



# urbancentres

A framework for inclusive growth  
Draft • November 2018

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“  
Birmingham is now ranked as one of the  
best cities for quality of life in the UK  
”



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“With over £2 billion of new development planned...a city wide renaissance is underway”

# Foreword

As Birmingham continues to develop and prosper a key priority will be the delivery of inclusive economic growth. This growth agenda encompasses new housing, employment space, leisure attractions and cultural facilities. It also involves creating the highest quality liveable environments, improving local skills and access to jobs; and expansion of the City's transport network. Pivotal to the delivery of this agenda will be the City's network of Urban Centres.

These Urban Centres are a focal point for our communities. They form the vital hub for local activity, providing places for us to shop, socialise, live and work. As we look to the future these Urban Centres and local parades will need to evolve; responding to new demands and becoming truly multifunctional places.

The success of Birmingham's City Centre offers a blueprint for all of the City's Urban Centres. Since the launch of the Big City Plan in 2010 the City Centre has seen a further renaissance in its economic role and its cultural and residential offer. Billions of pounds of investment and millions more visitors are being attracted and its appeal as a place to live continues to grow. With a clear plan for the City Centre its potential to drive further growth is significant.

The City's Urban Centres also have huge potential.

Building on existing successes, like Kings Heath and Boldmere, the network of Urban Centres can drive our agenda for inclusive economic growth. With over £2 billion of new development planned for transformational change a City wide renaissance is underway.

Through this Urban Centres Framework we are setting out how these places can become catalysts for change and so in turn strengthen their role at the heart of the City's diverse communities. In delivering this, there are countless opportunities for us to work collaboratively, harnessing the resources, knowledge, expertise and energy of everyone who wants to make Birmingham an even greater City.

I am delighted to be launching this framework as a mechanism to guide the future transformation of our Urban Centres promoting inclusive economic growth.

**Councillor Ian Ward**  
Leader  
Birmingham City Council



# Introduction

“Over the next 15 years the City is set to see significant growth”

Birmingham's diverse network of Urban Centres and local parades have a central role in delivering the City's agenda for inclusive economic growth. With over 70 Urban Centres and more than 100 local parades, Birmingham has a network of places that can become the focal point for future investment, jobs, housing, cultural activity and connectivity.

Over the next 15 years the City is set to see significant growth, with 51,000 new homes, over a million square metres of new floorspace for commercial uses and billions of pounds of investment in infrastructure to meet the City's needs. These priorities are making Birmingham a great city to grow up in, live and grow old in, as well

as a great place to learn, work and invest in. This growth is driven by an increase in Birmingham's population from 1.1 million to 1.25 million in 2031 and the continued success of the City as one of the key centres for investment in the UK and the arrival of High Speed rail (HS2) in 2026.

The City's network of Urban Centres ranges in size from the City Centre, which attracts millions of visitors and is home to major employers and cultural attractions; to Sutton Coldfield, the second largest centre in the City with shops, restaurants and offices; to smaller clusters in centres like Kings Norton and Balsall Heath, which provide an important focus for local communities.

Over recent years the way in which people use centres has altered. Changes in shopping habits, use of space and consumer demands have made it challenging for them to remain shopping destinations. Whilst some centres have met this challenge by finding new focus and flourishing, others need to evolve to remain attractive, viable and vibrant places. As the City looks to the future it needs to reimagine the role of its Urban Centres as places which offer more than just somewhere to shop.

Since the late 1980's, Birmingham's largest centre - the City Centre - has undergone dramatic transformation, responding to challenges of a low quality environment, lack of activity, limited retail and leisure offer and poor accessibility. Its success has been driven by the creation of a destination with broad appeal. Its mixture of shops, offices, leisure, cultural and community uses, and the growth of City living has successfully drawn people, investment and new activity into the centre. Well-connected by public transport and the high quality pedestrian environment makes the centre easy to access and get around. This approach, defined in the Highbury Initiative



of 1987 and the Big City Plan of 2010, to encouraging a mixture of uses in a well-connected and high quality setting provides a blueprint for creating thriving centres throughout the City.

As the City seeks to deliver new development and create successful and vibrant places, its Urban Centres and parades will need to evolve to accommodate a diverse range of uses and activities that meet the needs of all. This document provides a framework to guide this by setting out the key principles that will enable centres to evolve and thrive into the future. In implementing these principles, a series of 'centres for transformation' have been identified to direct investment decisions and target actions to create sustainable, inclusive and connected places. This approach will play a key role in supporting delivery of the growth agenda of the Birmingham Development Plan.

The framework will importantly provide context for local communities to bring forward their own plans for their Urban Centres, and as a mechanism to seek and secure funding and investment.

The delivery of this framework will be supported by a Toolkit allowing communities to drive improvements in their centre or parade. Local communities, in partnership with the City Council and other organisations, can create successful and vibrant places that sit at the heart of thriving neighbourhoods.

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As the city looks to the future  
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role of its Urban Centres  
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# Context

*“The City is currently experiencing unprecedented levels of investment”*

Birmingham's network of Urban Centres is well established, reflecting the City's historic growth. The network includes over 70 centres which are identified in the Birmingham Development Plan. They are varied in terms of size, offer and who they serve; ranging from the City Centre, which holds a national position as a retail destination, Sutton Coldfield which serves a regional population, to local centres which meet day-to-day needs. In addition, there are many smaller shopping parades throughout the City.

As an international City, Birmingham is home to over one million people and is thriving as a great place to live, work and visit. The City is currently experiencing unprecedented levels of investment in infrastructure, and major development schemes are being delivered with a number of centres already seeing significant transformation. The City's network of Urban Centres is already playing a key role in supporting this.

Investment in **Selly Oak**, situated around 5km south west of the City Centre, is establishing the location as an internationally recognised centre of excellence for research, education and healthcare. Driven by the expansion of the University of Birmingham and Queen Elizabeth Hospital, the area has seen over £850m of investment in strategic healthcare, life sciences and education developments. Further investment in these uses could bring nearly 4,000 additional jobs and 650 new homes to Selly Oak over the next 10 years, in addition to the 18,000 people employed in the area today.

This huge potential is being capitalised on, and the centre is being revitalised with new retail, and commercial uses. The Birmingham Battery, Triangle and Dingle sites will deliver a new supermarket supported by a mix of uses, including retail, commercial, leisure and community uses.

Identified as a Green Travel District, Selly Oak will see improved traffic management and new development that delivers public spaces, creates new connections and extends and improves the walking and cycling network. This will include access improvement to the centre's network of green spaces and the canal network.

The brand new centre at **Longbridge** is the focal point of the £1bn of investment in the comprehensive regeneration of this southernmost area of the City. The regeneration of Longbridge, through exemplar mixed use development, is transforming the area following the closure of the MG Rover plant.

Across 130 hectares, new development is delivering 10,000 jobs, over 1,450 new homes, a Regional Investment Site for employment uses, ITEC Park, a bio-mass Combined Heat and Power network, education facilities and an urban park. Longbridge Town Centre is already home to over 28,000 square metres of high quality retail, as well as leisure and community facilities. As a Green Travel District, development is underpinned by high quality public transport facilities, walking and cycling routes and improved highway infrastructure.



**King's Heath High Street** is the focal point for a number of neighbourhoods in south Birmingham. Much like the neighbouring centre of Moseley, it has become a thriving destination for shopping and socialising, with a mixture of high street and independent shops, restaurants, community facilities, parks, and local events (supported by an active Business Improvement District (BID)). The High Street has also benefitted from its large catchment area and excellent connectivity. Recent investment in the village square in front of All Saints Church

has created a focal point in the high street, a place for people to relax and meet and a location for events and markets.

**Soho Road** is a successful centre located north west of the City Centre in the Handsworth neighbourhood. It plays an important role as a destination for ethnic retailing, and has a wide catchment area extending outside of Birmingham. Over the last 15 years Soho Road has undergone a programme of regeneration, supporting and enhancing the vitality and viability of the centre. Its success is characterised by a low vacancy rate and diverse uses. There is a strong representation from small and independent ethnic retailers, a healthy business environment and an active BID. It is important for its shopping, and its education, health, community and cultural facilities.



