



A41 (Soho Road) Draft Framework

January 2014

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Contents

Foreword	3
Introduction	4
Development principles	6
The opportunity	10
A sequence of places	
Soho Hill (Centre Extension East)	
Holyhead Road South (Centre Extension West)	
Soho Road District Local Centre	
Holyhead Road North	
Core Employment Areas	
Hockley Circus and surrounds	
Delivery	20
Appendices	22



The A41 Soho Road corridor is an important transport route connecting north west Birmingham to the City Centre. It contains Soho Road District Local Centre, the core employment areas of Middlemore and Park Road/Gib Heath and Hockley Circus. To capitalise on the success of Soho Road, the framework develops proposals for growth and expansion of the centre, as well as measures to enhance its public realm and support a healthy business environment. Development guidance is provided on the key opportunities identified in the framework, which aims to promote development of high quality and good design.

The framework also identifies opportunities to improve linkages to public transport and provide safer routes for pedestrians and cyclists along and across the A41. The area has a wealth of cultural, historical and economic assets including the Lozells and Soho Hill Conservation Area and Middlemore and Park Road/Gib Heath employment areas, which the framework seeks to promote, enhance and protect.

The overall aim of the framework is the creation of sustainable and mixed communities and high quality places that provide the right range of uses to support the local community and wider area.

The Council is committed to working with local residents, businesses and community groups to achieve the goals set out in this framework and is now seeking your comments on this draft document.

Councillor Tahir Ali

Cabinet Member for Development,
Jobs and Skills
Birmingham City Council

Introduction

Soho Road is a vibrant and successful centre, well connected to surrounding residential and employment areas, and close to Birmingham City Centre. Development opportunities will arise through expansion of Soho Road District Centre, regeneration of the core employment areas and enhancement of Hockley Circus.

What the framework does

This document provides a framework to guide development and regeneration in the A41 corridor by:

- Developing proposals for expansion of the centre and identifying the key development opportunities in the corridor.
- Addressing the issues of traffic congestion and parking in the centre, alongside enhancement of its public realm and future maintenance.
- Identifying opportunities to improve linkages and connectivity to public transport and enhance the pedestrian environment along and across the A41.
- Supporting the protection and regeneration of Middlemore and Park Road/Gib Heath Core Employment Areas.
- Identifying opportunities to enhance the built environment, recognising the importance of heritage assets and local character.
- Promoting the corridor as a place to invest and to capitalise on the success of Soho Road District Centre.

Status of the document

The A41 Framework has been prepared within the context of the National Planning Policy Framework, the Birmingham Unitary Development Plan (saved to 2008) and the emerging Birmingham Development Plan. See Appendix 1. Following consultation, the A41 Framework will be formally endorsed by the City Council's Cabinet Member for Development, Jobs and Skills.

Location

The framework area lies immediately north of Birmingham City Centre. It extends north-west from the A4540 Ring Road to include Hockley Circus, the industrial area of Park Road/Gib Heath, Soho Hill, (which forms part of the Lozells and Soho Hill Conservation Area), Soho Road District Shopping Centre, Holyhead Road and Middlemore industrial area.

It is adjacent to strategic regeneration initiatives such as the Greater Icknield Masterplan and the Big City Plan, where significant housing and employment growth will take place.

Community

The area has one of the most diverse populations in the country. Its cultural richness is strongly reflected in the unique retail offer and community/religious facilities provided in Soho Road, making it renowned on a national and international level.

There is a strong network of community, voluntary and religious organisations located in and working with people in the area, including Nishkam, Kajans and 3Bs. Such organisations are active in providing education, training and business support and have been key to supporting regeneration in the area.

Low employment rates and a low skilled workforce have been persistent issues, however, educational attainment has been steadily improving. There is a strong spirit of entrepreneurship and a healthy business environment in the area.

Household sizes tend to be larger than the City as a whole giving rise to issues of over-crowding, in part reflecting the tendency of some ethnic groups to live with extended family. This is compounded by the low proportion of detached and semi detached housing available in the area.

Place

The area has excellent transport connections with good access to public transport and motorway links. The Midland Metro runs only 500m parallel to Soho Road. There are currently no heavy rail stops to serve the area but the Wolverhampton and Walsall Line which cuts across at the southern end of the shopping centre has potential to accommodate this.

There are a number of historic and environmental assets such as the Lozells and Soho Hill Conservation Area, which contains Soho House and Villa Road Methodist Church, among other listed and locally listed buildings. The historical development of Soho Road points to the growth of a middle class enclave starting with the Soho area and developing into Handsworth as an affluent Victorian and Edwardian suburb.

Other key landmark buildings include the Gurdwara Nishkam Sewak Jatha Sikh temple, Handsworth Library and the Hawthorns Football Stadium (which falls in Sandwell).



Plan 1 Context Plan

Development principles

Growth

Local Centre

The Soho Road is a vibrant and relatively stable centre providing a range of shops and services. It plays an important role as a destination for ethnic retailing and has a wide catchment area extending outside of Birmingham. It is important not only for shopping but also for educational, health, community and cultural facilities.

The Soho Road Shopping Centre boundary is defined in the Shopping and Local Centres SPD (2012), and supersedes the Soho Road Local Action Plan (1999), extending the centre to the east to include Soho Hill and to the west to include part of Holyhead Road. This is where new development and additional local centre uses will be particularly encouraged.

