

OurFuture____CityPlan

PERRY BARR 2040: A VISION FOR LEGACY

Consultation to inform the Perry Barr 2040 Regeneration Framework

Shaping Our City Together



Birmingham
City Council



Homes
England

**BE BOLD
BE BIRMINGHAM**

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1. Introduction

Perry Barr is a vibrant, busy, and changing place, which is home to a young and diverse community. It is benefiting from more than £700m of public sector investment in transport, homes, and facilities ahead of the Birmingham 2022 Commonwealth Games, in which the area – especially Perry Park and Alexander Stadium - will play a central role.

Within this dynamic context, and as part of Our Future City Plan, Birmingham City Council is developing a Regeneration Framework to ensure a positive legacy from the Commonwealth Games. This will deliver further improvements for residents, including 5,000 new homes, a new urban centre, and a greener, healthier environment that will create long term benefits for people who live, visit, and work here.

The first step in this is the creation of a Masterplan and Delivery Plan. The Masterplan will focus on spatial, physical improvements, and the Delivery Plan will set out a programme for the delivery of the Masterplan as well as identifying future projects and strategies to support the aims and objectives of the Regeneration Framework. The Delivery Plan is a live document and will be reviewed on a regular basis.

The Masterplan and Delivery Plan will cover the period to 2040. The overarching focus is to support inclusive and sustainable growth in Perry Barr over the next two decades, in line with the Our Future City Plan and Route to Zero agendas.

As part of the process to produce the Masterplan and Delivery Plan, Birmingham City Council has already engaged with local interest groups and stakeholders. The Council is now undertaking a consultation exercise to share the draft Masterplan proposals and key projects, and to get feedback from the public and wider stakeholders. This consultation document details the draft vision, objectives, place principles and projects in the Masterplan and some of the key projects in the delivery plan.

The consultation runs from 15th July to 8th September. Information is available on the Council's website www.birmingham.gov.uk/PerryBarr2040 and can also be viewed in person at local libraries. Following this period of consultation, the Council will use the comments to create final versions of the Masterplan and Delivery Plan, producing a final version by October 2021.

A series of questions are set out in this document which you can respond to via our survey at www.birmingham.gov.uk/PerryBarr2040.

We look forward to receiving your feedback.



Fig. 01: Illustrative view of Perry Barr 2040

2. The Masterplan Area

The Masterplan area is indicated by the red line on the plan opposite. It includes the Alexander Stadium to the north, the urban centre including One Stop and Birchfield Gateway to the south, Perry Hall Park and Perry Park, five allotment sites, sports and leisure uses at Holford Drive and Doug Ellis Sports Centre, and established residential areas.

The existing policy context for the area is defined by the Birmingham Development Plan, Aston, Newtown, and Lozells Area Action Plan, and emerging 3B's Neighbourhood Plan. These envisage new housing to help meet the city's significant housing need, an improved range of uses within the centre, improved connectivity, and a need to create dynamic resilient places that can face up to the challenge of climate change. Alongside this, new development, growing a diverse economy, and supporting communities are central to Birmingham's recovery from Covid-19.

Perry Barr will be at the heart of the Birmingham 2022 Commonwealth Games, and the Masterplan area is already benefiting from significant investment, including:

- Construction of the Perry Barr Residential Scheme, with nearly 1000 new homes currently on site
- Redevelopment of Alexander Stadium
- The A34 Highways Scheme, which includes a redesign of Birchfield Island, the removal of the flyover, extended segregated cycle routes and improved pedestrian facilities
- Renovation of the Perry Barr Rail Station
- An improved bus interchange in front of One Stop
- Commencement of the SPRINT bus service along the A34
- A new secondary school and sixth form

It is also an area which presents exciting opportunities for further change and growth which will benefit all.

The plan opposite also identifies a 'wider area of influence' where the benefit of changes in the Masterplan area will also be felt. The area of influence provides significant opportunities for housing growth which can be supported by the improved connectivity, facilities, and employment opportunities within the Masterplan area. The Delivery Plan will provide more details of how these opportunities will be brought forward.

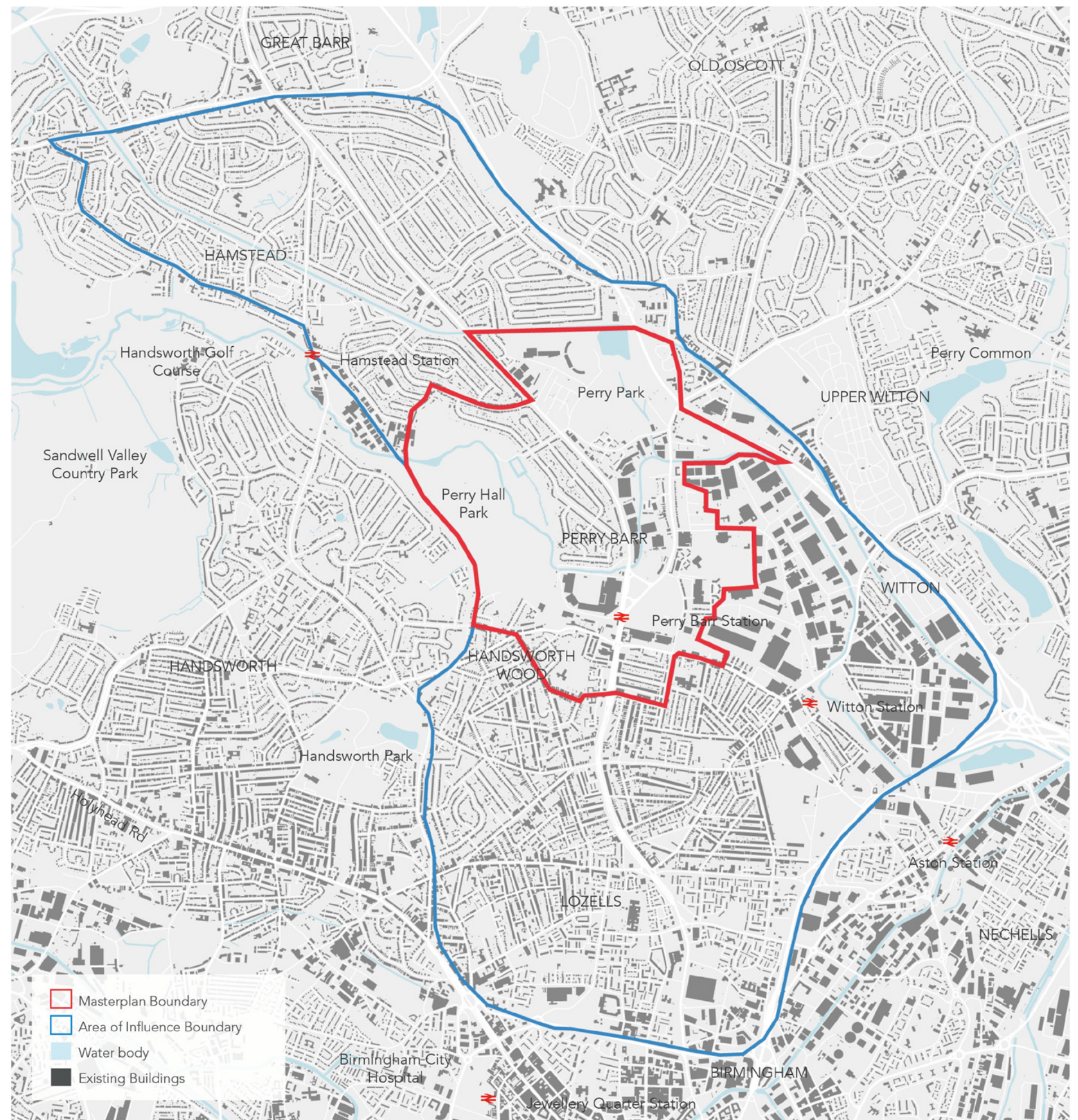


Fig. 02: Study area plan

3. Developing the Masterplan

In developing this work, the Council set up working groups across five topic areas to provide input and guidance on issues and opportunities. These groups met to discuss questions including:

Groups included local stakeholders and representatives from organisations such as Transport for the West Midlands (TfWM), the West Midlands Combined Authority (WMCA), Homes England, Sport England, the Greater Birmingham and Solihull LEP, the Canal and River Trust and others.

Alongside the five working groups, discussions have been held with residents' groups, businesses, landowners, and other organisations in Perry Barr ahead of this consultation. These included Friends of Alexander Stadium, allotment groups, Friends of Perry Park and Perry Hall Park, sports groups, arts groups, young people, Birchfield Big Local, Perry Barr and Birchfield Ward Forums, and the Birmingham 2022 Accessibility Forum.

The following section summarises some of the questions and answers from these meetings:

URBAN CENTRE AND FACILITIES



What should the urban centre of Perry Barr be like, and what are the things it might need in the future?

Perry Barr centre could have a more diverse offer including shops and leisure facilities for the wider Birmingham area.

ARTS AND CULTURE SECTOR



How can we provide for arts and cultural activity which will make this a vibrant place to live, work and visit?

In the future, there should be even more opportunities and spaces in which to celebrate and highlight the existing cultural activities in Perry Barr.

OPEN SPACE



How should green spaces be improved and made more accessible?

People should be able to walk or cycle through and between different parks and spaces, and our spaces should feel safe, support our wellbeing, help address climate change.

LIVING AND WORKING



What kind of place should Perry Barr be to live and work in the future?

It should be a place where people want to live, and where everyone can access good housing, education, and jobs.

TRANSPORT



How will people move to, from and around Perry Barr in the future?

People should be enabled to choose non-car alternatives including public transport, walking, and cycling.

LEVELLING UP



How can the plan help to 'level up' Perry Barr?

To support 'Levelling Up' in Perry Barr, the focus should be on education, existing businesses, and new local businesses.

4. Perry Barr Then, Now and Next

From its Roman origins, through the construction of one of the first railway stations in the country and the opening of the first Odeon Cinema, to the upcoming 2022 Commonwealth Games, Perry Barr has a rich history. The area still has many assets related to its past, such as Perry Hall Park, which was the home to Perry Hall. It is important that the future of Perry Barr reflects and builds on this. The timeline below therefore continues beyond the present and shows some of the key changes coming. The Commonwealth Games, upgraded infrastructure such as the new station, and the construction of new homes, and well as people and activities, will shape Perry Barr going forward.

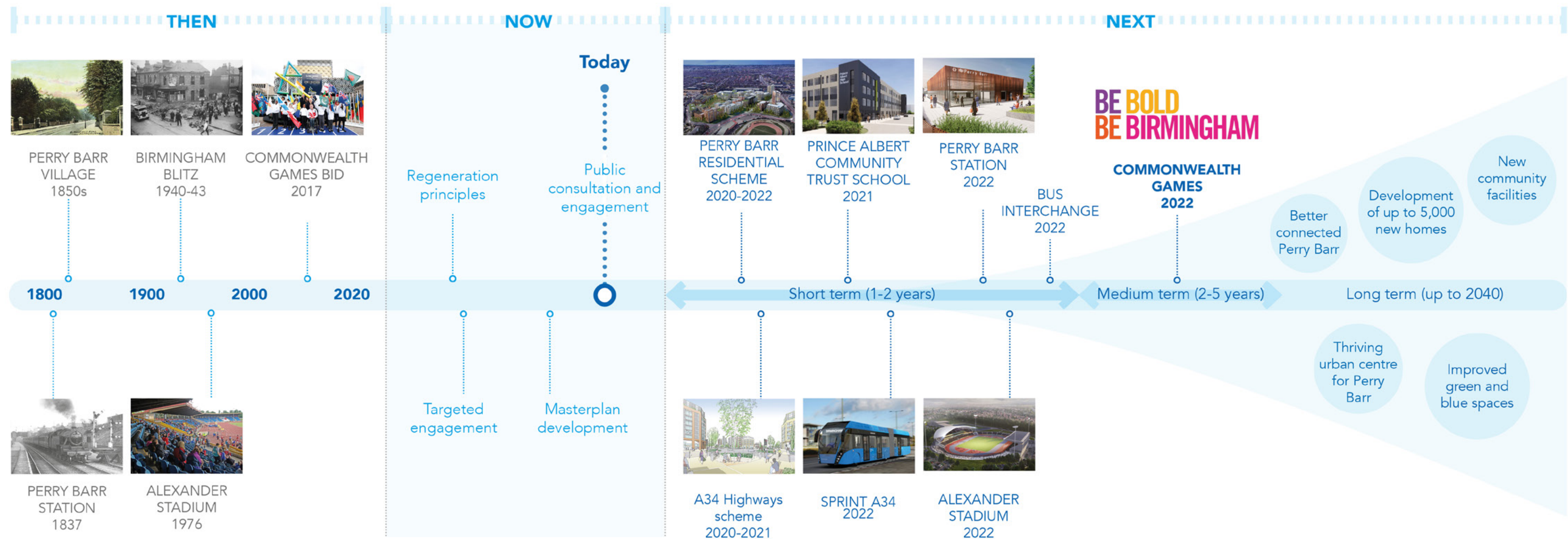


Fig. 03: Timeline

QUESTIONS TO CONSIDER:

1. Are there other events which have shaped Perry Barr?
2. Are there any buildings or features that should be celebrated as part of Perry Barr's character?

5. Emerging Vision & Objectives



The vision statement describes how the Masterplan will shape Perry Barr in the future. It aligns with the aspirations being explored through the Council's Our Future City Plan and the desire to continue to create a green, liveable, equitable and distinctive place.

'Guided by the key principles of inclusive and sustainable growth, Perry Barr will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where people choose to live, work and visit in ways which are healthier, better-connected and more sustainable.'

To deliver the vision Perry Barr will:



1. Provide an attractive choice of places to live, work and visit by supporting Perry Barr's successful existing uses and introducing new homes and activity including strengthening the town centre.



2. Embrace the scale of opportunity at Perry Barr to deliver ambitious change which reflects the area's role at the heart of the Birmingham 2022 Commonwealth Games and realises benefits for all.