“  
Birmingham...  
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a great place  
to live, work  
and visit  
”



# The strategy

“There is unrivalled opportunity for transformation across Birmingham’s network of Urban Centres”

With over £2bn worth of new investment potential, there is unrivalled opportunity for transformation across Birmingham’s network of Urban Centres. This potential will see the delivery of new homes, jobs and amenities and significant improvements to connectivity and the local environment.

Maximising the potential of Birmingham’s Urban Centres will be driven by a strategy that promotes them to adapt and change. By focussing on core themes of activity, connectivity and local design and identity, centres can become more vibrant and sustainable places. To support the application of these principles a Toolkit has been created that can be applied to all centres aiding local businesses, residents and organisations. As part of this strategy, a range of centres have been identified with potential for transformation based on the scale of opportunity, investment in infrastructure or focus at the heart of a wider neighbourhood.

### Core Themes The components for successful Urban Centres

Successful Urban Centres are places that offer diversity, not just in the uses but in the spaces, environments and activities that occur there. Equally they will need to feel safe; be accessible by a range of modes of transport and have good connections into their local communities and the wider City.

By focusing on the following key components, Birmingham’s network of Urban Centres can flourish; re-positioning their offer where necessary to become thriving hubs at the heart of communities and fully supporting the City’s growth agenda.

#### Activity

- **Diverse mix of uses** to create multipurpose areas that bring life to the Urban Centres, underpinning their economic vitality. This range of uses includes shops, leisure, homes, community facilities, markets, training, skills and employment opportunities and services located in a focused cluster. Some centres are, or will become, the focus for a niche offer or activity, which can provide a unique selling point to help them remain vibrant.

#### Connectivity

- **Accessible public transport** that connects, via bus, metro and train, centres to their neighbourhoods, employment opportunities and the wider City, via bus, metro and train.
- **Walking and cycling routes** that allow people to safely and conveniently access Urban Centres within their neighbourhoods.
- **A safe and resilient road network** that operates efficiently and sustainably, managing traffic, congestion and servicing and allows for an appropriate level of good quality car parking.
- **Digital connectivity** that meets residents’ and businesses’ existing and future communication needs.

#### Design and local identity

- **Local character and history** that sees development, uses and activity in centres reinforcing or creating a positive sense of place and local distinctiveness.

- **Higher densities of development** that are focused on key transport nodes to create clusters of economic and social activity and make efficient use of available land.
- **Attractive streets and spaces** that are safe, accessible, interesting and well-maintained, encouraging people to visit and use their Urban Centre.
- **Environmental quality** that sees Urban Centres taking opportunities to make sustainable design integral to development, including green infrastructure, sustainable drainage and energy generating features.
- **Active communities** that take the lead in driving the improvement of their Urban Centres.

#### Delivery

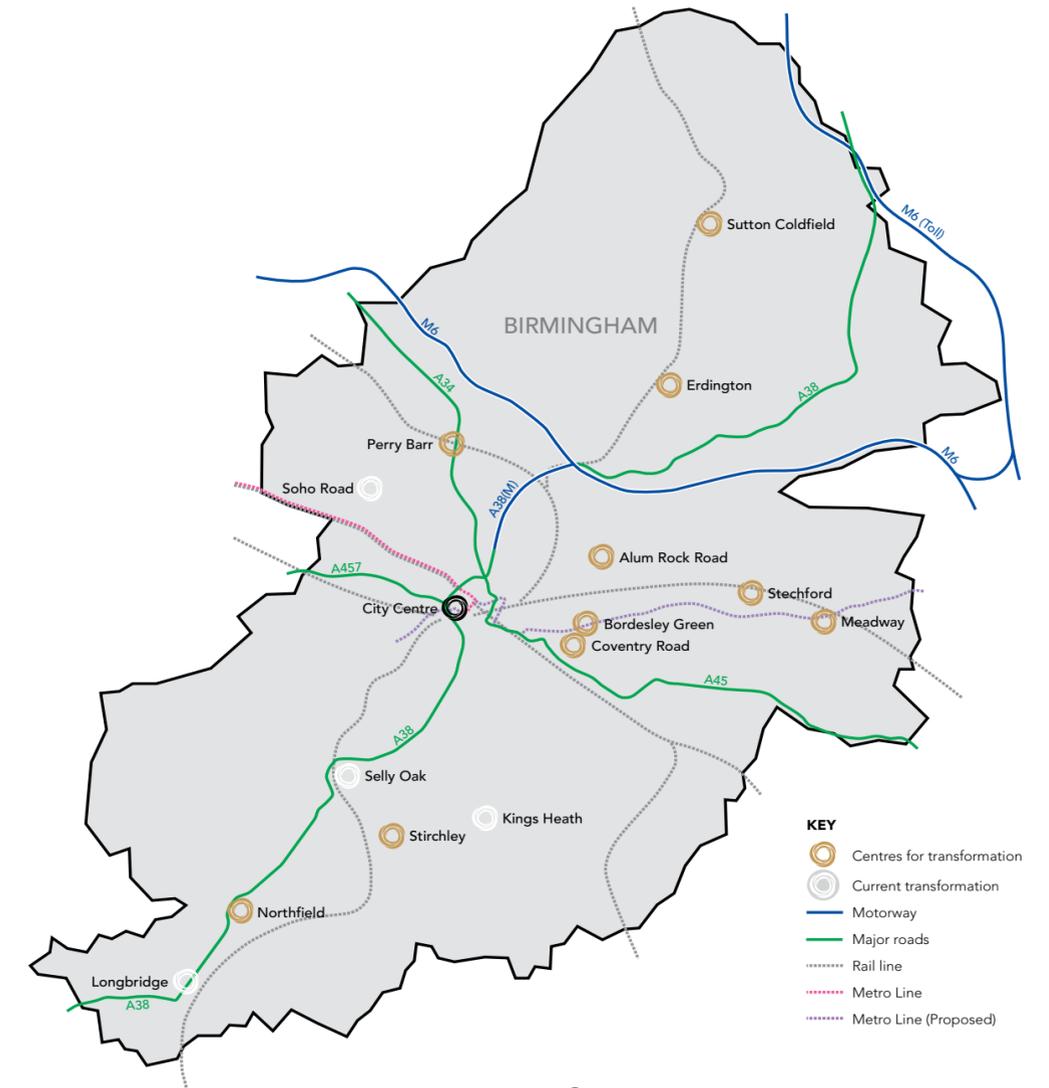
Alongside the centres identified in this framework, there are opportunities throughout the City’s Urban Centres and parades for investment through local communities, businesses, organisations and landowners. All play an important role in creating thriving Urban Centres.

The Delivery section at the end of this document provides some information on how change can be delivered in centres. An online Toolkit will also be made available to view at: [www.birmingham.gov.uk/urbancentresframework](http://www.birmingham.gov.uk/urbancentresframework) which provides practical advice and information to communities and organisations on how to make centres more active, attractive and connected.

### Spatial Strategy Centres of transformation

Centres of transformation will be at the heart of delivering inclusive growth, with significant opportunities for investment and development. The City Council has identified its initial priority centres of transformation, and there is potential for other Urban Centres in the City to be identified in the future.

- Centres at **Sutton Coldfield** and **Perry Barr** will be the focus for significant growth, delivering new homes, jobs and local services. Based upon the growth potential set out in the Birmingham Development Plan these places will play a leading role in delivering the City’s inclusive growth agenda due to their size, location and scale of potential.
- Centres on key public transport corridors present major opportunities for investment, enabling local communities to better connect with economic growth. The proposed East Birmingham Metro will drive forward the delivery of clusters of economic and social activity at key places along the route including **Bordesley Green, Coventry Road, Stechford** and **Meadway**.
- At a more local scale, there are a number of centres and parades City-wide with growth potential that are at the centre of neighbourhoods. These centres have the potential to adapt to meet the needs of their communities and businesses. **Erdington, Northfield, Stirchley** and **Alum Rock Road** all present opportunities to re-focus their offer to serve their growing neighbourhoods, remaining relevant and resilient into the future.



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# Centres for transformation

- Sutton Coldfield
- Perry Barr
- Bordesley Green
- Coventry Road
- Stechford
- Meadway
- Erdington
- Northfield
- Stirchley
- Alum Rock Road

Sutton Coldfield Town Centre is the largest suburban centre in the City, and is located to the north of Birmingham. It has excellent connectivity by train and bus, and access to the motorway network. It extends from the High Street in the north to Birmingham Road to the south. It incorporates the train station and Town Hall to the north-west, and is bounded by Victoria Road and Queen Street to the east and the rail line to the west. Sutton Coldfield Old Town, which is the historic heart of the centre, creates a distinctive high street environment. Sutton Park, one of the largest urban parks in Europe, is a 10 minute walk from the Town Centre.