Appropriate local centres uses include retail, services, leisure, community, and office uses. Proposals which improve the diversity of uses, quality of retail offer and range of other local centre uses will be supported. Independent and niche retailers, which form an important part of

Soho Road Shopping Centre, will continue to be promoted and encouraged.

Development/redevelopment of sites and buildings within the centre will be encouraged, together with sensitive refurbishment of buildings of historic and townscape value. All development must be of a high quality and based on sustainable development principles and good design.

Housing

With Birmingham's population projected to grow by 150,000 people by 2031, the City faces a huge challenge in meeting our future housing and job needs.

There is limited scope in the plan area for large amounts of additional housing. A number of small-scale sites have been identified. The area is also located in close proximity to strategic proposals providing a range of residential accommodation, such as Greater Icknield.

In light of the limited housing opportunities within the Framework area, it is important to enhance and maintain the existing dwelling stock and provide the right level of complementary facilities and employment opportunities to cater for the growing population.

To either side of Soho Road are large housing areas comprising mainly Victorian terraced properties in private ownership. Many of these streets (both within and outside the Conservation Area), have an attractive residential character with houses that have retained many of their original features. Housing improvements should be sensitively designed so that they do not detract from the quality of the residential environment.

Many larger dwellings around Soho Hill have been converted into hostels, flats or are in multi-occupation (HMO). The high concentration of these uses is affecting the character of the area. Proposals to bring HMO's back into family accommodation and 'living above the shop' will be encouraged.



Supermarket

Proposals for new housing should take account of creating sustainable and balanced communities and meeting local housing needs, in particular, the need for larger family accommodation. Proposals should provide a range of house types, sizes, and tenures including affordable housing, in line with the citywide policy. New housing must comply with the design principles set out in the 'Places for Living' SPG.

Employment

Core employment areas are identified in the emerging Birmingham Development Plan and will be retained in employment use. They will be the focus of economic regeneration activities and additional development opportunities. Measures to improve the quality and attractiveness of these areas to investment in new employment will be supported.

The two core employment areas at Middlemore and Park Road/ Gib Heath are an important source of local employment, as are the industrial uses around Hockley Circus. Sites within these areas should be retained for industrial use. Business activities fall mainly in the general and light industrial use classes. All three areas have a mix of, modern and older buildings, some well-maintained but others that are run-down and out-dated.

With worklessness being persistently high in the Aston, Soho and Lozells and East Handsworth wards, it is essential that the creation of new jobs in the area is supported by initiatives to help

local people access them. The Council will seek to secure training and learning opportunities for local people through Section 106 agreements. Linkages and partnerships between education institutions, local businesses and employment agencies will be encouraged.

Connectivity

The City Council is currently consulting on its draft Birmingham Mobility Action Plan which presents a twenty year vision for improving transport in the City.

The A41 is an important and busy arterial route, forming a key movement corridor and gateway to the city centre. Proposals to upgrade the A457 Dudley Road will assist in diverting through traffic away from the A41 and support its redesignation as a primary road.

The Birmingham Snow Hill to Wolverhampton metro line runs parallel to Soho Road, however its presence is not apparent from Soho Road. The visibility and accessibility of the Metro stations from Soho Road can be enhanced through better signage and improved walking routes.



Soho Road District Local Centre

There are currently no heavy rail stops which serve the area. A new railway station to serve Soho Road giving access to the Birmingham to Walsall Line will be supported.

Provision for pedestrians along the corridor is reasonable, but there are a number of key areas which would benefit from improvements, namely the Hockley Circus and the core of the shopping centre. Cycling provision is very limited and the busy footways and roads create an unattractive cycling environment. Provision of cycle facilities and improvement of pedestrian facilities along and across the corridor will be supported.

The Hockley Flyover is a significant barrier for pedestrians, and although there are pedestrian/cyclist subways, these are unattractive and perceived as unsafe. The infilling of the subways and provision of level crossings at Hockley Circus, subject to available funding, is supported.

Design and heritage

There is a wealth of architectural and historic assets in the plan area, which point to the importance of Soho as a fashionable residential suburb in the early nineteenth century. The framework includes part of the Lozells and Soho Hill Conservation Area and a number of listed and locally listed buildings, as well as other buildings and neighbourhoods that have heritage and streetscape value. New development should respect enhance and protect this local character, whilst some buildings would benefit from investment to return them to their former glory.

Proposals for new development must be consistent with the adopted design guidance 'Places for Living' and 'Places for All' SPG.

