

## Places for growth • Creative

Digbeth has the ingredients to become one of the most distinctive vibrant creative quarters in Europe with HS2 providing the opportunity to realise future growth. Birmingham Curzon station will need to deliver high quality direct connections into Digbeth to unlock the areas huge potential.

### Key principles

- Well connected with attractive walking, cycling and public transport routes.
- An authentic distinctive character with historic environments complemented by exciting new buildings.
- New, well connected open spaces and destinations.
- Growing the creative, media, digital and social enterprises.
- A vibrant mixed-use neighbourhood that enlivens the area 24/7.
- Creation of a high quality sustainable residential neighbourhood focused around the canals.
- A focus for cultural activities - growing the arts and live music scenes.
- A focus for innovative public art.

The arrival of HS2 will place Digbeth on the doorstep of a nationally significant transport hub opening up the area for major investment and improvement. A spectrum of business space, residential opportunities and exciting new open spaces will be unlocked through a sequence of spaces and connections.

Digbeth has already established itself as the home of a diverse and dynamic working community of digital and creative businesses. The area's distinctive 19th Century industrial urban character, much of it a conservation area that includes a number of listed buildings and archaeological remains has been utilised by these businesses with the Custard Factory and Fazeley Studios key focal points.

HS2 provides the opportunity for this economic activity to grow and prosper, utilising and enhancing the areas unique environment, historic significance and existing strengths.

The creative and digital industries will be a central driver for the local economy and support graduate retention in Birmingham. In order to create a vibrant and attractive area the economic activity will need to be complemented by new educational uses, independent retailing, artist's space, alternative nightlife, hotels, residential development and student accommodation. As a result Digbeth will see major growth in employment, resident and visitor numbers.

- *View from Fazeley Street Bridge looking towards Typhoo Wharf*



Digbeth has several Enterprise Zone sites which will boost opportunities for new development and strengthen the areas economic activity.

Development will be both refurbishment and innovative, quality new-build with the emphasis on retaining and developing the unique character, atmosphere and experience that sets Digbeth apart from other areas of the City



## Typhoo Wharf

The former tea factory forming part of a wider development block, with its distinctive buildings and attractive canal-side location, has the potential to become a new destination for Digbeth.

At 3.2ha, the regeneration opportunity has the makings of a distinctive business, retail, residential and leisure development within refurbished and new buildings around a publically accessible canal basin.

Typhoo Wharf will be just a moments' walk from the proposed New Canal Street and Andover Street entrances to Birmingham Curzon Station and the potential Eastside/Digbeth Metro and Sprint stop. This connectivity will transform the opportunities and raise ambitions for Typhoo Wharf and surrounding sites with buildings from 6 to 8 storeys high creating a new arrival gateway into the area from HS2 at New Canal Street and Fazeley Street.

New Canal Street will become a principal movement route for pedestrians, cyclists and public transport as it will form the direct

link between Birmingham Curzon, Birmingham Coach Station and the Southern Gateway redevelopment area.

Along and to the west of New Canal Street, towards the City Centre Core at Paternoster Place - the other key access from Birmingham Curzon station into Digbeth - a higher urban density and character, which respects and utilises the essence of the conservation area, will provide opportunities for a range of office, residential and hotel uses that will occupy other sites.

- View from New Canal Street looking towards Typhoo Wharf



- Typhoo Wharf





### Beorma Quarter, Shaws Passage and Bordesley Street

The Birmingham Curzon entrance at Paternoster Place and potential entrance to Moor Street Station will transform the connectivity into what is currently a part of Digbeth that feels remote and detached from its surroundings - despite it being just 100m from Selfridges and the Bullring. There is huge potential to both realise existing developments and unlock new sites as a result of the location of Birmingham Curzon.

The Beorma Quarter major mixed-use development, which sits opposite Selfridges, is already underway with initial phases delivering a hotel/leisure uses and business space. A 27 storey office tower will form a later phase of the scheme. This development will be within 5 minutes' walk of Birmingham Curzon station.

Improvements to the public realm in this area can bring a more attractive setting for development and refurbishment opportunities and help establish the links to the new terminus station. Key development sites exist on the three blocks bounded by Bordesley Street, Little Ann Street, Oxford Street and the railway viaduct. Developing these blocks is an opportunity to create a new route fronted by active uses along the northern side of the viaduct and connecting to the Custard Factory at Floodgate Street.

Shaws Passage can be transformed with a pedestrianised street leading to Paternoster Place and allowing for a mix of retail, restaurant and leisure uses to flourish within the existing railway arches and new developments.

• Beorma Quarter proposed mixed use development ▶

• View from Shaws Passage looking towards Moor Street Station







### Fazeley Area

The area of Digbeth between Fazeley Street and High Street Deritend is known for its working community of creative, media, design and digital enterprises which includes art galleries, TV production, a thriving independent music scene and retail offering.

The original catalyst was the opening of the first phase of the Custard Factory in 1993, which is now home to 400 businesses employing over 1700 people. Other projects have established around it such as Fazeley Studios, The Bond and Eastside Arts.