Sutton Coldfield's Town Centre will become an unrivalled destination with a unique experience of new shopping, leisure, commercial uses and residential offer. As Birmingham's second largest centre after the City Centre, it has opportunities for over £500m of investment to build on the areas success as one of the most attractive places to live in the City.

The Town Centre is both a well-established shopping destination and an important commercial location for office based businesses. Capitalising on the spending power of its surrounding neighbourhoods, the centre will be rejuvenated with a high quality shopping and leisure offer, cultural and community uses and new homes. Growth will be facilitated by a substantial investment in new infrastructure of approximately £35m.

The role of the centre will become even more important over the coming years as the sustainable urban extension at Langley and the employment site at Peddimore will see 6,000 new homes and 71 hectares of employment land delivered. This will create further opportunities for the Town Centre to reposition itself and attract new investment.

The Birmingham Development Plan identifies that the centre can accommodate further retail growth, major commercial floorspace, and a significant number of new homes. The Royal Sutton Coldfield Town Council and Sutton Coldfield Town Centre BID will be key partners in achieving these ambitious levels of growth.

#### THE BIG MOVES

##### Vibrant mix of retail and leisure uses

The comprehensive redevelopment of the heart of the Town Centre will create a new offer with food and beverage, hotel, cultural, community and retail uses, and new residential development.

##### Thriving businesses

New commercial space will be developed to provide additional floorspace for existing businesses to start-up, grow and to attract new companies to the Town Centre.

##### Town Square

A major new public square will be created for the centre an attractive place for people to meet and relax.

##### Connecting Sutton Park

The enhancement of key routes will transform the connections to Sutton Park, making the most of this major green asset as part of the Town Centre offer.

##### Sutton Coldfield gateway

A new public transport interchange will link bus and rail passengers directly to the Town Centre, providing enhanced facilities and a quick and efficient way of linking to the wider City and beyond.

##### Improved road connections

A proposed relief road will reduce traffic on the town's historic High Street creating an attractive environment for businesses, pedestrians, cyclists and shoppers and revitalising this part of the centre.



CORE THEMES

Activity

- A mix of uses; including retail, leisure, commercial, cultural and community; will be delivered through the redevelopment of key sites; including the Red Rose Shopping Centre, Brassington Avenue and Station Street. The potential for a new community hub will be explored.
- The success of the Town Centre’s festival programmes, restaurant quarter along Birmingham Road and its thriving evening economy will continue to be supported, with improvements to the public realm facilitated by the redirection of through traffic.
- New residential development will play an important role and will capitalise on the popularity of recent developments within the Town Centre, such as Royal Sutton Place, and support the vibrancy and liveability of the centre.

Connectivity

- The creation of a dedicated public transport interchange will enable the centre to become completely pedestrianized, facilitating easier movement by foot and by bike around the core area.
- A high quality walking and cycling link between the rail station and the centre will create a direct, safe and pleasant route.
- The shopping experience on the High Street will be improved through a reduction in traffic through the delivery of the relief road. This will allow widening of the pavement, creating a safer walking and cycling environment through the heart of the historic core of Sutton Coldfield. Parking provision will be reviewed as part of delivering these enhancements.

Design and local identity

- The aspiration for the Gracechurch Shopping Centre in the long term is to remodel the layout to integrate fully with the significantly enhanced public realm and connectivity in the centre, especially to the Brassington Avenue development site.
- The new town square will be a focal point as a lively hub for cultural events, markets and festivals.
- The scale of the development opportunities available within the Town Centre provides significant scope for creatively and well-designed buildings to make a substantial contribution to the public realm and enhance the River Tame. New developments can enhance the centre both visually and in terms of wider placemaking by improving the legibility of the Town Centre, with the potential for public art.
- Sutton Coldfield’s rich heritage and variety of historic buildings makes the town unique in the City’s hierarchy of centres, with its own heritage trail. The creative re-use of historic buildings will bring a new range of uses to the historic part of the town.
- Sutton Park has significant historic and leisure value, and lies in close proximity to the Town Centre. Opportunities will be taken to promote Sutton Park as a major asset to the Town Centre offer, and the links between the two will be improved.

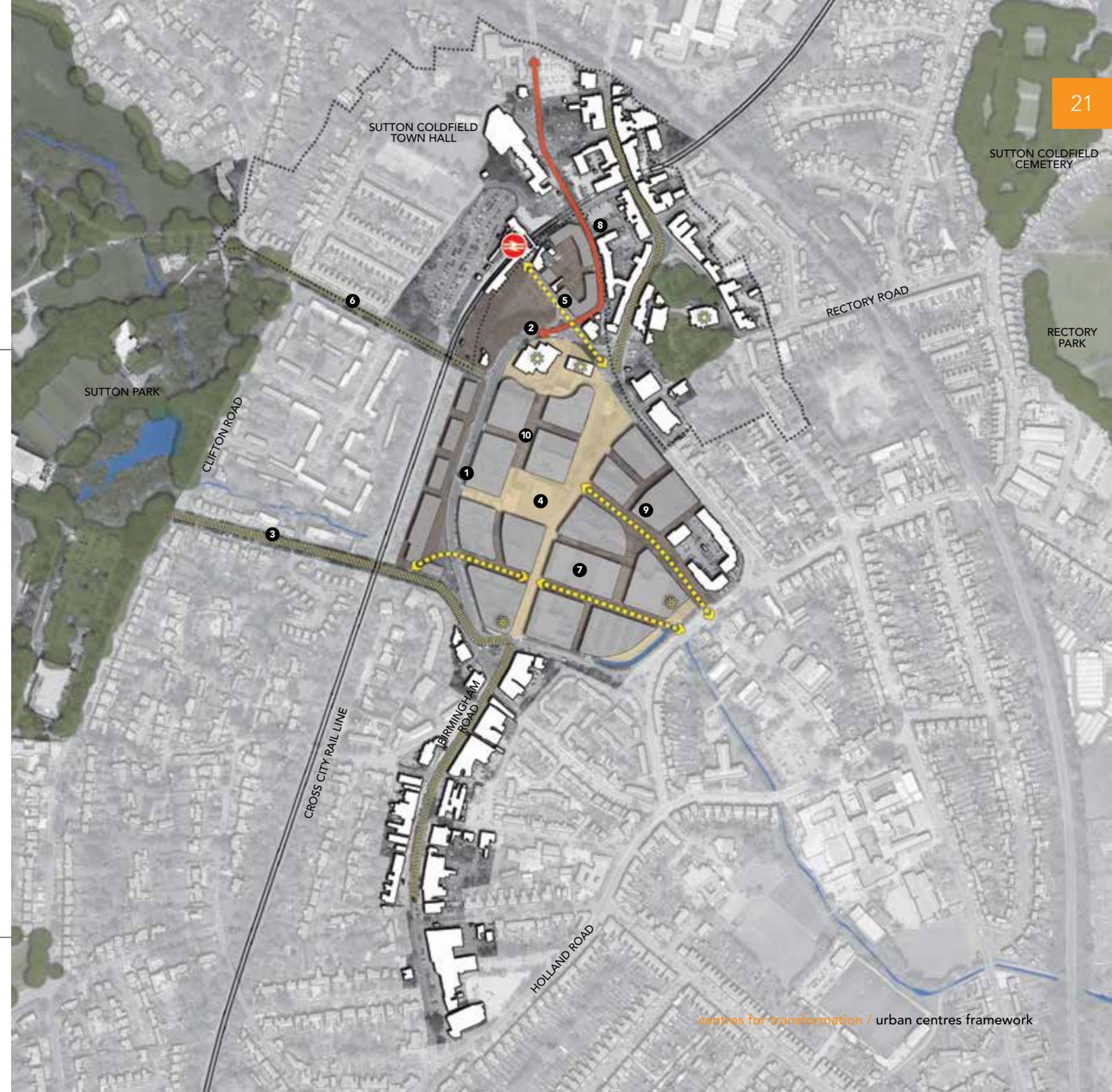
Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- Streetscape/public realm improvement
- Future relief road
- Landmark proposed/existing
- Rail station

Sites/Opportunities

- Brassington Avenue
- Station Street/Brassington Avenue
- Sutton Park Link I
- New town square
- Station Street
- Sutton Park Link II
- Town Centre development opportunity
- Future relief road
- Red Rose Shopping Centre
- Gracechurch Shopping Centre

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The Birmingham Development Plan identifies Perry Barr as a District Centre for significant growth. It is 3.5km (2.2 miles) north of the city centre, and is served by key bus and rail routes. The centre will become increasingly accessible with significant investment in infrastructure and placemaking interventions, with the Birmingham 2022 Commonwealth Games as a major catalyst.