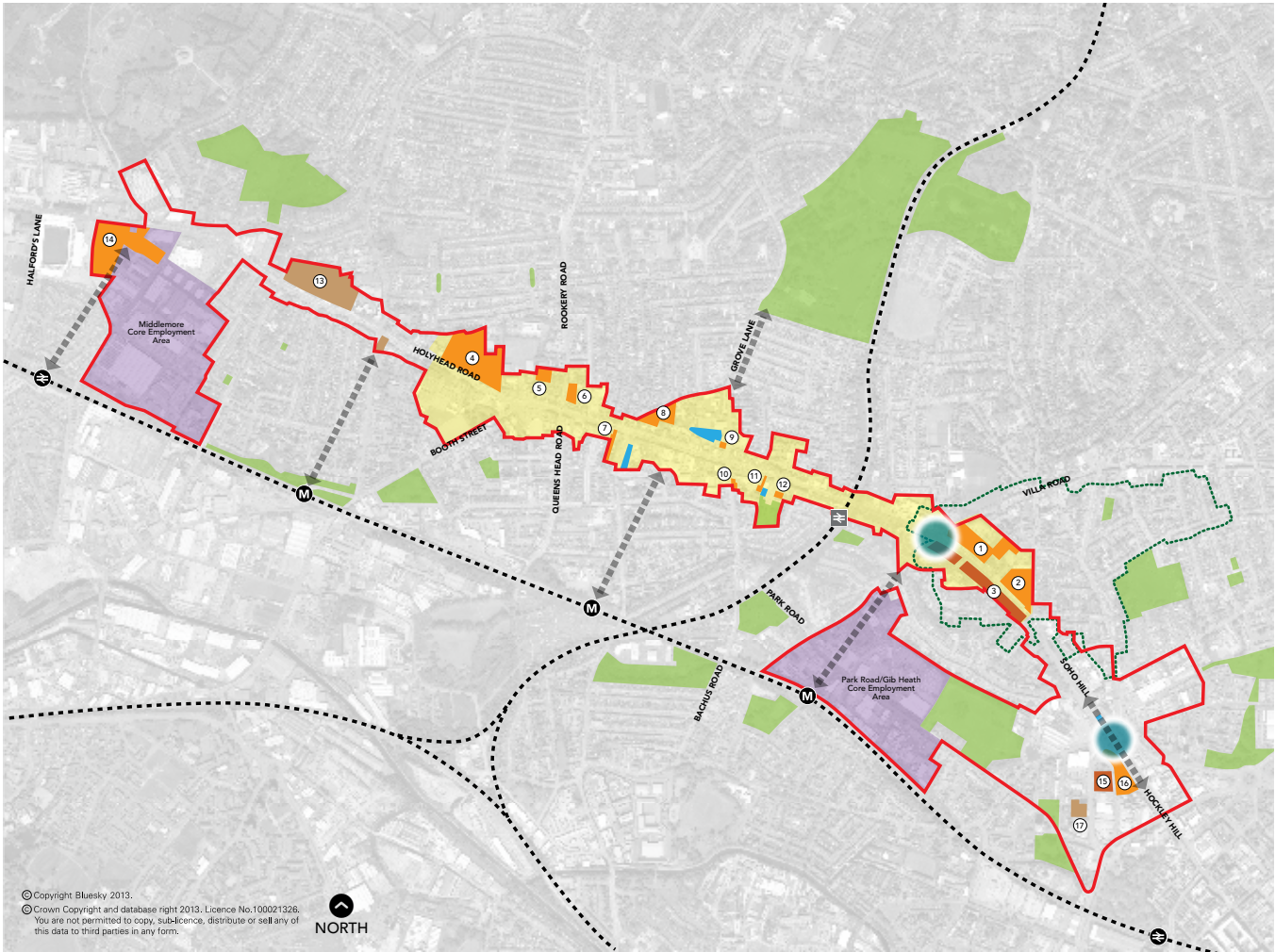
Adaptation or conversion of existing buildings contributing to a sense of place should be undertaken sensitively and new buildings should be well designed to complement and enhance local character.

Watercourses and green spaces

The Hockley Brook runs through the southern end of the plan area and almost parallel to the west side of Soho Road. It is entirely culverted through Hockley Circus but becomes open through Gib Heath Park. The Hockley Brook is identified in the Birmingham Brooks Report as currently suffering from environmental degradation, pollution and poor access. Improvements along the river corridor will be encouraged, including flood risk management, improved access for maintenance, enhancement as a wildlife corridor and improved water quality. The entire length of the Hockley Brook falls within Flood Zones 2 and 3. Site specific flood risk assessments will be required when considering proposals to develop within flood zones and in areas susceptible to surface water flooding.

Opportunities to increase biodiversity through ecologically sensitive design and landscaping will be supported.

Handsworth Park is a major community asset only five minutes walk from the local centre and, at the western end of the corridor, Handsworth Cemetery is an important green space with views out to Sandwell Country Park. It is difficult to increase open space provision within the densely built up plan area and improved connections to surrounding open spaces will be encouraged.



KEY

- Framework boundary
- Development opportunity
- Residential development opportunity
- Refurbishment/re-use
- 3 Site reference
- Soho Road Local Centre
- Lozells and Soho Hill Conservation Area
- Public open space
- Core employment areas
- BCC car parks
- Gateway
- Improve linkages
- Rail line
- M Metro stations
- M Combined Metro and rail stations
- M Proposed rail station

Plan 2 A41 Soho Road Framework

The opportunity

Expansion of the centre will allow opportunities to increase retail, leisure, and community activity, in order to cater for the growing population. Sites for new housing and regeneration of employment areas will also help to secure a sustainable and successful future for the area.

Soho Hill will act as a new and exciting mixed use gateway into Soho Road, while Hockley Circus will be enhanced to assist the reconnection of communities and unlock development potential.

The core employment areas of Middlemore and Park Road/Gib Heath will become the focus of industrial regeneration where business growth and modernisation will be supported.

A sequence of places

The framework builds upon the distinct areas within the A41 corridor and proposes a sequence of places that are integrated and well connected to the wider area. It highlights the key principles and development opportunities within each of the following places:

- Holyhead Road South (Centre Extension West).
- Soho Road District Local Centre.
- Holyhead Road North.
- Middlemore Core Employment Area.
- Park Road/Gib Heath Core Employment Area.
- Hockley Circus and surrounds.
- Soho Hill (Centre Extension East).



