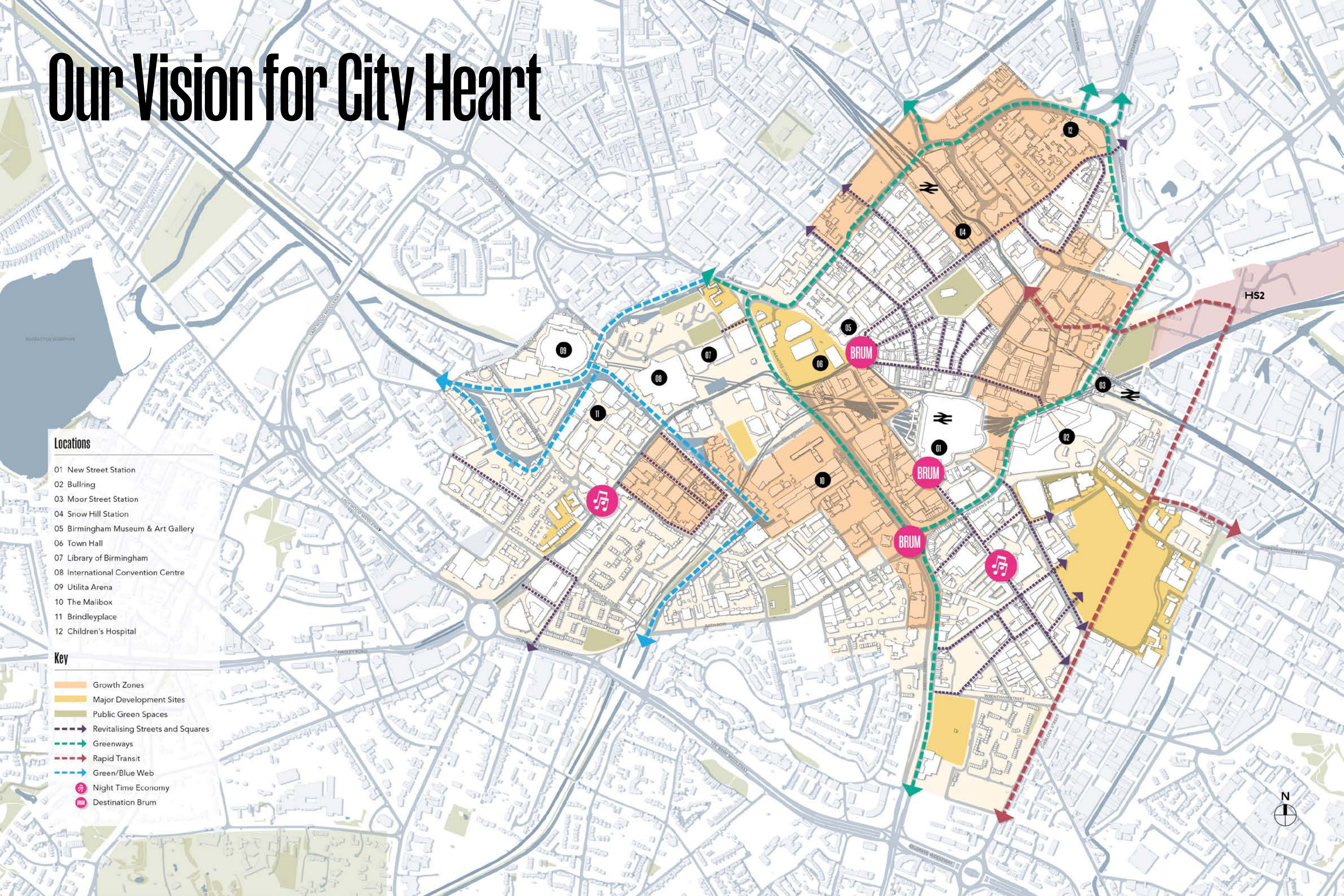
Our Vision for City Heart

Locations

- 01 New Street Station
- 02 Bullring
- 03 Moor Street Station
- 04 Snow Hill Station
- 05 Birmingham Museum & Art Gallery
- 06 Town Hall
- 07 Library of Birmingham
- 08 International Convention Centre
- 09 Utilita Arena
- 10 The Malibox
- 11 Brindleyplace
- 12 Children's Hospital

Key

- Growth Zones
- Major Development Sites
- Public Green Spaces
- Revitalising Streets and Squares
- Greenways
- Rapid Transit
- Green/Blue Web
- Night Time Economy
- Destination Brum



CENTRAL EAST

BORDESLEY, DIGBETH, SMALL HEATH

The city's centre for creativity and entrepreneurship; Rooted in a rich heritage of industry and making; Places and communities of character, uniqueness, and diversity.

The Central East area has the greatest potential of any part of the UK to accelerate its growth as a unique global centre of company start-ups, creativity, crafts and arts, innovative hi-tech businesses, television and film industry, and social enterprises. With the launch of the BBC's new broadcast centre at the Tea Factory, Masterchef and the Digbeth Loc film studios at Warwick Bar, HS2 Curzon Street Station and Metro coming direct to the heart of Digbeth, and 10,000 new homes already planned – the next 20 years will be Central East's time, a new era for Digbeth and the communities of Bordesley and beyond.

As Birmingham's birthplace and over 200 years as a powerhouse for the city and region's economy, it's a place that takes the spirit and legacy of hard work, and the special connections between people, processes, ideas, experimentation, and innovation – and forms a unique combination that makes something new and different that is sold to the world. The richness and diversity in the history and culture of Digbeth's physical environment, extends to the neighbourhoods of Bordesley Green and Coventry Road where together, major opportunities as a thriving living, working and visitor destination of choice are being realised.

Digbeth and Small Heath have always been a place of creativity, change and innovation, its first industries utilising the resources of the River Rea running through the heart of the quarter, followed by the canals then the railways that helped the town boom into a "city of a thousand trades, the workshop of the world".

Over the last 30 years, Digbeth has evolved moving steadily from heavy industry to a place of start-up businesses based around design, music, tech, gaming, broadcast production and innovation – a rich and diverse mix of small independent and larger companies. The heritage and character of the buildings, streets, railway arches and canals, are supplemented by dramatic street art, and a range of bars, clubs and live music that makes 21st century Digbeth a melting pot of people and energy.

St Andrews is the home to Birmingham City Football Club, bringing further vibrancy to the streets on match days. Digbeth and Deritend also have strong historic links to the city's Irish communities; the Irish Quarter is the focus of the largest St Patrick's day celebrations in the UK, the third largest in the world attracting crowds of up to 100,000 people to the city for the events. For many decades, Digbeth's cafes, bars and pubs have welcomed people arriving at Birmingham Coach Station which is a major hub of the national coach network.

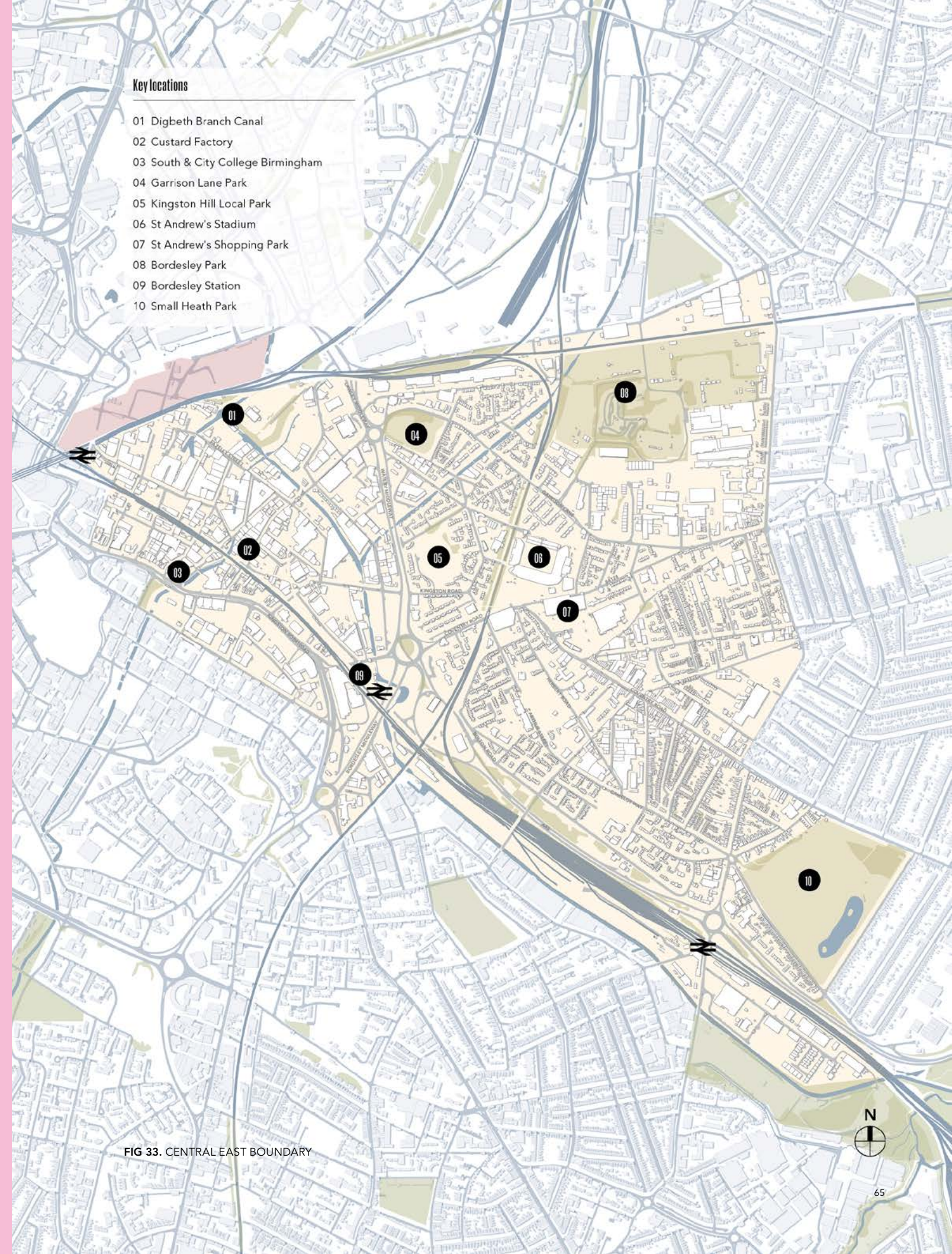


FIG 33. CENTRAL EAST BOUNDARY



FIG 34. TYPHOO WHARF QUARTER, DIGBETH

The sketches and Computer Generated Images included in this document are conceptual and illustrative to demonstrate the overall vision. All future developments would be subject to planning.

Coventry Road, at the heart of Small Heath, has been an important focus of commercial and community activity for over 100 years and continues to be one of the city's key local centres. It attracts visitors from a wide catchment and provides many important local services and facilities. The centre continues to grow and has great scope for further investment and development

With the arrival of HS2 at Curzon Street Station on Digbeth and Bordesley's doorstep, our Bold Proposals will set a framework that places the spotlight firmly on the many opportunities that still exist to build on the area's successes and to connect and widen the opportunities further across Central East – so that the established communities in Bordesley and beyond will benefit too.

A BOLD FUTURE

Birmingham’s Central East area of Digbeth and Bordesley continues to grow and provide a vast range of opportunities for investment in businesses, and commercial and residential development.

The next decade and beyond will see further transformation of the Central East area as the arrival of HS2 at Curzon Street Station accelerates demand for new commercial space and homes. There are four key drivers for growth for the eastern quarters and neighbourhoods of Central Birmingham:

Investing in Creativity and Tech

The establishment of the £1bn Enterprise Zone has boosted confidence in Digbeth as a place for new business over the last 10 years. The public and private sector has championed the opportunities of the area, particularly around the promotion of the hi-tech and creative sectors. With around 3,000 tech businesses generating over £2 billion for the local economy, Birmingham has the largest and fastest growing tech sector outside London and is home to more software developers, programmers and software architects than any other regional city in the UK. The delivery of The Bond, a new £18mn campus for film, TV, games and virtual production, will further bolster this growing sector.

Skills and training programmes and courses at South and City College and Birmingham City University provide a stream of graduates targeted to supporting this growth. The BBC are creating a new regional headquarters, with national TV, online and radio output, in the heart of Digbeth, and Endemol are moving the production of its Masterchef series to the city at Warwick Bar with a new canal-side setting. The new Digbeth Loc film studios are bringing major film and television production into the city with a first phase repurposing existing heritage buildings, and potential for future expansion.

Transformed Connectivity

Over £1bn is being invested in new rail, bus and active travel infrastructure that will support growth through the Central East area. HS2 arriving at the new Curzon Street Station is the biggest opportunity for the area in generations. The new station will have direct links into Digbeth from both main entrances, with the hub at New Canal Street connecting with the extended Metro, which will also stop at Meriden Street and by the Custard Factory on High Street Deritend.

Improving bus, SPRINT, new walking and cycling links, and routes along canals and Cole Valley through to the 20 ha employment site at Bordesley Park Growth Zone will put the site within a 20-minute walk of HS2, and improvements to Adderley Park Station and Small Heath Station would provide direct links to the regional rail network. The proposed Camp Hill rail chords will provide improvements to capacity at Moor Street Station allowing for new local and enhanced regional and national rail connections.

Underpinned by the principles of the Birmingham Transport Plan, road-space reallocation to sustainable travel modes will act as a catalyst to mode shift – allowing more fundamental reimagining of the space previously occupied by traffic.

Gateway to East Birmingham

Central East is the gateway between the City Heart and the eastern urban suburbs of Birmingham, North Solihull, the NEC, Birmingham Airport and Arden Cross development. The Cole Valley provides an opportunity for a major green walking and cycle route for leisure and commuting connecting neighbourhoods with the canals and streets of Digbeth. As part of the East Birmingham Inclusive Growth Strategy, a holistic approach is being taken to improving local services, green spaces and local centres, health and education. East Birmingham is a young place where a third of the residents are under 16 years old, one of the highest proportion of young people in the country. The development of skills and employment programmes will be tailored to target the needs of the growing tech, digital and creative industries that are being attracted to the Central East area. A young, skilled, and available local workforce will support job creation and levelling-up across the area, attracting companies looking to grow.

A Strong Identity and Character

Digbeth is different. It has a uniqueness, rich heritage, authentic character and grit, which sets it apart from the business and residential offer of other places locally and nationally. Small-scale start-up companies, creatives and artists are attracted by the opportunities for affordable workspace and the networks of existing businesses and activity. There are significant development opportunities to increase density of activity, adding carefully to the fine-grain and small scale whilst providing grow-on commercial space, and in looking at the wider opportunities within the Central East neighbourhoods, to deliver more places to live and work locally.

Working with, protecting, and promoting what makes the area special adds value to both for the community and for investment. Coventry Road in many respects is a traditional local centre but has continued to evolve to meet the needs of the diverse local catchment it serves. It has therefore developed many specialist services and is recognised for its broad local centre offer and vibrancy.



FIG 35. AN ARTIST’S IMPRESSION OF THE MASTERCHEF STUDIOS

BOLD PROPOSALS

The development of our Bold Proposals responds to the many ideas that were put forward as part of the discussions generated by the “Our Future City Plan: Shaping Our City Together” document from 2021 – and many conversations since.

Key themes that emerged included:

- As a historic neighbourhood, the birthplace of the city and its rich and far-reaching legacy of industry and manufacturing, the quarter should be a celebration and promotion of its heritage buildings, industrious activities and people’s stories.
- Quality of streets, squares, canals and parks within the whole area need to be improved – safety and maintenance being key.
- Need for more facilities to make walking and cycling and easier option alongside further improvements to public transport, including introduction of cross-city buses.
- Better management of servicing and deliveries and releasing car parking spaces for redevelopment and providing space for street trees and out-door seating areas for cafes and bars.
- Connecting the opportunities within Digbeth and Bordesley should maximise the potential of surrounding neighbourhoods and their communities – the Knowledge Quarter to the north, Smithfield and Gay Village to the south, and through to the residents and businesses of east Birmingham, Small Heath and Bordesley.
- Maximising the potential of the canals and Cole Valley as green leisure and commuter route, linking also to the Ackers park.

- Promoting opportunities for new and improved parks and green spaces throughout the area, for recreation and providing places for wildlife and biodiversity to thrive.
- Capitalising on the benefits of HS2 to bring investment in all forms of commercial and residential development from the small start-ups to major employers at Bordesely Park.
- Curating Digbeth to ensure that its unique characteristics are amplified, with development that is incremental and fine grain at the heart of the Conservation Area, and utilising heritage assets to bring them back to life for new creative and employment uses.
- Recognition that there is a wealth of activity, but there is potential for more people to work and live in Digbeth and Bordesley that could support more sustainable local services and provide footfall to sustain local retail and leisure businesses.
- The importance of Digbeth’s Irish community and celebrating and promoting it as an integral part of the quarter’s branding and identity. The same also applies to many other communities that live in the area.

The following Bold Proposals set a framework of opportunities that seek to maximise the potential of the Central East quarters and neighbourhoods.

Meeting our City Themes



City of Growth for All



A City of Connections



City of Centres & Neighbourhoods



City of Nature



City of Knowledge & Innovation



City of Layers & Distinctiveness



GROWTH ZONES



The eastern corridor of the city holds great potential with sites and areas where older industrial space and other employment activities have been changing and large sites and buildings become vacant or underused. This framework identifies two Growth Zones that will be promoted as areas that can contribute towards meeting the need for new homes and high-quality employment space.

Proposals will be developed in line with the principles of the Birmingham Transport Plan which seeks to create places where people can live, work, shop, be educated, undertake leisure within distances achievable by active travel, whilst supporting higher frequency public transport options and providing critical mass for location of mobility hubs and car clubs, and provision of other local services.

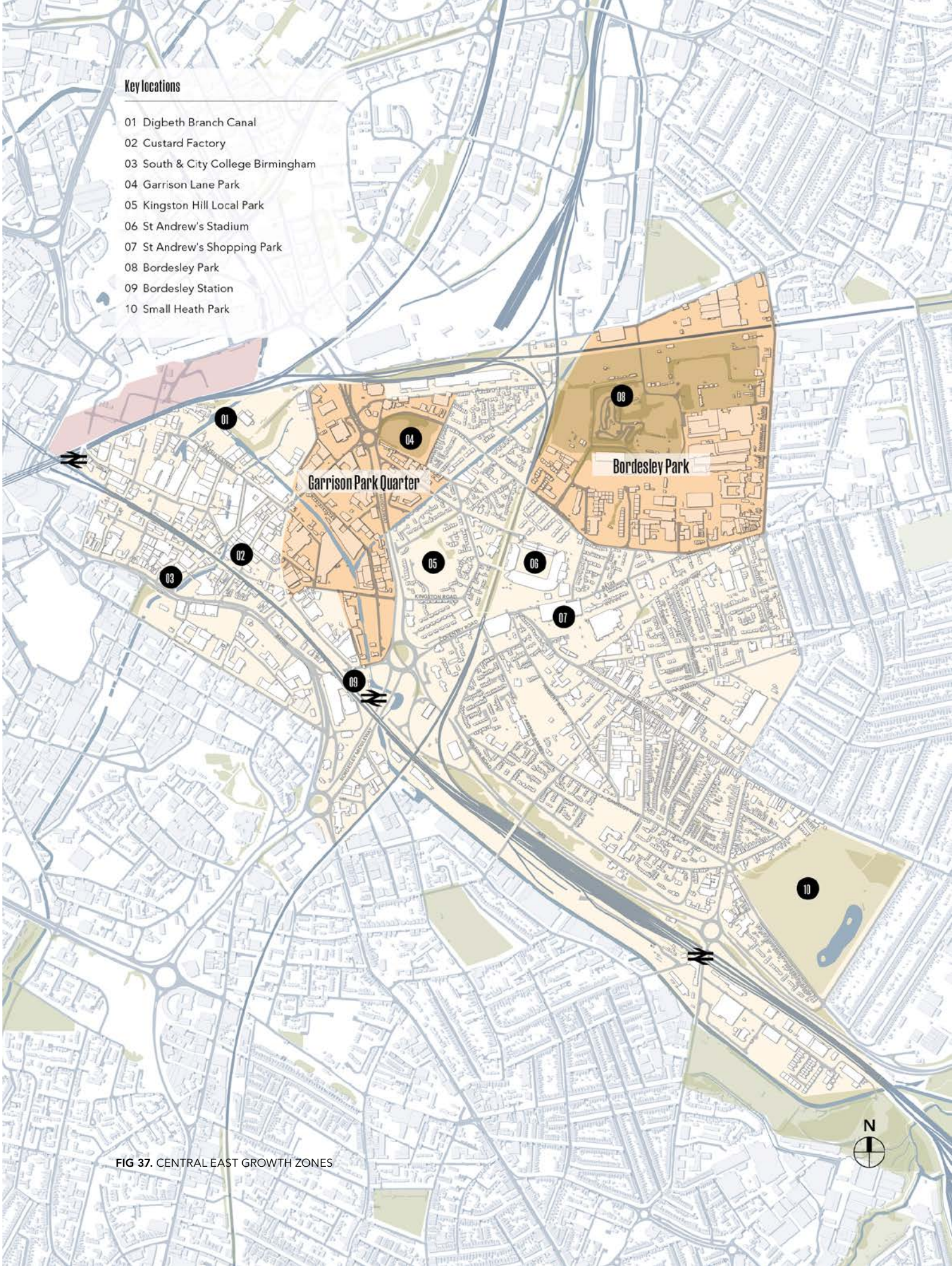
Bordesley Park

One of the region's key employment space investment opportunities over 20ha, the Bordesley Park site has the potential for development of up to 200,000 sq.ft with flexibility to accommodate specific requirements in line with market conditions and occupier needs. Existing industrial areas have great potential for investment as new infrastructure comes forward on the former Wheels site which will improve accessibility and potential for links with incoming businesses.

- Up to 93,000 sq m of employment space.
- Potential to contribute to the provision of up to 3,000 jobs and training opportunities.
- Successful Levelling Up Funding of £17m to remediate the site (£19.05 million overall including BCC's 10% contribution).
- Adjoining and nearby areas also provide opportunities for development of new housing and investment in local centres including Bordesley Green.



FIG 36. A CONCEPT IMAGE OF BORDESLEY PARK



Garrison Park Quarter

An improved city quarter connecting Digbeth with Bordesley Green with a wide range of opportunities for new homes and workspaces. The Grand Union and Birmingham & Warwick Junction canals run through the heart of the area with several cleared or under-utilised sites alongside providing opportunities for new canal-side living and working, improved access for active travel, and enhanced nature corridors. Remodelling of Watery Lane Middleway at key junctions and transforming crossing points to provide priority for walking, cycling and public transport connections, will reduce the current physical barrier of the ring-road.

The historic Garrison Park will be restored as a neighbourhood park with opportunities identified for new residential development to over-look the space. The park will provide an improved setting for heritage buildings including the Avecinna Academy and The Garrison public house of Peaky Blinders fame. The park will form part of a network of green routes and spaces throughout the Central East area. There is potential for higher density residential and landmark buildings to the west, with more townhouses and family homes to the east; these development opportunities will be identified through more detailed master planning of the area and potential site allocations in the Birmingham Local Plan.



FIG 38. GARRISON PARK QUARTER

MAJOR DEVELOPMENT SITES



Digbeth had been on the fringes of major development activity, but over recent years as interest has grown in the quarter, sites have come forward and planning consents for major developments have risen, and significant development and investment opportunities are being promoted across a range of uses. From small and mid-scale and incremental growth of commercial space fitting with Digbeth’s historic core, to higher scale and residential density on the edges of the area, a rich mix of uses and activities will add more footfall and vibrancy with access predominantly via sustainable transport modes.

Key sites outside the Growth Zones include:

Oval's Digbeth Estate

Oval is the landowner of the Custard Factory, Fazeley Studios, Rea Studios and The Bond and several other buildings collectively referred to as the ‘Digbeth Estate’ across approximately 18.9 hectares. Oval have been proactively working to enhance the sense of place, alongside attracting a broad range of occupiers to strengthen the city’s growing creative, hi-tech, arts, start-up, and independent sectors.

Over the next 20 years, over £1bn will be invested to deliver plans for increasing the floorspace for businesses, leisure and introducing residential uses. The Digbeth Conservation Area has a fine grain of mixed uses which the estate masterplan utilises to re-use and add incrementally to the unique and rich mix of buildings and activity. Improved public realm and opening new connections alongside the River Rea and through railway arches is at the heart of the plans. Establishing the area around the Custard Factory as a local centre for meeting wider community needs is a key aim.

- New and refurbished commercial office, retail, leisure space.
- 16,000 new jobs
- 1,850 homes
- Heritage buildings brought back to life

Typhoo Wharf Quarter

The former Typhoo Tea factory, together with adjacent sites and buildings along Bordesley Street and New Canal Street create a significant development opportunity that will be the catalyst for growth in Digbeth. Within 5 minutes’ walk of HS2 Curzon Street Station’s east entrance, and a new Metro stop adjoining the site, Typhoo Wharf will be one of the best connected in the city.

As a first phase, the BBC are creating a new regional broadcast and production centre, “The Tea Factory” which will bring back to life the historic former Tyhpoo tea packing plant, sensitively remodelled to create a leading net-zero carbon emissions building at the heart of the site. As a second phase, the scheme’s developer Stoford, also plan new public squares and re-opening of the Typhoo Wharf canal basin. The wider site offers further phases as a new quarter within Digbeth:

- Potential for a major cultural and visitor destination including a potential museum
- Range of new homes
- Commercial office, retail and leisure opportunities
- Investment in heritage buildings to bring them back into use and fit for 21st century standards.