The centre will be transformed through the development of major sites with high quality buildings, enabled by investment in sustainable transport and the public realm. This will provide improvements to the commercial offer and a significant increase in the number of homes in and around the centre. It will be an attractive urban place that attracts many more people to live, work and visit.

The Athletes' Village will be developed on the former Birmingham City University campus and adjoining sites; in legacy this will provide sustainable residential growth at the heart of the centre. Other improvements will include upgrades to rail and bus infrastructure, a new Sprint / rapid transit service, segregated cycle routes, and improvements to open spaces and pedestrian connectivity. The legacy projects will lead to over 3,000 homes being delivered across the area.

One Stop Shopping Centre is a successful retail destination with a large number of national stores. In the longer term there is an opportunity, through remodelling, to open up the site to improve the frontage to Walsall Road and access to Perry Hall Park.

The traditional shopping centre, focussed around Birchfield Island, will be boosted through redevelopment of gateway sites to provide commercial and residential growth around a redesigned junction which provides a high quality town centre environment.

### THE BIG MOVES

#### Vibrant Urban Centre destination

Perry Barr will be a focus for higher density development; a place with a strong urban character of well-designed buildings and spaces, an attractive place to live, work and visit for a wide range of shopping and leisure uses.

#### Enhanced A34 corridor environment

The highway will be redesigned to improve pedestrian and cycling movement, and public transport priority within the centre whilst maintaining vehicle access. These changes will also create opportunities for new development.

#### Public transport hub

High quality, easily accessible rail, Sprint/rapid transit and bus facilities at the heart of the centre will make public transport the preferred travel choice between Perry Barr, the City Centre and the wider area.

#### East-west movement

People will be able to easily walk and cycle within the centre, and between Perry Hall Park to the west and new residential neighbourhoods to the east.

#### Commonwealth Games Athletes Village

The 1,400 homes legacy development will be a major catalyst for the area, bringing new residential accommodation along with infrastructure investment.



CORE THEMES

Activity

- New vibrancy will be added through the development of more than 2000 homes within the centre, of which approx. 1,400 will be developed ahead of the Commonwealth Games and used as part of the Athletes' Village during the Games. More new homes will be developed on sites to the north and east, which will be used temporarily in Games time before being developed for housing.
- Community and leisure facilities in the area will link well with the centre. A new secondary school will be developed on Holford Drive, and accessibility to education and leisure provision will be enhanced. A new community centre, and commercial uses to meet local need, will be provided within the Athletes' Village residential scheme.
- Land around the junction of the A34 and Wellington Road/Aston Lane will be developed for commercial and higher density residential uses to enclose a remodelled Birchfield Island, forming a new gateway in the traditional part of the centre. Sites include the former Crown and Cushion public house and adjacent land, the former library site and adjoining land, and the shops on the eastern side of Birchfield Road, including land to the rear.
- The aspiration for the One Stop Shopping Centre is to remodel the layout to provide activity to the Walsall Road frontage, bring forward underutilised land, and to integrate fully with the significantly enhanced public realm and connectivity in the centre.

Connectivity

- A new public transport interchange and upgraded passenger facilities will be formed by the redevelopment of Perry Barr rail station and the adjacent bus

interchange, interconnecting with the Sprint/rapid transit service.

- Changes to strategic highway network will rationalise vehicle movements, including improved access to One Stop, and deliver improved walking and cycling connections both east-west and north-south within the centre. Key to this will be closure to through traffic of part of Aldridge Road alongside the new residential neighbourhood, creating a public space with high quality pedestrian and cycle provision.
- Proposals will support public transport priority through the centre and the delivery of a high quality segregated cycle route along the A34 connecting the City Centre to Walsall via Perry Barr and the Alexander Stadium.
- Perry Hall Park will be made more accessible and an important asset for the centre offer by providing a walking and cycling route alongside the River Tame, and by opening up links through One Stop Shopping Centre.

Design and local identity

- The scale and quality of development within Perry Barr will clearly identify it as an attractive and modern Urban Centre destination. This will be reinforced by landmark buildings in prominent locations, including at Birchfield Island and on the Athletes' Village site.
- The new residential development created as a legacy of the Commonwealth Games Athletes' Village will be an attractive and vibrant place to live with a distinctive character and strong sense of place. New public space, including that created by the closure of part of Aldridge Road, will reduce the dominance of the road network and provide a high quality setting for development.

- Development across the centre will be based on creating attractive, well overlooked streets and public spaces, with coherent design guided by a clear approach to public realm.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Future public transport interchange
- Improved pedestrian and cycling link
- Landmark proposed/existing
- Rail station

Sites/Opportunities

- New walking/cycling route alongside the River Tame
- Remodelled One Stop Shopping Centre
- Former Crown and Cushion PH
- New public transport hub
- Birchfield Island enhancements
- Former library and adjoining land
- Major public space
- Commonwealth Games Athletes Village
- New school
- Birchfield Road development opportunity
- Later residential phases

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This is a linear centre extending along Bordesley Green, serving the local community with a variety of shops and services. The majority of businesses are small and independently owned, with the primary shopping area at the western end around the junction of Bordesley Green Road and Victoria Street. Two small supermarkets - Lidl and Asda - are located at the eastern end. The South and City College adjoins the centre and is an important local hub for education and community uses.

Most shops occupy the ground floors of two-storey Victorian terraced buildings lining the southern edge of Bordesley Green. The northern side generally comprises industrial and commercial uses not typical of a Local Centre.

Bordesley Green is part of a wider Green Travel District and is accessible by both bus and train, with Adderley Park rail station less than a 10 minute walk from the centre. Metro will run along the entire length of Bordesley Green and be a major catalyst for growth and regeneration, which will bring new life and uses to the centre, enhance the quality of the environment and connect local residents and businesses with economic opportunities across the City and beyond.

The centre is located within the emerging Bordesley Park Area Action Plan area, which promotes the creation up to 3000 new jobs and the delivery of around 750 new homes in the wider area.

### THE BIG MOVES

#### Metro connectivity

The arrival of Metro will make Bordesley Green a very accessible location at the eastern edge of the City Centre, and a convenient interchange for rail and bus routes including the inner circle. Improved walking and cycling links that will also enable people to move easily around the area.

#### Mixed use regeneration of Bordesley Green north

Good quality redevelopment for higher density housing, shops and other facilities on the northern side of Bordesley Green will enhance the vitality and appearance of the centre.

#### Enhanced public realm

New and improved public spaces, and walking and cycling routes will be delivered in conjunction with Metro and redevelopment opportunities in the centre, making the place a more attractive place to visit.



CORE THEMES

Activity

- A range of new uses, including residential and a much improved environment will increase activity and create a more vibrant centre offer.
- The emerging Bordesley Park Area Action Plan already identifies a number of areas within and adjacent to the centre that have the potential for redevelopment to deliver new mixed uses and housing. This includes sites that are currently vacant or in poor condition.
- The introduction of Metro creates significant additional opportunities to provide new retail, services, businesses, leisure, community and education uses - as well as higher density and family housing - on under-used land occupying much of the northern side of Bordesley Green within the local centre. This includes the opportunity to extend the site of Bordesley Green Girls' School and Sixth Form.

Connectivity

- The introduction of Metro will address congestion issues which will provide benefits for other road users including bus services.
- Metro will improve connectivity across East Birmingham, giving Bordesley Green better access to the City Centre, Birmingham International Airport, the National Exhibition Centre, the HS2 Interchange, as well as destinations in-between.
- There will also be opportunities for improved local bus services and links to Adderley Park rail station, whilst redevelopment of the centre will include good quality walking and cycling routes and highway improvements.