Plan 3 Sequence of places

Soho Hill (Centre Extension East)

The Soho Road Shopping Centre boundary is extended to the east to include Soho Hill, which is where new development and additional local centre uses will be encouraged.

This section of the centre forms part of the Lozells and Soho Hill Conservation Area and contains an eclectic mix of historic buildings given over to a mix of uses ranging from offices to industrial units. There is considerable potential for the development of vacant/under-utilised sites and buildings that currently detract from the character of the Conservation Area, as well as enhancement of existing buildings. High standards of design and increased activity in this area will help it to become an active gateway into the main thoroughfare of Soho Road.

Key principles

- High quality development of vacant and under-used buildings/land that will add to the vitality and vibrancy of Soho Road District Shopping Centre.
- Creation of an exciting gateway into Soho Road.
- Improvement of environmental design and quality.
- Enhancement and protection of key heritage assets.

Development opportunities

1. Nos.184-232 Soho Hill and land at rear (Bill House Development)

Size: 1.2ha.

Existing uses: Bulky goods retail, gym, vacant public house, vacant nightclub, vacant retail, vacant industrial.

Appropriate uses: Retail, leisure, residential, offices, health and community uses.



Soho Hill

The site represents one of the few opportunities in the Conservation Area to intervene in a positive manner to bring about regeneration. The prominent and sensitive location of this site necessitates a development of quality and distinctiveness.

The site is dominated by the Bill House, a commercial building constructed in the 1950s, but also contains Victorian terraced properties at Nos.188 to 198, a vacant works at No.184 and the corner properties at Nos.226 to 230 Soho Hill. It falls within the Lozells and Soho Hill Conservation Area and is surrounded by several buildings of historical interest including St. Michael's Church, Villa Road Methodist Church, King Edwards VI School, and Soho House.

Any applicant will need to carry out an assessment of the area to describe and assess the significance of the heritage assets affected. This will inform any future development proposals. The development should preserve or enhance the character and appearance of the area. Consent

to demolish a building in a Conservation Area will (normally) be granted only where its removal would be in line with advice provided in the NPPF.

Buildings that should be retained include the Beehive Public House and the adjacent former early 19th century houses.

Buildings that can be considered for demolition and redevelopment include Bill House and the four adjoining properties on the corner of Soho Hill.

The design principles set out on page 8 will apply. In addition, development proposals must recognize and enhance the historic environment and respect the character of the area in terms of scale, height, massing and materials. New buildings should provide a well designed frontage to Soho Hill and Villa Road. Uses at the ground floor level should be active and add to the viability and vitality of Soho Road District Centre. Upper floors may be suitable for residential, offices or other uses.

2. Nos.130-160 Soho Hill and Nos.5-19 Hamstead Road

Size: 0.7ha.

Existing uses: Vacant public house, vacant industrial, warehouse, vacant offices, vacant retail, place of worship.

Appropriate uses: Retail, leisure, residential, offices, health and community uses.

The site represents an opportunity to bring about regeneration in the Conservation Area and the creation of a gateway development to Soho Road District Centre.

It comprises the vacant Roebuck Public House on the prominent corner and junction of Hamstead Road/Soho Hill, adjoined by a pair of terraced properties operating as a place of worship and a vacant warehouse in poor condition. A further two warehouse premises are located at Nos.152-160 Soho Hill although these are occupied. The site on Hamstead Road is dominated by the blank frontage of the vacant warehouse and adjoined by a small vacant retail unit, an open air car wash, a vacant office at No.19 Hamstead Road and joinery workshop.

Any applicant will need to carry out an assessment of the area to describe and assess the significance of the heritage assets affected. This will inform any future development proposals.

The development should preserve or enhance the character and appearance of the area. Consent to demolish a building in a Conservation Area will (normally) be granted only where its removal would be in line with advice provided in the NPPF.

Buildings that should be retained include the Roebuck Public House and No.19 Hamstead Road. Other buildings within this block can be considered for demolition and redevelopment.

3. Properties on the South side of Soho Hill

Site: Nos.91 to 133 Soho Hill (odds).