3. Prioritise parks, waterways, allotments, and public spaces to create a joined-up green network which support wellbeing and access to nature.



4. Celebrate Perry Barr's cultural, sporting, and historic identity and provide the conditions for this to continue to thrive.



5. Make Perry Barr the best-connected suburb in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors.



6. Contribute to Birmingham being carbon neutral by 2030.

QUESTIONS TO CONSIDER:

3. Do you agree with the vision?
4. If no, what would your vision be?
5. Do you agree with the objectives?
6. If no, what changes are needed to the objectives?

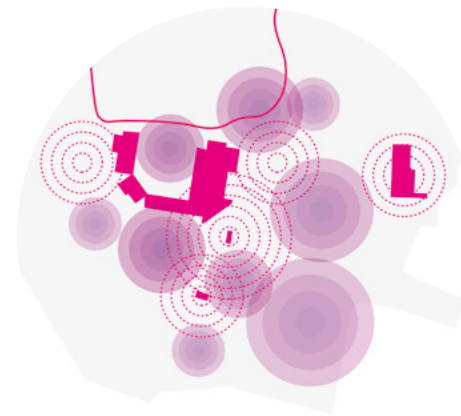
6. Place Principles

The Masterplan is underpinned by five place principles. These principles draw together the various places, projects and activities and help to deliver the vision and objectives of the plan. The principles were developed in discussion with stakeholders to ensure they relate to the existing qualities and characteristics of Perry Barr, as well as the ambition for the future. It is envisaged that these Place Principles will also be applied in developing future projects set out in the Delivery Plan.



● SUPPORT LIVING AND WORKING

- Develop high quality and diverse housing to suit the needs of existing and new residents.
- Support existing employment activity and create and improve access to new sustainable job opportunities.
- Improve access to services the community needs, including education, training, and health facilities.
- Provide sustainable and reliable transport choices which connect homes, jobs, and leisure opportunities.
- Ensure all homes and businesses have access to high-speed internet connectivity.
- Maximise opportunity to deliver inclusive growth and wealth creation through future developments' social value programmes.



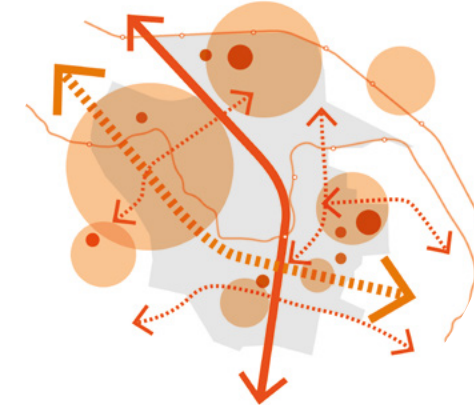
● RENEW AND REPURPOSE

- Repurpose existing buildings into new uses.
- Create opportunities for flexible, temporary, or 'meanwhile' uses.
- Upgrade and improve existing buildings and public spaces.
- Support Perry Barr to change and evolve over time, allowing for temporary uses and ensuring that renewal complements existing activity.



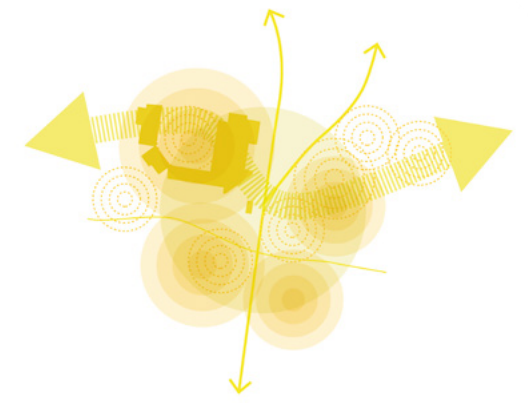
● CONNECT UP A GREEN NETWORK

- Improve connectivity and relationships between existing and new open spaces.
- Increase quality and biodiversity of green places – parks and open spaces – and blue places – the River Tame, the canal and Perry Reservoir
- Introduce strategies for sustainable spaces and buildings, including sustainable water management and urban drainage, green walls and roofs, and opportunities for low carbon heat and power.
- Support a just transition to zero carbon through sustainable housing, transport, and employment opportunities.



● PROMOTE A HEALTHY COMMUNITY

- Enhance walking and cycling routes to make them safe for all.
- Create opportunities for healthy and active lifestyle choices.
- Improve access to healthcare and wellbeing support.
- Maximise access to high-quality sports facilities for all participants.
- Support access to healthy food through local allotments and businesses



● DELIVER A THRIVING URBAN CENTRE

- Define a distinctive place through the development of Birchfield Gateway and improving the image of the centre.
- Create a diverse and flexible centre which attracts visitors to use services, shops, and leisure facilities.
- Provide opportunities for businesses to develop and thrive.
- Strengthen east-west connectivity through the centre and surrounding areas.
- Support activation of the area with arts, cultural, food and sporting events

QUESTIONS TO CONSIDER:

7. Are these the right principles to deliver the vision?
8. Which principle(s) do you think are most important?
9. Are there themes or ideas which are not identified which you feel are important?

7. Focus Areas

The Masterplan area is divided into five focus areas, all of which have potential to support the delivery of the vision. There is an element of.

1. Perry Park

Is home to a thriving allotment community, cricket club, BMX track and Perry Reservoir, and is the setting for the Alexander Stadium. The park provides important local amenity alongside an internationally significant sporting venue. Surrounding sites include a range of commercial and residential uses.

2. Perry Barr Village

Is a new residential neighbourhood of high-quality homes, a new school, the National Express bus garage which is due to relocate to Aston Lane, and sporting and community facilities such as the Doug Ellis Sports Centre and Holford Drive Community Sports Hub. It is edged to the east by the employment uses in Witton.

3. Perry Barr Urban Centre

Is located around the Birchfield Road/Wellington Road/Aston Lane junction and Perry Barr station, acting as a gateway to the area. The One Stop shopping centre and the Birchfield Gateway area present significant opportunities for regeneration.

4. Perry Hall Park

Is a historic parkland setting with ornamental gardens and wild flower meadows and is divided by the River Tame. It provides a cycle speedway track as well as pitches for cricket and football and walking and cycling routes linking Perry Barr to the west. It is surrounded within the Masterplan area by established residential streets.

5. Walsall Road Corridor

Is the main route through Perry Barr, linking to Walsall in the north and to Birmingham City Centre to the south. New SPRINT bus services and cycling infrastructure are being introduced. It remains a significant barrier for people moving across from east to west and will form a key element of the future place. Parallel to Walsall Road is the River Tame, which could become a walking and cycling route connecting connect destinations in the area and provide improved access to the natural environment.

QUESTIONS TO CONSIDER:

10. Should other focus areas be considered?
11. Are there other characteristics of these areas which should inform the Masterplan?