Design and local identity

- In places, the environment of the local centre is poor with a number of underused properties and premises, especially to the north of Bordesley Green. The arrival of Metro offers scope to create a more distinctive urban character of attractive streets and public spaces enclosed by good quality new buildings to complement the Victorian terraced buildings along the southern side of Bordesley Green.
- Existing buildings that are local landmarks should be retained within an improved setting, including the imposing former police station and fire station.
- New residential development will include a range of housing types to meet local needs and support the vitality of the centre. This will include larger family units of which there currently is a limited supply within the area.
- New public space will be created along Bordesley Green at Five Ways junction and the open space at Denbigh Street will be re-shaped to create a more welcoming and usable space.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- ⋯ Improved pedestrian and cycling link
- ✿ ✿ Landmark proposed/existing
- M Future Metro station

Sites/Opportunities

- 1 Bordesley Green Girl's School and Sixth Form
- 2 Five Ways junction public space
- 3 Former Police Station
- 4 Former Fire Station
- 5 Asda supermarket
- 6 Lidl supermarket
- 7 Mixed use regeneration
- 8 Denbigh Street open space improvements



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Coventry Road forms a traditional linear centre to the east of the City Centre, and stretches from Cattell Road to Small Heath Park, a distance of around 1.6km. It is well served by public transport including major bus services, and is part of a wider Green Travel District. A new Metro line is scheduled to serve the northern part of the area.

Forming one of the largest centres in east Birmingham, Coventry Road serves the day to day needs of its local community, as well as growing niche markets with a much wider catchment.

It has a wide and diverse range of shops and community facilities, including health centres, a leisure centre, the historic Small Heath Park (which often accommodates large community events) and the smaller Sara Park. The majority of shops are small and independently owned, occupying a diverse mix and age range of buildings, including some with surviving historic and architectural value.

These uses are complemented by the retail offer of Morrison's, a number of larger national retail chains on St. Andrew's Retail Park at the western end of the centre and Asda to the east.

Small Heath is home to Birmingham City Football Club at St Andrew's Stadium - a major leisure and sports attraction opposite the retail park at the western gateway to the centre.

Development and investment in the area, the creation of new jobs and the delivery of new homes, education and community uses will be guided by the emerging Bordesley Park Area Action Plan.

#### THE BIG MOVES

##### Attractive western gateway

New development alongside redevelopment of existing key sites around Bordesley Circus will define and enhance the gateway at the western end of the centre.

##### Vibrant mix of retail, business and leisure uses

The mixed-use offer along Coventry Road will be enhanced through redevelopment of existing under-utilised sites, the introduction of residential accommodation and by improving connections to existing facilities.

##### High quality public realm

Improvements to the street, shop and business frontages along Coventry Road, St Andrew's Stadium and the retail park, as well as the general environment and routes to the main commercial areas, Small Heath Park and Sara Park will enhance the centre as a pleasant, safe and increasingly attractive place to visit and walk around.

##### Metro

The environment around the new Metro stop at St Andrews will be a high quality, welcoming arrival space, with an opportunity to create a new focal public space on Coventry Road.



## CORE THEMES

### Activity

- Under-utilised sites provide the opportunity to increase activity in the centre. Land between Coventry Road and Wright Street, has potential for mixed-use development, including residential. A new public space to better integrate the community facilities at Small Heath Library Well-being Centre and School into the centre and create a new focus for activity will be pursued.
- The former tram and bus depot at Coventry Road/Arthur Street has potential to be redeveloped for a mix of uses including residential.
- St Andrews Stadium is a key focus for activity on match days, as well as other events throughout the year. The uses and environment around it have significant potential for improvement.
- Redevelopment, together with rationalisation and improvement of existing uses at Herbert Road, Jenkins Street, Parliament Street and Whitmore Road, will deliver new business and community uses.

### Connectivity

- The new Metro stop at St Andrew's and the Sprint/rapid transit route along Small Heath Highway will promote public transport and improve access to Coventry Road, and connections with the City Centre and key destinations in the wider area.
- Existing bus services through the centre can be improved by the better management of existing road space.

- There is a significant network of green infrastructure in the form of parks, open space and green corridors, such as the Grand Union Canal, around the centre. Walking and cycling links will be enhanced to improve the connections between these facilities and the centre.

- Walking and cyclin links will be enhanced across Small Heath Highway to improve access to the railway station and canal.

### Design and local identity

- Sites within the western gateway provide opportunities for higher density development defining the approach to the local centre from Bordesley Circus, transforming this arrival point into the area.
- There is a longer term opportunity to redevelop existing municipal housing at Coventry Road/Dart Street for higher density, modern residential accommodation.
- The centre contains significant lengths of traditional shop fronts and key buildings, particularly in the eastern part of Coventry Road. Sensitive refurbishment of facades to reveal historic features would benefit the character and attractiveness of the centre.

- There are a number of underused sites, including at corners along Coventry Road, which with appropriate, well-designed development will form local landmarks and add to the area's distinct identity.

- St Andrew's Stadium is an important destination and landmark. Improving the

built environment and public realm around the Stadium and the adjacent shopping centre, together with a new Metro stop, will create a prominent arrival place at the western gateway to the centre.

- Small Heath Park at the eastern end of the centre is a key historic and community asset used for a range of community events and has the potential for greater use as a focus for local people and visitors alike.

### Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- Landmark proposed/existing
- Rail station
- Future Metro station

### Sites/Opportunities

- Coventry Road/Dart Street
- Land at Bordesley Circus
- Former tram/bus depot
- Western Gateway opportunity
- Herbert Road/Jenkins Street/Parliament Street/Whitmore Road opportunity
- Coventry Road/Wright Street opportunity



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Stechford Local Centre is focussed along a 300m stretch of Station Road, between the railway station to the north and leisure centre to the south. The shops generally form the ground floor of traditional 3 storey buildings, serving the day to day needs of the local community. On the western side of the street, shops are set well back behind car parking and open land, offering considerable potential to enhance the centre's character.

Stechford railway station provides fast connections into the City Centre and to Birmingham Airport. It is easily accessible from the centre, although there is potential to improve the entrance to the station. The centre is served by a number of bus routes including the outer circle, whilst the Metro extension will run along Bordesley Green East/Meadway, approximately 5 minutes' walk to the south of the centre.

The new leisure centre, including a swimming pool and café, is a key attraction within the centre. The site of the existing leisure centre will provide a number of development opportunities including retail and housing. The River Cole Valley is also an important asset for Stechford residents, providing a strategic green space and recreational route within 10 minutes walking distance of the centre.

The traditional centre is complemented by larger retailers at Stechford Retail Park located to the north of the centre. The two shopping areas are connected by a section of Station Road that would benefit from an improved appearance and a better walking and cycling environment.

Stechford is located in the City's Eastern Growth Triangle, which aims to deliver around 1,000 new homes, community facilities, economic growth and regeneration. Improvement of the centre as a destination, with a clear identity and that meets the retail, service and community needs of local residents and visitors, will be taken forward.

#### THE BIG MOVES

##### Distinctive, vibrant Local Centre

The centre will be defined by the landmark new leisure centre and opportunity for a distinctive new railway station which, along with refurbishment of key traditional buildings and selective redevelopment, will create a more attractive and usable public realm.

##### High quality homes

New high quality homes will be delivered on a range of sites in and around the centre, which will meet a range of local needs. More people living locally will help the centre become more vibrant.

##### Easily accessible local centre

Accessibility will be improved by all modes of transport, including an enhanced railway station and environs, along with upgraded pedestrian and cycle routes along Station Road.



CORE THEMES

Activity

- Refurbishment and redevelopment of buildings and remodelled public realm will create a new heart for Stechford and encourage more active uses that spill out in to public spaces.
- The new leisure centre will attract more people to Stechford. The former Cascades site has the potential to be redeveloped for a range of uses, including retail and housing, with an opportunity to provide new housing facing Manor Road recreation ground.
- New homes will help create more vibrant streets and public spaces. Possible development sites to the north of the centre include, Bulls Head Allotments, vacant land off Avocet Close and underused commercial premises to the west of Station Road between the railway line and the River Cole Valley.