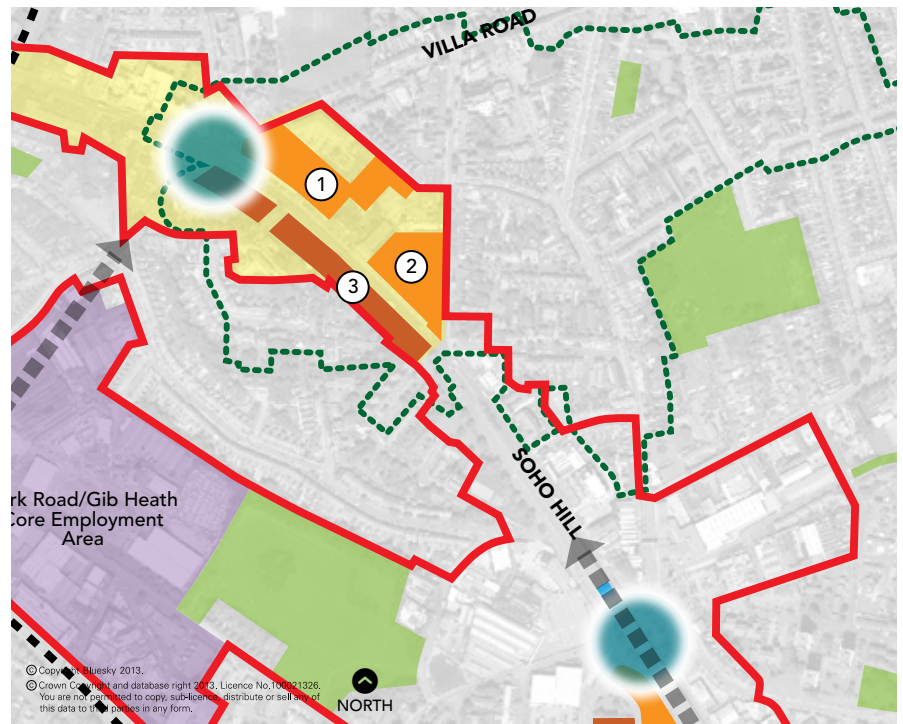
Existing uses: Offices, retail, light industrial, residential, training, educational uses.

Appropriate uses: Retail, leisure, residential, offices, health and community uses.

These properties fall within the Lozells and Soho Hill Conservation Area and were originally built for occupation by single families. Many of these large villas, dating around 1830-1900, have since

been converted to commercial and institutional uses. No.127 Soho Hill and the Church of St. Michael's on St. Michael's Road are Grade II Listed buildings, while Soho House, located on Soho Avenue is Grade II*. Unsympathetic alterations and signage have eroded the character of the buildings.

The aim is to encourage re-use and sensitive refurbishment that retains the character and appearance of the buildings and where unsympathetic alterations have occurred, encourage restoration, for example, by removal of roller shutters and reinstatement of original boundary treatments.



KEY

- Framework boundary
- Development opportunity
- Residential development opportunity
- Refurbishment/re-use
- 3 Site reference
- Soho Road Local Centre
- Lozells and Soho Hill Conservation Area
- Public open space
- Core employment areas
- BCC car parks
- Gateway
- Improve linkages
- Rail line
- M Metro stations
- M Combined Metro and rail stations
- Proposed rail station

Plan 4 Centre Extension East

Holyhead Road South (Centre Extension West)

To the west the centre includes the area between Rookery Road and Farcroft Road which currently comprises a mix of uses. In particular the land and property on the north side of Holyhead Road between (and including) Holyhead Way to No.8 Holyhead Road provides potential for significant new development.

Key principles

- Creation of a sense of place and a mix of uses that will complement and add to the vitality and vibrancy of Soho Road District Centre.
- Redevelopment of poor quality and under-utilised land/buildings for local centre uses.
- Improvement of public realm and seamless connection with Soho Road.
- Improvement of environmental quality and design.

Development opportunities

4. Area between Holyhead Way and No.8 Holyhead Road

Size: 2.95ha.

Existing uses: Industrial, offices, retail, cash and carry, motor hire, vehicle repairs, vacant retail and restaurant.

Appropriate uses: Retail, leisure, residential, offices, health and community uses will generally be on the ground floor. Other uses such as residential and offices will be encouraged on upper floors.

















Characterised by poor quality buildings, under-utilised land, and fragmented frontages, this area can be transformed by comprehensive redevelopment to provide new retail and other local centre uses in order to capitalise on the success of Soho Road District Centre. The

industrial uses which interject in this block would be more suitably located in the core employment areas of Middlemore or Park Road/ Gib Heath.

New development must be of a high quality, fronting onto Holyhead Road and respecting the scale and massing of surrounding buildings. Section 106 requirements could include provision for training and local labour, town centre management and environmental enhancements in the area.



KEY

- | | | | |
|---|---|---|----------------------------------|
|  | Framework boundary |  | Core employment areas |
|  | Development opportunity |  | BCC car parks |
|  | Residential development opportunity |  | Gateway |
|  | Refurbishment/re-use |  | Improve linkages |
|  | Site reference |  | Rail line |
|  | Soho Road Local Centre |  | Metro stations |
|  | Lozells and Soho Hill Conservation Area |  | Combined Metro and rail stations |
|  | Public open space |  | Proposed rail station |

Plan 5 Centre Extension West

Soho Road District Local Centre

Soho Road is a successful centre characterised by a low vacancy rate and relatively diverse uses. There is strong representation from small and independent ethnic retailers and a healthy business environment. The key aim is to continue to support and enhance the vitality and viability of the centre.

Key principles

- Encourage appropriate new local centre development within the centre.
- Enhance the public realm and the pedestrian environment.
- Introduce traffic management and parking measures to ease congestion and improve safety.
- Support the establishment of a Business Improvement District (BID).

Development opportunities

A range of small to medium sized development opportunities are available within the centre and these are listed in Appendix 2. It must be noted that this is not an exhaustive list but highlights a snapshot in time of current development opportunities (Site reference numbers 5-12).

Public Realm Enhancements:

While the centre benefitted from environmental improvements over 15 years ago, daily wear-and-tear means that there is a need for refreshing some of that work. A range of measures, utilising Section 106 monies, will be undertaken to install new signage, provide new litter bins, remove poor street furniture, steam clean and re-paint bollards and guard rails.