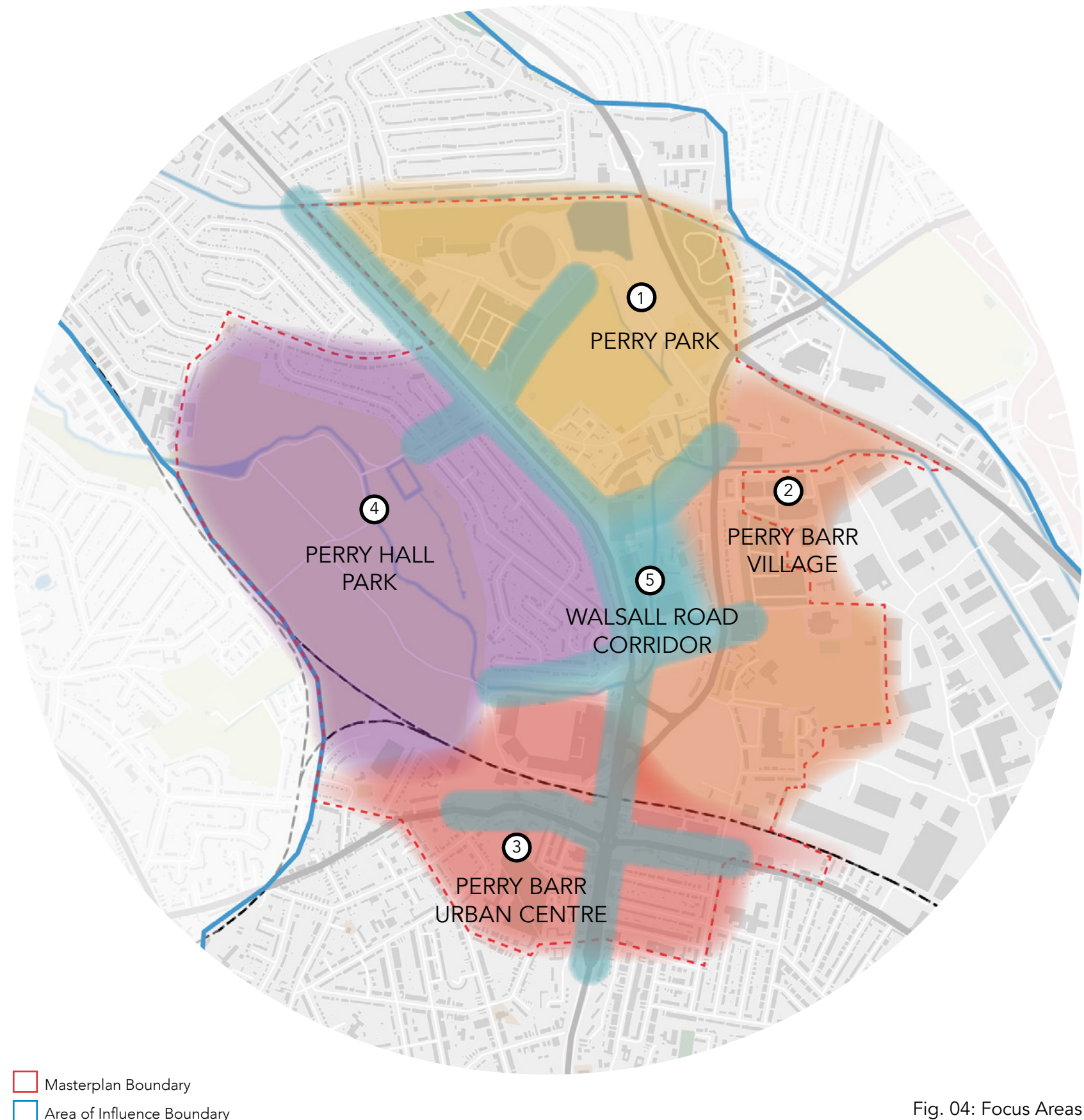


Fig. 04: Focus Areas

8. Perry Park



The redevelopment of Alexander Stadium ahead of the Commonwealth Games will create an improved facility for users and visitors, with a greater range of uses including new warm up and sports facilities, University facilities, and the potential to host a range of events. The Walsall Road and Aldridge Road allotments are valuable assets and their contribution to the character of the area should be maximised. There is also potential to improve the parkland setting to provide facilities and spaces for different users and activities.

There has been previous work carried out to consider the enhancement of the park. This consultation will enable the Council to develop it further and incorporate it into the Masterplan.

Opportunities identified include:

- Making the park a more attractive place to visit by enhancing landscaping and encouraging biodiversity.
- Making the park a more practical place to visit providing visitor facilities, signage and wayfinding, and spaces for a range of events and activities including arts, informal sport, and play.
- Providing for a full range of participation in activities, from beginners to elite sport.
- Bringing the 'bungalow' within Walsall Road allotments back in to use to provide a unique and flexible space.
- Maximising the role of the allotments in activating the park.
- Exploring opportunities to locate new uses, such as a Museum of Athletics, which will support the function of the park and stadium and complement growth elsewhere in Perry Barr.
- Improving access points to the park and links with other blue and green spaces.
- Enhancing the Perry Villas estate.
- Considering the long-term future of employment sites on Church Road and the potential to develop new homes.
- Exploring the potential to make the River Tame to the south of the park accessible for cycling and walking, and review adjoining uses for opportunities to contribute to this.



Fig. 05: Illustrative view of Perry Park looking towards Alexander Stadium

Perry Park



Potential Projects: A Masterplan for Perry Park

- | | |
|--|---------|
| ① Improve access to the Tame Valley Canal | ● ● |
| ② Improve access to Perry Reservoir | ● ● |
| ③ Improve pedestrian connectivity between Perry Hall Park and Perry Park/Alexander Stadium | ● ● |
| ④ Improve connectivity to adjacent neighbourhoods | ● ● ● |
| ⑤ Better define the access to the Alexander Stadium and Perry Park from Church Road | ● ● |
| ⑥ Improve connectivity to Aldridge Road Allotments under the M6 | ● ● |
| ⑦ Improve south connectivity with River Tame | ● ● |
| ⑧ Provide a diversity of uses around Alexander Stadium which complement the health and wellbeing strengths of the area | ● ● ● |
| ⑨ Reimagine the allotment bungalow | ● ● ● |
| ⑩ Upgrade park and play facilities and enhance landscaping | ● ● ● ● |

Potential Projects: River Tame Corridor

- | | |
|--|-----|
| ⑪ Explore the opportunity to open up the river corridor as part of the green network | ● ● |
|--|-----|

Potential Projects: Other

- | | |
|--|-------|
| ⑫ Implement environmental improvements to Perry Villas | ● ● |
| ⑬ Enhance the setting of the church which will improve the connection between Perry Park and the river | ● ● ● |

Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

QUESTIONS TO CONSIDER:

12. Do you agree with the opportunities identified for the Perry Park area?
13. Are there other opportunities that should be addressed?
14. Will the projects identified for Perry Park help deliver the Perry Barr 2040 Vision?
15. Are there other projects which should be identified?