Connectivity

- Remodelling of the spaces between buildings within the centre will accommodate vehicle movement, create more attractive public spaces that are easier to walk and cycle around, and reduce the dominance of roads.
- There is potential for the railway station to have a distinctive new building with a more prominent entrance, improved facilities and better access for all.
- Traffic congestion at the Station Road, Flaxley Road and Iron Lane junction (by the retail park) will be resolved by programmed highway works that will also incorporate new walking and

cycling routes to the River Cole Valley. Walking and cycling routes will also be provided along Station Road to improve connections between the retail park and the rest of the centre.

- The redevelopment of the former leisure centre site will provide improved access between Station Road and Manor Road recreation ground.
- Waymarking of walking and cycling routes between the centre and Stechford rail station will be improved.

Design and local identity

- The centre will be transformed in to a destination with a strong identity and sense of arrival that attracts people to stop and use local shops and facilities. Key to this will be treatment of roads, parking and other open spaces to create a recognisable heart to the centre. This will include refurbishing significant buildings, such as the parade of shops at 195-231 Station Road, the former bank and masonic hall buildings and redevelopment of selected buildings and underused land.
- The centre's character will be strengthened by a well-designed, more prominent new railway station building connected to Station Road, enhanced public realm and the new leisure centre as an important landmark building.
- There is potential to develop and enhance land alongside Station Road between the railway and River Cole Valley to create an attractive approach to the centre from Stechford Bridge.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- Landmark proposed/existing
- Rail station

Sites/Opportunities

- Bull's Head allotments
- Highway improvements
- New rail station building and forecourt
- Parade of shops at 195-231 Station Road
- Remodelled/consolidated civic space
- Former Cascades site
- New leisure centre
- Land off Avocet Close



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Meadway is being transformed through the phased redevelopment of the Poolway Shopping Centre. This will revitalise the centre's offer and attractiveness, providing up to 15,000 square metres of new retail, community and leisure floorspace, 136 new homes and the enhancement of the Kent's Moat Recreation Ground to provide a modern, safe and attractive park with facilities provided for all ages. The residential development has commenced on site, and the first phase of the new District Centre will follow along with the works to the park.

Meadway is part of the City's Eastern Growth Triangle, an area that will see regeneration and growth with the provision of around 1,000 new homes. Its location on the route of the proposed East Birmingham Metro extension will transform connectivity enabling local communities to better access economic opportunities. The £735m investment in the extension will run from the City Centre, through East Birmingham via Heartlands Hospital, and on to Birmingham Airport and the National Exhibition Centre and the proposed High Speed 2 rail station in Solihull.

#### THE BIG MOVES

##### A new destination

Complete redevelopment of the District Centre with retail and complementary uses, housing and improved leisure and recreation facilities.

##### Better connectivity

A Metro stop at Meadway, connecting it with the City Centre, East Birmingham and beyond and planned improvements to Lea Hall rail station, will make getting around easier and safer.

##### New housing

A broad mix of modern properties for both sale and social rent, with the enhanced Kents Moat Recreation Ground as a key asset on the doorstep, will replace the large number of flats and maisonettes that have become increasingly unpopular and unattractive.



CORE THEMES

Activity

- The new centre will provide an additional retail and community focus for this part of the City, with the potential to serve a wider catchment across East Birmingham. It will provide a broad mix of facilities including shops, opportunities for office development and community uses.
- The centre will be complemented by improvements to the recreation ground to create one of the best public open spaces in the area.
- There is potential to create a new public square within a future phase of centre development, which can provide a focal point for community events.
- New housing, which is already being delivered through the Birmingham Municipal Housing Trust, will enhance local housing choice in the area. Additional residential development opportunities within the new centre as part of mixed use development will also be realised.

Connectivity

- Metro will help to improve connections between Meadway, the rest of East Birmingham and beyond, and enhanced transport interchanges along the route will widen and improve local travel choices.
- A Metro stop will serve the new centre, with improved access to the new housing and improved recreation ground. Meadway will become one of the key destinations on the route.

- New links through the area will improve connections to the centre - attractive footpaths will link through the revitalised open space to adjoining roads, and improved facilities will be provided for cyclists.
- Improvements to Lea Hall rail station will include formalised parking as well as upgrades to the interchange and walking and cycling links to the centre.

Design and local identity

- The new shops and community facilities will have a strong, prominent frontage facing the Meadway, and a welcoming environment that maximises benefits from passing and local trade.
- High quality new housing, laid out in traditional street patterns with a mix of 2, 3, 4 and 5 bedroomed properties, will overlook the improved open space. Extensive landscaping and tree planting, particularly within the recreation ground and along its boundaries, will further enhance the attractiveness of the new streets and setting of the buildings.
- The revitalised recreation ground will include a range of new play and sporting facilities, providing a valuable resource for the local community and also complementing the new shopping centre.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- ⋯ Improved pedestrian and cycling link
- ✿ Landmark proposed/existing
- 🚇 Future Metro/station

Sites/Opportunities

- 1 Residential development opportunity
- 2 New public square
- 3 New BMHT housing development
- 4 New retail development
- 5 Enhanced open space



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NOT TO SCALE



Erdington, in north east Birmingham, is one of the larger centres in the City. It is a linear centre, about 0.85km (0.5 miles) long, which developed along High Street from the late 19th century. It has a range of shops, including national brands, smaller independent stores and indoor markets, as well as cafes and pubs, and a range of community facilities. A new leisure centre and swimming pool has recently opened on the northern edge of the centre.

The High Street is pedestrianised at the northern end, providing space for local events. On and off-street car parking is provided, and it is well served by public transport, including bus services and the nearby Erdington rail station.

The most striking building is the recently restored St Barnabas Church and café (a Grade II listed building dating from 1822) located at the heart of the High Street. The southern half of the street retains significant lengths of attractive Victorian and Edwardian terraced buildings, whilst a number of historic buildings, including Erdington Library and the former swimming baths, are located close to The Green at the northern end of the centre.

There are opportunities to strengthen the retail offer and vibrancy of the District Centre and its public spaces by building on its strong assets and character features.

#### THE BIG MOVES

##### Vibrant mix of retail and leisure uses

The redevelopment of key sites within and adjacent to the centre will create a new retail offer along with leisure, residential, cultural and community uses.

##### High Street transformation

High Street will be transformed to provide a more attractive shopping environment with new modern retail development of high quality design. Improving the quality of the pedestrian environment and reducing the impact of vehicles will create public spaces for informal gathering and community events.

##### Distinctive local identity

Consistent, high quality treatment of shop fronts to the terraces of Victorian and Edwardian buildings between Church Road and Six Ways junction will create a positive local identity for the southern part of High Street.



CORE THEMES

Activity

• Central Square Shopping Centre and adjacent land at High Street will be redeveloped with a mix of uses, including retail, leisure and residential. There will be enhanced public space in front of the church, car parking and an improved relationship with High Street and St Barnabas Church.

• Wilton Indoor Market attracts people to the centre, however it has a poor relationship with the pedestrianised High Street. Remodelling of the market and adjacent buildings will create an opportunity to enhance the retail offer and quality of public spaces, including The Green.

• The former Colliers site on Orphanage Road at the edge of the centre will be redeveloped with mixed uses that will support the centre offer.

Connectivity

• Walking and cycling movement along High Street will be enhanced; possible measures include one-way vehicle flows and reducing on-street parking. Consideration will also be given to restoring a vehicle route at the northern end of the centre with pedestrian priority, and enhancing High Street in front of St Barnabas Church.

• Enhancements to St Barnabas Churchyard with improved walking and cycling routes will provide better connections between the centre and residential areas to the east.

• Walking and cycling routes from the west will be improved to reduce the barrier effect of Sutton New Road, particularly between Erdington Station and the centre.

• Redevelopment of the former Colliers site will enhance pedestrian connectivity to the centre and adjacent leisure centre.

Design and local identity

• Public spaces will be enhanced to become attractive places for people to meet and relax, as well as focal points for local events. There is potential to create a new space at the heart of the centre between Barnabas Road and Church Road, enhancing the setting of St Barnabas Church and other historic buildings on High Street.

• The value of The Green as a community space and northern gateway to the local centre will be enhanced by redevelopment of surrounding outmoded buildings with active frontages and environmental enhancements to better utilise the public space connecting to Erdington Library.

• New signage, upgraded public realm, public art potential and development of land at the junction of Wood End Lane and Wood End Road will complement existing attractive buildings at the prominent Six Ways junction and will raise the profile of the centre from the southern gateway.

• Redevelopment of Central Square Shopping Centre will help create a strong identity for High Street.