FIG 39. AN ARTIST'S IMPRESSION OF OVAL'S DIGBETH ESTATE

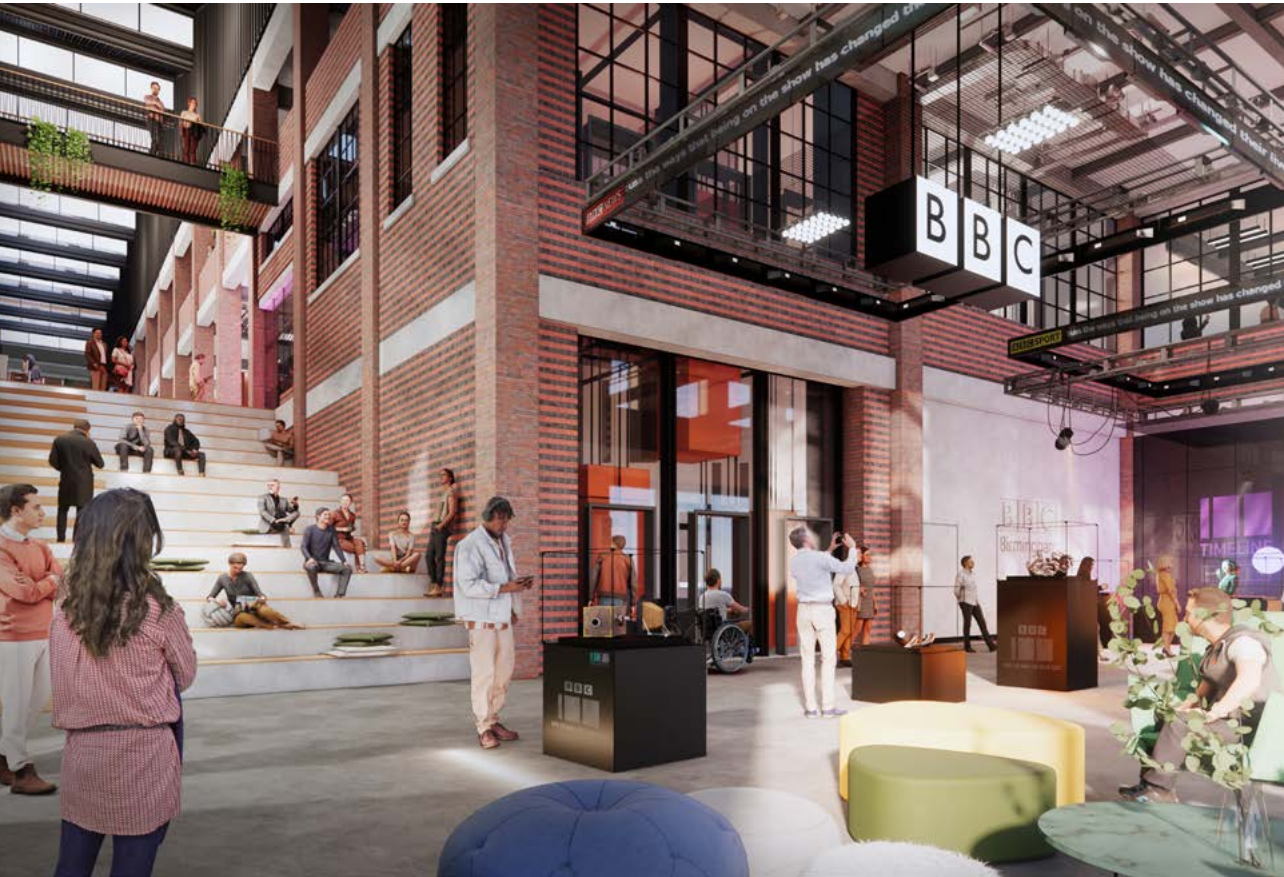


FIG 40. AN ARTIST'S IMPRESSION OF THE BBC REGIONAL BROADCAST AND PRODUCTION CENTRE AT TYPHOO WHARF

MAJOR DEVELOPMENT SITES



Warwick Bar

A catalyst development site of 7Ha owned by Homes England has the potential to provide a destination mixed-use scheme with a significant number of new homes alongside a major commercial and cultural offer that maximises the city and region’s potential as a global creative centre. Development will bring new life and activity to maximise the potential of the canal-side location, and new walkways can be created alongside the green River Rea corridor with a landing-point for the proposed Duddeston SkyPark within a destination public square. New pedestrian and cycle access points will be created utilising the historic Cattle Bridge from Fazeley Street, and a new canal bridge as part of a potential direct route to Floodgate Street and the Custard Factory.

Phase 1 is already being delivered to accommodate Masterchef and the Digbeth Loc other TV and film productionstudios, future phases will include:

- A high density residential neighbourhood including affordable housing
- Major spaces for TV and film production
- Potential for destination leisure and cultural visitor attractions
- Significant scale of creative employment spaces
- Retail and restaurant/café space as part of a mixed-use living and working location

Upper Trinity Street

A major mixed-use development by Cole Waterhouse that will add a new destination to Digbeth adding commercial business space to support 313 jobs (172 new), a hotel, a new green public square with a restored listed Lock Keepers Cottage at its centre, and new homes. A 35-storey tower will form a gateway landmark for the area. Relocation of existing community activities and creation of a new visitor attraction are also planned.

- 936 new homes
- Affordable workspace units secured by S106 agreement
- Over £260m boost to the economy

Digbeth Bus Garage

Within the proposed Garrison Park Quarter Growth Zone, the planned redevelopment of the bus garage is proposed by HUB. The 2.4 ha site would accommodate a major mixed-use scheme that provides a range of workspaces alongside a new residential community, adding significant new footfall and vibrancy to the area:

- 2,000 homes
- Start-up and affordable workspaces, retail, and leisure
- New public realm and canal-side spaces

Camp Hill Gardens

A development by Goodstone over 1.6 ha extending Digbeth’s residential market with a landmark mixed-use scheme. Over a quarter of the site will provide a high-quality park and roof-top gardens for residents, and facilities include a gym, co-working space.

- Over 500 homes for rent
- Commercial space for retail, start-ups, café/restaurants

High Street Sites - South

The southern side of Digbeth’s High Streets have seen major planning consents in recent years, with several sites having potential to deliver significant numbers of new homes and new commercial and community space around a new network of streets and squares:

Stoneyard

- 32 storey tower
- 995 homes
- 30,000 sqft commercial space

Connaught Square

- 770 homes
- 42,000 sqft commercial space
- New setting for River Rea within public squares.

Lunar Rise

- 517 homes
- 4 commercial units

Irish Centre

- 48 storey tower
- 454 homes
- 10,000 sqft amenity/community space



FIG 41. AN ARTIST'S IMPRESSION OF UPPER TRINITY STREET



FIG 42. AN ARTIST'S IMPRESSION OF THE DIGBETH BUS GARAGE

CONNECTED PLACES



Central East will be directly connected to the new HS2 Curzon Street Station at Paternoster Place, New Canal Street and Andover Street with the furthest part of the area being within a 20-minute walk from there. Connecting the opportunities of Digbeth and Bordesley Green with the wider city and region by sustainable transport modes are already improving and have potential to grow further. Strategic railway improvements also need to be accommodated within the area.

Metro: Birmingham Eastside Extension

The extension to the Metro is already under construction with new stops planned for HS2 at New Canal Street, Meriden Street and High Street, Digbeth. This investment in infrastructure is already attracting new businesses and unlocking development opportunities. To improve connectivity and spread growth further, the extension of Metro through the Central East area will be promoted with stops at Adderley Street for Garrison Park Quarter Growth Zone, St Andrews for the football ground and Coventry Road local centre, and along Cattell Road/Bordesley Green local centre to Heartlands Hospital and beyond. As such, the Metro will be key in connecting the communities of East Birmingham to key employment and social infrastructure right through to Birmingham Airport. A potential spur to connect the Smithfield development and connections south to the University of Birmingham would also bring great benefits to Digbeth.

Adderley Park and Small Heath Railway Stations

The stations have great potential to better serve existing residents and to help meet the needs of workers accessing the Bordesley Park Growth Zone. Increasing the frequency of services stopping at the stations is a priority. In addition, the stations

need investment to improve accessibility into and around the station buildings and platforms, and to improve the quality and attractiveness of the overall environment and facilities for passenger comfort. Aligned to the principles of the Birmingham Transport Plan, opportunities will be explored to transform the quality and safety of walking and cycling connections to the stations from surrounding areas.

Camp Hill Chords & Bordesley Station

The proposed re-opening of the Camp Hill railway line to passenger services between Kings Norton and Tamworth including a connection into Moor Street station via new 'Chords' at Bordesley is a major transport priority supported by the City Council and partners such as Transport for West Midlands, West Midlands Connect, and Network Rail. The provision of the chords would bring significant capacity benefits to the wider regional rail network. However, this will require major infrastructure works to the south of Bordesley Circus. There will be a need for a full assessment of the implications



FIG 43. AN ARTIST'S IMPRESSION OF EASTSIDE METRO EXTENSION

of the Chords proposal and any impact on adjoining sites, along with consideration of any development opportunities that may arise. A collaborative approach to designing new structures will be sought to ensure local connectivity, placemaking and development opportunities are enhanced and not compromised.

Bordesley Station, only open on match days at St Andrews, may not be able to be accommodated on the new track layout for the Chords – if the station is closed this will strengthen the need to further extend the Metro to St Andrews and to serve the Garrison Park Quarter Growth Zone, otherwise opportunities for increased opening times and services, together with improved access to the platforms should be explored as this will be an essential public transport option for over 10,000 new homes coming forward within this part of Digbeth.

SPRINT: Walsall to Solihull

The area is to be served by the new rapid-transit SPRINT services which will offer cross-city enhanced bus connections. Phase 1 of SPRINT is complete including extended bus lanes and priority signalling. Phase 2 which will complete the SPRINT corridor between Walsall and Solihull will commence in 2024.

Digital Connectivity

Whilst physical connectivity is essential, Digbeth is at the cutting-edge of hi-tech and creative industries that are connected globally. Promoting the need for the latest and best digital connectivity for Digbeth, Bordesley and all communities of East Birmingham will be a priority for the City Council and other partners so that the area's reach is more global than ever before.



FIG 44. BORDESLEY RAILWAY VIADUCT

CREATIVE, HISTORIC AND CULTURAL DIGBETH



There are many great opportunities for Digbeth ahead, and at a time when relatively rapid change is on the horizon, valuing and amplifying what makes the place special and unique is more important than ever. Organic growth and change can be curated within the tight-knit, characterful parts of Digbeth. Conversely, some areas offer more flexibility for change where the historic environment is weaker – however all levels of change need to work with, nurture and strengthen the character of Digbeth and rich networks of activity.

Digbeth Creative Cluster

With over 500 companies and organisations forming the creative and artistic community of Digbeth, it has strong links with nearby education providers. The identification of Digbeth as a Creative Cluster will strengthen the existing eco-systems and cross linkages to universities and institutions such as Birmingham City University, South and City College Birmingham and Birmingham Metropolitan College.

Valuing Character, Heritage, and Identity

Digbeth has two Conservation Areas: “Digbeth Deritend & Bordesley” and “Warwick Bar, Digbeth”. It is proposed to review the Conservation Areas and their associated Management Plans to update boundaries and changes since the last reviews. Much of the area’s character comes from the fine grain of buildings, layers of different eras with a rich colour palette, materials, scale, massing and detailing. Recent culture has added a different dimension with street art providing a strong visual identity, where managed well.

Within a review of the Conservation Areas, it will be recognised that many of the area’s buildings were built for a different purpose, often not meeting the needs of today’s users and standards



FIG 45. DIGBETH STREET ART

for sustainability - however there are many leading examples of heritage buildings in Digbeth being repurposed and brought up to date with sensitive restoration and additions that work with the grain, materials, and character of the surroundings. Any development within the Conservation Areas will have added value where it evolves and strengthens character, and brings new life and activity with the investment.

Affordable Workspaces

Digbeth’s evolution, with its wealth of independent and start-up businesses, and creative and arts organisations, has emerged in great part due to the relatively low-cost workspaces and flexibility of leasing. There is a recognition that a key element of what gives Digbeth its value, are the people and activities that breathe life into it every day – and that any new investment and growth responds to the needs of the area allowing the retention of appropriate existing businesses. The City Council will actively encourage developers and investors to work positively to minimise disruption to local businesses by identifying suitable alternative space for existing uses when any sites are redeveloped, and to work to curate the types of uses across sites and new schemes so these complement one another and provide a balanced offer.

An Affordable Workspaces Policy will be explored as part of the review of the Birmingham Local Plan.



FIG 47. CREATIVE WORKSPACE



FIG 46. MAKER'S SPACE

LOCAL CENTRES AND COMMUNITY



Existing communities within the Central East areas of Bordesley and Digbeth are diverse and well established. Over the next 20 years with high levels of growth coming forward, new residents, workers and visitors will add to the footfall of the area – and their every-day shopping, social and community needs met. Existing centres can capitalise on population growth, whilst some locations will adapt existing commercial space to meet future needs. To support the delivery of the overarching sustainable and inclusive neighbourhood pilot project, walking and cycling will be actively encouraged as the first mode of choice to access centres where the deliverable and sustainable facilities and services that local citizens wish to have access to within the

centre are made available, and are accessible, within a short walk or public transport journey of their homes.

High Streets Deritend & Bordesley

The existing and growing working community of small and medium businesses and tech companies in Digbeth will be joined by more people living in the area over the next 20 years. The core of Digbeth on the northern side of the High Streets and around the Custard Factory has the potential to fulfil the functions of a local centre with commercial space that provides for a range of retail and business uses, doctors, dentists and other social infrastructure that meets varied community needs.

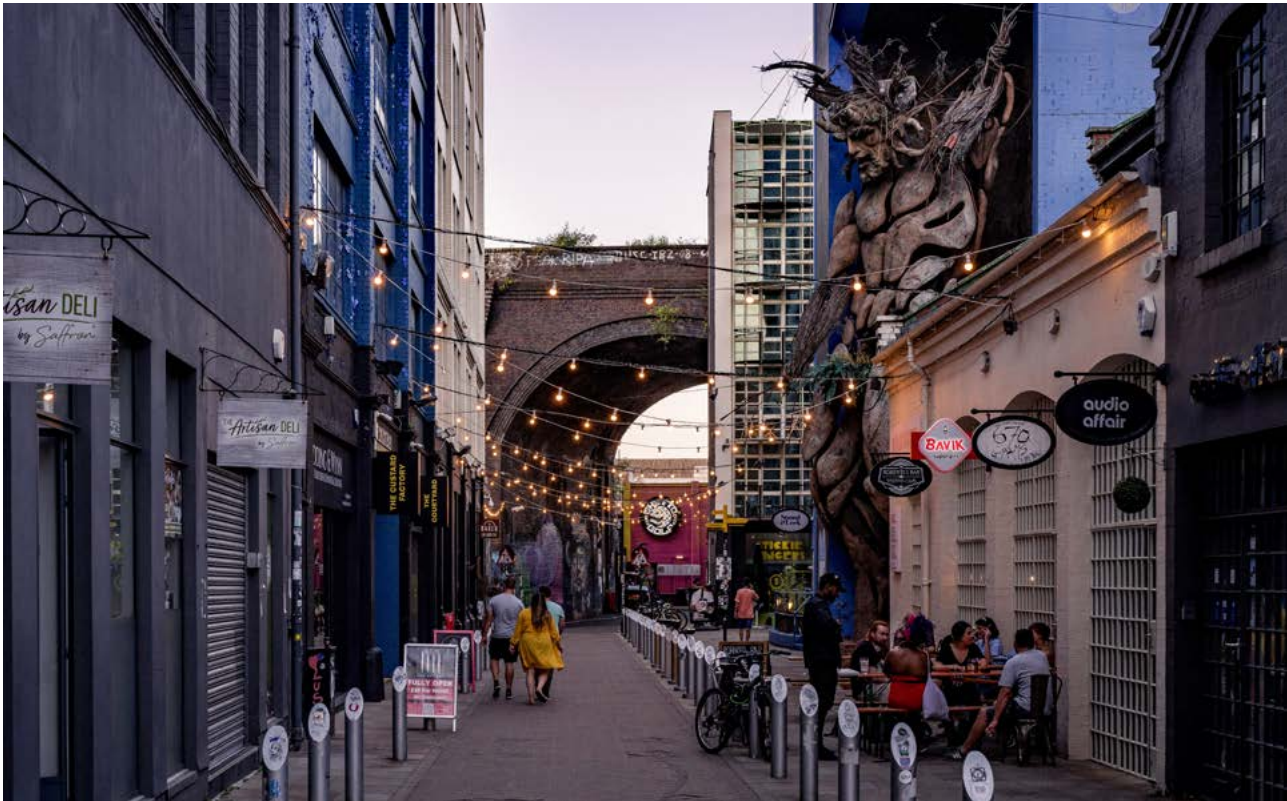


FIG 48. CUSTARD FACTORY

Coventry Road Centre & St Andrews

The Coventry Road Centre will be improved through ongoing development and improvement as well as developing proposals for a greener and more pleasant environment in both the centre and around St. Andrews Stadium. The opportunity for a gateway development will be explored at the centre's western end which could help to improve links to St Andrews Stadium and its growing sport and leisure offer, and wider connectivity with the Bordesley Area and to Digbeth.

Additional opportunities presented by the enhancement of existing canals, the proposed extension of the Metro route through the northern

edge of the centre, SPRINT, and the significant development opportunities will improve active travel linkages between Bordesley and the City Heart.

The retail offer at St Andrews retail park can be strengthened, and a high-quality business and enterprise environment delivered to the south of Coventry Road. Small Heath Park is both an important community and cultural facility and can be improved as part of wider environmental enhancement. Selective opportunities across the area can be taken forward for new residential dwellings, all contributing to create a thriving sustainable mixed-use neighbourhood.



FIG 49. BORDESLEY GATEWAY

LOCAL CENTRES AND COMMUNITY



Bordesley Green Centre

Bordesley Green Centre sits at the heart of the sustainable and inclusive neighbourhood pilot area and has great potential for the location of new retail and community uses well as new housing at Cherrywood Road. Development proposals that come forward will support the delivery of the Zone’s principles as potential public realm improvements will be developed to create a greener, safer and more attractive shopping and user environment, where walking and cycling to the centre’s services and facilities are actively encouraged as the first mode of choice.

The delivery of the Bordesley Park employment site, with residential opportunities at and around Cherrywood Road, together with the proposed Metro route along Bordesley Green will act as a catalyst for change in the centre. Plans will be developed to improve the quality of active travel linkages between Bordesley Green Centre, Adderley Park Railway Station, and new Metro stops. Redevelopment opportunities north of Bordesley Green Road will be brought forward focusing on high density or family housing at the heart of the centre, and improvements delivered to Henry Barber Park.



FIG 50. PAT BENSON BOXING CLUB

Digbeth for All

Within the area there are several long-established charities, voluntary and community focussed organisations that provide essential services and activities providing access to welfare, training, and skills to those at most need in our communities, often at difficult times in their lives. Seen as a neutral part of the city, it is essential that the safe and welcoming spaces that are provided can continue and flourish within Digbeth and Bordesley, and that they can be accommodated and included within and alongside any new development.

Bordesley Green Girls' School

Subject to continuing demand, the site of Bordesley Green Girls school will be extended providing an improved educational environment/setting and additional space for teaching and learning. Education/ training facilities associated with the employment uses on the core site will also be supported.



FIG 51. SIFA FIRESIDE

GREEN AND BLUE WEB



Central East is mostly urban in its character with tight-knit streets and dense building cover, broken only by green sections of the River Rea and canal corridors, and Garrison and Kingston Hill parks. Some late 20th century suburban character housing with small gardens makes up the central Bordesley area adding private green space, with the larger Small Heath Park providing a neighbourhood focus. As more people come to live in the Central East area, improved access to larger quantities of green spaces will be essential. There are no opportunities for large new park spaces within the area, however the use of courtyards, pocket parks, green streets, and imaginative reuse of existing infrastructure for green spaces will fill the gaps and connect to strategic green and blue networks from the inner-city out to the River Cole Valley.

Duddeston SkyPark

The unused Duddeston Viaduct has great potential to create a new green spine through Digbeth, connecting neighbourhoods and creating an exciting resident and visitor experience. The high-level route could be imaginatively landscaped with walkways, public art and feature lighting to create an attractive space for relaxation and leisure. The 165-year-old 400m long blue-brick structure sweeps above the roofs and streets, and would provide a dramatic visitor attraction with long distance views across the city. The green route would connect High Street Bordesley with the development at Warwick Bar with links to the River Rea, canal towpaths and green streets making it part of the network of green spaces through the Central East neighbourhoods.

The viaduct currently supports a wide range of wildlife habitats which will need to be carefully considered within the future landscaping design so that ecological diversity can be maintained, and improved, alongside public access.

Rediscovering the River Rea

Opportunities will be sought through new development to provide public access points and bridges across the River Rea which will connect people with the existence of the culverted channel. There is the potential to create a new publicly accessed open courtyard spaces along the river around Floodgate Street, and to maintain and enhance the tree cover, green spaces, and biodiversity through the Warwick Bar site, with a public walkway allowing access. Any proposals need to come forward having full regard to wider River Rea catchment planning and flood risk issues.

Cole Valley and Ackers Link

The Ackers Trust site lies to the east of the area and provides a wide range of sporting and community activities. Opportunities will be taken to enhance the walking and cycle links to the site from the canals and through to the River Cole Valley which runs through the city along the edge of Small Heath.

FIG 52. AN ARTIST'S IMPRESSION OF THE DUDDESTON SKYPARK (RIGHT)



GREEN AND BLUE WEB



The Peaky Loop

Connecting, creating and improving pockets of green spaces will provide recreational walking routes and opportunities to explore and promote local heritage and stories through wayfinding and public art. As sites are redeveloped, and opportunities sought to improve public realm and existing parks, the “Peaky Loop” will connect both ends of the Duddeston SkyPark via the Rea Valley walkways, routes through development sites, improved “super crossings” across Watery Lane Middleway. The route connects to Garrison Park with links to the canal at Lower Dartmouth Street where remodelled highways space has the potential for opening-up the canalside for new residential moorings. From the canal and its links to the Cole Valley, the Peaky Loop returns through Kingston Hill Park and across a new pedestrian crossing alongside the Metro extension into Adderley Street.

Greenway High Street Bordesley

From the junction with Adderley Street to Old Camp Hill, a new Greenway linear park is proposed, remodelling existing wide highway space alongside the High Street Major Development Sites to provide residents with a greener environment and enhanced walking and cycling links. The change will be possible as an extension of the traffic changes along the B4100 associated with the arrival of Metro in Digbeth’s High Streets. The Metro scheme is providing a catalyst for transforming the public realm of this historic city street, converting a six-lane urban motorway to a space with public transport priority and wider footways with tree and herbaceous planting, seating areas and public art. Bars and pubs will have space for outdoor seating. Extending the principles further to Old Camp Hill will be transformative for the area.

Central East Canals – the Blue Network

The Grand Union, Birmingham & Warwick Junction, and Digbeth Branch Canals underpin the historic development of this area of the city and formed the arteries for trade and commerce that cemented Birmingham’s vital role in the Industrial Revolution. The city has utilised the canals as part of its renaissance over the last 30 years, however within Digbeth and Bordesley there is so much potential still waiting to be tapped. There are opportunities throughout the area for new canal-side development that will provide better overlooked spaces and generate new activity and footfall – a canal-side setting can be the catalyst for development of the wider area.

Working in partnership with the Canal & River Trust, a Canals Action Plan will be developed across the Central Birmingham area to identify detailed opportunities for development, new and improved access points and crossings, places for new residential moorings and potential new basins/ wharfs. The canals provide essential connections for commuting and recreation – jogging and cycling, walking and relaxing; proposals will be identified to improve the quality of the physical environment, promote and improve heritage features, and focus on improving personal safety, particularly within tunnels and under wide road bridges.

The canals provide essential green spaces which benefit the health and wellbeing of people using the canals, and in bringing wildlife into the heart of the city – through any development and physical improvements, ensuring a meaningful continuation and enhancement of opportunities for nature and biodiversity will be essential and must form part of any designs.



FIG 53. DIGBETH BRANCH CANAL

REVITALISING STREETS AND SQUARES



Digbeth is a place forged around connections; historically, the canals below streets and railways above them, provided the paths for raw materials to come in, and goods to go out to the world. The arrival of HS2 on the northern thresholds of Digbeth and the extension to the Metro will provide a new era of connectivity for Digbeth. The streets of Digbeth are a legacy of the industrial age and the quality of environment needs to be enhanced, and new connections sought, to allow businesses and investment opportunities to flourish and connect to surrounding quarters and neighbourhoods. Projects for development include:

Digbeth Streets of Character

The streets throughout Digbeth and connections to Bordesley need attention to create a more legible, welcoming, and attractive visitor and every-day user experience. Proposals will be developed for improvements that build on the quarter's unique industrial heritage and traditional materials and fuses it with contemporary art and creative interventions.

Reducing the dominance of parking and road-space on key routes will provide wider spaces for outdoor seating, walking and cycling, and carefully integrated planting. Feature lighting can bring areas to life at night and create different moods to suit the quarter's different character areas. Different models of ongoing stewardship of the streets and spaces will be considered by the City Council with partners and stakeholders.

Low Line - Opening up the Arches

A major opportunity exists to transform the spaces beneath and around the landmark Bordesley Viaduct by opening up the connected archways to create an exciting pedestrian route running deep into the heart of Digbeth between Shaws Passage and the Custard Factory alongside new development opportunities. The new pedestrian spine could reveal and connect sites with new high-quality spaces that highlight the area's historic character, forming a major visitor destination with a mix of workshops, retail, restaurant and leisure uses weaving in and around the structures of the viaduct.

The route is currently hidden and only accessible in parts so it would need co-operation from surrounding landowners to bring forward what would be an exciting and unique opportunity.

Curzon Thresholds

A key driver for growth is the arrival of HS2 along the northern edges of Digbeth. At Paternoster Place, a high-quality pedestrian plaza will be created to provide a direct connection between Bordesley Street and Station Square at the western entrance to the HS2 Curzon Street Station – and the wider City Heart quarters.

At New Canal Street and Andover Street, the eastern entrance to HS2 Curzon Street Station and integrated Metro stop will become a key arrival point into Digbeth, where high-quality paving, lighting and street furniture will create a positive first impression for the area. This connection is also the gateway for strengthening the physical walking and cycling links between the Digbeth Creative Cluster and the Knowledge Quarter.

FIG 54. AN ARTIST'S IMPRESSION OF THE REVITALISED ARCHES



NIGHT-TIME CENTRES



Within the Central East area, Digbeth is the home to a thriving night-time economy, dating at least as far back to the listed Old Crown public house dating from 1368. The area’s offer supports the city’s visitor economy and local jobs. Policies to protect and support the range of night-time economy uses including restaurants, bars and night-clubs will be developed as part of the new Birmingham Local Plan.

Irish Quarter & Custard Factory Streets

Digbeth’s High Streets and surrounding side streets have long been home to many of the city’s late-night pubs and bars, and the heart of the live music scene across many small venues, with the larger Digbeth Academy hosting major artists. The city’s Irish community have well established roots in Digbeth, and many pubs retain their strong connections and community patronage. The streets and railway arches around the Custard Factory are also home to many independent bars, micro-breweries and nightclubs that provide an alternative offer to more mainstream late-night parts of the city.