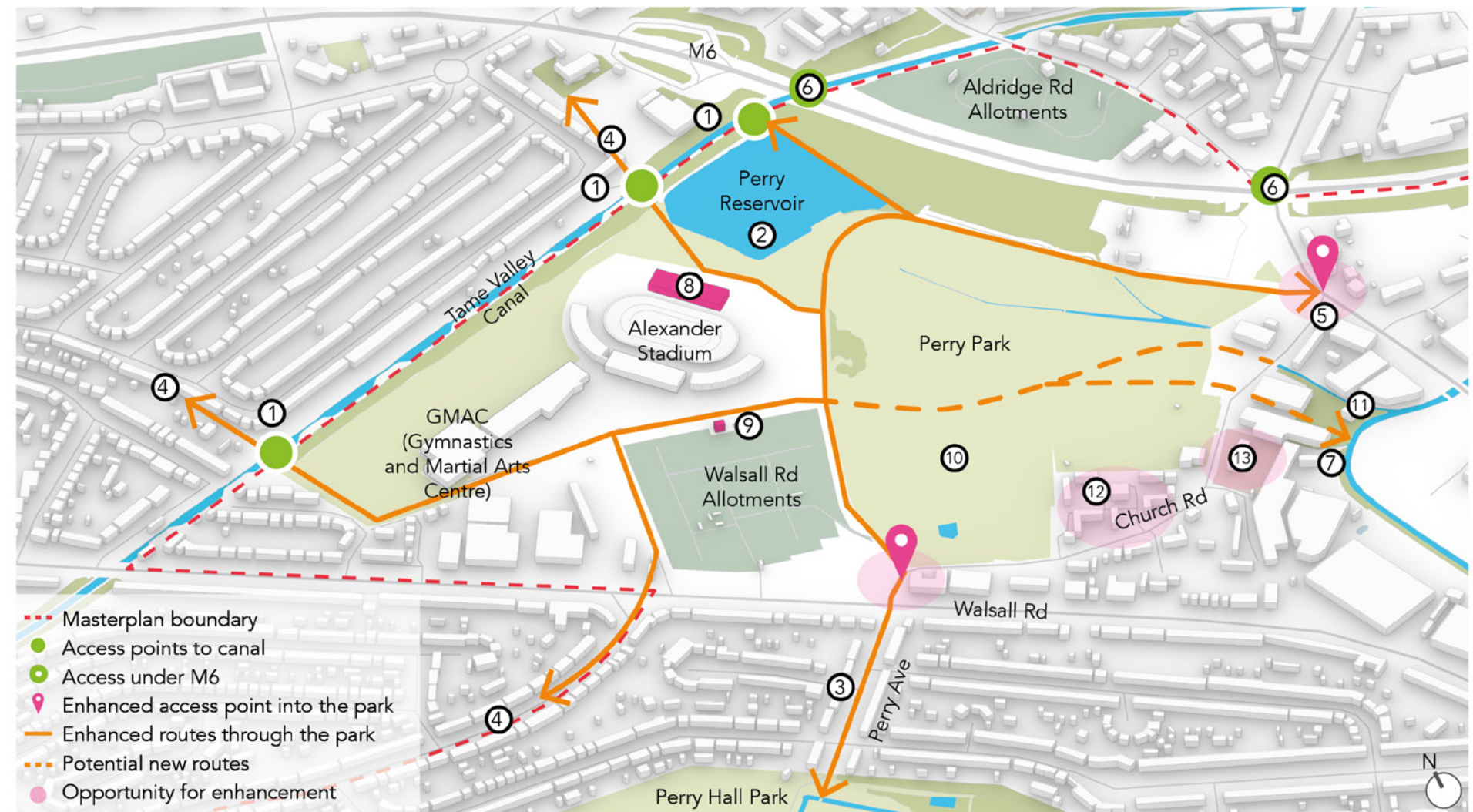


Fig 06: (Above) Illustrative plan of proposed projects in Perry Park and (below) illustrative examples of how improvements could be made.



② Improve access to Perry Reservoir



⑥ Improve connectivity to Aldridge Road Allotments under the M6



⑨ Reimagine the allotment bungalow

9. Perry Barr village



With the announcement of Birmingham as Host City for the 2022 Commonwealth Games and the relocation of Birmingham City University, Perry Barr was confirmed as the location for the Commonwealth Games Athletes' Village. The Council acquired and cleared land, and a scheme to deliver 1,400 new homes – initially for use by athletes and officials during the Games – commenced in 2019, with future phases of homes also granted outline planning consent. The Covid-19 crisis resulted in programme challenges and a decision to accommodate athletes and officials in other locations. However, this residential-led development remains vital to kickstarting transformation in Perry Barr. Nearly 1,000 new homes will be completed as part of the initial first phase of construction, with more to follow; new residents will be able to move in sooner than previously envisaged. The new Prince Albert Community Trust secondary school and sixth form will open in September 2021. A review of the development strategy for the remaining sites is being carried out as part of this Masterplan.

Opportunities identified include:

- Reviewing the proposals for the remaining elements of the residential scheme to ensure that the development aligns with the five proposed place principles, creating a well-balanced neighbourhood with a range of housing types and tenures, along with supporting uses which meet the needs of the local community and the housing market.
- Establishing a long-term delivery programme for housing in the area across all phases.
- Complementing the delivery programme with a programme of meanwhile uses which bring activity to the area.
- Improving east-west connections across the site which link to the urban centre and green spaces to the west and to employment opportunities to the east.
- Repurposing the bus garage to provide an active community and commercial space that caters for a range of uses.
- Identifying spaces to host events as part of a strategy to activate the place.
- Exploring the potential to make the River Tame accessible for cycling and walking, and enhancing its natural environment, and reviewing adjacent uses for opportunities to contribute to this.
- Providing community and visitor facilities linking with the wholesale market and supporting the wholesale market to play a bigger part in the cultural and economic life of Perry Barr.



Fig.07: Illustrative view of repurposed bus depot looking through to Wholesale Markets

Perry Barr village



Potential Projects: Perry Barr village - Phase 1		
①	Deliver central open space	● ● ●
②	Improve east-west connectivity	● ●
③	Repurpose the old Hare of the Dog public house as part of the heritage of Perry Barr	●
④	Activate the area with meanwhile uses on the vacant site between the residential development and One Stop shopping centre	● ● ●
Potential Projects: Perry Barr village - Phase 2		
⑤	Improve the east connectivity leveraging the food activities around the Wholesale Markets	● ● ●
⑥	Improve north-south connectivity through the new residential scheme	● ●
⑦	Provide day to day facilities and services to meet the needs of the local residents	● ● ●
⑧	Support walking and cycling with green, healthy streets	● ● ●
⑨	Provide a wide range of housing types to meet a range of needs over time	● ●
Potential Projects: Reimagining the future of the bus garage		
⑩	Create a new destination at the heart of Perry Barr village	● ● ●
Potential Projects: River Tame Corridor		
⑪	Explore the opportunity to open up the river corridor as part of the green network	● ●

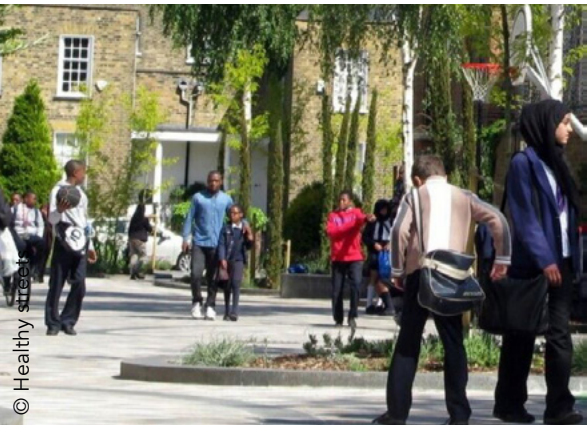
- Place Principles:
- Support Living and Working
 - Renew and Repurpose
 - Connect up a Green Network
 - Promote a Healthy Community
 - Deliver a Thriving Urban Centre



Fig. 08: (Above) Illustrative plan of proposed projects in Perry Barr village and (below) illustrative examples of how improvements could be made.



