

Birmingham Smithfield Briefing Note

April 2016

Purpose

1. This briefing note provides an overview of the current and future activity of the City Council in realising the development opportunity at Birmingham Smithfield.
2. Birmingham Smithfield is an Enterprise Zone site that is identified in the Big City Plan and the Birmingham Development Plan as a major location for growth in the city. The Planning and Regeneration department have produced a detailed masterplan for the site which will inform all future planning and procurement activity.
3. The masterplan was launched in March at MIPIM, an international property event, and locally in Birmingham. The local launch marked the start of an 8 week public consultation on the masterplan which will run until the 23rd May 2016.
4. Following the consultation the masterplan will be adopted and the process of procuring a development partner or investor will begin in Autumn 2016.

Background

5. Birmingham Smithfield covers 14 hectares of land in the heart of the city centre bringing together a comprehensive site including the wholesale markets, the Bull Ring Markets and Moat Lane gyratory (plan attached). The City Council owns 8 hectares of the site.
6. The Wholesale Markets will be relocated in April 2017 to new premises within the city at The Hub in Witton. This relocation provides opportunity to comprehensively plan and redevelop this area and will create a once in a lifetime opportunity to create an exciting new destination for the city. Birmingham Smithfield is on the doorstep of many major assets including the Bullring, New Street Station, Grand Central, Digbeth Creative Quarter, Knowledge Hub, Southside and it is in close proximity to HS2 at Curzon. Its redevelopment will reconnect the area with its surroundings and create new activities and environments.
7. The future of Birmingham Smithfield fits within the city's exciting growth agenda delivering 51,000 new homes, 100,000 jobs and billions of pounds worth of investment in infrastructure to support the city's growing population. The LEP via the Enterprise Zone has allocated £35.47million of capital funding to support the site's development.
8. Delivering Birmingham Smithfield will also be central to unlocking a much wider area for transformation along the River Rea corridor. Alongside the activity underway for Birmingham Smithfield, there is work to deliver new residential communities and employment opportunities along the river corridor, with masterplanning work commenced in partnership with the Environment Agency and Severn Trent Water for the 68 hectares area termed the Southern Gateway.