Parking and Traffic Management:

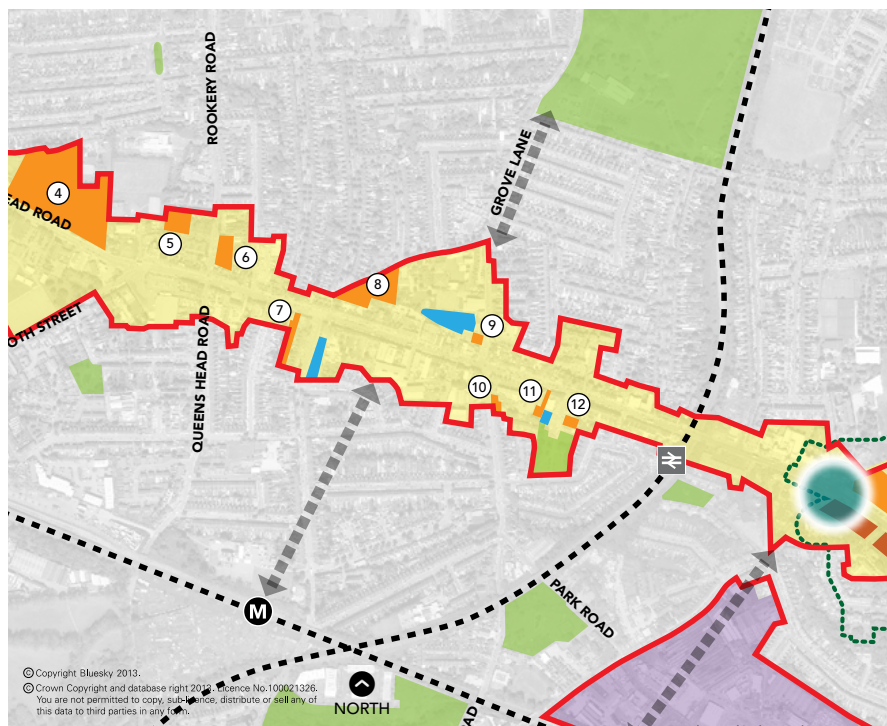
Whilst there is a supply of off-street car parking facilities, these are not necessarily situated where demand is highest. Short stay

on-street parking on Soho Road is well utilised, whereas parking areas at the extremities of the centre are underused, partly due to their poor perception and maintenance. Unauthorised parking detracts from the local centre. Proposals to improve the security and condition of Waverhill Road and Boulton Road will be undertaken. A Traffic Regulation Order to introduce parking meters in the core of the centre will also be consulted on. This will require a review of parking

in the local centre and consultation on a wider parking strategy.

Business support

Soho Road is currently being supported by a Town Centre Manager (funding expires in November 2014). A Business Improvement District (BID) has been established which has the potential to help to provide additional resources for local centre improvements and initiatives.



KEY

- | | | | |
|--|---|--|----------------------------------|
| | Framework boundary | | Core employment areas |
| | Development opportunity | | BCC car parks |
| | Residential development opportunity | | Gateway |
| | Refurbishment/re-use | | Improve linkages |
| | Site reference | | Rail line |
| | Soho Road Local Centre | | Metro stations |
| | Lozells and Soho Hill Conservation Area | | Combined Metro and rail stations |
| | Public open space | | Proposed rail station |

Plan 6 Soho Road District Local Centre

Core Employment Areas

The Core Employment Areas of Middlemore and Park Road/Gib Heath provide a locally significant source of employment and industrial accommodation, which will be safeguarded for such use.

Key principles

- Retention and expansion of the existing manufacturing base, especially where engineering skills, product development and technology transfer opportunities can be identified.
- Redevelopment or refurbishment of out-dated buildings.
- Provision of more accommodation for small businesses.
- Further diversification of the business base including attraction of inward investment.
- A bus service along Park Road.

The areas could also benefit from various environmental improvements such as new street lighting, CCTV, landscaping and improved pedestrian and cycle facilities.

Middlemore Core Employment Area

Middlemore Business Park forms the main body of the core employment area and contains mostly larger industrial premises of post-war construction operating in light and general industry and warehouse and distribution. The majority of the Hawthorns Industrial Estate is taken up by the former European and Commercial Pressings (ECP) complex now vacant, together with some older industrial accommodation. Its key assets are budget accommodation and proximity to the M5 motorway.

Park Road/Gib Heath Core Employment Area

Park Road/Gib Heath lies north west of Hockley Circus and comprises around 30ha of employment land spread out from Gib Heath public open space to the Soho Benson Road Metro Station. The area contains a mix of small and medium size premises of mostly post-war construction, with some modern accommodation such as the Park Trading Estate and Benson Industrial Estate. The large occupiers include Samuel Groves Ltd on Radnor Road and

Castle Hardware Cash and Carry Warehouse. Lower grade yard and open storage uses tend to be focused on Factory Road.