④ Activate the area with meanwhile uses on the vacant site between the residential development and One Stop shopping centre



⑧ Support walking and cycling with green, healthy streets



⑨ Provide a wide range of housing types to meet a range of needs

QUESTIONS TO CONSIDER:

- Do you agree with the opportunities identified for the Perry Barr village area?
- Are there other opportunities that should be addressed?
- Will the projects identified for Perry Barr village help deliver the Perry Barr 2040 Vision?
- Are there other projects which should be identified?
- This area is a new part of Perry Barr. What should the area be called in the future?

10. Perry Barr Urban Centre



Perry Barr centre comprises the One Stop shopping centre, shops at the corner of Birchfield Road/Wellington Road and along Birchfield Road to the south. Additionally, several vacant sites at Birchfield Gateway, acquired by the Council to support infrastructure delivery, present a significant redevelopment opportunity. The centre currently suffers from poor quality public realm and lacks a central place for activity that one would expect from an urban centre. However, existing investment will see the centre benefit from a new rail station and bus interchange and improved cycle and pedestrian facilities. The scale of potential change here means that the structure and role of the centre can be reimagined, with new uses introduced to create greater diversity of activity in an improved environment.

Opportunities identified include:

- Establishing a programme for the development of opportunity sites at Birchfield Gateway, which will provide distinctive buildings and spaces with new retail, leisure, and business opportunities, as well as homes.
- Complementing the development programme with meanwhile uses and activation of the centre.
- Exploring the scope for the One Stop site to incorporate a greater range of uses and better integrate with the town centre.
- Ensuring the urban centre has a diversity of facilities and services which are walkable and easily accessible from people's homes.
- Integrating flexible and multifunctional spaces which can provide for cultural and commercial activation of the centre.
- Improving east-west links which will open up access to Perry Hall Park and along the River Tame.
- Creating a mobility hub including e-scooters, bike hire and associated facilities.
- Implementing a public realm strategy including wayfinding which will provide a consistent 'brand' for Perry Barr.
- Supporting existing and new businesses to establish and thrive in Perry Barr.
- Ensuring there is a range of retail that meets the needs of the residents and draws visitors to Perry Barr.



Fig. 09: Indicative image of a new green street in the urban centre

Perry Barr Urban Centre



Potential Projects: Birchfield Gateway		
① Opportunity areas for new development	● ●	
② Explore options to reuse the old tram depot and adjoining buildings at Leslie Road	● ●	
③ Improve access to Livingstone Road allotment gardens	● ●	
④ Integrate services such as the Job Centre, healthcare facilities, and flexible office space into new development	● ●	
⑤ Shop front improvement programme along Wellington Road and Birchfield Road	● ● ●	
⑥ Enhance green space within the centre next to the rail station	● ●	
Potential Projects: Reimagining the future of One Stop		
⑦ Opportunity area for future mixed-use development	● ●	
⑧ Improve east-west connectivity	● ●	
⑨ Enhance the green infrastructure and placemaking benefits of the River Tame	● ●	
⑩ Create new connectivity to Perry Hall Park	● ● ●	
⑪ Perry Barr Station Hub	● ●	
⑫ New public facilities	● ●	
⑬ Explore possibilities to maximise public uses at this prominent corner	● ● ●	

Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

QUESTIONS TO CONSIDER:

- Do you agree with the opportunities identified for the Perry Barr Urban Centre area?
- Are there other opportunities that should be addressed?
- Will the projects identified for Perry Barr Urban Centre help deliver the Perry Barr 2040 Vision?
- Are there other projects which should be identified?



Fig 10: (Above) Illustrative plan of proposed projects in Perry Barr Urban Centre and (below) illustrative examples of how improvements could be made.



① Opportunity areas for new development

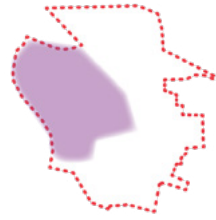


⑦ Opportunity area for future mixed-use development



⑨ Celebrate the River Tame

11. Perry Hall Park



Perry Hall Park provides an attractive local space for sport and leisure, has a rich history reflected in its landscape, and offers good access to the natural environment. It also benefits from a strong 'friends' group and is the setting for a successful Park Run event. However, it suffers from poor access – especially from the south. The potential to enhance the park and its setting should be explored. The surrounding residential area could benefit from initiatives to improve the local environment.

Opportunities identified include:

- Making the park a more attractive place to visit by enhancing landscaping, encouraging biodiversity, and integrating water management
- Making the park a more practical place to visit providing visitor facilities, lighting, cycle parking, signage and wayfinding.
- Providing spaces for a range of events and activities including arts, informal sport, and play.
- Enhancing formal sports provision to support local league usage.
- Improving access points to the park and enhancing links with other blue and green spaces.
- Creating a new gateway from the south, connecting the park to the urban centre through high quality routes, with development fronting the park.
- Celebrating the history and heritage of the area as part of local wayfinding and as a basis for events and activity.
- Introduction of initiatives to improve the residential environment and create green, healthy streets, better connecting local people to sustainable and active travel choices.