FIG 55. CUSTARD FACTORY



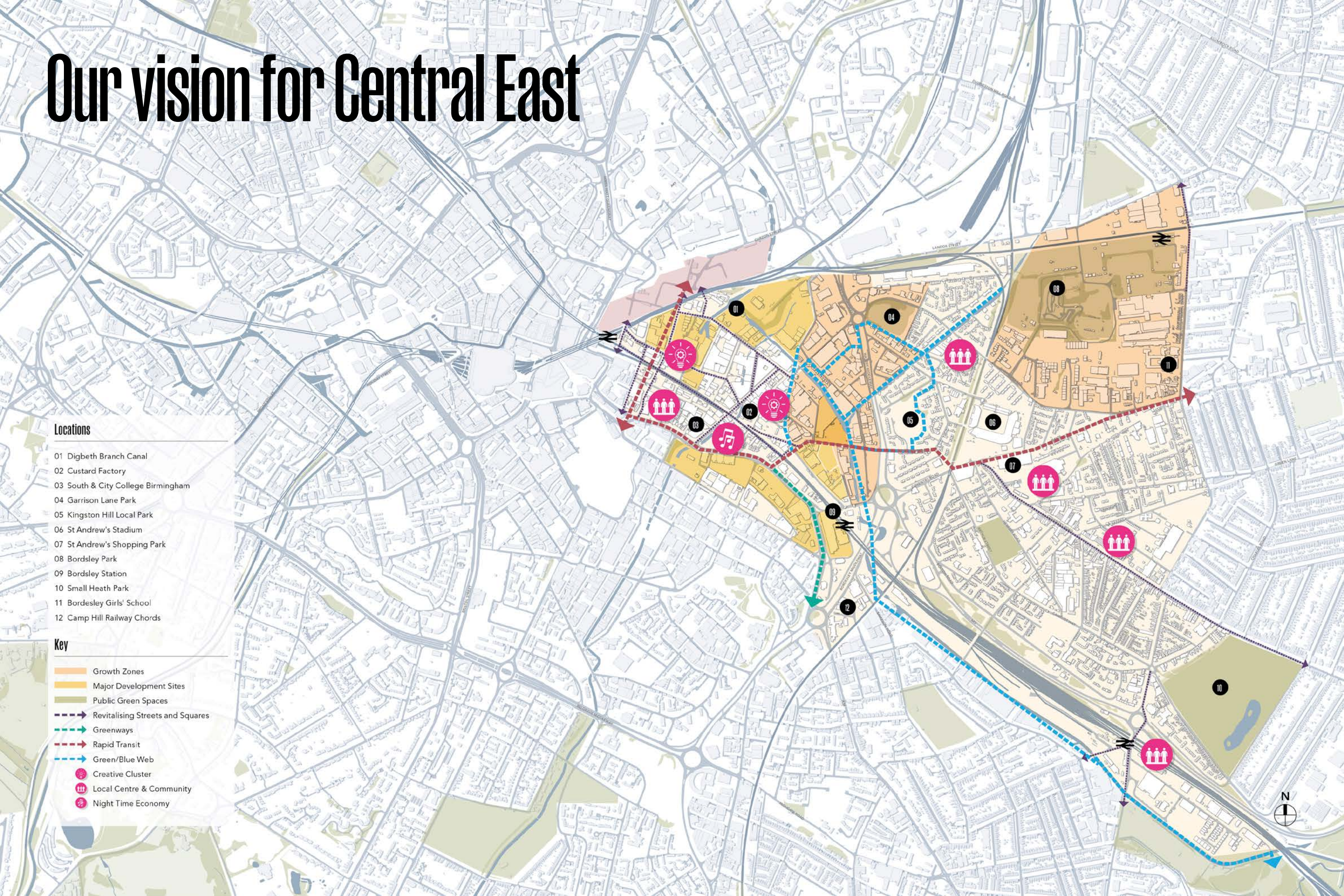
Our vision for Central East

Locations

- 01 Digbeth Branch Canal
- 02 Custard Factory
- 03 South & City College Birmingham
- 04 Garrison Lane Park
- 05 Kingston Hill Local Park
- 06 St Andrew's Stadium
- 07 St Andrew's Shopping Park
- 08 Bordsley Park
- 09 Bordsley Station
- 10 Small Heath Park
- 11 Bordesley Girls' School
- 12 Camp Hill Railway Chords

Key

- Growth Zones
- Major Development Sites
- Public Green Spaces
- Revitalising Streets and Squares
- Greenways
- Rapid Transit
- Green/Blue Web
- Creative Cluster
- Local Centre & Community
- Night Time Economy



CENTRAL NORTH

EASTSIDE & ASTON TRIANGLE, GUN QUARTER, NECHELLS, NEWTOWN

A city gateway – a place of arrival, exchange, and opportunity; A leading centre of learning, invention, research, performing arts and creativity; Home to strong, young and diverse community focused neighbourhoods.

Central North is destined for significant change over the next 20 years, growing from a position of world-class education and innovation, strong communities, and its location as a new gateway to the city region with the arrival of HS2 at Curzon Street Station.

The Central North area covers approximately 340 hectares with a rich cross-section of the city’s physical and social growth and evolution spanning over 250 years. Four distinct character areas are created by the dominance of major road infrastructure with the A4540 ring road running from east to west and the A38 Aston Expressway dissecting the area as it runs north-south. Within each area, there are significant opportunities that can be developed to strengthen Central Birmingham’s offer with potential for increasing numbers of new homes, jobs and greenspaces, and accelerating Birmingham’s global reach for its learning, research, innovation, and tech sectors.

Over the last 20 years, the Eastside quarter has been a key growth area for the city following the demolition of the elevated Moor Street Queensway and Masshouse Circus sections of the former inner ring-road. Now home to the main campus of Birmingham City University (BCU), Royal Birmingham Conservatoire and Birmingham Ormiston Academy, Eastside has become a key part of the Birmingham Knowledge Quarter together with the long-established Aston University and Innovation

Birmingham Campus within the Aston Triangle. Millennium Point provides facilities for BCU and houses the Think Tank: Birmingham Science Museum alongside Eastside City Park.

With HS2 and Metro arriving into Eastside with an interchange at New Canal Street, the quarter is perfectly located with several major development opportunities that will maximise the potential around the new station and beyond to the heart of the Central East area in Nechells. New residential, commercial office and leisure space will complement the education offer and boost the areas vibrancy. This vision is underpinned by the principles and objectives of the Birmingham Transport Plan to drive forward a range of social, environmental and economic imperatives for those working, living and visiting the area.

Nechells covers a large part of north-east Birmingham with a significant area of the city’s industrial and employment zones. Within the Central Birmingham Framework boundary, the Bloomsbury residential estate is home to many families and a young, diverse community. A changing landscape is emerging in the historically industrial area to the east of the Birmingham and Fazeley Canal, where sites are being cleared ready for a new generation of employment and residential activity, tapping into a location just 15 minutes’ walk from HS2.

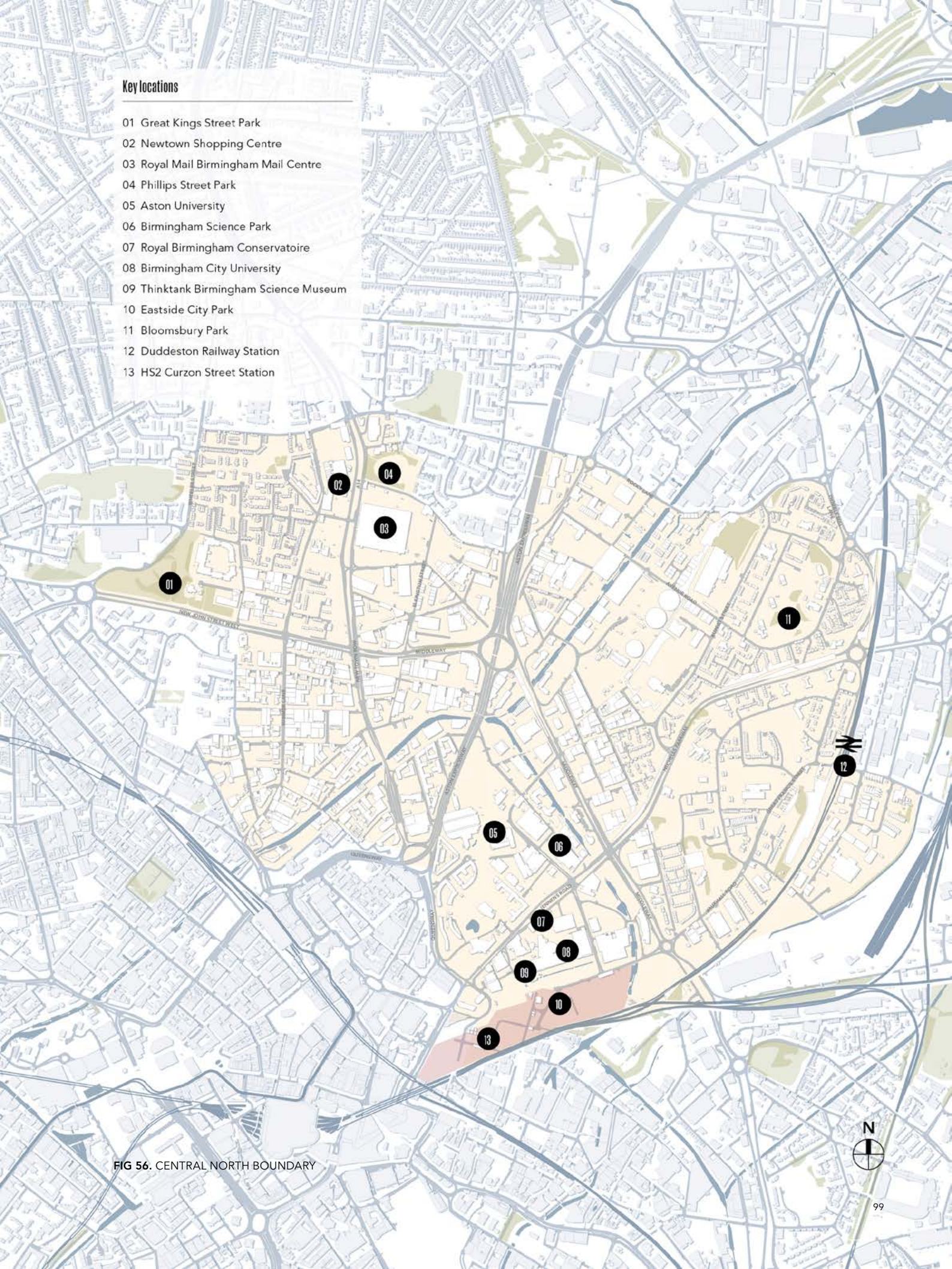


FIG 56. CENTRAL NORTH BOUNDARY

The Gun Quarter has a rich heritage of industry dating back to the 17th century. For many years, it was the centre of the gun manufacturing industry; whilst a small number of gun manufacturers and traders remain, the area is predominantly comprised of employment/light industrial uses. Over the last decade, buoyed by the proximity of Aston University and BCU, parts of the quarter have been redeveloped and forms a student village which is bringing a new vitality to the area, alongside increased interest in new residential development focussed on the canal corridor and improved connections to the City Heart and Jewellery Quarter.

Newtown has an established residential community alongside employment uses, however much of the area, redeveloped in the 1960s, has begun to show its age and there is scope to look again at the area to see where improvements can be made to open spaces, educational, social and community infrastructure – alongside unlocking opportunities for many new and improved homes.



FIG 57. NECHELLS



FIG 58. NEW TOWN ROW WITHIN THE GUN QUARTER

A BOLD FUTURE

Birmingham’s Central North area holds some of the greatest potential for transformation over the next 20 years, with opportunities unlocked by the arrival of HS2 at Curzon Street, investment in education and skills provision and a series of sites and spaces that can become the focus for growth that will meet the needs of existing and future residents, workers, and visitors to Central Birmingham.

There are four key drivers for change in the northern quarters and neighbourhoods of Central Birmingham:

Strong Connectivity

The Central North area is the location for the new HS2 Curzon Street Station, providing opportunities for development just 38 minutes from central London. The extension to the Metro will provide fast tram connections to Digbeth, Edgbaston, New Street Station and through the West Midlands to Wolverhampton – it will be one of the best-connected places in the region. There is significant development potential immediately around the new station, and with high quality walking, cycling and public transport connections, there will be a once in a generation opportunity to bring forward wider areas for investment – in new employment spaces, new homes, new leisure, cultural and education facilities.

Fastest Growing Tech-Cluster

The Birmingham Knowledge Quarter (BKQ) is the fastest growing cluster outside the capital, home to world-class research institutions and over 170 hi-tech high technology firms coupled with major government investment in business support, rolling out 5G infrastructure and innovation testbeds. Activity in the cluster ranges from leading medical research, gaming and AI, renewable energy, to developing cutting-edge manufacturing techniques – and is home to the one of the largest Cyber Physical Manufacturing Rigs in Europe.

The BKQ has opportunities for companies of all sizes, and is a hub of entrepreneurial start-ups and SMEs. Birmingham City University recently opened its new STEAMhouse building with over 100,000 sq.ft of floorspace, with state-of-the-art facilities and business support activities to a community of small to mid-sized enterprises alongside larger businesses and organisations. Meanwhile Bruntwood have invested in the new 120,000 sq.ft new build Enterprise Wharf building – the city’s first “smart enabled” location. With investment masterplans being developed by all key stakeholders, their commitment is clear – to strengthen BKQ as a global hub for research, learning and technological advances.

World-class Talent, Research & Collaboration

Key to the success of the Birmingham Knowledge Quarter (BKQ) and the tech-cluster is the strength of the universities and pool of graduates that supports it together with the eco-system of businesses, learning and research. The BKQ’s partners work closely to maximise collaboration and the growth of this unique part of Central Birmingham to support the best in learning, technology and science.

With over 50,000 students, Aston University has well regarded digital technology specialists, delivering a range of post and under-graduate degrees in computer science, including Business Computing and IT, Cyber Security, Data Analytics, AI and software engineering. The university also runs an apprenticeship in Digital and Technical

Solutions, partnered with Cap Gemini. Leading on digital tech, Birmingham City University has a finishing school for game developers backed by major game developers such as Codemasters, Playground Entertainment and Sony Computer Entertainment Europe.

Space to Grow Sustainable Communities

With transformed national and regional connectivity coming to Central North and its proximity to key economic growth areas and existing employment hubs, there is an increasing demand for new homes. The market continues to grow for higher-density city-living close to the City Heart and

around public transport hubs, and the need for more family homes, affordable and social rented homes continues. There is a once-in-a-generation opportunity to start to transform large parts of Central North as existing low-activity land-uses and underperforming industrial areas hold potential for significant change. This Framework identifies some of the region’s most sustainable locations for growth to create places that are attractive to existing and future communities, businesses and investors, reducing the need to travel by private car to achieve a range of social, environmental and economic benefits.

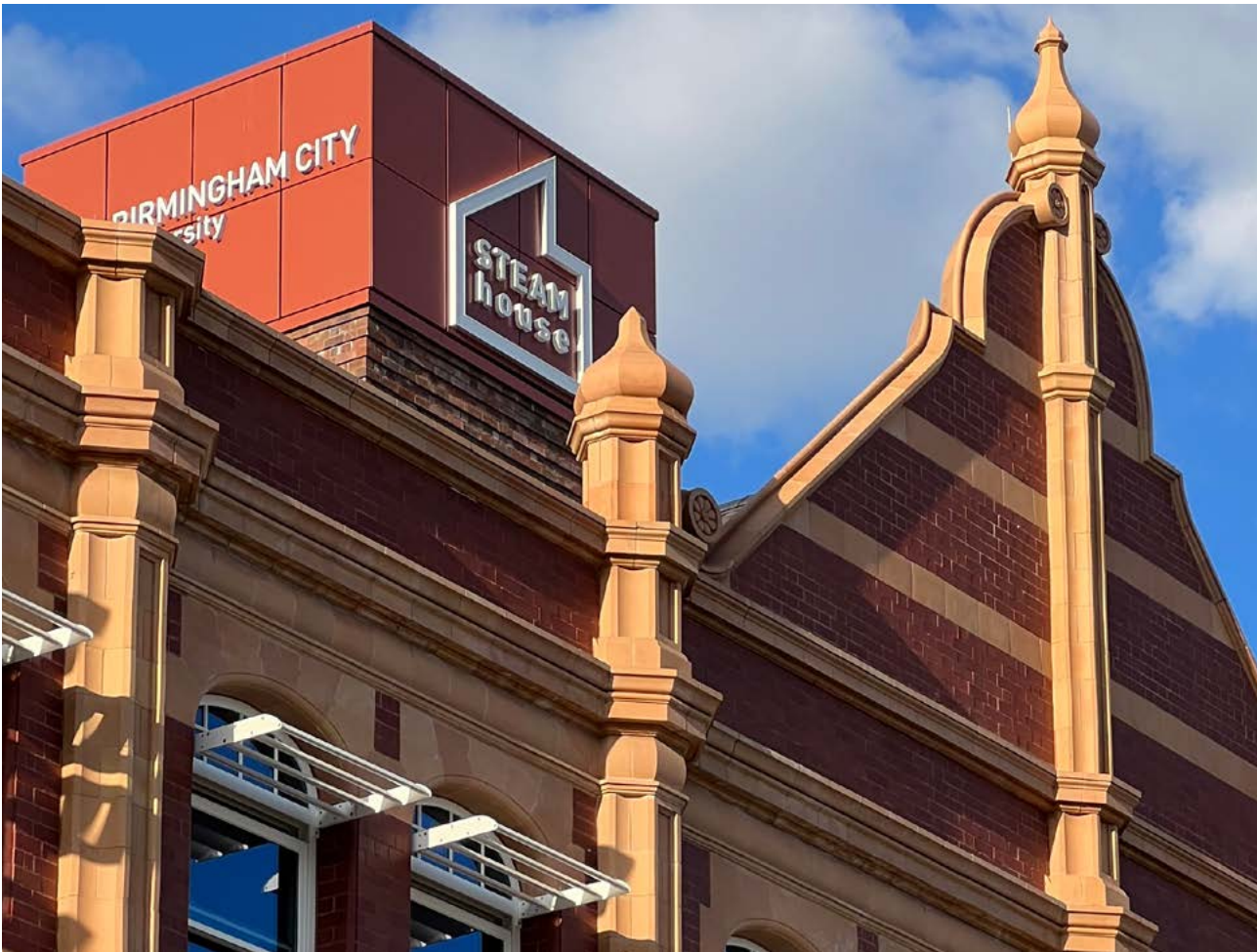


FIG 59. BCU STEAMHOUSE WITHIN THE KNOWLEDGE QUARTER

BOLD PROPOSALS

The development of our Bold Proposals for City North responds to the many ideas and discussions generated by the “Our Future City Plan: Shaping Our City Together” document from 2021 – and many conversations since.

Key themes that emerged included:

- Investigate the promotion of more regeneration and residential opportunities within the city’s Gun Quarter.
- Improving pedestrian and cycle routes across and around the Ring Road and along the canals to create attractive and safe connections between quarters and neighbourhoods.
- Making sure that the development opportunities around HS2 at Curzon Street maximise the potential of the location.
- Newtown and Duddeston estates needing a more attractive, safe, and useable network of green spaces with clearer defined purpose and improved facilities.
- Encourage and promote the continuing growth of the Birmingham Knowledge Quarter with a clustering of hi-tech/digital industries and businesses by identifying space to expand into Nechells.
- Support the growth of the universities, colleges and schools throughout the area, promoting the links to the jobs and growth of the tech, science and innovation companies within the Birmingham Knowledge Quarter.

- Maximise the untapped potential of the Birmingham-Fazeley and Digbeth Branch canals by improving access and quality of environment, and promoting major canal-side redevelopment opportunities to create active destinations.
- The need to improve local shopping facilities and choice within more attractive centres as a focus for communities in Newtown and Bloomsbury.
- Remodel Jennens Road and James Watt Queensway to remove the dominance of vehicles and provide greener corridors with major interventions to provide safer and wider pedestrian and cycle priority across the roads to transform access to the Aston Triangle.
- Need for more facilities to make walking and cycling and easier option alongside further improvements to public transport, including introduction of cross-city buses.

The following Bold Proposals set a framework of opportunities that seek to maximise the potential of Central North’s quarters and neighbourhoods.

Meeting our City Themes



City of Growth for All



A City of Connections



City of Centres & Neighbourhoods



City of Nature



City of Knowledge & Innovation



City of Layers & Distinctiveness



FIG 60. DIGBETH BRANCH CANAL WITHIN THE KNOWLEDGE QUARTER

GROWTH ZONES



The northern quarters and neighbourhoods of Central Birmingham hold great potential as locations for growth in numbers and range of new homes, modern employment space, improved local social and community infrastructure – and greener and more connected neighbourhoods. These opportunities will only come about through identifying areas with the greatest potential for change, and ensuring that there is leadership in setting out a clear vision, development principles and appropriate supporting planning policy in the coming years, to maximise and deliver on the opportunities.

Proposals will be developed in line with the principles of the Birmingham Transport Plan which seeks to create places where people can live, work, shop, be educated, undertake leisure within distances achievable by active travel.

This framework identifies three Growth Zones that will be promoted for change.

Gun Quarter

The Gun Quarter has been evolving over the last decade with growth in demand for high density residential development along the canal corridor and on the fringes of the City Heart area. Reducing the impact of the physical barriers of St Chads Greenway over the next 20 years will accelerate the demand for a living in the Gun Quarter. A review of the boundary of the existing Core Employment Zone, through the new Birmingham Local Plan, will guide the future direction of uses within the northern parts of the Gun Quarter. Any increase in residential development needs to be linked with the creation of purposeful green spaces and social infrastructure. The Gun Quarter Growth Zone will be supported by the development of a detailed masterplan and planning policy.

Curzon Gateway

Over the last 20 years, the Eastside area has undergone significant transformation, a model for expanding a city centre through removal of highways and proactive planning and creative delivery to turn a run-down inner-city area into a lively Central Birmingham quarter. The arrival of HS2’s Curzon Street Station and the Metro extension into the heart of the area will unleash a new dynamic and era of change. To capitalise on the opportunity, the Curzon Gateway Growth Zone will bring together several development sites, focussed around Eastside City Park. Sites alongside the new station and fronting the Digbeth Branch Canal will be available for development prior to the opening of HS2. The Millennium Point site, the adjacent multi-storey car park and surrounding under-utilised spaces will be considered for redevelopment.

Millennium Point is currently home to Think Tank – Birmingham Science Museum. Opportunities to boost the role, reach and visitor experience of the museum within the city are being explored. Any future redevelopment of the building will accommodate cultural activities, potentially linked to the Royal Birmingham Conservatoire and Birmingham Ormiston Academy college. The building currently acts as a physical barrier to connections to Aston University and into the wider Central North area of the city. With the opening of the new Metro stop and HS2, a legible and open route through the site would become strategically important with potentially very high footfall.

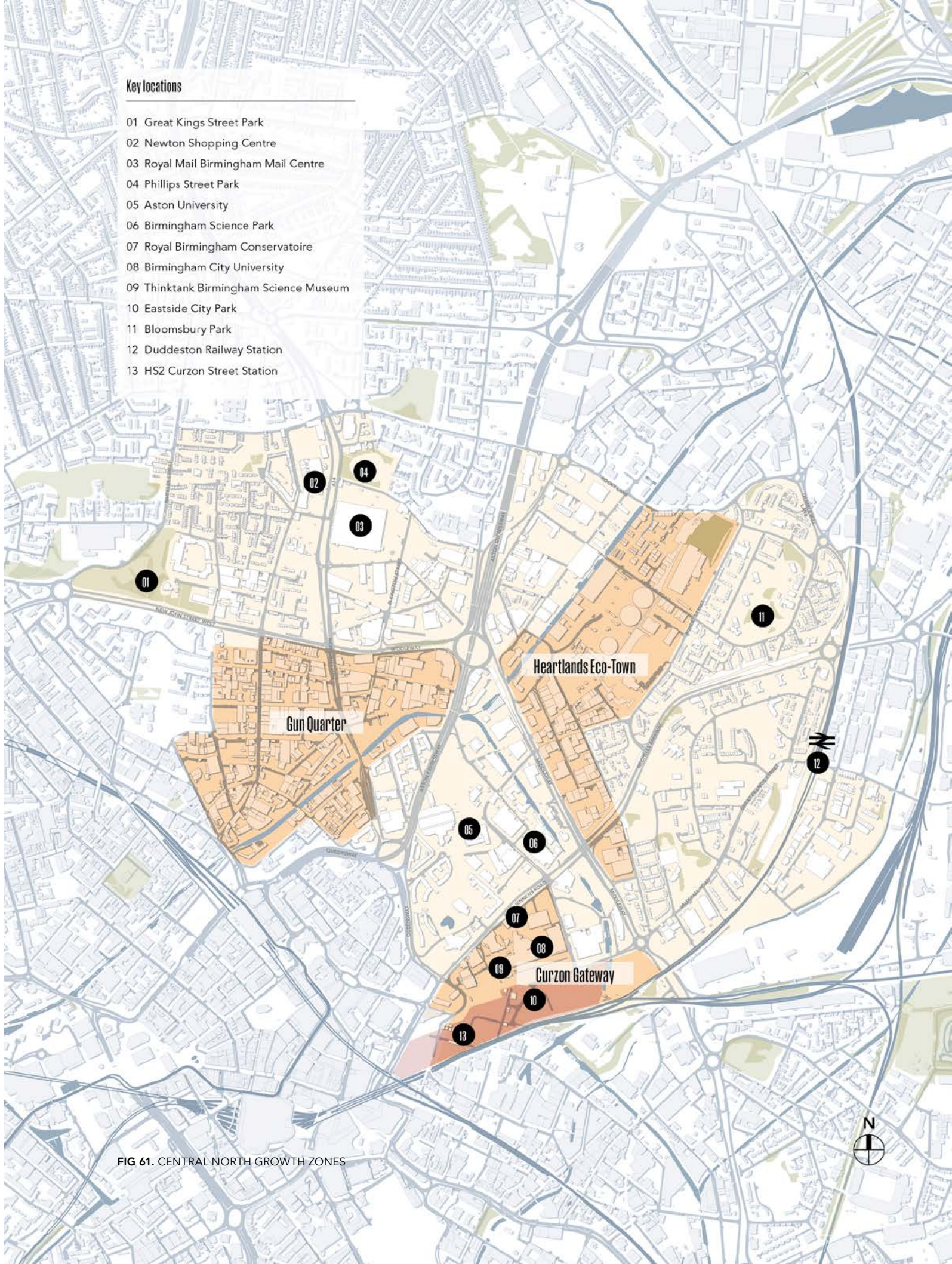


FIG 61. CENTRAL NORTH GROWTH ZONES

As HS2 and the Curzon Street Station opens, the potential for future phases of development within the quarter will come into the picture. The future of the Millennium Point building, the adjacent multi- storey car park and surrounding under-utilised spaces will be considered with options including extensive remodelling and redevelopment. The building is the focus of the Millennium Point Trust charity and its occupation helps to facilitate their work in supporting science, technology, engineering and maths (STEM) projects and initiatives helping a range of organisations and individuals across the West Midlands. The prime location will provide the opportunity for the Trust to consider maximising the potential of the site in supporting its work.