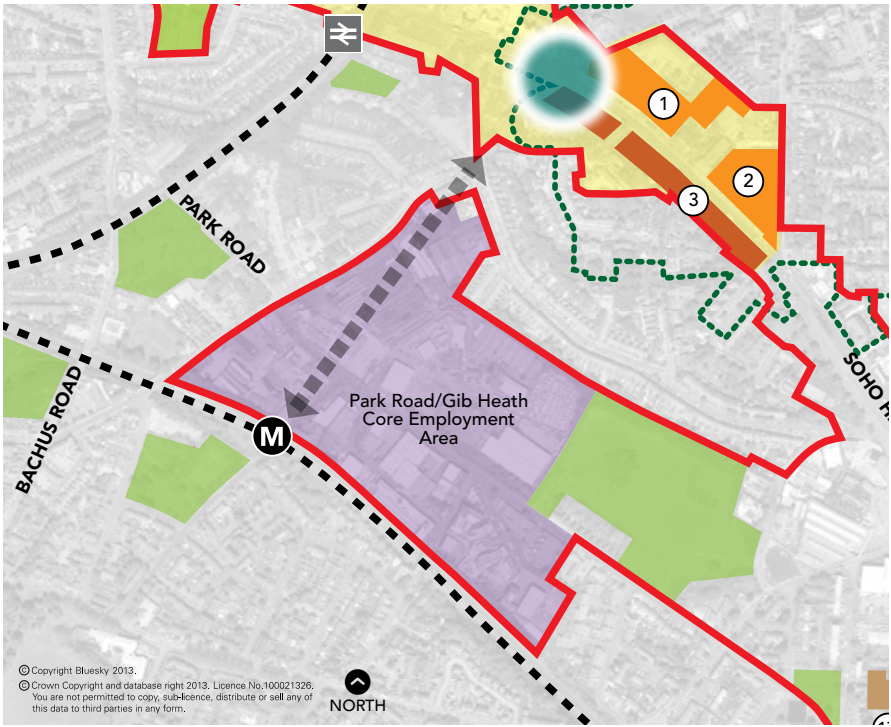
The principal land use is general industrial (B2 Class) with little mix of other uses. Vacancy rates are fairly low and the area contains approximately 30 businesses employing around 500 people. It clearly plays an important role in providing accommodation and is a local source of employment. While there is a Metro Station on Benson Road, no bus services run along Park Road.



KEY

- | | | | |
|--|---|--|----------------------------------|
| | Framework boundary | | Core employment areas |
| | Development opportunity | | BCC car parks |
| | Residential development opportunity | | Gateway |
| | Refurbishment/re-use | | Improve linkages |
| | Site reference | | Rail line |
| | Soho Road Local Centre | | Metro stations |
| | Lozells and Soho Hill Conservation Area | | Combined Metro and rail stations |
| | Public open space | | Proposed rail station |

Plan 8 Middlemore CEA area



KEY

- Framework boundary
- Development opportunity
- Residential development opportunity
- Refurbishment/re-use
- ③ Site reference
- Soho Road Local Centre
- Lozells and Soho Hill Conservation Area
- Public open space
- Core employment areas
- BCC car parks
- Gateway
- Improve linkages
- Rail line
- M Metro stations
- ↔ Combined Metro and rail stations
- ↔ Proposed rail station

Plan 9 Park Road/Gib Heath CEA area



Middlemore Business Park

Hockley Circus and Surrounds

The Hockley Circus presents a significant physical and visual barrier to pedestrian movement in the area. The aspiration is to fill in the subways and provide level crossings on the roundabout arms subject to traffic capacity implications. This would provide safer and more direct routes for pedestrians/cyclists within an improved public realm. There is also opportunity for public art, creative lighting, and new public space within the roundabout itself.

The surrounding area contains a mix of uses focusing predominantly on industrial uses with residential dwellings on the western fringes. The New Bingley Hall occupies a large site on Whitmore Street providing a premier banqueting, conference and exhibition venue. Employment uses are located near all the arms of the roundabout varying in quality and size of premises.

Key principles

- Safer and more direct routes for pedestrians/cyclists within an improved public realm.
- Introduction of creative lighting, public art, and public space.
- High quality development of opportunity sites.

Development opportunities

15. Icknield Street School

Size: 0.26ha.

Existing uses: Part vacant, part used for religious/educational uses.

Appropriate uses: Education, offices, community uses.

Icknield Street School is an impressive Grade II* Listed Building located on the south west corner of the Hockley roundabout. A small part of the former school is currently being used for

religious/educational purposes but the majority is under-utilised. Conversion to offices or community use would be considered appropriate.

16. Muhammad Ali Centre

Size: 0.29ha.

Existing uses: Vacant former community use.

Appropriate uses: Community, leisure, employment, training, and educational uses.

The Muhammad Ali Centre is owned by Birmingham City Council and has been derelict for several years. The building has been subject to fires and anti-social behaviour leaving it in a poor state of repair. A high quality

development which addresses Hockley Hill with a strong built presence, but at the same time, protecting the setting of the Grade II Listed Icknield Street School, will be expected. Pedestrian and cycle access links will be required as part of any development proposal.

17. Cornwall Tower

Size: 0.22ha.

Existing uses: Residential flats.

Appropriate uses: Residential.

Cornwall Tower is a 1960s residential block which is scheduled for demolition by the City Council in 2014. Residents are currently being re-housed and the site will be developed for new housing.



Hockley Circus



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- R Proposed rail station

Plan 10 Hockley Circus and surrounds

Delivery

Delivery of the proposals within this Framework is a long-term process and will require working in partnership with key stakeholders including the wider community.

Their delivery will be subject to resources becoming available and provision being made for their long term management and maintenance.

Working in partnership

The Framework provides a mechanism for promoting the area and attracting investment. It also provides a framework for co-ordinating public sector investment decisions. To achieve the vision for the A41 Soho Road Corridor, partnership working with public and private sector interests will be essential.