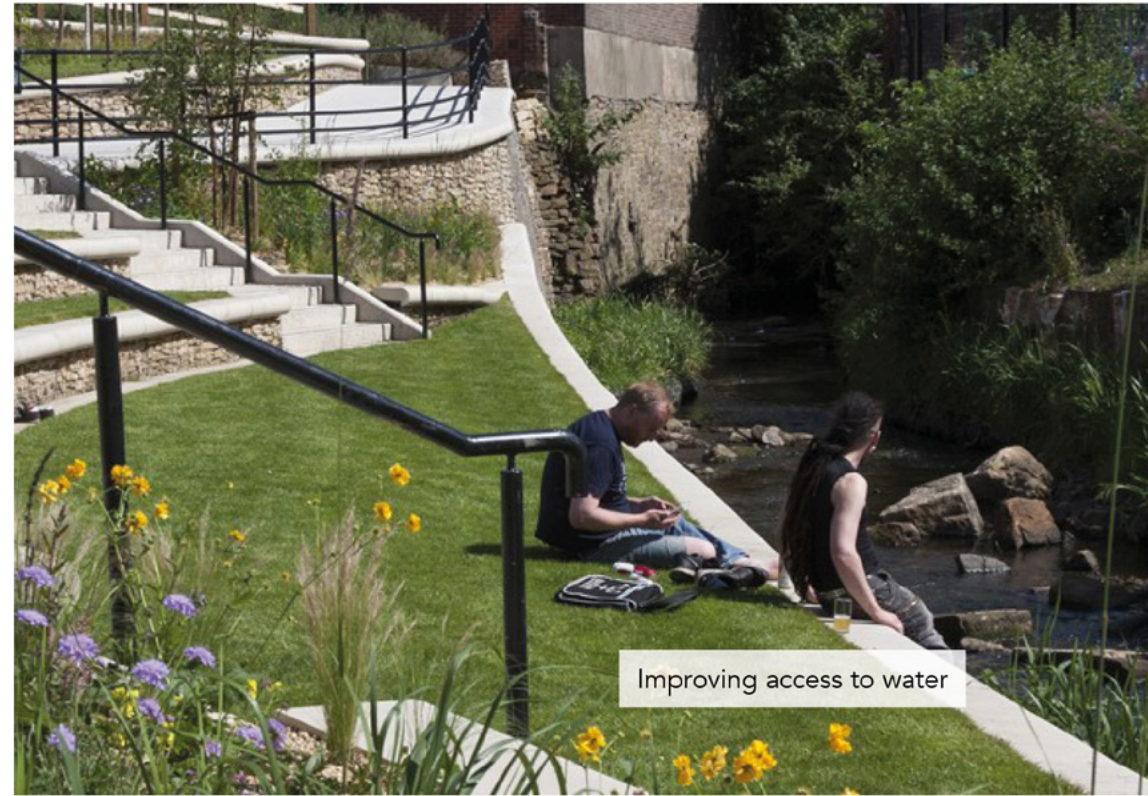


Fig11: Waterside terraced open space contributing to flood defence and increased biodiversity. Porter Brook Pocket Park, Sheffield, UK. Sheffield City Council

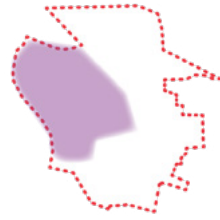


Fig12: River Rea at Longbridge. Longbridge, Birmingham, UK. Barton Willmore



Fig 13: Informal waterfront environment, Ladywell Fields, Lewisham, London, UK. BDP Architects

Perry Hall Park



Potential Projects: Perry Hall Park

- ① Improve access to River Tame ● ●
- ② Improve wayfinding and access at Perry Hall Park ● ●
- ③ Improve access from Cherry Orchard Road and Lea Hill Road ● ●
- ④ Expand the cycling network into the park ● ●
- ⑤ Improve wayfinding and lighting strategy in the park ● ●
- ⑥ Enhance the existing access into the park ● ●
- ⑦ Upgrade park facilities and enhance the landscaping ● ●
- ⑧ Celebrate the history of Perry Hall and Gardens ● ● ●

Potential Projects: Perry Barr Urban Centre

- ⑨ Improve the gateway to the park from the centre ● ● ●

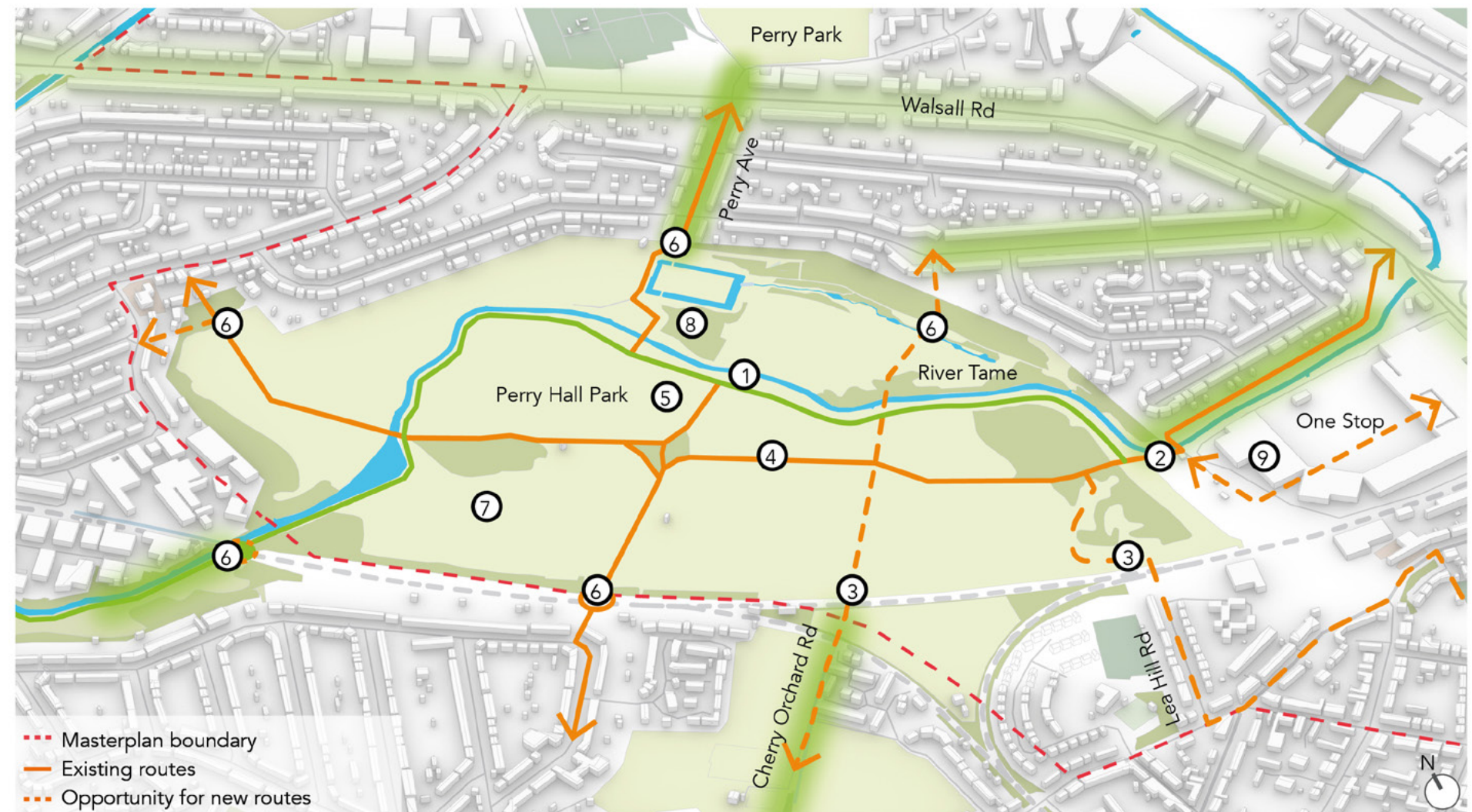


Fig 14: (Above) Illustrative plan of proposed projects in Perry Hall Park and (below) illustrative examples of how improvements could be made.

Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

QUESTIONS TO CONSIDER:

25. Do you agree with the opportunities identified for the Perry Hall Park area?
26. Are there other opportunities that should be addressed?
27. Will the projects identified for Perry Hall Park help deliver the Perry Barr 2040 Vision?
28. Are there other projects which should be identified?