With access predominantly via sustainable transport modes, the location on the doorstep of HS2 unlocks a unique opportunity to accommodate a greater density of commercial office space alongside new homes, leisure and cultural activities which will add vibrancy to the area complementing Birmingham City University and BOA. The vision for the Curzon Gateway has been explored by the key partners in the area, promoting the location as Birmingham’s new interconnected district – an amazing new place embracing innovation, creativity and designed to inspire and connect with the people who will use it. A detailed masterplan for the Curzon Gateway Growth Zone will be developed with supporting policies and designations within the Birmingham Local Plan.



FIG 62. AN ARTIST'S IMPRESSION OF CURZON GATEWAY

Heartlands Eco-Town

Central Birmingham will be home to an exemplar mixed-use and sustainable new neighbourhood – an “Eco-Town” that will transform this area of the city and maximise its potential close to the City Heart, with key sites becoming vacant, and with a significant canal frontage with un-tapped potential.

The Eco-Town will focus on developing a wide range of homes that meet different needs, tenure types and affordability, alongside new and remodelled employment spaces, green and community infrastructure. The new Eco-Town will utilise cleared and underdeveloped sites, including the former Nechells gas holders’ site, and open-up the eastern side of the Birmingham-Fazeley Canal transforming the environment with new green spaces, active travel routes and higher-density residential and co-located employment spaces, developing new models of working and living locally. Heartlands Eco-Town will be supported by promoting new green technologies for running homes, schools and businesses.

The area currently houses a range of employment uses and businesses and is partly within a protected Core Employment Area. The Growth Zone will be supported by the development of a detailed masterplan and planning policy through the Birmingham Local Plan which will review the boundaries of the Core Employment Area and provide a policy basis for providing a mix of residential and employment space.

Opportunities to expand the Innovation Birmingham campus to the north will also be explored with careful master-planning and phasing of development of the new Eco-Town to allow for investment in remodelling, or relocation, of appropriate existing businesses as an essential element of delivering a true, mixed-use and sustainable new community.

The City Council will lead and develop partnerships with key landowners and other stakeholders to promote the potential of the location and the opportunity for building to high standards of sustainable development, building methods and micro-energy projects.

The transformation of this Growth Zone will be connected to the Duddeston Housing Action Area to maximise the opportunities for providing a new local centre, improved community facilities, new family and affordable homes, together with a connected network of green-spaces, sports and leisure facilities.

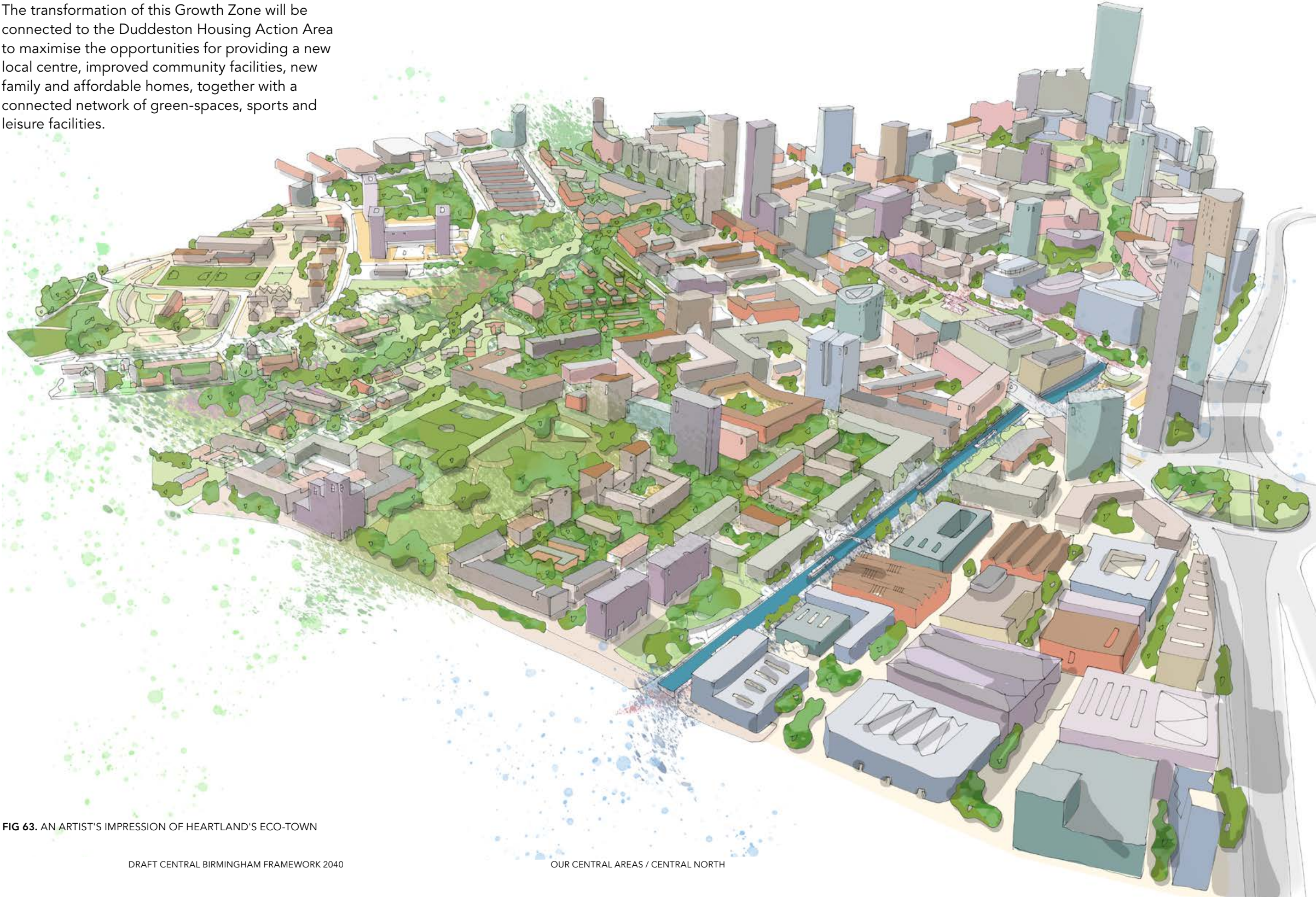


FIG 63. AN ARTIST'S IMPRESSION OF HEARTLAND'S ECO-TOWN

HOUSING ACTION AREAS



The quality, numbers and affordability of homes to meet the varying needs of our communities is a key priority. How we best use existing residential areas will be explored with the community to identify priorities and develop proposals for improving their neighbourhoods. A range of measures could be considered ranging from retrofit of greener heating systems and improved insulation, to assessing the longer-term lifespan of some building types and their suitability for 21st century living, with possible replacement. Any detailed plans developed would identify opportunities to increase the number of family, social rent and affordable homes, alongside remodelling and improvements to public spaces, access to shops, schools and social facilities with access predominantly via sustainable transport modes Two Housing Action Areas are proposed in the Central North area:

Bloomsbury, Nechells

The Bloomsbury Estate sits at the heart of Nechells and is partly managed by Bloomsbury EMB (Estate Management Board), with around 650 social housing properties on behalf of the City Council. Bloomsbury EMB was the first Estate Management Boards set up in England, established in 1989 and is considered an exemplar in this model of housing management. There are opportunities within the estate to make better use of the open spaces, car parks and layout of the housing. Through working with the EMB and residents, the future of the estate could be reimagined to look at opportunities for providing new and improved affordable and social rent homes, which could include retrofitted properties that are more energy efficient and open spaces and shopping facilities that better serve the community. Future masterplans would be considered alongside the adjoining Heartlands Eco-Town Growth Zone proposal to ensure a holistic approach to delivering improved transport connectivity and community infrastructure.

Newtown South

Bounded by Milton St, the A34 New John St West, and Summer Lane, the estate comprises a mix of tower blocks, maisonettes, and houses, garage courts and parking areas, as well as a school. It has a significant frontage to the A34 where greening will create a more attractive environment, further improving the area's connectivity with the Central Heart. Options will be explored with residents to identify possible improvements to housing quality, as well as the potential for increasing numbers of new homes in such a sustainable location and to meet a need for social rented and affordable homes. Future detailed masterplanning will also need to consider the potential redevelopment of Newtown Shopping Centre and wider enhancements for the whole area, which should improve connectivity, access to green spaces, and education facilities, as well as delivering significant housing growth.

FIG 64. CROCODILE WORKS, NEWTOWN





FIG 65. AN ARTIST'S IMPRESSION OF JENNEN'S ROAD

The quarters and neighbourhoods of Central North are mostly served by the city's bus network, with only one railway station on the edge of the area. The A34 has been the focus for significant investment with the first of the city's segregated cycle "super-highways" linking Perry Barr to Selly Oak. Transport for West Midlands (TfWM) are also implementing the SPRINT bus route which will have dedicated road space and priority at key junctions. However, building on the principles of the Birmingham Transport Plan to support a shift from private car journeys, further opportunities to improve access to a range of public transport and active travel options will be developed across the area.

Duddeston Railway Station

The station is on the Cross-City line between Lichfield and Redditch/Bromsgrove and is just a 5-minute ride to New Street Station. The station has potential to better serve residents in Bloomsbury, and to help meet the needs of workers accessing Duddeston employment area. The station needs investment to improve accessibility and the quality and attractiveness of the overall environment and facilities for passenger comfort. Opportunities will be developed to transform the quality and safety of walking and cycling connections to the station from the surrounding areas, particularly where crossing the Ring Road, to improve connections to the Knowledge Quarter.

Rapid Transit A47

Options for further SPRINT routes or, in the longer-term Metro, along the A47 will be developed aiming to transform connectivity from the City Heart to Aston University/Knowledge Quarter, Bloomsbury estate and wider Nechells area. The proposed Heartlands Eco-Town Growth Zone will see significantly increased residential and employment activity, generating increased demand for public transport options.

Aston Triangle Traffic Free Quarter

The self-contained nature of education uses, student residences and Innovation Birmingham Campus lends itself to becoming the city's first traffic-free

quarter, where priority is given to walking and cycle access, with access restricted to deliveries and for disabled people.

Metro: Eastside Extension

The extension of the Metro will include a stop at New Canal Street which will also provide a direct interchange with HS2 Curzon Street Station and provide the first direct public transport link between the Knowledge Quarter and Digbeth. Walking and cycling routes from the wider Central North area will be designed to connect to the new stop.

GREENWAYS



As we move towards reducing the number of vehicles travelling into the City Heart area, underpinned by the proposals of the Birmingham Transport Plan, there will be opportunities to completely remodel and repurpose parts of the existing highway space, supported by the formation of the city centre traffic segments initiative. The original plan for some of the roads constructed in the middle of the 20th century was to create “parkways”, Jennens Road and Nechells Parkway are the only examples of the concept, however the green spaces are contained in the middle of the dual-carriageway and as such are unusable for recreation and of limited value for wildlife. The wide corridors provide space for modification for the 21st Century, where green, safe and attractive walking and cycleways will be prioritised alongside public transport and essential access for deliveries and taxis. Existing barriers between quarters and neighbourhoods, created by the wide roadways will be broken down to provide attractive, safe and direct connections.

Jennens Road and Nechells Link

There is potential to remodel Jennens Road to create a new linear park associated with major development sites on the frontage to the Aston University campus. A new direct, wide walkway – the Nechells Link – will be created connecting from HS2 and Metro stop at New Canal Street through to the heart of the Aston University campus and beyond, across the Ring Road into the proposed Heartlands Eco-Town Growth Zone. These improvements would place the heart of Nechells within a 15-minute walk of HS2.

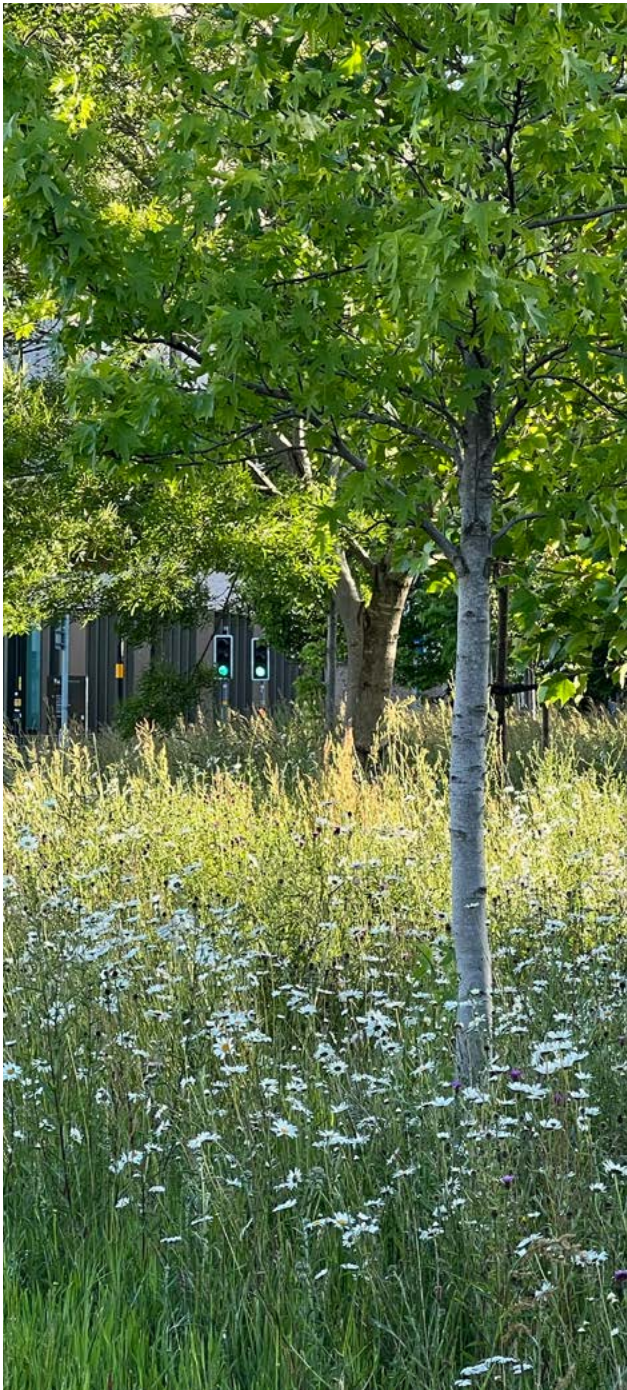


FIG 66. EXISTING JENNEN'S ROAD PARKWAY

Lancaster Circus

The long term removal of the Lancaster Circus flyover and remodelling of the highway network to remove subways and underused green spaces within the roundabout will transform this part of the city, particularly in reconnecting the large numbers of student accommodation in the Gun Quarter and around Staniforth Street through to Aston University and Birmingham City University.

James Watt Queensway and Aston Link

The six-lane urban motorway and surrounding spaces of James Watt Queensway can be transformed into a tree-lined avenue and hub for public transport and active travel. The Aston Link will prioritise pedestrian and cycle crossing across the street to transform access into Aston University and the wider Knowledge Quarter.



FIG 67. LANCASTER CIRCUS FLYOVER



FIG 68. AN ARTIST'S IMPRESSION OF NEWTOWN SHOPPING CENTRE

Unlike other neighbourhoods within Central Birmingham, apart from Newtown Shopping Centre, there are no clearly identifiable local centres that are a strong focus for community activity. Bloomsbury is served by small neighbourhood precincts that meet basic needs. To ensure that communities have access to the shops and facilities needed within sustainable and inclusive neighbourhoods, the Central North area will be reviewed, and proposals developed to improve the quality, location and range of local shopping and community infrastructure.

Newtown Shopping Centre

Newtown Shopping Centre is located between Clifford St and Milton St, on the A34 which benefits from much-enhanced active travel options for people reaching the centre, and in an area where wider growth opportunities are being explored. The centre therefore has the potential for significant enhancement to include a wider mix of uses which

meets local need by reconfiguring the site to create new routes and spaces, and complementing an improved retail offer with community, cultural, and leisure uses. Better connecting the centre to local green spaces, and maximising the potential of greening the A34, will also create a safer and more attractive environment for residents and visitors.

Wheeler Street Shops

The local shopping parade at Wheeler Street comprises ground floor commercial units with residential above, garage courts, and a medical centre. Its design currently creates an unwelcoming environment, and it acts as a barrier between communities and local green space. The redevelopment of the centre to better address both Wheeler Street and Burbury Park, with improved connections between the two, should be explored. This could include community and retail uses as well as a more significant residential offer.

Nechells - new centre

There are no designated local centres within Nechells but rather several clusters of local shops and services that meet the basic needs of residents. Having no designated centre has meant that it has historically missed out on any funding for improvements, therefore identifying the potential for a formal designation within the Birmingham Local Plan will be a priority. The range of food and convenience shopping is limited in terms of choice and prices.

Opportunities will be explored to identify suitable locations for new and improved supermarket convenience shopping to provide greater choice, alongside other shops and services needed by the community. Existing community activities are centred around Nechells POD hub, which brings together several services and activities to support residents. Any new retail and community facilities and location

of a new local centre should also consider the potential long-term rise in residential population within the Heartlands Eco-Town Growth Zone.

Birmingham Museum Collection Centre

The Birmingham Museum's Trust is the guardian of a world-class collection of cultural and historic artifacts, and contribute to education, creativity, and social change within the city and to thousands of visitors to the museums and historic sites that it is the custodian of on behalf of the City Council. The Collection Centre at Dollman Street holds many artifacts that are not currently displayed in the city's museums. The centre already holds open days and tours to provide public access to the collection, and there is potential for the centre to become a community and educational hub with greater public access and improved visitor and educational facilities.

GREEN AND BLUE WEB



The Central North area is mostly densely developed with limited areas of green space; the Nechells and Newtown wards having some of the lowest levels of access in the city despite there being around 10 parks and gardens of varying sizes and facilities, particularly within the South Newtown and Bloomsbury estates. The lakeside green space within the Aston University campus and the city’s newest – Eastside City Park – provide some valuable spaces for those living in the City Heart. The Birmingham and Fazeley Canal and Digbeth Branch Canal provides a quiet green corridor through the centre of the area, bringing nature and wildlife into the heart of the city.

Nechells “Forest Schools”

There is an opportunity for an enhanced open space at the centre of the four schools in Bloomsbury (Heartlands Academy, St Vincents Primary, St Matthews Primary and the new secondary school on Barrack Street). The space could be redesigned for and with young people, with stewardship managed through the schools with outdoor classroom space, growing space, forestry schools and informal sports. This would make more use of existing green spaces that have visual appeal but have little use for play or sport.

Newtown & Nechells Park Web

There are several parks and open spaces throughout the residential areas. There will be opportunities through detailed conversations with residents to review how these spaces work and investigate any changes or remodelling that could be made. Options would be explored in detail through the development of masterplans for the proposed Growth Zones and Housing Action Areas.

Eastside City Park

The park was opened in 2013 as the centrepiece of the Eastside regeneration area, providing a transformation from a derelict and underused former industrial zone into a thriving part of the Knowledge Quarter with Birmingham City University’s campus fronting the space. The development of the new HS2 Curzon Street Station will extend the park further to include “Curzon Promenade” alongside the station, and the Metro will run through the space. As part of the Curzon Growth Zone, the role and function of the park will be considered as part of any new developments to ensure the edges of the park have buildings with more ground-floor activity and the pedestrianisation of Curzon Street (from its junction with Cardigan Street) as a walking and cycling route within the park. Proposals for improvements to lighting and security in the short-term will be developed with BCU and Millennium Point.

Nechells Link

A key walking and cycling route is proposed which will connect from Digbeth through Eastside City Park, Jennens Road Greenway, Aston University’s green spaces, Innovation Birmingham campus and into the heart of Nechells. The route will be created as a combination of improved existing routes and through redevelopment opportunities.

Nechells Canals – The Blue Network

The Birmingham and Fazeley canal is one of the most dramatic stretches of the canal in the city, heading north-east in a straight line from the edge of the Aston Triangle towards the landmark “Spaghetti Junction”. The canal offers a major opportunity to provide a green setting to any redevelopments within the proposed Heartlands Eco-town Growth Zone, where new homes and business premises can provide more activity to the canal corridor, whilst enhancing useable green spaces that are valuable for nature and biodiversity.

The canals though the Central North area also provide routes for walking and cycling for commuting and leisure. Working with the Canal & River Trust, a Canals Action Plan will be developed to identify site specific improvements for access, safety, quality of environment and increased biodiversity.



FIG 69. EASTSIDE CITY PARK

MAJOR DEVELOPMENT SITES



Parts of Central East have been the focus of development activity over the last 20 years. The removal of the elevated former inner ring-road at Masshouse Circus and Moor Street with the proactive Eastside Regeneration Programme were the catalysts for change that has spearheaded the expansion of the Birmingham Knowledge Quarter including the relocation of Birmingham City University, Royal Birmingham Conservatoire and Birmingham Ormiston Academy (BOA) – school for performing arts. The Innovation Birmingham campus has continued to grow recently adding an additional 125,000 sqft. Numerous student residential schemes on the edges of the Gun Quarter are continuing the creation of a new student village on the doorstep of the Knowledge Quarter.

There is potential for major developments to come forward across the Central North area over the coming years, many will be contained within the proposed Growth Zones and Housing Action Areas, however the following sites are also coming forward.

The City Council will continue to work proactively with property owners and developers to deliver the best outcomes for placemaking and opportunities for our communities to access affordable homes and jobs, predominantly via sustainable transport modes.

Aston University Sites

The Aston University Masterplan seeks to transform the campus to continue to provide the best spaces for learning and research, to meet its growth needs, and to identify opportunities to introduce a broader mix of activity to the Aston Triangle area. Two key sites have the potential for educational and business space, with elements of residential apartments and ancillary retail, food and leisure space to help enliven key routes and root the University at the heart of an emerging neighbourhood. The sites have prominent frontages to Jennens Road and Corporation Street/A38 Aston Expressway, both have potential for landmark buildings.



FIG 70. ASTON UNIVERSITY

1 Lancaster Circus

Former offices of the City Council, this site is at a key gateway to the City Heart and has the potential for a landmark tower, primarily residential led with business space/hotel at lower floors.

Newtown Shopping Centre

The shopping centre covers just over 3ha and contains several retail units and Inkerman House multi-storey residential block. There are parts of the site that are cleared for development, and car parks and underutilised space provide an opportunity for remodelling and redevelopment to create a new mixed-use centre for Newtown. The retention and refurbishment of Inkerman house would form part of any remodelling, and reprovision of retail and community spaces to meet local needs would be essential. A masterplan will be developed to promote this significant opportunity.

Glasswater Locks

One of the first major residential schemes in Eastside, Berkeley Homes is delivering a canal-side destination with 754 apartments and luxury duplexes in a group of buildings ranging up to 38-storeys with a landmark tower at the entrance to Jennens Road.

One Eastside

This residential tower will become Birmingham's tallest building, on the doorstep of HS2 Curzon Street Station. Developed by Court Collaboration, its 667 apartments will set the highest standards for urban living in the Central East area.

Duddeston Wagon Works

Currently the area running along the railway line, which is used by Network Rail as a maintenance depot, does not provide a high-quality environment. The locally listed Former Duddeston Wagon Works next to Duddeston railway station are in poor condition and lack a positive use. There is potential to bring forward a creative re-use for the listed building. Uses such as a food hub, creative workspaces, supermarket and other retail could help bring life to the existing shopping area and meet wider local needs. This would build on potential enhancements to Duddeston Station, providing an improved entrance to the area and creating a destination in Nechells for visitors and the local community to come together



FIG 71. AN ARTIST'S IMPRESSION OF GLASSWATER LOCKS

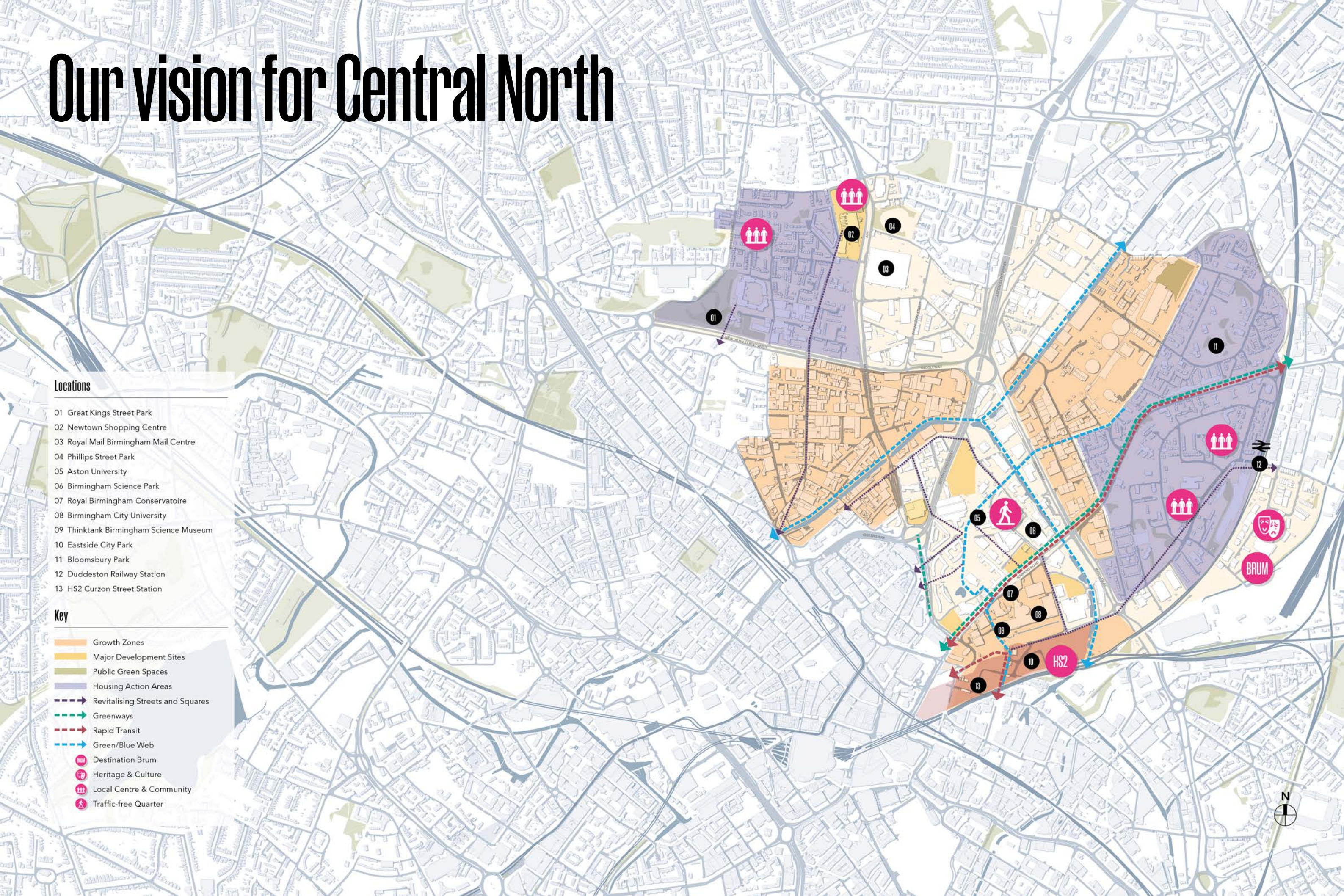
Our vision for Central North

Locations

- 01 Great Kings Street Park
- 02 Newtown Shopping Centre
- 03 Royal Mail Birmingham Mail Centre
- 04 Phillips Street Park
- 05 Aston University
- 06 Birmingham Science Park
- 07 Royal Birmingham Conservatoire
- 08 Birmingham City University
- 09 Thinktank Birmingham Science Museum
- 10 Eastside City Park
- 11 Bloomsbury Park
- 12 Duddeston Railway Station
- 13 HS2 Curzon Street Station

Key

- Growth Zones
- Major Development Sites
- Public Green Spaces
- Housing Action Areas
- Revitalising Streets and Squares
- Greenways
- Rapid Transit
- Green/Blue Web
- Destination Brum
- Heritage & Culture
- Local Centre & Community
- Traffic-free Quarter



CENTRAL SOUTH

BALSALL HEATH, EDGBASTON, HIGHGATE

Green neighbourhoods, steeped with history and character; Active creative communities; World-class learning, research and sporting facilities.