Visioning Document – March 2015

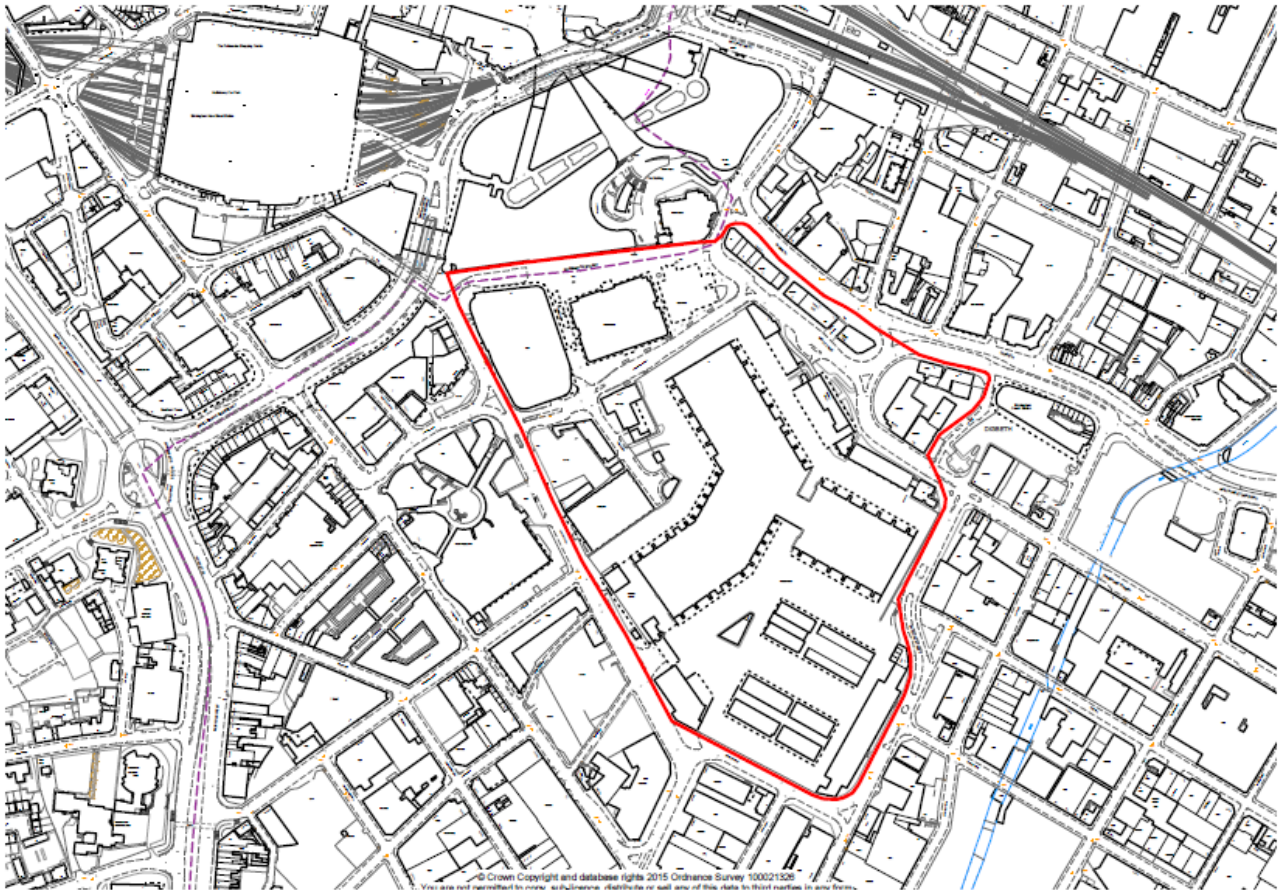
9. The first stage in realising the development opportunity was the launch of the Visioning Document at MIPIM in March 2015.
10. The Visioning Document presented the development opportunity and set out concepts for how the area could be developed in the future. It proposed four 'Big Moves' that could be at the

heart of any future redevelopment: (1) a vibrant market and family leisure quarter; (2) a market square; (3) a pedestrian spine; and (4) integrated public transport.

11. The Visioning Document underwent an 8 week public consultation which enabled ideas to evolve and develop. There was a positive response to the proposals with the main issues being a call for a green park and the secured future of the retail markets. The consultation has informed the production of the masterplan.

The Masterplan - March 2016.

12. The masterplan will be used to market the site, inform procurement activity, guide planning and delivery. In order to comprehensively develop the site the masterplan has been supported by a series of baseline and technical studies. The masterplan sets out the following: (1) the vision for the area including details of the five 'Big Moves' to bring about major transformation; (2) principles for redevelopment that will be central to creating a high quality, sustainable place; and (3) a strategy for delivery.
13. Birmingham Smithfield will radically transform the city's visitor economy creating a major cultural and leisure destination that extends the city's existing offer with new vibrant retail markets, family entertainment, museums and galleries. As an exemplar sustainable development it will create a distinctive place with high quality architecture, public spaces and squares and a dynamic mix of uses including a new residential offer. It will reconnect this part of the city centre through new streets, public transport accessibility and pedestrian and cycle priority.
14. The five 'Big Moves' that will realise the vision and maximise this once in a lifetime opportunity: (1) vibrant markets and leisure; (2) Festival Square, a major public space; (3) a pedestrian boulevard to reconnect the area; (4) integrated public transport that will bring the Metro into the area and (5) an exemplar residential neighbourhood.
15. The masterplan also highlights the need for sustainable and high quality development which is reflected in its core development principles; (1) sustainability; (2) connectivity; (3) uses and (4) design. These core principles will help Birmingham Smithfield stand the test of time and become a successful place. The site is also one of the World Business Council for Sustainable Development's (WBCSD) Zero Emissions Cities which sets out to create a zero carbon city through the use of smart technology, efficient buildings and integrated waste and energy infrastructure.



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