Community building

Successful delivery of the proposals is also dependent on community support and stewardship. Substantial work in this area was undertaken by Urban Living (former Housing Market Renewal Pathfinder) under the 'Sense of Place' project, which focussed on involving the community in the Soho Road and wider Western Growth Area in resident led neighbourhood planning. Following up on some of this work and encouraging and supporting community groups will help to foster community cohesion, as well as supporting Community Asset Transfers and Community Right to Build initiatives.

Funding and planning obligations

The City Council will seek to secure funding from a variety of sources to enable implementation of proposals and aspirations within the Framework.

It will also seek to negotiate planning obligations to ensure that development makes a positive contribution to the communities within which it is located and to address/mitigate any negative impacts of the development. The type of obligations identified are listed below.

The City Council is currently consulting on its draft Community Infrastructure Levy (CIL) which it plans to introduce in 2014. CIL will replace elements of the Section 106 agreements and will be used to support the delivery of key infrastructure.

Section 106 Requirements:

- Transport/physical infrastructure eg. highway improvements, traffic management, public transport improvements (Sections 278 and 106).
- Travel planning and associated smarter choice measures.
- Enhancing the built and natural environment eg. environmental enhancement in Soho Road

District Centre, measures to reduce flood risk and improve water quality of the Hockley Brook.

- Measures to offset impact on the environment, climate change and loss of/impact on amenity/resource on site or nearby eg. open space contributions or provision.
- Provision of facilities/services to support development eg. education and sports facilities.
- Training and local labour initiatives for construction and operational phases of development.
- Contributions to town centre management eg. BID.
- Affordable housing, in line with the Affordable Housing Policies of the City Council.



Waheed Nazir

Director of Planning and Regeneration



Appendix 1

Birmingham Unitary Development Plan

The main planning policies in the adopted plan relevant to this framework are summarised below. It:

- Identifies the Dudley Road (A457) as a transport improvement priority to improve access to the City Centre from the Black Country, and to channel traffic away from residential/shopping areas of Handsworth/Soho Road.
- Requires the protection of strategic highway improvement lines, which includes Holyhead Road-Island Road to Middlemore Road.
- Seeks to improve public transport provision within the Soho Road area, and proposes a new railway station to serve Soho Road on the Soho Loop, giving access to the Birmingham to Walsall Line.
- Recognises the important function of Soho Road Shopping Centre and seeks to maintain its vibrancy and viability.
- Seeks opportunities to meet local housing needs and other community needs such as the provision of open space.
- Identifies Middlemore Trading Estate as an opportunity for redevelopment and refurbishment of industrial uses.
- Proposes industrial development on part of Soho Pool Wharf on Park Road.

The Draft Birmingham Development Plan (formerly Core Strategy)

The Birmingham Development Plan will set out the statutory planning framework to guide decisions on development and regeneration in Birmingham until 2031, by which time its population is projected to grow by 150,000. Policies relating to the A41 (Soho Road) include:

- Policy TP18 - Core employment areas.
- Policy TP20 - The network and hierarchy of centres.
- Policy TP21 - Convenience retail provision.
- Policy TP22 - Small shops and independent retailing.
- Policy TP23 - Promotion of diversity of uses within centres.
- Policy TP40 - Public transport.

The Draft Birmingham Mobility Action Plan

The City Council is currently consulting on its Mobility Action Plan which presents a twenty year vision for improving transport in the City. Future transportation proposals in this framework will be informed by this plan.

Regeneration context

The area has benefited from public sector funding in recent years including Single Regeneration Budget 6, which funded (approximately £40 million)

a programme of regeneration projects from 2000-2007 throughout North West Birmingham, targeting Soho ward, and parts of Aston, Handsworth, Ladywood and Sandwell wards.

North West Birmingham has also benefited from the European Regional Development Fund (ERDF). The current programme will provide €400 million of investment to create jobs and assist small and medium sized enterprises from now until 2015. The wards selected for funding comprise Aston, Nechells, Washwood Heath, Bordesley Green, Sparkbrook, and parts of Ladywood, Springfield and South Yardley.

The plan area also fell under Urban Living (the Birmingham-Sandwell Housing Market Renewal Area) which operated from 2003-2011 and aimed to deal with the whole range of problems that affect homes and neighbourhoods. The diverse range of projects undertaken by Urban Living included masterplanning, community building and land assembly.

Appropriate local centre uses include retail, leisure, offices, residential, health and community uses.

5. Land at Trafalgar Road

Size: 0.09ha.

Existing uses: Cleared former housing land and private car park.

6. No.36 Rookery Road

Size: 0.23ha.

Existing uses: Vacant industrial.

7. Site at 321 Soho Road

Size: 0.2ha.

Existing uses: Vacant retail to Soho Road frontage and cleared land at the rear.

8. Site at Dawson Road

Size: 0.4ha.

Existing uses: Builders yard.

9. Land adjacent to No.3 Grove Lane

Size: 0.03ha.

Existing uses: Vacant land.

10. Land adjacent to No.23 Nineveh Road

Size: 0.07ha.

Existing uses: Cleared land.

11. Land at No.163 Soho Road

Size: 0.07ha.

Existing uses: Cleared land.

12. Land at Waverhill Road

Size: 0.05ha.

Existing uses: Cleared land.