Central South Birmingham is an area of contrasts. From the leafy tree lined streets, town houses, and conservation area of Edgbaston with its world leading sports, cultural, medical and research institutions, such as Edgbaston Cricket Ground, and the Birmingham Botanical Gardens, to the recognised important heritage and cultural assets in Balsall Heath, such as the Moseley Old Baths, Ort Gallery, Old Printworks, and Calthorpe Park, along with the historic Highgate Park and Birmingham Central Mosque in Highgate.

Edgbaston is steeped in rich history and culture with the Edgbaston Conservation Area, first designated in 1975, focussed on the historic Calthorpe Estate, at its heart. Together with the adjacent smaller conservation areas of Ryland Road and Lee Crescent there is a rich building stock within Edgbaston incorporating a number of statutory listed and locally listed properties complemented by mature trees and quality landscaping.

Overall, the area has a significant green and natural environment including several parks and areas of open space of varying sizes including Cannon Hill Park, Calthorpe Park, Birmingham Botanical Gardens and Edgbaston Golf Course. The River Rea (and the Chadbrook tributary) and the Birmingham Worcester Canal both run through the area connecting into the City Heart and are part of a significant network of green infrastructure and greenways that will be enhanced within the area.

The area has a wide range of opportunities for growth and investment ranging from the mixed-use opportunities at Five Ways and within Edgbaston Village to the opportunities for SMEs and arts and cultural businesses along the Moseley Road corridor in Balsall Heath. Edgbaston Cricket Ground is not only a venue for top level international sport but is being developed as a mixed-use destination that will combine elite sport, conferencing and events with community uses that will improve health, social care, education, employment and social cohesion in the area. The University of Birmingham, Queen Elizabeth Hospital and the Women’s Hospital to the south of the area are major centres for research and life sciences and this has increased demand for such uses within the South area at sites such as Pebble Mill.

The area has excellent accessibility with Five Ways Station on the Cross City line at its heart and the new and expanded University Station to the south. The Metro route has been expanded from the City Heart to Edgbaston Village on Hagley Road, and the city’s first purpose-built two-way cycle route along the A38 / Bristol Road connects the University of Birmingham to the City Heart (and onwards to Perry Barr).

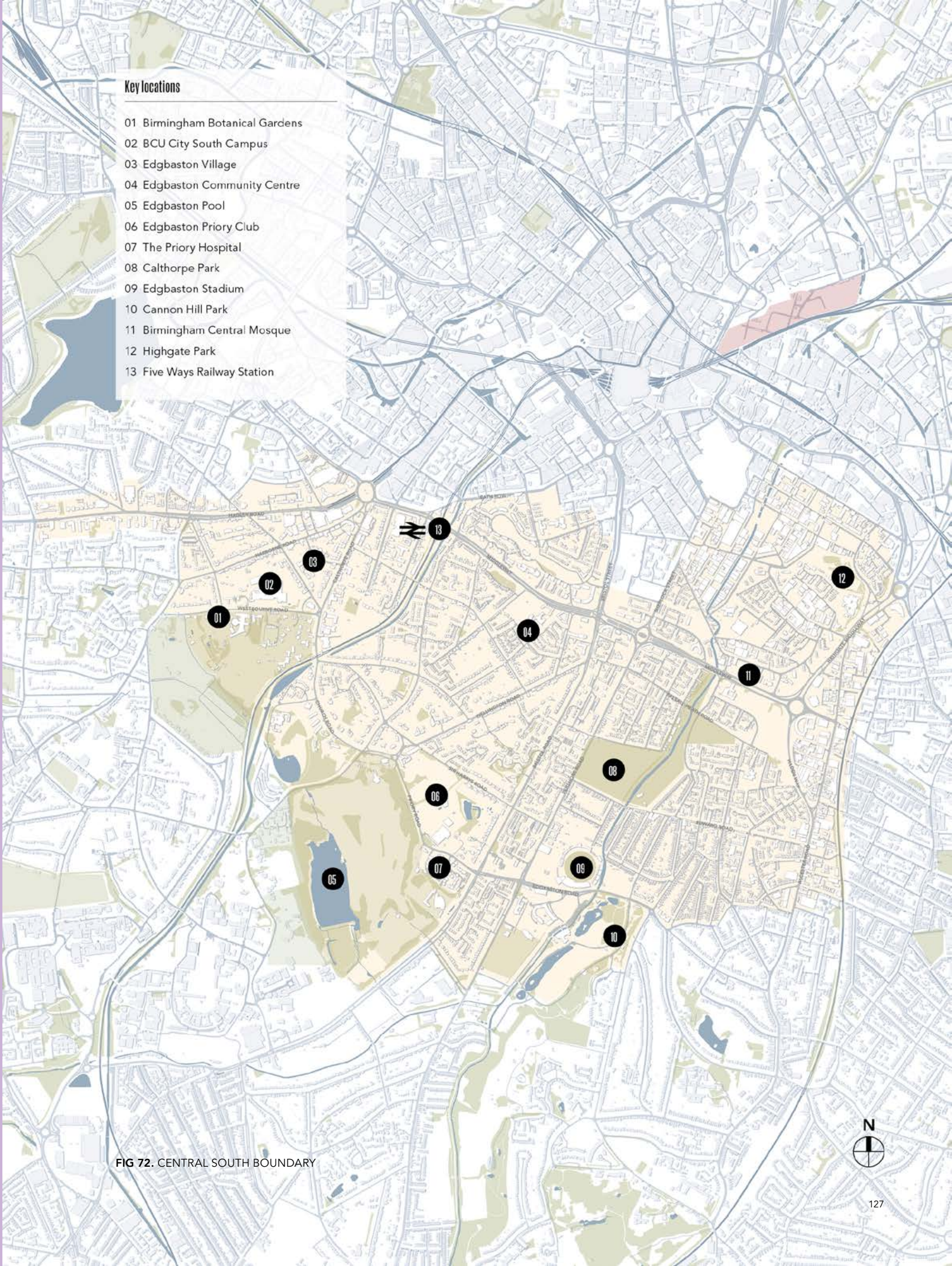


FIG 72. CENTRAL SOUTH BOUNDARY

A BOLD FUTURE

Birmingham’s Central South is an established area with a wide range of assets and attractions that will be a focus for future growth, underpinned by the principles of the Birmingham Transport Plan. There are a wide range of mixed-use opportunities for investment ranging from the historic Edgbaston Village area; to medical and life sciences clustered around the University and hospitals; to sports, arts and cultural attractions around the Cricket Ground and the Moseley Road Corridor.

There are four key drivers for growth in Central South’s quarters and neighbourhoods:

World Class University, Medical & Life Sciences Facilities

Central South is at the heart of several world class educational, medical and research facilities. Birmingham City University’s (BCU) South Campus, located on Westbourne Road, is home to the Faculty of Health, Education and Life Sciences. A 15-year future growth strategy is in place with proposals for reconfiguration of the South Campus to include an additional 10,000m.sq of classrooms, and student housing options on the Ravensbury site.

The Central South area is on the doorstep of the University of Birmingham which is both a hub of knowledge and research as well as a major employer and is located immediately adjacent to the south-west of the Calthorpe Estate. The University has a 25-year future growth strategy in place which includes creating new education facilities, on site student accommodation and associated amenities. Investments in improving public realm and landscape within the campus is supported as well as cross-boundary pedestrian and cycle connectivity.

Centred around the Queen Elizabeth and Womens Hospitals, the Edgbaston Medical Quarter is home to 64% of Birmingham’s health care economy, including over 180 medical organisations, 80 hospitals and specialist care centres, 44 GP clinics and routine care facilities and 23 training facilities.

Overall Edgbaston and Selly Oak has seen a growth in medical, research and life sciences activity. This includes the new Birmingham Health Innovation Campus (a new national centre for life sciences that will reinforce Birmingham’s position as one of the UK’s leading cities for life sciences research) to the south of the Queen Elizabeth Hospital and the Birmingham Dental Hospital and other investment at Pebble Mill. The area is therefore a major hub for life sciences, medical and knowledge activities and further opportunities for investment will be promoted and encouraged.

Sports & Cultural Centres of Excellence.

The Central South area is home to a range of sporting and cultural attractions from major sporting venues to community arts organisations that all add to the diverse and rich character of the area.

Edgbaston Cricket Ground is the home of Warwickshire County Cricket Club and is a top-class venue for domestic and international cricket. There are proposals to further develop the ground creating a mixed-use destination embedded in the community. In a similar vein the Edgbaston Priory Club is the centre for tennis within the city and hosts an annual WTA tour event. The club was the subject of major investment in 2012–2013 and now includes 32 tennis courts and 10 squash courts.

At the community level, first opened in 1907, and one of the oldest Grade II* listed swimming baths open for public swimming, Moseley Road Baths in

Balsall Heath is set to be transformed with over £15 million levelling up funding. The investment will restore the heritage features to their former glory, creating a community hub for sport and leisure in the area.

The area is also a focus for a rich mix of arts and cultural organisations and activities which range from the classical arts to those focussed on the local community and these will continue to be promoted and supported within the area. Elmhurst Ballet School is an independent school for professional classical ballet for pupils aged 11–19 years and which has a close working association with the Birmingham Royal Ballet. The Midlands Arts Centre (MAC), set within Cannon Hill Park opposite Edgbaston Cricket Ground, is a contemporary arts centre offering a busy programme of theatre, independent cinema, visual arts, exhibitions and practical classes. In Balsall Heath, the Moseley Road corridor in addition to the historic Baths and Library is a focus for a range of community arts organisations including the Old Print Works and the Ort Gallery.

Vibrant, Active Communities and Businesses

Calthorpe Estates are a major landowner in the Edgbaston area of the Central South area and support the continued evolution of a thriving, and vibrant community within their ownership that is accessible and carbon neutral.

Balsall Heath’s Neighbourhood Plan, prepared by the local community, aims to improve its physical environment, streets, and parks. The future Rea Valley Urban Quarter will be a well-connected, liveable mixed-use area, providing high quality residential environments alongside employment opportunities.

There are a wide range of local centres serving local communities within the area which will be supported and enhanced. The area’s centres will become green and blue infrastructure hubs by utilising increased tree canopy coverage, green walls, green/blue roofs, and pocket parks and rainwater gardens. Active travel routes will be prioritised and support sustainable neighbourhoods

promoting improved public realm bringing forward mixed-use services, and utilising space for community activities to celebrate cultural events and diversity, reducing the need to travel by private car to achieve a range of social, environmental and economic benefits.

Excellent Connectivity

The Central South area is highly accessible with an extensive public transport network including regular bus services, the Cross City Rail line and a Metro route running to Edgbaston. As such many parts of the area are only a short journey time from the City Heart and both New Street Station and the future HS2 Curzon Street Station.

Five Ways Railway Station is already a well-used station on the Cross City line with potential for remodelling to improve access and support growth in residential and commercial space in the vicinity. Also on the Cross City line, just outside the area to the south, a new University Station serving the University and hospitals has recently opened with increased capacity. There is also a proposal for a new railway station be delivered near Balsall Heath Local Centre as part of a future phase of the re opening of the Camp Hill line to passenger services. This is a proposal within the Balsall Heath Neighbourhood Plan and funding has been awarded to explore the feasibility and business case for the station.

The Midland Metro has been extended from the City Heart along Broad Street and on to Edgbaston Village, with potential for the Metro network to be extended further including proposals for a future route from Smithfield, through the Highgate area to Edgbaston Cricket Ground and the University of Birmingham. Active travel will be promoted across the area with measures to encourage walking and cycling Road and provide sustainable connections between local centres and enable opportunities for safe active travel between them and the City Heart. In addition to the segregated cycle route along Bristol Road further priority cycle routes will be delivered along the Hagley Road Corridor and other major routes within the area.

BOLD PROPOSALS

The development of our Bold Proposals responds to the many ideas that were contributed to the discussions in the “Our Future City Plan: Shaping Our City Together” document from 2021 – and many conversations since.

Key themes that emerged included:

- The need to provide for identified housing needs including affordable housing for families and young professionals.
 - Emphasis on the need to provide decent housing, built to the highest low-carbon standards, and housing densities that are maximised around key transport hub locations such as local railway stations.
 - Support for the idea of a city of smaller centres in liveable neighbourhoods, where existing and new residential development have access to the key goods and services they need within 15 minutes’ walk, new and improved civic and green spaces.
 - Support that we should reduce car dependency alongside providing a range of quality public transport services and facilities as an alternative. This included the potential for the introduction of cross-city buses, an extension of the Metro down Pershore and Hagley Roads, the provision of quality cycleways segregated from the main highway, and the remodelling of main roads which currently act as a barrier separating communities.
 - The need to improve access to and facilities at Five Ways Railway Station and support for opening a new station for Balsall Heath on the Camp Hill Line.
 - We should be celebrating the cultural and historic fabric of the local area including its many visitor attractions.
 - Maximising the use of the Worcester & Birmingham Canal and canal-side development space to provide walking and cycling routes and add to the tourist and leisure offer.
 - A key focus should be on improving access to the River Rea from Digbeth to Cannon Hill Park, managing flood risk and increasing biodiversity through increased naturalisation of the river environment.
 - Highgate Park was highlighted as a key opportunity for major improvement with suggestions that there is a need for appropriate community and additional sports facilities to attract more visitors to the park.
- The following Bold Proposals set a framework of opportunities that seek to maximise the potential of the Central South quarters and neighbourhoods.

Meeting our City Themes



City of Growth for All



A City of Connections



City of Centres & Neighbourhoods



City of Nature



City of Knowledge & Innovation



City of Layers & Distinctiveness



FIG 73. BRIDGE OVER THE RIVER REA AT THE MIDLAND'S ART CENTRE, CANNON HILL PARK

GROWTH ZONES



The Central South area offers a wide range of opportunities for growth in new homes and employment space, alongside improved social and green infrastructure to support it. Significant numbers of new homes that meet different needs could be accommodated with the City Council leading and working in partnership with property owners and other stakeholders to develop masterplans for these zones, and to consider options as part of the development of the new Birmingham Local Plan. Proposals will be developed in line with the principles of the Birmingham Transport Plan which seeks to create places where people can live, work, shop, be educated and undertake leisure within distances achievable by active travel.

Within the Central South area, three Growth Zones are proposed:

Hagley Road Corridor

Delivery of a transformed Five Ways railway station would provide a significantly better arrival experience, much improved connections, and changes in footfall patterns around the station. Development around George and Frederick Roads would create finer-grained blocks, and increased density, opening new routes, and improving permeability. As a significant commercial hub of activity, the corridor will maximise proposed infrastructure in transport around Hagley Road and regenerate the area between Five Ways station and the Edgbaston Village Metro station. The Hagley Road corridor presents a major opportunity for a high quality mixed-use residential led area delivering new commercial and leisure with new pedestrian and cycle connections and communal spaces. The New Garden Square development is a key site along the corridor, and other underutilised sites hold potential for change.



FIG 74. HAGLEY ROAD

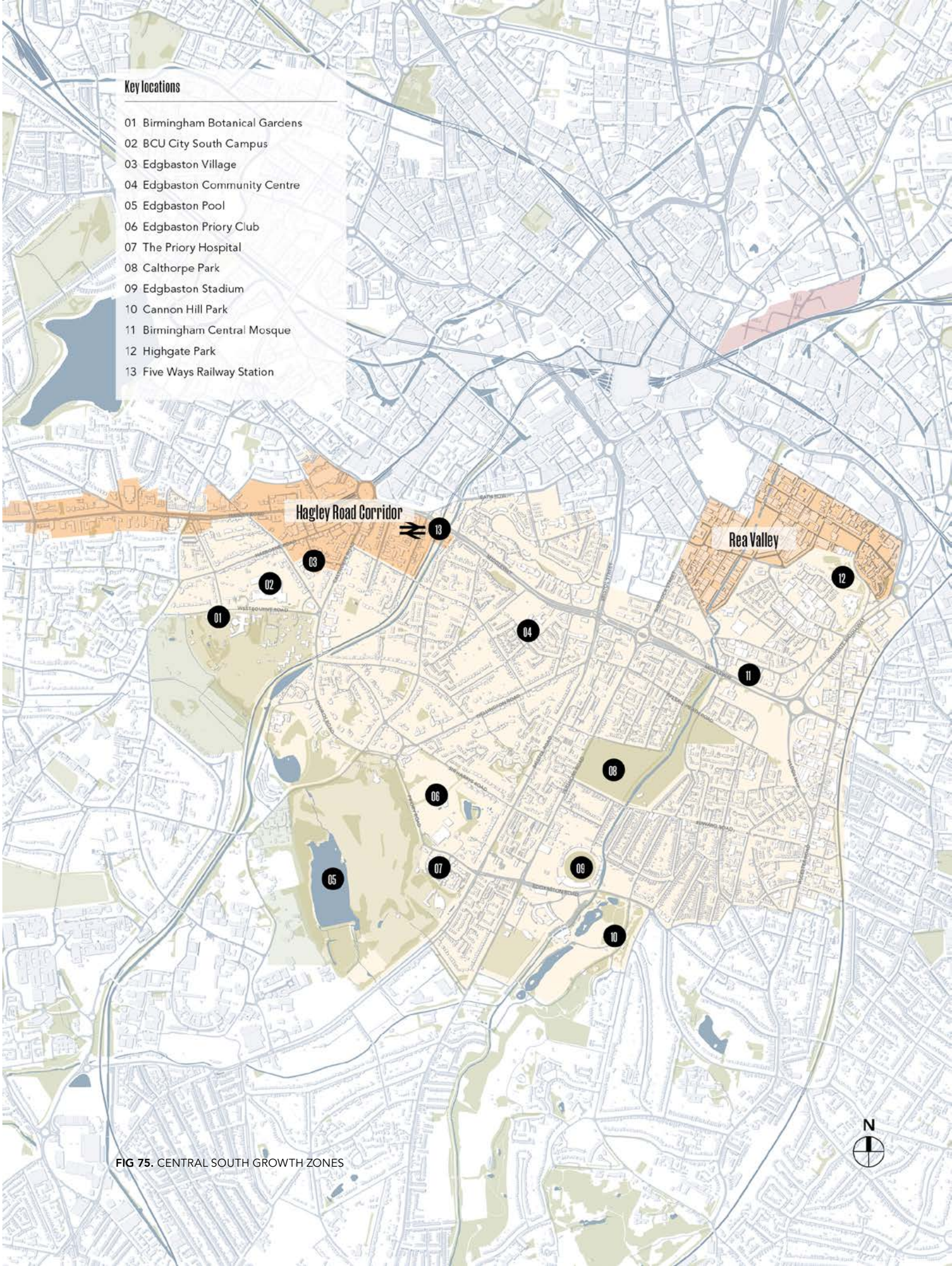


FIG 75. CENTRAL SOUTH GROWTH ZONES



Rea Valley Urban Quarter

The Rea Valley Urban Quarter sits between Southside, Digbeth, and Highgate it will be reconnected to the City Heart by the Smithfield development. Through the creation of a series of distinctive neighbourhoods, there is potential for over 5,000 new homes, integrating innovative space for businesses, services, and leisure. The Rea Valley

Urban Quarter will become a become a diverse and vibrant destination with the transformation of the River Rea, broken out of its narrow channel, at its heart. A network of green routes and spaces will create a resilient biodiverse environment that will provide a unique residential location within Central Birmingham.

FIG 76. AN ARTIST'S IMPRESSION OF THE REA VALLEY URBAN QUARTER

MAJOR DEVELOPMENT SITES



FIG 77. AN ARTIST'S IMPRESSION OF NEW GARDEN SQUARE

Major sites within the proposed Hagley Road Growth Zone:

New Garden Square

A major mixed-use opportunity adjacent to the Hagley Road and within a short walk of Edgbaston Village and Fiveways Centre. The site will bring forward almost 400 apartments and 550,000 Square foot of workspace and contribute to improving linkages to and the facilities of Edgbaston reservoir.

126-150 Hagley Road

A residential development opportunity adjacent to the Hagley Road, within a short walk of the Ivy Bush Centre and the emerging centre at Edgbaston Village.

Former Clarendon Suites

A site of 1.38 hectares with potential for up to 138 dwellings.

Five Ways Hub

A proposed future mix of exemplar office and residential floor space with amenities centred around a Fiveways square and improved connections to the midland metro and a redeveloped Fiveways Station.

Major Sites outside Growth Zone:

Pebble Mill

A 27-acre Health Care and medical services complex, the pebble mill site already has a number of high-profile occupants such as the University of Birmingham and the Birmingham Dental Hospital.

Tally Ho/ Edgbaston Mill

Currently leased to the West Midlands Police, the Tally Ho site offers potential to create a future living/ education/ life sciences complex within a site of 17.8 acres. A proportion of the site is currently designated as playing field space, and this proposal will require further discussions, analysis and evaluation.

Land at the rear of Highgate Road

Planning permission was granted in 2021 for 61 affordable dwellings with land retained for open space and amenity.

Land at Corner Kyrwicks lane and Highgate Road

The site of 0.26 hectares has potential for 66 dwellings.

CONNECTED PLACES



Central South is well served by public transport; the Cross City Line provides frequent local railway services to Five Ways station and University Station, and high-frequency bus services run along the main highway corridors of Hagley Road, Bristol Road, Pershore Road and Alcester Road. However, to support a shift from private car journeys, building on the principles of the Birmingham Transport Plan, opportunities to improve access to a range of public transport options is essential.

Balsall Heath Station

The feasibility of a new railway station in Balsall Heath, proposed in the adopted Balsall Heath Neighbourhood Plan, will be explored further with key stakeholders as part of a future development of the proposed Camp Hill Chords scheme. The new station could be provided at St Pauls Road and supported by improved walking and cycle connections between Balsall Heath centre and Ladypool Road at the heart of the Balti Triangle, improving connectivity for residents and visitors alike.

Five Ways Station

With frequent services on the Cross City Line, Five Ways Station is between and just 5 minutes ride from the University of Birmingham and New Street Station and is connected to suburbs and towns beyond the city boundaries – Redditch and Bromsgrove to the south, Lichfield to the north. To maximise the potential of the station to contribute to the development of the Hagley Road Growth Zone, there is an opportunity for remodelling the station to provide a significantly better passenger experience. New entrances/exits will transform connections for walking and cycling with new routes included as part of any future redevelopment of the surrounding area, particularly focussed on improved connections to the Metro stops at Edgbaston

Village and Broad Street which would enhance Five Ways Station further as a transport hub.

Metro: Hagley Road Extension

The potential for further extension of the Metro and other rapid transit solutions along the Hagley Road corridor will be explored with the West Midlands Combined Authority and other partners. An extension would support the potential for significant numbers of new homes and employment space within the Hagley Road Corridor Growth Zone.

Pershore Road Corridor – Rapid Transit/Metro

There is potential for a new extension of rapid transit services along the Pershore Road corridor. A potential Metro link could be developed with a spur from the Eastside Extension already under construction. The Metro route, linked directly to HS2 at New Canal Street would also serve the Smithfield development, Rea Valley Growth Zone, Edgbaston Cricket Ground, Midlands Arts Centre, Pebble Mill Health Park, the University of Birmingham and hospitals, providing more choice for residents and workers, and a clear rapid transit network for visitors to these important national and international destinations.

Alcester Road Bus Priority

A rapid transit bus scheme along the Alcester Road will make Balsall Heath and the famous Balti Triangle more accessible and support the development of an emerging cultural cluster in the area, as well as improving connectivity to Moseley and Kings Heath. Improvement of services and the passenger experience will include the prioritisation of buses to improve journey times and reliability.

FIG 78. BALSALL HEATH LIBRARY





FIG 79. AN ARTIST'S IMPRESSION OF BALSALL HEATH TOWN SQUARE

The neighbourhoods of Central South Birmingham are typical of the city's surrounding historic villages and settlements that grew and merged to create the city of Birmingham we know today. The local centres have varied characteristics with strong identities and are a focus of a wide range of

activities with equally diverse communities. Easy access to local shops and services has become increasingly important, and measures to improve walking and cycling access, safety, built and natural environment, and broadening visitor reach and appeal, will be developed with communities.

Balsall Heath New Town Square

Opportunities to deliver a new town square at the junction of Moseley Road and Haden Way with a landmark building fronting the square will be taken forward, building upon the Neighbourhood Plan design and local engagement. The town square will be at the heart of a key transport hub, connecting the proposed railway station with the

proposed rapid transit bus scheme and forming a unique "landing pad" into the emerging cultural hub. The Square will provide a much-needed open space at the heart of the local centre to host local festivals and events. A new town square would form the focal point of a range of other potential environmental improvements within Balsall Heath centre and along Moseley Road.

Edgbaston Village Centre

The location is now home to a large supermarket and a range of shops, restaurants, bars, and community facilities are beginning to establish in the area. There is potential for more facilities to be attracted to the area to bolster the existing provision and to support a growing residential community up to 2040. The potential to amend boundaries of the existing Five Ways local centre will be explored through the development of the new Birmingham Local Plan.