• Redevelopment of the former Colliers site will be sympathetic in design to the historic character of Erdington Abbey.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- ✿ ✿ Landmark proposed/existing
- 🚉 Rail station

Sites/Opportunities

- 1 Six Ways junction enhancements
- 2 Ward End development opportunity
- 3 New public space
- 4 Central Square Shopping Centre opportunity
- 5 Wilton Indoor Market
- 6 The Green improvement
- 7 Former swimming baths
- 8 Former Colliers site



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Northfield is one of the larger centres in the City and serves a wide area of south-west Birmingham. It supports over 200 shops, including local and household names and two supermarkets. The centre is also home to businesses in the financial, leisure, administration and service sectors, and health and community uses.

Most shops and businesses front Bristol Road South, which runs for 1.1km through the centre and offers a pedestrian-friendly high street environment. Northfield Shopping Centre, towards the northern end of the centre, is home to a large number of shops, including many national retailers. Supermarkets are located in the south of the centre.

Historic buildings include the striking Black Horse pub (Grade II\* listed building), which marks the southern gateway to the centre and listed cottages on Bell Lane in the north. There are a number of attractive older buildings along the Bristol Road South, some of which would benefit from refurbishment.

Northfield, a Green Travel District, has good public transport links with frequent bus services through the heart of the centre and Northfield rail station is within 20 minutes' walk. The centre offers a pedestrian-friendly environment and accessible car parking, as through traffic uses Sir Herbert Austin Way.

The centre has received significant investment over the last 15 years, including the construction of a relief road (Sir Herbert Austin Way), new and improved shops, new leisure centre and swimming baths, and upgraded public spaces. It also benefits from active Town Centre management and a Business Improvement District. The Northfield Regeneration Framework was produced in 2014 to help ensure that the momentum built up through recent investment is carried forward into new development opportunities.

### THE BIG MOVES

#### Vibrant mix of retail and leisure uses

Northfield will have a wider mix of uses with restaurants, coffee shops and leisure uses complementing national retail chains, independent shops, services and community uses to include more family-orientated and evening activities.

#### Enhanced Northfield Shopping Centre

The Shopping Centre will be remodelled to provide a more welcoming street frontage, improved visitor experience and better access to Victoria Common Park.

#### High quality environment

Further investment in creating a high quality pedestrian friendly environment, including improvements to public spaces, refurbishment of attractive older buildings and high quality new buildings will strengthen Northfield's identity as a place to visit.

#### New developments alongside Sir Herbert Austin Way

Development alongside Sir Herbert Austin Way will create an attractive and active frontage to the relief road and improved links to the high street.



CORE THEMES

Activity

• Northfield Shopping Centre is a key shopping destination, hosting well known high street brands and offering convenient parking. Remodelling of the 1960s style building will transform this key gateway site, creating an active frontage to Bristol Street South and providing much better access to Victoria Common. This will provide an expanded, modern retail, food, beverage and leisure offer.

• Sites around Prices Square and Bell Lane offer a significant opportunity in the heart of the centre for mixed use redevelopment, including new uses for listed buildings that will enclose and animate the public space and streets.

• Prices Square and Tays Corner will be enhanced as attractive, visually coherent and vibrant public spaces straddling the high street, with outdoor seating for cafes and space for activities and events.

Connectivity

• Routes between the high street and Sir Herbert Austin Way will be made more welcoming and convenient for pedestrians.

• Waymarking of walking and cycling routes between the centre and Northfield rail station will be improved.

• The junction of Bristol Street South, Bell Lane and Church Road will be remodelled to reduce the dominance of roads and make it a more attractive place for pedestrians and cyclists to navigate. Measures could include wider footways and fewer barriers.

• Public access to Victoria Common from Bristol Road South will be greatly improved by remodelling of Northfield Shopping Centre.

Design and local identity

• High quality developments will mark the approaches to the centre and the frontage to Bristol Road South. Development of land and buildings between Bristol Street South and Sir Herbert Austin Way could be up to 4 to 5 storeys high to reflect the scale of the road, with potential for taller elements in key corner locations and at approaches to the centre. These will also help identify and promote the centre.

• Improvements to Northfield Shopping Centre and adjacent public realm will provide a positive identity in the north of the centre.

• The quality of the high street will be improved by new buildings in key locations on the western side and refurbishment of existing Victorian and inter-war buildings on the eastern side.

• Northfield Baptist Church is hidden behind buildings of poorer quality and redevelopment offers an opportunity to open it up to the street.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- Landmark proposed/existing

Sites/Opportunities

- 1 Northfield Shopping Centre
- 2 Listed cottages on Bell Lane
- 3 Tays Corner
- 4 Prices Square
- 5 Northfield Baptist Church enhanced frontage
- 6 Mixed use opportunities



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Stirchley is one of the main centres in the south of Birmingham. It is an up and coming area, with great public transport links, proximity to attractive parks and the River Rea valley and accessibility to local employers attracting a growing community of young professionals.

It is within easy walking distance of Bournville rail station, has good bus connections, easy access to the Rea Valley walking and cycling network linking to the City Centre, and is close to the Worcester and Birmingham Canal. Employers in the local area include Cadburys, the University of Birmingham and the Queen Elizabeth Hospital complex.

The centre has a range of independent shops, services and community facilities stretching for about 1.2km along Pershore Road. Towards the north of the centre, the historic buildings of Stirchley Baths, converted for community uses including a café, Constituency Offices and regular indoor market, Stirchley Library and The British Oak public house provide a strong community focus

The centre is generally characterised by terraces of relatively modest two storey Victorian buildings lining Pershore Road, with some sections that would benefit from refurbishment. Surrounding the centre are bulky goods retail units, employment sites and residential areas

New homes have recently been built at the southern approach to the centre by the Pershore Road canal bridge, and at Fordhouse Lane permission has been granted for development of 101 homes and improved public access to the River Rea valley.

Stirchley will become one of south Birmingham's most important sustainable and vibrant District Centres, offering shops, cafes, restaurants and spaces for local markets and events. With major development sites available and other opportunities for investment, there is potential for positive change.

### THE BIG MOVES

#### Hazelwell Lane development

A large vacant site at Hazelwell Lane will deliver a major mixed use scheme of retail, offices and homes that would complement a growing range of attractive independent and specialist shops in the traditional centre and improve links to the River Rea and green spaces to the east.

#### Stirchley Square

A new public square at the junction of Pershore Road and Hazelwell Street will create a community space at a key location in the centre, in front of the historic British Oak public house.

#### Stirchley Park

Stirchley Park will be remodelled, with improved access and visibility to complement community activities at the adjacent Stirchley Baths Community Hub.

#### Improved high street and visitor experience

The appeal of the high street will be enhanced by improvements to public realm and building frontages along Pershore Road. New and improved walking and cycling routes will link the centre with the rail station, canal and Millennium Cycleway.



CORE THEMES

Activity

Retail uses will be consolidated in the core shopping area at the heart of the centre, including potential for combining adjacent terraced buildings to form larger units. A mix of new retail, leisure, office, health, community, and residential and employment uses will add to established and recently opened facilities to bring more activity.

The major redevelopment site at Hazelwell Lane will provide new retail, food and beverage, employment uses and new homes. Together with the potential redevelopment of the former KwikSave store facing Stirchley Square on Hazelwell Street and the development site south of the British Oak public house, this will bring increased vitality to the centre.

The new Stirchley Square public space and improved Stirchley Park will be places where people meet and relax as well as providing space for local events and markets that complement community activities at the former Stirchley Baths Community Hub.

The site of the former gym/bowling alley on Pershore Road, in the northern approach to the centre near Cartland Road will be redeveloped with uses that complement the centre.

Connectivity

Pershore Road public realm improvements will make the centre more accessible and attractive for pedestrians and cyclists, with measures that include widening of footways, new seating and cycle stands. Access to Stirchley Park will also be improved.

Links to the rail station and canal via Mary Vale Road and Bourneville Lane will be maintained and improved.

New and enhanced connections to the Millennium Cycleway will be incorporated in to new housing on the former Arvin Meritor site and will be integral to development at Hazelwell Lane.

Design and local identity

The identity of Stirchley as a destination will be strengthened by improvements to the high street environment. Buildings will be refurbished to retain their Victorian character, with opportunities for good quality new buildings to add visual interest and activity in key locations.