① Improve access to River Tame



② Improve wayfinding and access at Perry Hall Park



④ Expanding the cycling network into the park

12. Walsall Road Corridor



The Walsall Road (A34) Corridor is the main north-south route through Perry Barr and a significant arterial route for the city. Ongoing works to reconfigure the road through the heart of the urban centre will improve the pedestrian environment and pedestrian crossings in the immediate area, and the introduction of the Sprint bus network and new cycle facilities will also improve movement in the corridor. However, pedestrian crossings further north are lacking, and the environment along the corridor is often poor. The River Tame runs parallel to the corridor but is not currently accessible. The river corridor could contribute significantly to connectivity and the character of the area.

Opportunities identified include:

- Improving crossing facilities at Perry Avenue to enhance the link between Perry Park and Perry Hall Park.
- Maximising physical and visual connectivity between Perry Barr Village and the urban centre.
- Extending cycle infrastructure north along Walsall Road and Aldridge Road.
- Improving the public realm through greening and integration of wayfinding.
- Transforming the River Tame to be accessible for cycling and walking with improved natural environment.
- Opening up additional space along the riverfront by comprehensively reviewing the adjoining land for opportunities to enhance the employment offer or to redevelop with new uses.
- Identifying potential for the corridor to contribute to sustainable urban drainage.



Fig. 15: Illustrative view of Perry Barr Station and Birchfield Gateway

Walsall Road Corridor



Potential Projects: Improving the character of the Walsall Rd Corridor

- ① Integrate new trees and green pocket spaces along Walsall Road
- ② Improve accessibility to the River Tame
- ③ Add crossing points to improve east west connectivity
- ④ Opportunity area for future development east of River Tame
- ⑤ Opportunity area for future development west of River Tame
- ⑥ Integrate Sustainable Drainage Systems (SuDS) such as rain gardens

Potential Projects: River Tame Corridor

- ⑦ Open up public access to the River Tame over time
- ⑧ Improve the natural environment of the River Tame

Place Principles:

- Support Living and Working
- Renew and Repurpose
- Connect up a Green Network
- Promote a Healthy Community
- Deliver a Thriving Urban Centre

QUESTIONS TO CONSIDER:

- 29. Do you agree with the opportunities identified for the Walsall Road Corridor area?
- 30. Are there other opportunities that should be addressed?
- 31. Will the projects identified for Walsall Road Corridor help deliver Perry Barr 2040 Vision?
- 32. Are there other projects which should be identified?



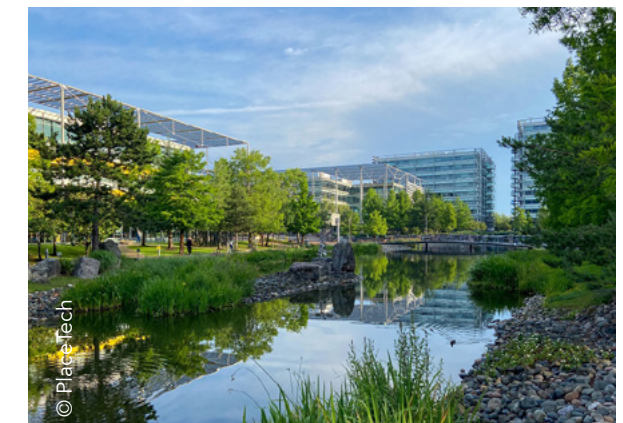
Fig 16: (Above) Illustrative plan of proposed projects in Walsall Road Corridor and (below) illustrative examples of how improvements could be made.



① Integrate new trees and green pocket spaces along Walsall Road



③ Add crossing points to improve east west connectivity



⑦ Open up public access to the River Tame over time

13. Area-wide Projects and Initiatives

Alongside the opportunities and projects set out in previous sections, there are many area wide projects and initiatives proposed which will support the delivery of the vision for Perry Barr. These include:

- Developing and delivering a Cultural Strategy for Perry Barr including events, activities and public art
- Providing first class digital connectivity
- Reviewing employment land to ensure that high quality employment uses are supported and new opportunities promoted
- Working with partners to develop pathways from education and training to local employment
- Implementing a wayfinding and signage strategy to improve links between key destinations
- Regular monitoring of capacity of schools and healthcare facilities against planned demand
- Creating a housing delivery plan for sites across the Masterplan area and area of influence
- Capturing social value including opportunities for jobs and training for local people by developing a Social Value Strategy which will be applied to the delivery of all projects in the area
- Support for business development and growth
- Establishing community and stakeholder panels to influence project delivery, including key groups such as young people
- Sharing information online and within the local area about the Perry Barr 2040 programme.
- Retrofitting of existing housing and commercial spaces to raise sustainability standards and enhance the look and feel of tired buildings.



Fig. 17: Fostering community gardens



Fig. 18: Child-friendly spaces



Fig. 19: Enhancing biodiversity corridors



Fig. 20: Inclusive public spaces



Fig. 21: Diverse housing typologies

QUESTIONS TO CONSIDER:

33. Do you agree with the wider projects identified for the area?
34. Are there other area wide projects which would help to deliver the Perry Barr 2040 vision?

14. Next Steps and Delivery



YOUR COMMENTS

We are seeking comments from the community and stakeholders to help inform the Masterplan and Delivery Plan.

You can respond to the questions shown throughout this document in our online questionnaire at www.birmingham.gov.uk/PerryBarr2040.

You can also send comments to perrybarr2040@birmingham.gov.uk or post to Perry Barr 2040, North West Planning and Development Team, PO Box 28, Birmingham, B1 1TU.

When the consultation period closes on 8th September 2021, we will collate your comments and use them to inform the final Masterplan and Delivery Plan. These documents will be presented to the City Council's Cabinet for approval and will then inform future investment in Perry Barr.

DELIVERY

The opportunities in Perry Barr will be delivered over the period to 2040. This phased approach will help ensure we can meet the needs of local people in terms of access to housing, jobs, transport, green space, and other facilities. The provision of infrastructure to support new homes will be important, and key trigger points for new facilities such as schools and healthcare will be identified.

All development in the area will need to contribute to the overall vision set out in the Masterplan. However, the phased approach enables development to respond to changes over time.

The Council will work with a range of partners, funders, and organisations, as well as with the local community, to deliver change in Perry Barr in line with the Delivery Plan. A Perry Barr Programme Board will be established to oversee and review delivery for years to come. Alongside this it is proposed to set up community panels, including a young people's panel, so that local people can be part of delivering a successful future for Perry Barr.

The Masterplan and Delivery Plan will form part of Perry Barr Regeneration Framework, that will shape the future of Perry Barr up to 2040 and beyond.

QUESTIONS TO CONSIDER:

35. Of all the projects included in this document under each focus area, which should we prioritise?
36. Which of the area wide projects and initiatives do you feel would have the largest positive impact?
37. How would you like to find out about and be involved in the regeneration of Perry Barr in the future?
38. Are there any other comments you would like to make to inform the Masterplan and Delivery Plan?

BE BOLD
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