The public realm in the heart of Edgbaston along Greenfield Crescent and Edgbaston Village Walk has been significantly enhanced to create a space for outdoor markets and events within this cluster of specialist shops, cafes, bars, and restaurants. Opportunities will be developed to extend public realm improvements further along routes that will connect to the Hagley Road and the tram terminus for the Metro.

Revitalised Highgate Centre

The Highgate neighbourhood centre at Horton Square provides a limited range of shops. Working with the local community, local needs will be explored, and plans developed to see how those needs might be best met. The shops and social infrastructure needed for future residents in the Rea Valley Growth Zone will also have to be considered. A new public space could potentially be created to strengthen the identity of the centre and allow for local festivals and events to take place. Birmingham’s landmark Central Mosque is located at the edge of the centre, and opportunities will be developed to improve physical connectivity and landscaping to better integrate the mosque with the centre.

FIG 80. BIRMINGHAM CENTRAL MOSQUE, HIGHGATE



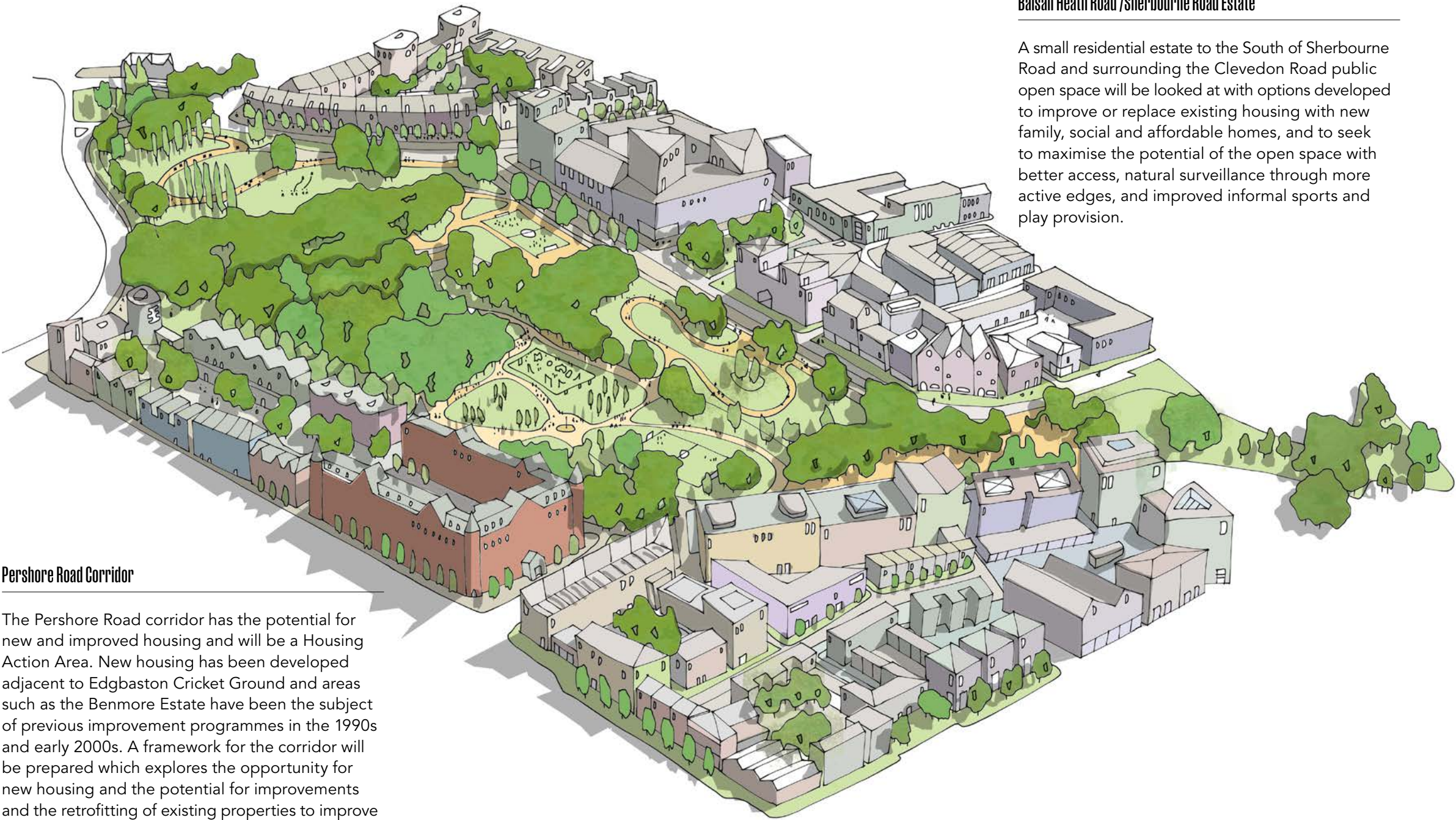
HOUSING ACTION AREAS



As we work to tackle climate change, fuel poverty and affordability of homes, opportunities will be explored with the community to identify priorities and develop proposals for improving their neighbourhoods. A range of measures could be considered from retrofit of greener heating systems, improved insulation, to assessing the longer-term lifespan of some building types and their suitability for 21st century living, with possible replacement with new homes. Identifying opportunities to increase the number of affordable, social and family homes will be a priority, alongside remodelling and improvements to public spaces, with access predominantly via sustainable transport modes. Three Housing Action areas are proposed in the Central South area:

Highgate Neighbourhood

The Highgate neighbourhood has roots back to the expansion of the city outwards in the Victorian period. Through the post-war clearance programmes of the 1950s and 1960s much of Highgate was rebuilt as social housing with a range of terraced family houses, walk-up maisonettes, and multi-storey tower blocks. Several listed building such as the Conybere Gardens alms houses, St Alban & St Patrick Church, and Samuel Heath works provide some of the only links to the past. During the 1990s, an Estate Action Programme replaced unpopular housing with new homes, and others were remodelled and improved alongside improvements to open spaces. The Ark St Albans Academy school has been completely rebuilt and together with Chandos Primary School provides a strong foundation for local families. There is potential for improvement to existing homes, including retrofitting, and new homes, alongside an expanded Highgate Park. The Housing Action Area proposals will be progressed by working with the community on a long-term masterplan for the area.



Balsall Heath Road /Sherbourne Road Estate

A small residential estate to the South of Sherbourne Road and surrounding the Clevedon Road public open space will be looked at with options developed to improve or replace existing housing with new family, social and affordable homes, and to seek to maximise the potential of the open space with better access, natural surveillance through more active edges, and improved informal sports and play provision.

FIG 81. AN ARTIST'S IMPRESSION OF HIGHGATE



A key aim of this Framework is to promote areas of the city which deserve wider recognition as major destinations for visitors locally, nationally, and globally. The neighbourhoods of the South Central have a wide range of sporting, cultural and social destinations that enrich both the city and region.

Edgbaston Stadium

The stadium’s owners have developed the Edgbaston Stadium & Community Masterplan with proposals that will create a mixed-use destination with cricket and community at its core, realising the legacy of the 2022 Commonwealth Games in Birmingham. It will combine elite sport, conferencing and events with community assets in order to improve health and social care, education, employment and social cohesion in the area. The Masterplan and its associated redevelopment will also set a standard

for sustainable travel and accessibility, with new dedicated cycling and walking routes linking communities in Balsall Heath, Sparkbrook and Highgate to the stadium, Midlands Arts Centre and Cannon Hill Park, as well as improving walking and cycling links with the City Heart.

An on-site hotel is also being considered, linked to the redevelopment of the existing Raglan and Priory cricket stands, which will serve the stadium’s growing conference and events business, as well as providing accommodation during major sporting events. The proposed new stands will also increase capacity, accessibility, and the overall customer experience at the stadium. Building on the success of the Birmingham Bears and Birmingham Phoenix brands, the proposed redevelopment will help to make sport and its associated health and wellbeing benefits more visible and connected to the local community.



FIG 82. BIRMINGHAM BOTANICAL GARDENS

Birmingham’s Botanical Gardens – Growing Our Green Heritage

This biodiverse natural environment is one of the UK’s most significant historic Botanic Gardens and part of Birmingham’s richly diverse cultural history and way of life. This safe, peaceful space is part of the green heart of Birmingham and a hugely treasured place to the city and its communities. With a collection of 8,000 plants, BBG is the largest and most diverse collection in central England. They comprise Grade II* nationally listed botanic gardens and intact historic glasshouses, designed by J C Loudon in 1829. BBG is devoted to conservation, growing plant diversity, and increasing public understanding of plants, horticulture, and the environment.

Transformative proposals being developed will seek to radically reorganise the site, to restore and revitalise the historic buildings, overcome the functional problems, enhance revenue generation, improve orientation and movement through the site, enhance visual impact within the wider setting and minimise the impact on the historic fabric. The Project will be rooted in engagement with local people, promoting the value of nature/green spaces and how botanical gardens can help in conserving plant biodiversity and increasing public understanding of environmental and sustainability issues.

Balsall Heath Cultural Cluster & Moseley Road Baths

There is an emerging cluster of arts, creative and cultural within Balsall heath consisting of groups and organisations such as the Moseley Road Baths, Balsall Heath Library, Moseley Community Hub, the Gap Arts Project, Darkroom Birmingham, the Old Printworks and the Ort Gallery who have come together to celebrate their shared values of raising the profile of the neighbourhood and increasing visitor numbers to the area to celebrate its art, various faiths and ethnic diversity. The group have

been successful in receiving cultural action zone funding from the GBS LEP to run a series of local festivals and events and the Moseley Road Baths has been awarded £15.5 million in levelling up funds, that will enable the delivery of the first phase of an ambitious £32.7m masterplan to transform the Grade II* Listed baths and library, building on the successes of a ground-breaking collaboration between local, national and international organisations to safeguard the future of Moseley Road Baths.

Midlands Arts Centre

The area also hosts the Midland Art Centre in Cannon Hill Park, an organisation that encourages our citizens to explore, examine, and enjoy the arts and to promote this through a programme of events and intercultural projects and creative projects through outreach for children and young people. The centre has invested heavily in its facilities in recent years, and future opportunities to grow and promote the centre will be supported.



FIG 83. MIDLANDS ARTS CENTRE



Underpinned by the proposals of the Birmingham Transport Plan, as we move towards reducing the number of vehicles travelling into the City Heart area, there will be opportunities to remodel and repurpose parts of the existing highway space. Existing barriers between quarters and neighbourhoods, created by the wide roadways will be broken down to provide attractive, safe and direct connections. Opportunities to introduce priority for public transport and active travel will form a key part of developing detailed plans.

Hagley Road

At the centre of the proposed Hagley Road Growth Zone, the existing wide urban highway creates severance between communities on both sides, limiting access to shops and facilities within Edgbaston Village centre and public transport options. There is potential to remodel the existing highway space along Hagley Road to include improved pedestrian crossings, and unlock space



FIG 84. EDGBASTON VILLAGE METRO STOP ON HAGLEY ROAD

for improved public transport routes which could include an extension to the Metro from its current terminus at the Edgbaston Shopping Centre.

The remodelling and greening of the road would provide an enhanced setting and access to several major redevelopment sites, including the New Garden Square scheme with over 400 new homes and commercial business space.

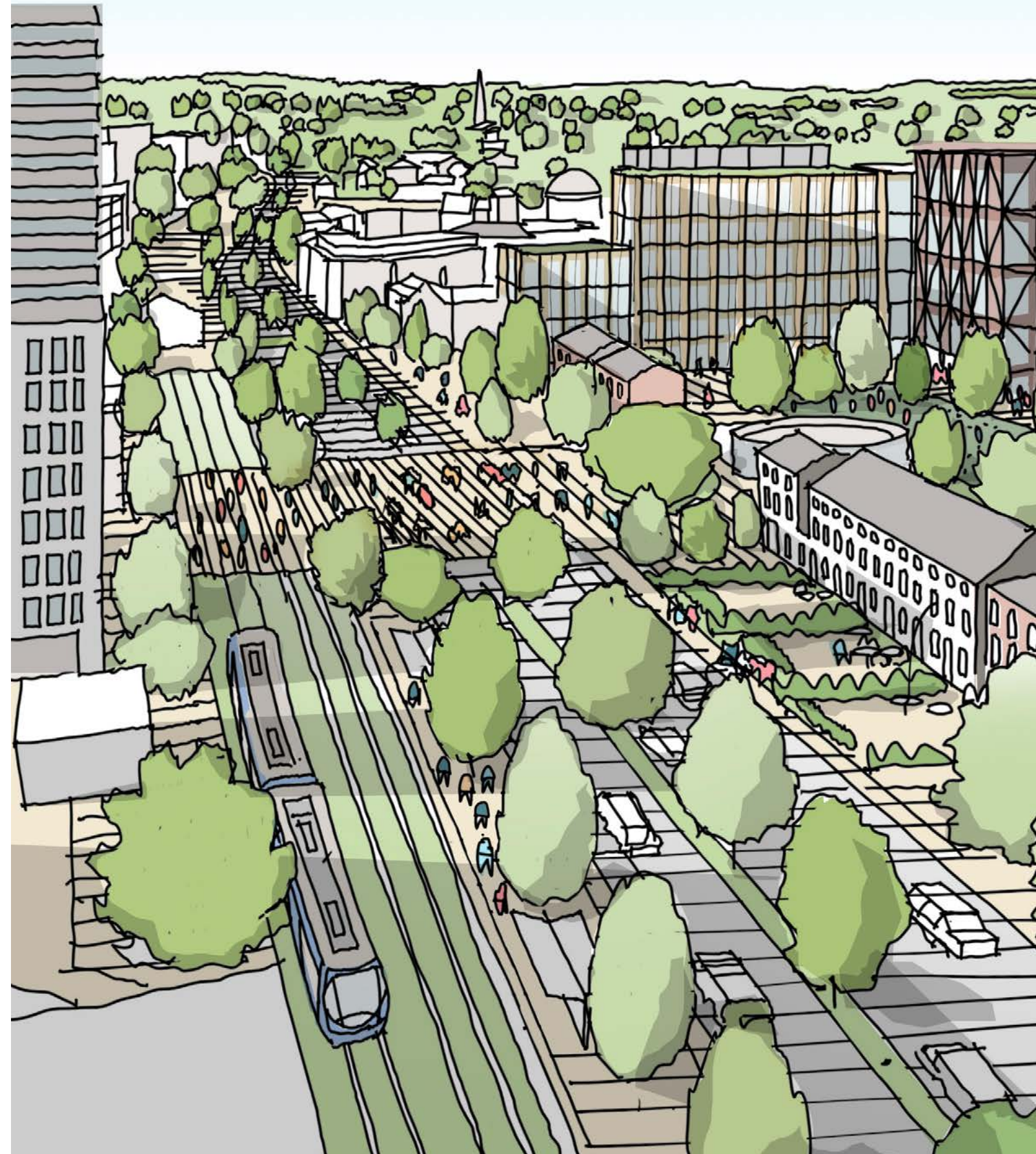
Five Ways

The sunken roundabout at Five Ways is a legacy of the 1960s and creates a physical barrier and negative environment between Broad Street, Five Ways Railways Station and Edgbaston Village. Opportunities will be explored to remodel the roundabout to improve traffic flow management around the Ring-Road, and Working with Westside BID and Calthorpe Estates, to find a transformative solution for pedestrian movement and new activity and purpose for the space.



FIG 85. FIVE WAYS ROUNDABOUT

FIG 86. AN ARTIST'S IMPRESSION OF HAGLEY ROAD



GREEN AND BLUE WEB



The Central South area is one of the greenest parts of the city, with tree lined streets and areas with large mature private gardens with extensive tree coverage. Cannon Hill and Calthorpe Parks provide major green spaces, the former a park that serves much of the city. With most of the green space focussed or contained within privately owned properties, the wards making up Central South surprisingly has a deficiency in the quantity of public open space compared to its dense population. The following proposals seek to address the need for improved access, quantity and quality of public green spaces.

Highgate Park

In 1875, the Birmingham Corporation bought land destined for industrial development to create the city’s first municipal park and gardens. This historic park is densely packed with mature trees and its elevated position at the crest of the River Rea valley affords dramatic views back across to the high-rise skyline of the City Heart. The park has children’s play facilities; however, the topography of the site limits the space for wider sports pitch provision. Buildings surrounding the park often turn their back onto it, or are poorly located with no over-looking of the space. The lack of natural surveillance into and across the park can provide users with a negative perception of safety.

Highgate Park has the potential to be transformed to take forward the legacy of the 19th century to create a destination green space for the 21st century to support the levels of residential growth proposed in the Rea Valley Growth Zone and to better meet current needs. Existing high-rise and maisonette housing alongside the southern edge of the park could be redeveloped and new social and affordable replacement homes provided nearby as part of a remodelling to accommodate

an expanded park and new leisure and sports provision. A future detailed masterplan will be developed with adjacent residents.

The Chadbrook Valley Way

A new public nature walk could be created through Edgbaston Golf Club, and Birmingham University Campus to Cannon Hill Park, creating a green link across the Edgbaston area and northwards towards Edgbaston Reservoir. This will allow the public to access and experience these green spaces for the first time, providing much needed amenity space and an active travel route. Opening of controlled public access to the privately owned areas will be essential to meet the needs of a growing residential community within the Hagley Road Growth Zone. The Chadbrook Valley is a Site of Special Scientific Interest (SSSI) and public access will need to be managed and designed carefully to ensure that there is no harm to nature and biodiversity, and opportunities to improve habitats and public information will be sought.



FIG 87. CANNON HILL PARK



FIG 88. RIVER REA

The route could form part of a heritage trail between Sarehole Mill and the River Cole Valley, Moseley Bog and Perrott’s Folly at Edgbaston Reservoir, with connections to the Edgbaston Cricket Stadium, Westbourne House Botanical Gardens and Cannon Hill Park. Enhanced crossing points and accessibility to the towpaths will be provided to connect the route to the Worcester and Birmingham canal at key locations.

River Rea Corridor

Working together with the Environment Agency, the River Rea corridor offers potential to be transformed to improve flood-risk management and to provide a more naturalised environment and, where possible, access to the river between Highgate and Cannon Hill Park. Calthorpe Park and surrounding amenity landscaping along Cheddar Road and Clevedon Road provides an opportunity for creating more naturalised river spaces and wildlife environments. The potential for generating energy from the flow of the river is an aspiration of the Balsall Heath Neighbourhood Plan and should be explored as part of any future river management plan.

Canals

The Worcester & Birmingham Canal provides an attractive green lung into the heart of the city. The route is popular with tourist boats, and with cyclists, walkers and joggers. Opportunities to improve accessibility, wayfinding and safety along the route will be explored as part of the proposed Canal Action Plan in partnership with the Canal & River Trust.



FIG 89. WORCESTER AND BIRMINGHAM CANAL

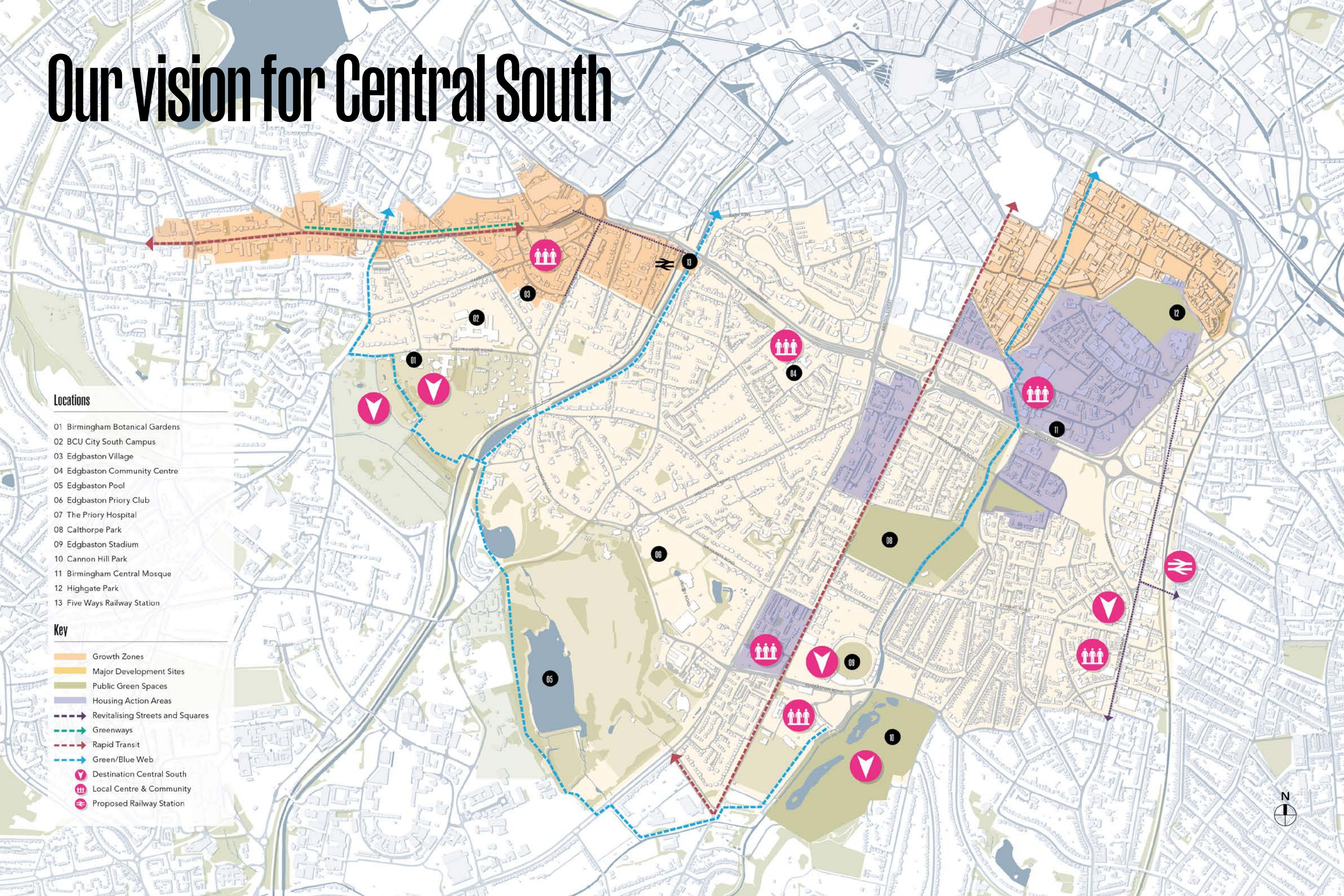
Our vision for Central South

Locations

- 01 Birmingham Botanical Gardens
- 02 BCU City South Campus
- 03 Edgbaston Village
- 04 Edgbaston Community Centre
- 05 Edgbaston Pool
- 06 Edgbaston Priory Club
- 07 The Priory Hospital
- 08 Calthorpe Park
- 09 Edgbaston Stadium
- 10 Cannon Hill Park
- 11 Birmingham Central Mosque
- 12 Highgate Park
- 13 Five Ways Railway Station

Key

- Growth Zones
- Major Development Sites
- Public Green Spaces
- Housing Action Areas
- Revitalising Streets and Squares
- Greenways
- Rapid Transit
- Green/Blue Web
- Destination Central South
- Local Centre & Community
- Proposed Railway Station



CENTRAL WEST

HOCKLEY, JEWELLERY QUARTER, LADYWOOD, SPRING HILL

A world centre for the jewellery manufacturing and trading since the 1800s; A celebration of the city’s unique industrial heritage and the entrepreneurial spirit; Contemporary urban living closely tied with a burgeoning creative industry sector.

Central West encompasses the city’s famous Jewellery Quarter, as well as the inner-city residential and mixed-use neighbourhoods of Ladywood, Spring Hill and Hockley.

The Jewellery Quarter is Birmingham’s most intact historic neighbourhood, containing over 140 statutory listed buildings and a conservation area designation. Characterised by cobbled streets and traditional red brick frontages, large swathes of the quarter’s built form dates back from the early Industrial period. The quarter is famous for being one of the original and largest centres of jewellery manufacturing in Europe. Today, the Jewellery Quarter remains an important centre for the jewellery trade, but it is also a major visitor destination, a hub for many creative industries and is home to a growing population of over 10,000 residents. Over the past two decades, numerous former warehouses have been converted to apartments and new-build residential schemes have celebrated the area’s unique character in their design.

Ladywood was one of the city’s largest post-war housing redevelopment areas, built in the early 1960s; today it is a well-established and highly diverse community. Spring Hill is an inner-city neighbourhood which is experiencing large scale regeneration around the canals at Icknield Port Loop, in the form of a major new residential community. Further north, the neighbourhood of Hockley is closely tied to the Jewellery Quarter and is characterised by a mix of industrial and residential land uses as well as several expansive green spaces such as Key Hill Cemetery and Gib Heath Park.

The Central West is a diverse, vibrant, historic and characterful part of Birmingham. Looking to the future, it will be vital to continue supporting its burgeoning creative sector, protecting its historic significance whilst accommodating the city’s growth needs for housing and jobs, improving connections to and around the area, and bringing forward major regeneration projects that bring about socio-economic benefits in its more deprived areas.