The historic Stirchley Baths and Library and British Oak Public House, together with attractive new development at Hazelwell Lane, the former Kwik Save site and the new Stirchley Square, will create a distinctive character in the northern part of the centre.

The public square in front of the former Selly Oak Constituency Office building will be upgraded as part of wider public realm works to form a landmark space on Pershore Road.

The southern approach to Stirchley centre will be enhanced by reducing advertisements and signage, and improving the appearance of Pershore Road by upgrading boundary treatments by the canal bridge and frontages to industrial buildings.

Improvements to the public realm on Pershore Road will enhance the northern approach to the centre.

The housing development on Mayfield Road provides an opportunity to define this corner of Pershore Road and mark the route linking with the River Rea.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- Landmark proposed/existing
- Rail station

Sites/Opportunities

- Northern approach
- Improved links to Stirchley Park
- Hazelwell Lane development
- Stirchley Square
- Development site south of The British Oak PH
- New public square
- New housing development
- Southern approach
- Former Kwik Save
- Pershore public realm improvements



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Alum Rock Road is the principal centre serving the East Birmingham neighbourhoods of Saltley and Washwood Heath. The centre benefits from good public transport links, with regular bus services and local connectivity and its specialist jewellery, fashion and textile shops attract visitors from a wide catchment area.

The centre runs for about 1km along Alum Rock Road and most shops and businesses are accommodated in two storey Victorian terraced buildings facing the street. The eastern gateway to the centre is marked by Shall Hill School, and St Mary and St John parish hall which is a listed building.

There has been recent investment in new housing and community facilities, including Washwood Heath Health and Well-being Centre, at Clodeshall Road on the eastern edge of the centre. Further growth and investment in East Birmingham is proposed by the emerging Bordesley Park Area Action Plan. In addition to bringing forward some significant development sites, the District Centre will improve its visual quality and visitor experience.

#### THE BIG MOVES

##### Attractive western gateway

A more prominent and attractive gateway to the centre will be created at the junction of Alum Rock Road, Washwood Heath Road and Adderley Road.

##### Vibrant retail and leisure offer

Development of key vacant sites and existing buildings will further enhance the mix of retail and leisure uses boosting the offer of the centre and enhancing its potential to draw in more visitors. This includes bringing forward land and the conversion of properties to retail use at the eastern end of the centre.

##### High quality public realm

The image and identity of the centre will be enhanced through investment in shop fronts and a high quality public realm with improved footways and street crossings.



CORE THEMES

Activity

- The largest development site is the former Leyland Club between Clodeshall Road and Parkfield Road and has the potential to be redeveloped for a mix of uses including retail, community, business, training and residential.
- Another key development site in the western gateway lies at the junction of Alum Rock Road and Adderley Road at the western gateway to the centre with scope for a mix of uses including residential above commercial.
- Also at the western gateway, open land and buildings to the rear of the Victorian Crown Buildings forms another potentially significant development site with possible access on to Alum Rock Road.
- At the eastern end of the centre, sensitive conversion of properties on the Alum Rock Road frontage, between Langton Road and Naseby Road, will enable additional businesses to locate in this part of the centre.

Connectivity

- Alum Rock Road is a fairly narrow street, with parking to both sides and is also a key bus corridor. Public transport, walking and cycling will be promoted whilst recognising the requirements of private vehicles.
- Opportunities to make the centre more attractive to pedestrians will be realised through improvements to the public realm, including improved footways. A key part of this will be the provision of additional off-street public car parking and improvements to loading and servicing areas of commercial premises to reduce road traffic congestion and cater for displaced on-street parking.

- Following the construction of HS2, there is potential to improve walking and cycling routes across Saltley Viaduct and create improved links and a gateway to the centre.

Design and local identity

- Development of the prominent site at the corner of Alum Rock Road and Adderley Road, together with the Victorian Crown Buildings will create an attractive gateway to mark the western end of the centre. High quality design is required to reflect the location and complement existing buildings.
- Public realm improvements will be crucial to create a more welcoming environment for visitors to the centre. Wider footways and more convenient crossing places will make walking a safer and more pleasant experience, with potential to introduce more trees and seating. A priority for public realm improvements is the key junction where Alum Rock Road meets Highfield Road and Bowyer Road, including an opportunity to introduce a focal public space at the end of Gowan Road.

- Landmark buildings have potential to boost the identity of the centre. The Victorian Crown Buildings help mark the centre's western gateway, and the Alum Rock Road/Bowyer Road junction is marked by a converted former public house building that would benefit from building features being restored and/or uncovered. Saltley Methodist Church is a key building in the centre and focus for community activity.
- Development of the former Leyland Club site is an opportunity to provide a new high quality building frontage to Alum Rock Road, and also to introduce new

streetscape trees to reinforce the amenity value of those that already exist towards the eastern end of the centre.

Key

- Proposed/upgraded public space
- Development opportunity
- Business opportunity
- Improved pedestrian and cycling link
- Landmark proposed/existing

Sites/Opportunities

- Improved walking/cycling routes
- Gateway enhancements
- Key western development site
- Land to the rear of the Victorian Crown Buildings
- New public focal space
- Former public house
- Former Leyland Club site
- Sensitive conversion to retail use



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# Delivery

“Employers in Birmingham will be creating thousands of new jobs in the coming years”

The previous sections of this framework identify where significant change will occur, setting out a clear vision and strategy for the growth and transformation for the City's network of centres. Realising this will involve a wide range of stakeholders and a mix of interventions.

### Enabling

This framework sets a statutory for local communities and organisations to bring forward plans for their Urban Centres. Plans can be produced to set out priorities for areas, with opportunity for centres to be considered further with detailed interventions to secure the changes envisaged. Support will also be given to Neighbourhood Planning as a means for local communities, including businesses and residents, to define how their centre will evolve.

“  
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success  
”

The City Council's application of Development Management and other regulatory functions will be important in implementing this framework. In addition, the City Council will proactively use its land holdings in line with its Property Strategy to assist delivery and, where appropriate, compulsory purchase powers may be used to assist with site assembly.

Employers in Birmingham will be creating thousands of new jobs in the coming years. Major employers will be coming to Birmingham, and our small and medium employers will be generating new jobs as well. The City is working to close the skills gap between the skills people have now and the skills employers will need in the future. Urban Centres will be a focus for these new jobs, as well as the colleges and training centres that will provide the services to improve skills. This will help increase productivity and economic growth in the City, getting more people into work.

Good accessibility by public transport is a vital part of vibrant centres and parades. The Council is working in partnership with Transport for the West Midlands (who have overall responsibility for public transport in the region) to promote and develop public transport. The projects and schemes proposed are detailed in Birmingham Connected, the City's long term strategy for the transport system.

### Funding

Having clear ambitions is vital to securing funding. The production of the Big City Plan enabled the City Council and the Greater Birmingham and Solihull Local Enterprise Partnership to secure Enterprise Zone status for the City Centre and the funding this status brings with it to enable infrastructure improvements. The ambitions set out in this framework will enable future funding sources for Urban Centres and parades to be bid for and secured on the basis of a clear strategy and set of priorities.

Funding available to Urban Centres and parades may include use of Local Enterprise Partnership, West Midlands Combined Authority and Government grants. In addition, Section 106 agreements may be available to secure affordable housing and other benefits and the Community Infrastructure Levy for infrastructure delivery where appropriate. The levy that BIDs collect can also be used to deliver improvements in centres. Other funding sources such as the Big Lottery Fund, development incentives and other initiatives may also become available.

### Partnerships

This framework will not just be the City Council's vision, it will be owned by communities and a range of stakeholders and organisations. This is vital, as delivering thriving centres and parades requires a partnership approach that focuses effort and pools resources.

This will be achieved by working in partnership with communities, stakeholder groups, landowners, developers, and public and private sector organisations including BIDs, Trader Associations and Homes England to secure deliverable development proposals and investment.

Key to success will be ensuring that new development and investment helps to strengthen centres and parades as great places for all those that shop, visit, trade, live and work in them. Working in partnership is central to ensuring this success.

An online Toolkit is available at:  
[www.birmingham.gov.uk/urbancentresframework](http://www.birmingham.gov.uk/urbancentresframework)

The Toolkit provides practical advice and information to communities, businesses, local groups, landowners and other organisations on how to make their centre more active, attractive and connected.

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