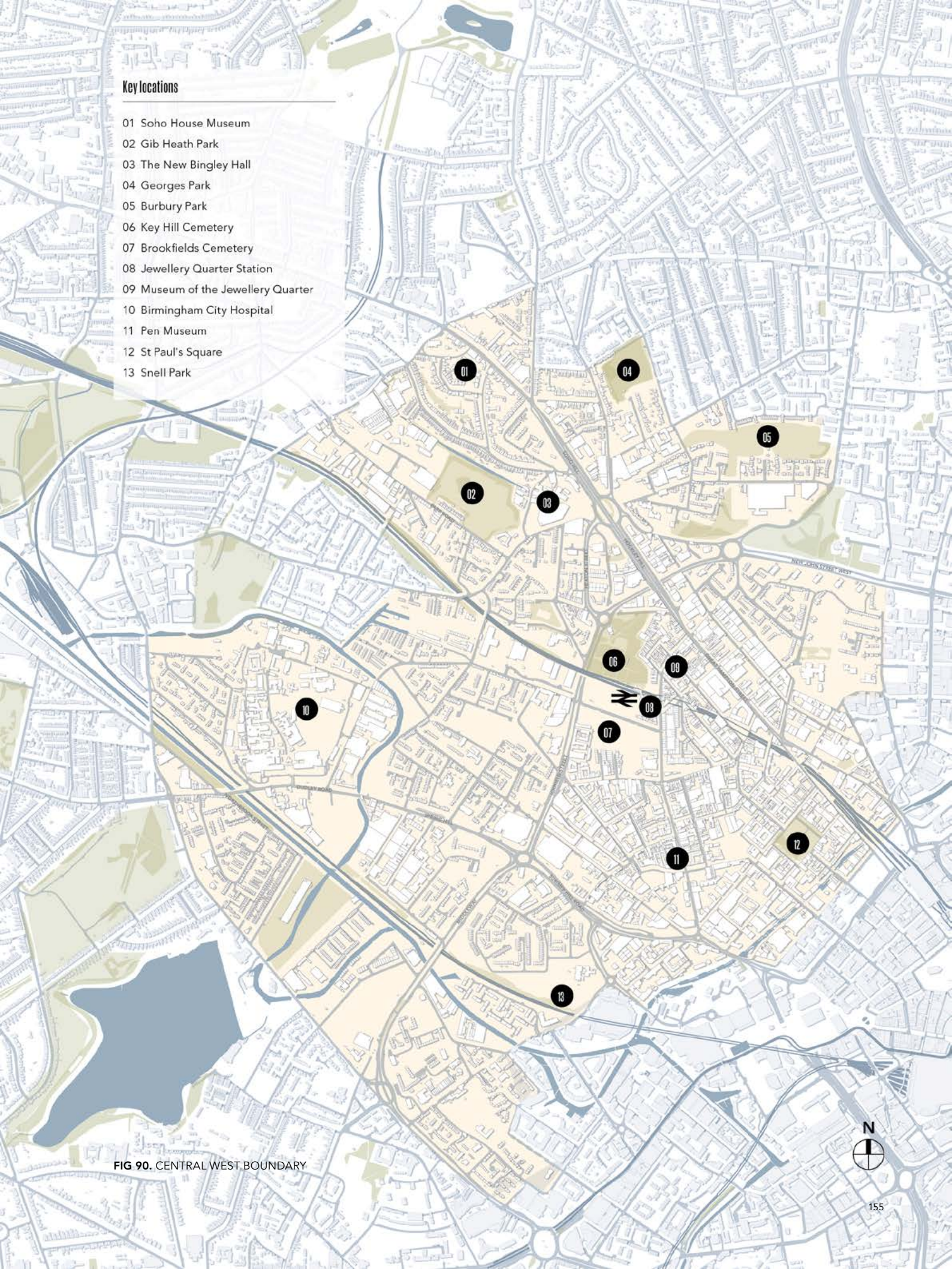


FIG 90. CENTRAL WEST BOUNDARY

BOLD FUTURE

Birmingham’s Central West area has reached a pivotal moment where the foundations for growth have been secured, new homes and open space is being delivered, and there are many more opportunities ahead. The next decade and beyond will see further transformation of the Central West area as major sites come forward for major redevelopment, and proposals within this framework set the vision for further change.

There are four key drivers for growth for the western quarters and neighbourhoods of Central Birmingham:

Growing Population

The residential offer and market is diverse and is seeing a continued renaissance. Innovative modern family houses and new high-quality open spaces are being developed at Port Loop with plans for 1,150 homes, and a range of apartments and town houses are on site at Soho Wharf with 750 homes in a green setting alongside the canal. These developments follow over 25 years of conservation led regeneration in the Jewellery Quarter, where ongoing conversion of heritage buildings and new-build schemes have grown the population from a few hundred in the early 1990s to over 10,000 residents today. Central West is an area of choice for urban living, for a range of lifestyles and needs.

Room for Growth

Whilst there are a range of developments underway across the Central West, there is still room for a major pipeline of new homes and business spaces for the decades ahead. The Smethwick to Birmingham Corridor SPD adopted in 2022 highlights key sites, particularly the City Hospital site which will come forward on opening of the new Midland Metropolitan University Hospital – over 1,000 new homes could be accommodated with an expansive green canal-side setting. The Growth Zones proposed in this Framework identify areas with low density of activity, changing land-uses and growing pressure for change; in addition, Housing Action Areas such as Ladywood estates have

potential for remodelling to accommodate many more homes for social and affordable rent and sale, alongside new and improved open spaces and community infrastructure.

Heritage and Community

With so much potential for change, this is based on strong foundations of a rich heritage and established, diverse communities which offers a strong sense of place and belonging. Over 100 listed buildings with the Jewellery Quarter’s Conservation Area provides an attractive and unique setting for living, working and enjoying its wide range of independent cafés, bars and restaurants. Museums range from the Coffin Works, Pen Museum and Museum of the Jewellery Quarter, and Soho House and its historic connections with the Lunar Society. Miles of canals thread through the area, connecting to the beauty of Edgbaston Reservoir on the doorstep of Central West’s neighbourhoods. Investment within the area will benefit from the roots put down by generations before, to work with the area’s physical, natural and social assets to create unique places to live, work and play. The Jewellery Quarter Neighbourhood Plan identifies a range of opportunities for new and improved business spaces and residential locations.

Centrally Located

The Central West neighbourhoods are not only a growing part of Central Birmingham, they are also well connected to the adjoining borough of Sandwell with frequent services on strategic bus routes and Metro stops, connecting to the centres at Dudley Road and Soho Road, on to Smethwick,

West Bromwich and beyond to Wolverhampton. The “Revolution Walk” provides a strategic green corridor along the Birmingham Canal with an improved route for walking, cycling, boating and even paddle-boarding, connecting communities. These corridors provide opportunities for residents

to work and live across the region. The Jewellery Quarter has developed into its own urban village with its own vibrancy and identity, and its proximity to the main business, retail and cultural activity of the City Heart add to its attractiveness as location for growth.



FIG 91. JEWELLERY QUARTER

BOLD PROPOSALS

The development of our Bold Proposals for Central West responds to the many ideas that were contributed to the discussions in the “Our Future City Plan: Shaping Our City Together” document from 2021 – and many conversations since.

In relation to Central West, the key themes that emerged from the conversations included:

- Supporting the role of the Jewellery Quarter as a mix of residential and industrial uses within a preserved historic urban form, with a focus on innovative and creative industries.
- Identifying support for those areas that have had little investment and for pockets of deprivation, with opportunities to create more and affordable homes and accessible jobs.
- Support for a transformation of the Hockley Flyover/Circus area to make it greener and more pedestrian friendly and encourage redevelopment in the surrounding area; the William Mitchell mural should be preserved as part of this.
- More attractive walking and cycling routes along the area’s canal towpaths, as well as increasing greenery, biodiversity and recreational opportunities along the canals.
- The need to transform pedestrian and cycle connectivity throughout the area, particularly into the City Heart at Great Charles Street and across the Middle Ring Road and Sandpits.

- Repurposing and reconfiguring underutilised green and open spaces, particularly those in the Ladywood and Spring Hill post-war housing estates.
- Redevelopment of the Ladywood Estate with reprovion and improved homes for existing residents.
- Provision of affordable workspaces in the Jewellery Quarter.
- Opportunities for community orchards, allotments and community food growing initiatives.

The next decade and beyond will see Central West transformed as demand for new homes and commercial space continues, and new ways of living and working in cities evolve. The following Bold Proposals set a framework of opportunities that seek to maximise the potential of the area’s quarters and neighbourhoods.

Meeting our City Themes



City of Growth for All



City of Connections



City of Centres & Neighbourhoods



City of Nature



City of Knowledge & Innovation



City of Layers & Distinctiveness

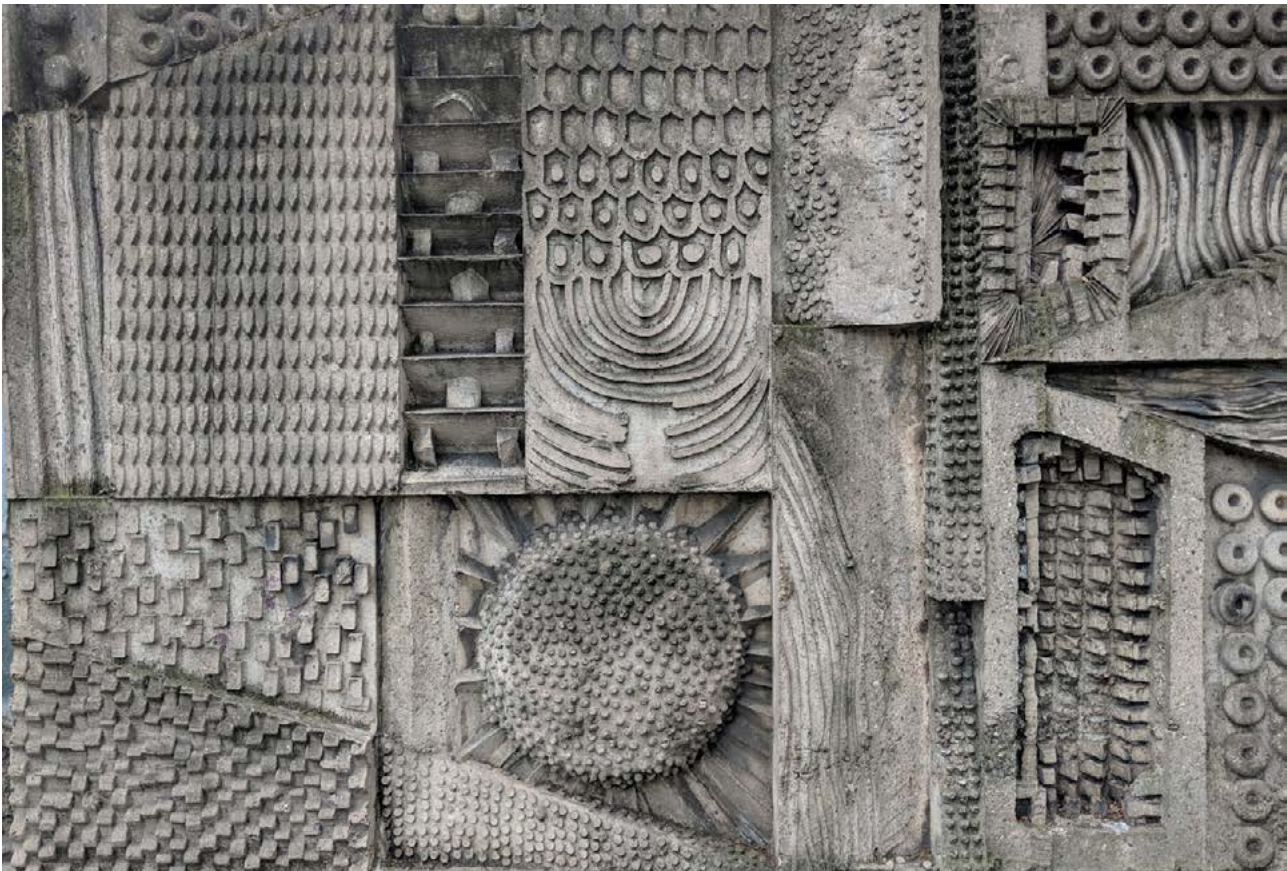


FIG 92. WILLIAM MITCHELL MURAL AT HOCKLEY CIRCUS



FIG 93. JEWELLERY QUARTER

GROWTH ZONES



The quarters and neighbourhoods of the Central West area hold great potential as locations for growth in numbers and range of new homes, community space, modern employment space, and greener and more connected neighbourhoods. With significant areas of change and growth happening at Port Loop and in the Jewellery Quarter, the adjoining areas could benefit from their renaissance and opportunities for investment can spread further. Proposals will be developed in line with the principles of the Birmingham Transport Plan.

Three locations have been identified for potential change, where focussed masterplans and planning policy will be developed to guide and promote opportunities, and to maximise the specific potential of the locations.

Western Road/Spring Hill

The existing industrial areas at Western Road and Spring Hill are the missing pieces in a jigsaw created by new or proposed development at Ladywood Estate, Infirmary Wharf, Soho Wharf and Port Loop. Western Road site adjacent to the retained NHS estate including the Treatment Centre and Eye Hospital has a significant frontage to the canal, but is constrained by the sub-station on Dudley Road.

The Spring Hill industrial area with a mix of unit size and varied condition. The location benefits from two canal frontages which have untapped potential for waterside development and open spaces. The retention of the former Ladywood School, and high-quality design befitting the prominent location of the site will be important. A more varied mix of uses which better activates the area and contributes to a more walkable neighbourhood is likely to be appropriate.

The sites are in fragmented ownerships, the need for land assembly and a comprehensive approach to redevelopment will provide the opportunity to release up-to 16 ha of land for alternative uses which contribute to the activation of the canal. The future of the area will be explored further through development of more detailed development guidance and designation within the Birmingham Local Plan.

Gib Heath Industrial Area

This long-established industrial area has a mixture of large modern busy manufacturing units alongside smaller units of varying age and quality, with some cleared yards and empty/underused premises. Access to the industrial area is mainly via residential streets. Gib Heath Park provides the main green space for the neighbourhood; however, it is located to the rear of a small row of houses and the industrial units and is little used with no play or other facilities to make it an attractive, welcoming destination.

The Soho Benson Road Metro stop makes the area well connected to the City Heart and Wolverhampton, and could provide an opportunity to increase residential density in the locality. Identifying this area as a Growth Zone would prioritise a detailed review of the existing employment land, with options developed that retain jobs in the area and tests potential for a level of higher density residential accommodation.

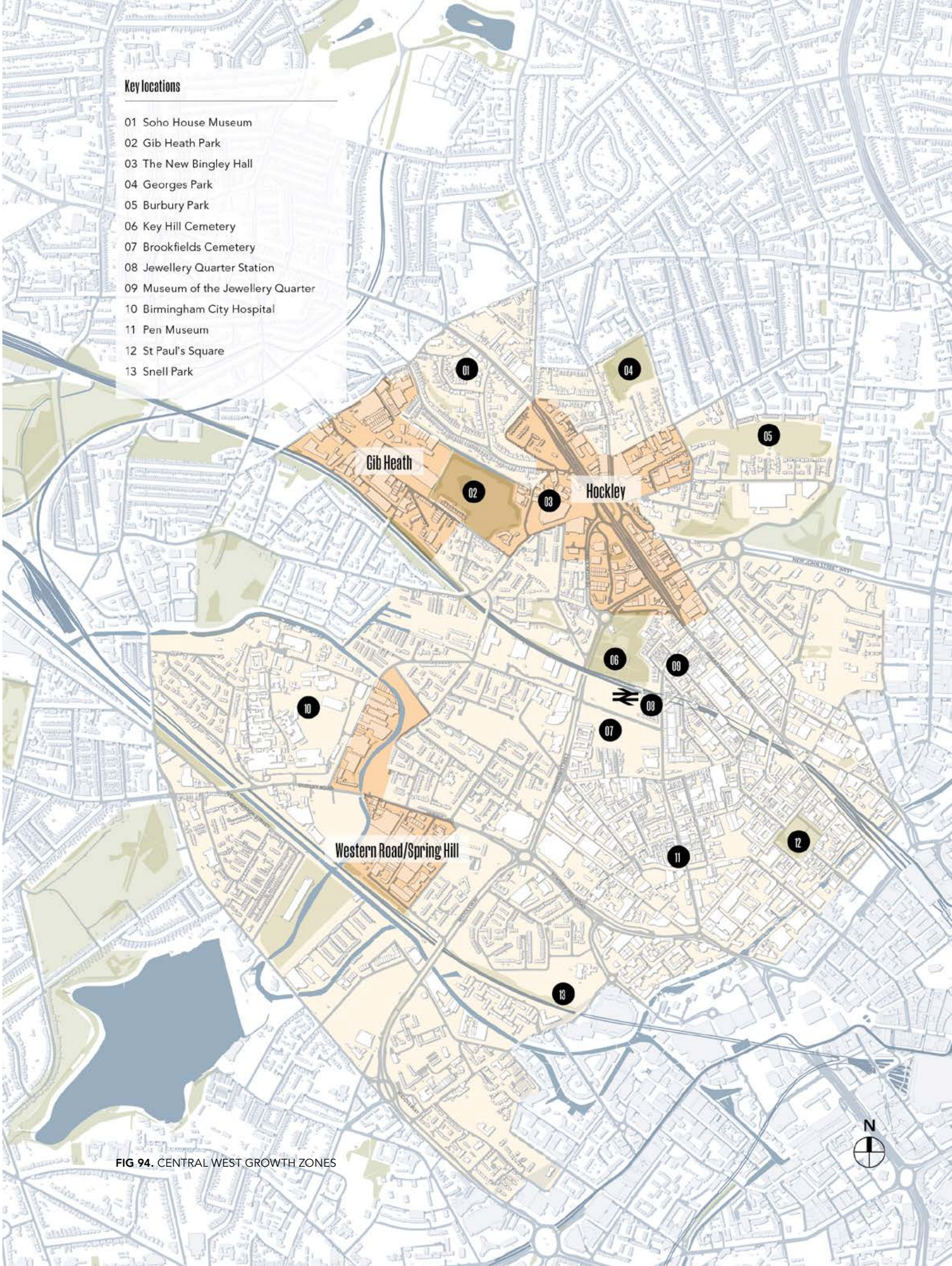


FIG 94. CENTRAL WEST GROWTH ZONES

Hockley - A New Heart

There is a major opportunity to transform 25ha of the area dominated by the Hockley Flyover and its associated roundabout to create a new heart for Hockley, a hub that will reconnect the communities of Soho Road, Lozells, Handsworth, Newtown, Ladywood and the Jewellery Quarter. Once a thriving centre of the community and industry, the historic centre of Hockley was ripped out in the 1960s with the construction of the Hockley Flyover and a series of pedestrian subways. The flyover was to form part of a wide new expressway connecting the centre of the city to the M5 along the route of the A41, however these plans were dropped in the 1990s as priorities changed and retention and investment of the local centre at Soho Road was promoted.

The A41 is a busy arterial route, however the Hockley Flyover itself is a fragmented piece of highway engineering which takes up a considerable amount of land and carries relatively low levels of vehicular traffic. Underneath the flyover, the pedestrianised space and subways within the roundabout is dated, lacking natural surveillance from the outside, and is perceived as being unsafe to use. Collectively, the flyover and the roundabout underneath have been major barriers to growth and investment in this part of Hockley, severing communities and resulting in the surrounding area being characterised by vacant sites, underutilised and derelict buildings or car parks.

The option to remove the flyover and remodel the surrounding highway infrastructure would open-up the potential for redevelopment of the surrounding sites to provide a mix of residential, employment, leisure and retailing uses. A remodelled public space would retain and preserve the Grade II Listed 1968 William Mitchell climbing-wall murals as part of a new public square creating a new neighbourhood heart for events and markets. The wide stretches of road-space leading up to the flyover would be transformed to provide space for a new street-level green corridor, providing a more attractive and safer walking cycling route connecting the Jewellery Quarter to Soho Road District Centre and the city's north-western neighbourhoods.

An improved setting for the Gurdwara Babe Ke could form part of the landscape strategy, and opportunities to protect, restore and find new uses for the Grade II* Listed former Ickniel Street School will also be explored.



FIG 95. AN ARTIST'S IMPRESSION OF HOCKLEY

HOUSING ACTION AREAS



As we work to tackle climate change, fuel poverty and affordability of homes, opportunities will be explored with communities to identify priorities and develop proposals for improving our neighbourhoods. A range of measures could be considered ranging from retrofit of greener heating systems and improved insulation, alongside assessing the longer-term lifespan of some building types and their suitability for 21st century living, with replacement considered. Identifying opportunities to increase the number of family homes, and affordability, will be a priority alongside remodelling and improvements to public spaces and local services. Three Housing Action areas are proposed in the Central West area:

Ladywood Housing Regeneration Initiative

The initiative is about bringing forward regeneration plans that address open space, community facilities, transport, and quality of housing for the Ladywood Central, Kilby & Lighthorne, St Marks and Middleway estates in Ladywood. The City Council is seeking to appoint a development partner to work with the local community to bring forward plans to transform the area. The estates have seen little investment over the last 30 years, with crime and antisocial behaviour above the city average. There are concerns about the quality of open space and an ageing housing stock and insufficient community infrastructure.

Working with a selected partner to develop detailed plans with the community, the strategic aims are to transform the estates to provide:

- Replacement and improvement of homes
- Significant numbers of new homes
- New local centre with shops, workspace, cultural and social facilities
- A new secondary school and new/improved primary schools

- Extensive remodelling of all spaces within the estates to bring about a transformation in quality of public open space so that it better meets local needs and aspirations.
- Improved access and crossing points to the canal with canal side development opportunities promoted.
- Improved walking and cycling connections throughout the area and across the Middleway to provide strategic routes to neighbouring communities.

St George's Estate

The estate built from the late 1950s to the 1960s is a mixture of high-rise tower blocks and maisonettes and terraced housing. Some new homes were included in a partial remodelling and improvement to the estate in the 1990s. As the housing stock ages, with an emphasis on affordable and family provision, there will be opportunities to work with residents to explore possible future investment needs to improve, remodel or replace some properties alongside how open spaces are used and designed. Improving pedestrian and cycle connections across Newtown Middleway will better connect communities and social facilities shared across the area.

Aberdeen Street Estate

Immediately adjacent to the City Hospital Major Development Site, the Aberdeen Street estate comprises terraced housing and maisonettes including a significant element of social housing. It could benefit from investment to improve the fabric of the area including retrofit to improve insulation and environmental improvements to streets and open spaces.



FIG 96. CHARLES BLONDIN SCULPTURE AT THE LADYWOOD MIDDLEWAY



FIG 97. ST GEORGE'S ESTATE

MAJOR DEVELOPMENT SITES



Change has always been a part of the story within the Central West area of the city. Over the last 25 years the transformation of the Jewellery Quarter has brought new communities and vitality to an area in decline, and development interest remains high as the unique character of the quarter and its heritage has created an attractive place to live, work and invest. The ripples of development activity have spread with catalyst regeneration project at Icknield Port Loop providing new family homes and a neighbourhood where there was once cleared and underutilised land. Major opportunities exist to bring new homes and workplaces that meet 21st century needs.

St Paul's Quarter

At a key gateway to the Jewellery Quarter from the City Heart, The St Paul's Quarter will transform connections and introduce more homes and workspace becoming a new destination. The mixed-use scheme will deliver:

- 320 apartments and duplexes
- 100,000 sq ft commercial space including affordable workspace for jewellery makers and artists
- Retention and preservation of the Grade II Listed 109 Northwood Street, the former Harper's Hill Works and two other heritage buildings within the Conservation Area
- New pedestrian routes directly connecting Newhall Street to the heart of the Jewellery Quarter and reopening Northwood Street as public route
- A new public square surrounded by shops, bars/restaurants

Port Loop

Port Loop is a former industrial area bounded by Ladywood Middleway, Icknield Port Road and Wiggins Street, Birmingham, with a canal loop cutting through it creating an urban island at its heart. It is only 15 minutes' walk from the centre of the city.

A partnership including the City Council, Urban Splash, and Places for People, developed a masterplan for residential-led redevelopment which received outline planning consent in 2013. This set out a mix of housing in a family-orientated neighbourhood, high quality design of buildings and public realm which maximises the waterside setting, and improved connectivity including better access to the canal and nearby reservoir.

In total the masterplan delivers:

- Up to 1150 new homes
- Up to 12,900 sq m of non-residential floorspace
- Commercial uses and community facilities.

The first two phases of the development have been completed.

City Hospital Site

The relocation of a number of the healthcare uses to the new Midland Metropolitan University Hospital releases land for development. Homes England have acquired this land and are promoting its redevelopment for residential uses, as supported by the Smethwick to Birmingham Corridor Framework SPD. The Treatment Centre and Eye Hospital are retained.

FIG 98. PORT LOOP (RIGHT)



The site has a significant canal frontage and the opportunity to bring new life and activity to the canal side will be addressed through redevelopment. The site has good access to Dudley Road local centre and shops at Spring Hill. Improved public transport, walking, and cycling provision in the area will benefit new residents. The masterplan for the redevelopment includes:

- Potential for up to 750 dwellings
- Up to 750 sq m commercial retail/office/employment space
- Community space
- Public open space and public realm
- Improved connectivity through the site

Hockley Port Canal Basin

The Hockley Port Moorings canal arms and All Saints industrial estate provide an opportunity to create a unique mixed-use development. The canal is currently not publicly accessible via All Saint Street and by opening this up better connections can be made for pedestrians and cyclist to Soho Loop and to the City Heart Improvements to the canal environment will help to create a desirable setting for waterside living – providing safe moorings, an improved setting for the school and helping foster better links with the wider community.

The industrial estate and cleared site adjacent provide an opportunity for redevelopment for housing. The brick building fronting All Saints Street could be retained due to its contribution to the local character and prominent position on the road network. The building occupied by the Shooting Range and football ground could also be redeveloped for housing, with the potential for a pedestrian link through to Harmer Street. The small units on the opposite side to the Shooting Range could provide small scale start-ups and creative uses, bringing the building back into use and activating the area.

Newhall Hill / Camden Street

Mixed-use development with potential for over 400 apartments and ground-floor commercial space. The site is a key gateway location into the Jewellery Quarter.

FIG 99. AN ARTIST'S IMPRESSION OF THE HOCKLEY PORT CANAL BASIN



CONNECTING PLACES



The northern part of the area is served by the Metro with stops at the Jewellery Quarter Railway Station and at Soho Benson Road, and frequent bus services serve most of the area. In addition to improved walking and cycling connections and routes throughout the area, significant improvements are underway to improve bus travel. As the Central West will see a rise in residential population over the next 10–15 years, the feasibility of delivering additional heavy-rail and Metro stops should be considered for the longer-term to support the growth potential within Growth Zones and Housing Action Areas.

Dudley Road Bus Lane and Cycleways

The Dudley Road Improvement Scheme supports sustainable growth in the area by delivering new bus lanes, upgraded crossings, and improved pedestrian and cycle facilities including a segregated cycle route. Work is currently underway to deliver the early phases of the scheme which is due for completion in 2025

Monument Road Station

Last used in 1958, a station at Monument Road once served the inner-city neighbourhoods of Ladywood and Spring Hill, and reopening proposals were first proposed in the early 1990s. Over the next 20 years there will be a significant increase in the number of new homes in the area, with the Major Development Sites and Ladywood Housing Action Areas all coming forward and completed. With changes to capacity and demands on existing lines following the opening of HS2, there will be potential to re-visit the feasibility of reopening a railway station at or close to the site of Monument Road Station, improving the neighbourhood’s connections into the Central Heart and to other parts of the region.

Lodge Road Metro Stop

The potential for an additional Metro stop at Lodge Road will be explored. The stop would provide transformed access as part of the Hockley Growth Zone where a greater density of residential development could be supported. Residents of the established All Saints Park neighbourhood would also benefit from a new stop, and improved walking and cycle connections to the stop would be developed as part of delivering the scheme.



FIG 100. IMPROVED CYCLE CONNECTIONS

GREENWAYS



As we move towards reducing the number of vehicles travelling to the City Heart area, there will be opportunities to remodel and repurpose parts of the existing road network where wide areas of concrete and tarmac can be transformed to provide space for trees and planting that will bring benefits to air quality, biodiversity and for recreation. Walking and cycleways will be prioritised within Greenways alongside public transport and essential access for deliveries and taxis.

Summer Hill Greenway

Summer Hill Road is a radial route which is currently a dual carriageway link between Spring Hill and the centre of the city. It creates a major barrier for pedestrian and cyclist movement between the Jewellery Quarter, Ladywood and Westside; there are a lack of pedestrian crossings along the route and the buildings alongside are either vacant or generate little to no activity at ground floors, often presenting blank frontages set back to allow space for car parking.

Supported by the Jewellery Quarter Development Trust, this framework promotes the aspiration to transform Summer Hill Road into a linear park or ‘greenway’, still accommodating some vehicular traffic but greatly reduced and with over 50% of the road-space being reallocated as public realm with green spaces, planting, street trees and wildlife corridors. This will help make Summer Hill Road a much more attractive, sustainable and pedestrian-friendly space, greatly reduce on-street parking, and repairing the ‘tear’ between communities either side. New redevelopment sites could also be unlocked by the creation of the new park, in time enabling a mixed-use neighbourhood to form along this route.

The linear park would be a major active travel connector between the City Heart and the neighbourhoods in City West, creating stronger and more attractive linkages into the Jewellery Quarter and Ladywood. It would also be a destination, providing attractive recreational space for residents and visitors.



FIG 101. MORE SPACE FOR TREES AND PLANTING

GREEN AND BLUE WEB



Central West has mix of green spaces, ranging from the formal St Phillip’s Square churchyard, historic Key Hill and Brookfields cemeteries to the informal parks and amenity spaces created in the 1960s within the area’s residential estates where there are valuable groups of maturing trees. The area historically grew around the canals which form attractive green corridors through Ladywood, with a more urban and historic character within the Jewellery Quarter. The only watercourse is the Hockley Brook, which is mostly hidden in culverts and behind buildings. The quality and useability of much of the green space network is varied, with some areas that do not feel welcoming to use and little provision for growing food and sports activities. There is great potential throughout the Central West area to improve access and quality of the green and blue spaces and networks over the coming years, ensuring that the spaces work for all users and incorporating features to protect and enhance biodiversity and ecology.

Ladywood & Hockley Park Web

There are several parks and open spaces throughout the area, particularly within housing estates and alongside major roads. There will be opportunities to review how these spaces work and investigate any changes or remodelling that could be made through detailed conversations with residents, and the development of masterplans for the proposed Growth Areas and Housing Action Areas.

FIG 102. AN ARTIST’S IMPRESSION OF GREAT HAMPTON STREET





FIG 103. AN ARTIST'S IMPRESSION OF HOCKLEY CIRCUS

Jewellery Quarter Green Spaces

The Quarter's green spaces are unusual in that they are provided by two historic cemeteries; Brookfields and Key Hill, and St Philip's Square laid out as part of the 18th Century Georgian extension of the town to the west. The spaces are valued by residents and visitors and have a wealth of historic features including the catacombs in Brookfields and the resting place of many eminent figures from the city's past. There has been significant investment in restoring heritage features in Brookfields cemetery in recent years, and proposals will be developed to ensure that these three unique spaces are protected, made more accessible, welcoming and attractive for informal leisure activities. Highlighting the heritage of the spaces and promoting them to visitors to the city would give an opportunity to tell many stories about the growth and development of Birmingham and its past citizens.

Hockley Brook and Gib Heath Park

Hockley Brook is currently culverted for much of its course through the City West. It runs along the north edge of Gib Heath Park before disappearing underneath the Bingley Hall site at Whitmore Street near Hockley Circus. There is potential to explore opening-up the brook within a more naturalised channel where flood risk is managed as part of a landscape that maximises opportunities to increase biodiversity alongside more visibility and access to the watercourse as a feature.

Gib Heath Park is located to the rear of existing houses and factory units with limited surveillance from the outside. There are no sports or play facilities within the space and it feels unwelcoming. Detailed proposals for the Hockley Growth Zone should explore potential for the remodelling of Gib Heath Park to incorporate improvements to the

brook, and the possibility of uncovering it through comprehensive redevelopment of sites above and alongside the culvert.

Community Food Growing Initiative

The rise in community-scale food growing projects, as well as increased in demand for allotment plots, unlocks further opportunities to expand the city's green infrastructure networks and support the Healthy Living Zone concept, by providing self-sufficient, nutritious, and affordable food sources in centralised, highly accessible locations.

The Vyse Street Car Park proposals by the Jewellery Quarter Development Trust and the City Council's Food Trails initiative are being developed to convert parts of the car park to accommodate allotments and gardens, with a community kitchen and business incubator spaces.

The Vyse Street Allotments proposal will be the first of its type in the city and the trial could set an example for other locations and to promote further growing spaces atop new and remodelled buildings. It is intended to bring about multiple benefits not just limited to creating a sustainable food source for residents and businesses, but also health and wellbeing benefits for visitors to the community garden, as well as increasing levels of greenery and biodiversity value in general and could also assist in supporting the creation of urban habitats.

Central West Canals - the Blue Network

Canals are not only an important heritage feature within Central West neighbourhoods, they also provide essential connections walking, jogging, cycling, commuting and recreation. Working in partnership with the Canal & River Trust, a Canals Action Plan will be developed across the Central Birmingham area to identify detailed opportunities for development, new and improved access points, reinstating or reimagining lost canal arms, proposals to improve the quality of the physical and natural environment, promote and improve heritage features, and measures to improve personal safety.

The Birmingham Old Line Canal runs through the neighbourhoods of Ladywood and Spring Hill and provides the Central West neighbourhoods with a direct link to Westside, Brindley Place and Broad Street in the City Heart. Promoting canal-facing development sites along the route would increase natural surveillance from passive overlooking from buildings fronting the towpaths, and enable improved permeability from neighbouring areas, as currently access to the towpaths is limited to narrow steps down from street level. The canals provide essential green spaces which benefit the health and wellbeing of people using the canals, and in bringing wildlife into the heart of the city; through any development and physical improvements, ensuring a meaningful continuation and enhancement of opportunities for nature and biodiversity will be essential and must form part of any designs.

The Birmingham to Fazeley Canal runs through parts of the Jewellery Quarter. Due to the high-density urban form on both sides of the canal, opportunities to improve the towpath walking routes are limited but redevelopment sites alongside the canal could maximise activity onto the towpaths in the form of waterside squares, with active frontages on ground floors.



FIG 104. BIRMINGHAM OLD LINE CANAL

REVITALISING STREETS AND SQUARES



The Central West area is predominantly residential, and key areas of pedestrian footfall are within the heart of the Jewellery Quarter connecting to shops and other destinations. Improving the quality and safety of street environments, moving towards a less car dominated environment, will provide opportunities for using streets more for outdoor events, play space, café seating, planted green areas and street trees, and to encourage more active travel. Areas for focus are:

Soho Hill

The gateway to the Soho Road local centre, Soho Hill forms part of a conservation area and includes several underutilised buildings, including some of historic value. There is potential to significantly enhance the area between Hamstead Road and Villa Road to maximise the quality of the built environment and public realm, and the better connect Soho House with the local centre. The area around St Michael’s Church and Bill House will offer an early opportunity for change including the introduction of new community and residential uses in the area. There is also the potential to integrate active travel enhancements including pedestrian and cycling facilities.

Jewellery Quarter Streets

The Jewellery Quarter Neighbourhood Plan identifies several “key routes” and a strategy for improving accessibility and the quality of the public realm. A series of Visioning Studies are proposed to target specific locations to develop proposals that could be used to seek funding or influence development proposals. The Key Routes will be the main pedestrian routes to/from and through the quarter and will focus on improving the quality of materials, lighting, street furniture, potential for small parklets/play space, and contribution to a



FIG 105. BILL HOUSE, SOHO HILL

sense of safety and security. Connections to the City Heart at Great Charles Street Queensway are a priority, with the long-term aspirations forming part of the Greenway proposal to downgrade Great Charles Street and create a greener, attractive, safer and easier direct connections between the two areas.

Constitution Hill & Great Hampton Street

This route has a wealth of heritage buildings that are starting to be brought back into life through investment in their restoration as residential apartments, and maintaining commercial business space fronting the street. The street has several bars and pubs, and some convenience retail amongst rag-trade warehouses and showrooms that have established over the last 50 years. As one of the identified “Key Routes” of the Jewellery Quarter Neighbourhood Plan, Constitution Hill and Great Hampton Street have significant potential to transform from a traffic dominated environment to become a local “high street” and centre for the community, with road space reorganised to maximise places for outdoor cafés, street trees and public art. The St Pauls Metro stop is accessed from Constitution Hill but has poor presence on the street – opportunities to promote the location and improve the access and setting of the stop will be explored.



FIG 106. GREAT HAMPTON STREET

A CENTRE OF HERITAGE, CULTURE AND ENTERPRISE



The Jewellery Quarter, with Hockley, is one of Birmingham’s most historic and treasured neighbourhoods. The Conservation Area contains over 100 Listed Buildings, many have which have been brough back into active uses over the last 25 years. The Quarter is a highly dynamic and creative area, home to many small-scale manufacturing businesses, as well as a growing residential community with a local centre providing local convenience retailing alongside the UK’s greatest concentration of jewellery retailers.. The Quarter was at the leading edge of the “city living renaissance” which started in the late 1990s, an urban village that’s a truly mixed-use part of Birmingham, and one which continues to undergo much change.

There is a pressing need to ensure that the Quarter’s many opportunities are promoted without diminishing the significance of its uniqueness and heritage assets, or adversely impacting upon its existing residents and workforce. Ensuring that there are future generations of jewellers and crafts people is also key to sustaining the Quarter’s future.

The Jewellery Quarter – a Creative District

The Jewellery Quarter benefits from having strong and proactive local leadership in the form of the Jewellery Quarter Development Trust (JQDT) and the Jewellery Quarter Business Improvement District (BID). The Jewellery Quarter Neighbourhood Planning Forum has spearheaded the production of a Neighbourhood Plan which aims to conserve the Jewellery Quarter’s industrial heritage whilst promoting sensitive redevelopment growth, improving interconnectivity across the area and supporting the local creative and small-scale manufacturing economy by designating the quarter as a Creative District. In August 2022, the Neighbourhood Plan’s final submission draft was submitted to the City Council, and the local

resident/business referenda on the Plan are due to take place in summer 2023.

If adopted, the Jewellery Quarter Neighbourhood Plan will form part of the development plan for Birmingham and its policies will be used to determine planning applications coming forward within the area. This Framework endorses the policies and strategies contained within the Jewellery Quarter Neighbourhood Plan and echoes the Neighbourhood Plan’s vision for the area to become a *‘successful community of businesses and residents, with jewellery and designing/making at its heart’*.

Jewellery Quarter Centre for Creative Entrepreneurship

The Jewellery Quarter is fortunate in that it is home to the world-renowned School of Jewellery, part of Birmingham City University (BCU) and an original industrial cluster which gives the area its name. More needs to be done to develop and retain talent in the Jewellery Quarter and usher in the next generation of businesses and skilled workforce which will continue the tradition of jewellery design and manufacture. The creation of a new Jewellery Quarter Centre for Creative Entrepreneurship will act as a both a physical incubator space and organisational support for the next generation of craftspeople and business owners.

Affordable Workspaces

The successful renaissance of the Jewellery Quarter has raised property values, and this has had some negative impact on the availability of affordable workspaces for start-up creative businesses. Any new investment and growth should respond to the needs of the Quarter; the City Council will actively encourage developers and investors to work positively to accommodate space for existing business uses when any sites are redeveloped, and

to work to curate uses across new schemes so these complement one another and provide a balanced offer. An Affordable Workspaces Policy for the Jewellery Quarter will be explored as part of the review of the Birmingham Local Plan.

Soho House

Soho House was the home of Birmingham industrialist and entrepreneur Matthew Boulton from 1766 to 1809. It became a favourite meeting place of the Lunar Society, a group of free-thinking scientists and radicals.

Today, it stands as a restored monument that reflects the fashions and tastes of the late Georgian period. As part of Birmingham Museum Trust’s new vision and taking inspiration from the Lunar Society, Soho House will once again become embedded in Handsworth. It will be a forum for contemporary debate and discussion with communities and partners about how the site can be used to support Birmingham people to thrive.



FIG 107. JEWELLERY QUARTER

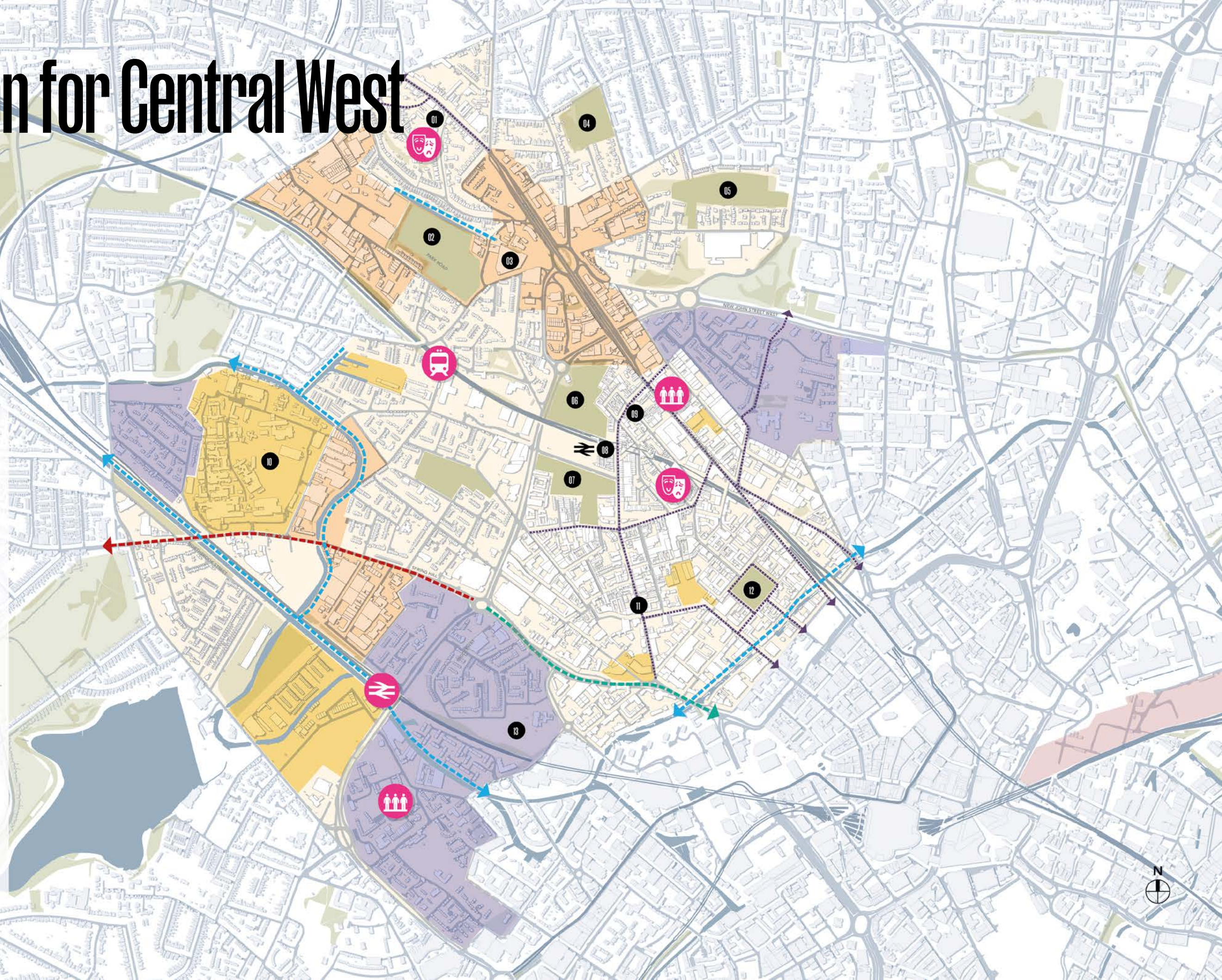
Our vision for Central West

Locations

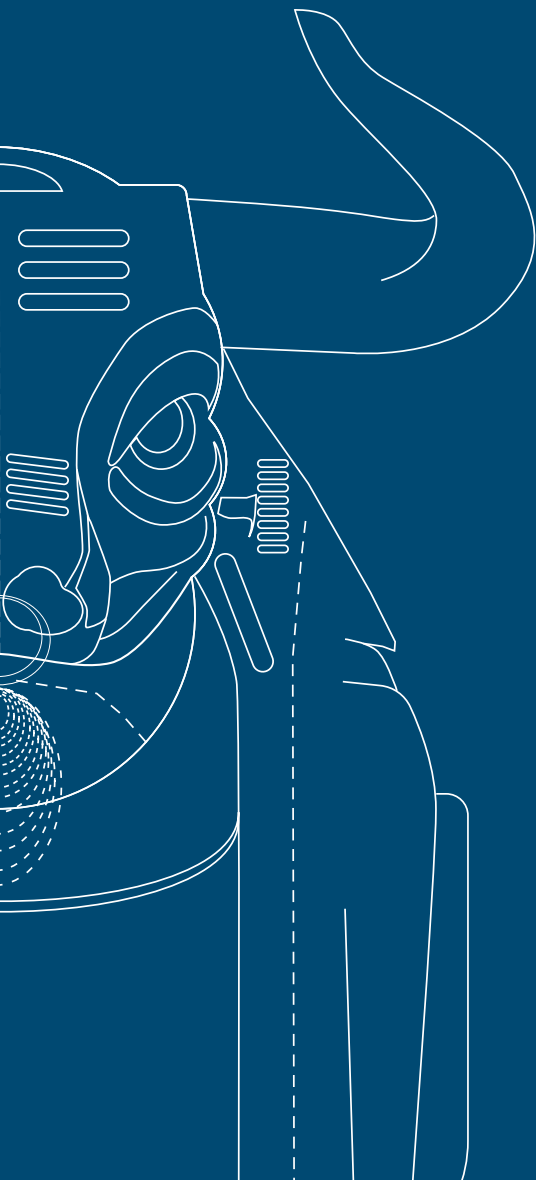
- 01 Soho House Museum
- 02 Gib Heath Park
- 03 The New Bingley Hall
- 04 Georges Park
- 05 Burbury Park
- 06 Key Hill Cemetery
- 07 Brookfields Cemetery
- 08 Jewellery Quarter Station
- 09 Museum of the Jewellery Quarter
- 10 Birmingham City Hospital
- 11 Pen Museum
- 12 St Paul's Square
- 13 Snell Park

Key

- Growth Zones
- Major Development Sites
- Public Green Spaces
- Housing Action Areas
- Revitalising Streets and Squares
- Greenways
- Bus priority
- Green/Blue Web
- Heritage & Culture
- Local Centre & Community
- Proposed Metro stop
- Proposed Railway Station



DELIVERY



DELIVERY

To deliver the vision and objectives of the Framework, and to achieve the quality of development set out in the bold proposals a comprehensive approach to delivery is necessary.

Successful delivery will require regular review and should respond to the changing needs and priorities for the Council, partners, and its communities. The Framework provides a basis for the council and partners to bid for funding to support the delivery of projects.

PARTNERSHIPS

There is a strong history of partnership working in Birmingham which has delivered major projects over the years such as the new Library and the transformation of Paradise Circus. This will continue with the Bold Proposals outlined in this Framework that will be driven forward through joint working between the City Council, West Midlands Combined Authority, Homes England and the West Midlands Growth Company to develop an integrated approach to target investors. We will strengthen our links with landowners, developers, local communities, Business Improvement Districts and other key organisations who have a stake in our city.

GOVERNANCE

Building on the existing public engagement work done to date, there will be regular and meaningful engagement in the delivery of the Framework, with the role of the community built into the overall governance arrangements. The Council will actively work with stakeholders in the area to deliver the visions for the Central Areas and secure high-quality development. Over the next 12 months we will set up governance arrangements to develop key proposals and bring together the relevant stakeholders through structures such as Project Boards. These will be supported by dedicated resources within the Council that will oversee the creation of the 'Our Future City' programme and set the delivery priorities.

Statutory Planning

Where appropriate the Bold Proposals will be embedded into the statutory planning process utilising the Birmingham Local Plan and other tools such as Supplementary Planning Documents and the emerging Design Code. These will ensure new development is sustainable and achieves the highest possible standards of architecture.

PHASING AND AREA-WIDE STRATEGY

The Framework provides an ambitious vision for delivery up to 2040. The scale of change envisaged necessitates a phased approach that will ensure the needs of local people in terms of access to housing, jobs, transport, green space, and other facilities can be met. There are a number of overarching themes and approaches which will underpin delivery across the whole area. These include:

Housing Delivery

The Framework identifies a number of Housing Action Areas where a broad mix of new homes should be developed to accommodate a range of family and household sizes, including multi-generational occupation. Existing housing in these areas could be improved or retrofitted to make them fit for the future. 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. The Council's Birmingham City Housing Strategy (2023–2028) is a high-level plan that sets out our vision for housing, with a delivery plan for how the Council and partners will ensure we meet the housing aspirations of our residents. It will develop plans to accelerate housing development that will support inclusive economic growth. It also focuses on our

plans to create better homes and communities as the Council is committed to enhancing the health and well-being of our residents. Whilst the strategy sets out our priorities and the direction of travel, we know that we will need to be dynamic, flexible and responsive to changes in need and to new situations and opportunities. Housing tenures and pricing should appeal to broad range of people across a wide range of incomes and ages.

Property and site development

The Council's Property Strategy sets out how we are taking a long-term strategic approach to how we utilise our unique asset base ensuring we maximise commercial and social returns by re-aligning the City Council's property to act as a catalyst for development. Where appropriate the Council will consider how best its assets can enable and deliver proposals within this Framework in a way that drives inclusive economic growth for our residents whilst also achieving best value for our city. The Council has a strong track record in working with investors, landowners and developers through innovative partnerships and delivery vehicles to bring forward new development and this will continue through this Framework.

Sustainable Transport

The Framework has a clear vision for mobility which prioritises sustainable and accessible modes of transport including walking, cycling, buses and trains. The Birmingham Transport Plan 2031 contains a set of principles that will guide investment in the city's transport and deliver a number of these Bold Proposals. 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. Whilst public transport and active travel will be prioritised over private car use in a number of areas, access for servicing, deliveries and people with restricted movement will continue. This work will require close collaboration with Transport for West Midlands, West Midlands Combined Authority, and other delivery partners. Over the next 5 years the £1bn West Midlands City Region Sustainable Transport Settlement (CRSTS) will support a number of proposals within this Framework such as the remodelling of Moor Street as an early phase of the Greenway project. Through this programme

and future investment in better public transport, opportunities for walking, and cycling it will help make our roads safer and places greener and cleaner. Beyond this the Council and West Midlands Combined Authority will work with Central Government on future investment plans for delivering sustainable transport in the city.

Social and Cultural Infrastructure

With the creation of a significant number of new homes in the central Birmingham area up to 2040, investment will be required to ensure the appropriate services are in place so that they become functioning and sustainable neighbourhoods. This will need to take into account existing facilities in the area and demonstrate how the proposals will complement this provision. Funding will support education, health, digital and community facilities, arts, culture, heritage and leisure offers, along with social initiatives including skills and training that are vital to creating attractive places to live, supporting both new and existing communities including businesses.

When new infrastructure is needed, innovative models for delivery and service provision should be explored, for example, community and social facilities will be an integral part of the proposals at Ladywood and Smithfield. New schools could be located within mixed-use buildings rather than in a standalone facility. New approaches to the management, operation, and stewardship of community spaces should also be explored, for example partnerships with the private sectors and Business Improvement Districts to reduce the pressure on public sector resources as can be seen within the Paradise development.

Green infrastructure

Green Infrastructure will be a planned adaptable network of green spaces and routes which can provide a healthy and rich environment. The Bold proposals include site specific projects, including proposals for the River Rea, an improved Highgate Park and suggested mechanisms for delivery. Wherever possible the natural drainage of surface water from new developments will be managed as close to its source as possible, through onsite provision of green infrastructure. These will include features such as green/ blue /brown roofs, swales, and rainwater gardens which are well suited to urban mixed-use neighbourhoods.

FIG 108. SUSTAINABLE TRANSPORT



Digital Infrastructure

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; and the introduction of digital applications which enable people to make the most of their local environment and services. The Council’s recently launched Digital Strategy is about creating a truly Digital Council to serve our citizens and businesses better. This means using digital thinking and digital tools to support the Council’s outcomes, addressing inequalities, and striving for continuous improvement. The strategy will help shape and deliver proposals within this Framework alongside collaboration with the 5G accelerator and other public sector partners such as the WMCA.

Local Economic Development and Capturing Social Value

Social value and achieving community benefits focuses on how development can improve the economic, social and environmental wellbeing of an area. To maximise benefits the framework sets out how we will invest in neighbourhoods, buildings, and transport to provide better places to live and work and enable businesses to prosper. We want Birmingham to be a sustainable city of vibrant culture, flourishing neighbourhoods with good quality housing. A city with clean air, safe and clean streets, and green spaces.

The Birmingham Business Charter for Social Responsibility is a set of guiding themes to which the Council adheres and is a visible and recognisable sign of all organisation’s commitment to the local economy and its communities. The Social Value outcomes sought, reflect the policy priorities of the Council and improved partnerships with the private, third and other public sector organisations are key enablers to deliver these outcomes. Where the Council is investing in projects identified through the Framework it will ensure that contractors and partners will make the appropriate investment in delivering social value benefits for our city. This also extends into our role as the local planning authority where we will secure social benefits in areas such as employment support to help deliver inclusive growth for our residents.

Alongside this we will support the private sector in creating accessible job opportunities for Birmingham residents through our Employment Access Team, which will include targets linked to planning approvals. We will also work with the West Midlands Combined Authority to maximise the opportunity to support employment and skills created through the £515m UK Shared Prosperity Fund.

Funding

Whilst the availability of public sector funding continues to be constrained, we have a number of tools available to provide funding. The City Centre Enterprise Zone has a £1bn programme of investment that can fund projects ranging from gap funding for new development to delivering new infrastructure to unlock sites. We will also use S106 and Community Infrastructure Levy funding to maximise the impact of new development.

The opportunities created by the recently announced Trailblazer Devolution Deal could bring significant benefits to the proposals within this Framework. Funding for affordable housing alongside a single funding pot will give the West Midlands Combined Authority and its partners greater powers and flexibility in supporting its economic priorities.

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The sketches and Computer Generated Images included in this document are conceptual and illustrative to demonstrate the overall vision. All future developments would be subject to planning.

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