The aim is to build on the success so far and to grow the creative community of businesses, start-ups and social enterprises.

A new Metro stop on Fazeley Street will transform connections into the area and provide fast access to the national and international connections that HS2 will bring; this will provide a further boost to this business sector.

The potential for the area includes proposals such as the Digbeth Digital Studios which would be a world class facility with full studio production facilities and audience programming located in converted buildings off Floodgate Street.

Environmental improvements to streets and spaces will help to attract more people to visit the area to enjoy independent shopping, live music and entertainment in a place that has a very distinctive urban character.

There is huge potential to uncover and utilise the cathedral-like rail arches and gritty architecture around the Custard Factory. New bridges and open spaces along the River Rea will bring visitors closer to the authentic character and roots of Digbeth.

New developments should reinforce the established character of 2 and 3 storey industrial aesthetic buildings east of the working railway viaduct, with the focus on the retention and conversion of these buildings due to their contribution to the authentic urban character of Digbeth. There are opportunities for taller buildings towards High Street Deritend.

There is some scope for new infill and courtyard buildings within established blocks and on the prominent site adjacent to the Custard Factory at the corner of the High Street and Floodgate Street.

• View from River Rea looking towards Custard Factory





• Custard Factory



• View from Fazeley Street looking towards Duddeston Viaduct Skypark





### Banbury Wharf

The Grand Union Canal corridor is a key asset for the Digbeth area and provides an exciting opportunity to create an exemplar residential neighbourhood. Utilising its unique canal setting the 9ha Banbury Wharf site off Montague Street can be re-used to deliver 500-700 new dwellings. A number of residential moorings along the canal will bring added life and vibrancy.

The new housing could cater for people working in Digbeth, predominantly in the creative industries, for students at the nearby colleges and universities at Eastside and for others attracted to modern homes with easy access to City Centre jobs, attractions and public transport connections including HS2.

Banbury Wharf will be well connected to the heart of Digbeth, the City Centre and to existing neighbourhoods on the opposite side of the Middleway. The proposed Metro extension, with stops at Fazeley Street and Andover Street, will transform connections to this area with links into the wider Metro network to New Street Station and through to the Jewellery Quarter and Westside. Improvements to the walking environment will need to include a much enhanced canal side route and new bridges over the canal and the River Rea.

The new neighbourhood will be a transition between the high density of the City Centre Core and lower density of the suburbs. It will provide a mix of apartments, terraces and courtyard houses that take advantage of the canal side setting, modern architecture and innovative design to create a place that has a strong identity and is highly sustainable.

The provision of a new public green space will be important for future residents, the proposed Duddeston Viaduct Skypark will link into an opportunity next to the canalside off Montague Street to deliver a high quality space that can benefit from natural surveillance.

• King Edwards Wharf





• View of Grand Union Canal looking towards Digbeth Branch Canal



• Sherbourne Wharf





### Duddeston Viaduct Skypark

The unused Duddeston Viaduct has great potential to create a new green spine through Digbeth, connecting neighbourhoods and creating an exciting resident and visitor experience.

The high-level route could be imaginatively landscaped with walkways, public art and feature lighting to create an attractive green link for Digbeth.

The 165 year old 400m long blue-brick structure sweeps above the roofs and streets providing a dramatic visitor attraction with long-distance views of the City Centre Core skyline, and connecting High Street Bordesley with the open space at Banbury Wharf and other developments alongside.

### River Rea

Opportunities to provide public access points and bridges across the River Rea will be sought through new developments which will connect people with the existence of the City Centre river.

There is the potential to create a new publicly accessed open space enclosed by bars, shops and other visitor activities to the north of the Custard Factory on the opposite side of Floodgate Street.

Any proposals need to come forward having full regard to wider River Rea catchment planning and flood risk issues.

### Birmingham Proof House and Andover Street

The Grade II\* Listed Birmingham Proof House has recently celebrated 200 years of continuous business at their premises off Banbury Street. The historic setting does not outwardly portray their specialist industry, very much cutting edge and almost unique in Britain. The HS2 proposals will close Banbury Street - their key access.

This masterplan supports the continuation of the Proof House's activities, with a view to the longer term where the heritage aspects of the building, its museum and other functions can be developed to enable greater general public access.

The important functions of the Proof House are not only part of the City's heritage but also the future in terms of promoting the growth of specialist research and services. Land between the HS2 viaduct and the existing railway line would be unsuitable for general development but with appropriate secure access could provide opportunities to relocate and grow some Proof House activities; this would allow greater development potential of the adjoining site off Andover Street.

A direct access to Andover Street from the proposed Eastside Concourse of Birmingham Curzon will increase pedestrian footfall as a key route between Eastside and Digbeth thereby increasing the development potential of the site between the street and the canal. Redevelopment of the site can provide an opportunity for new buildings to front on to and enliven the canal-side. The site should also incorporate a vital new access route and parking for the Proof House - this will enable the continuation of deliveries and economic use of the listed Proof House throughout the construction phase of HS2 and thereafter.

• View from Duddeston Viaduct Skypark looking towards Warwick Bar

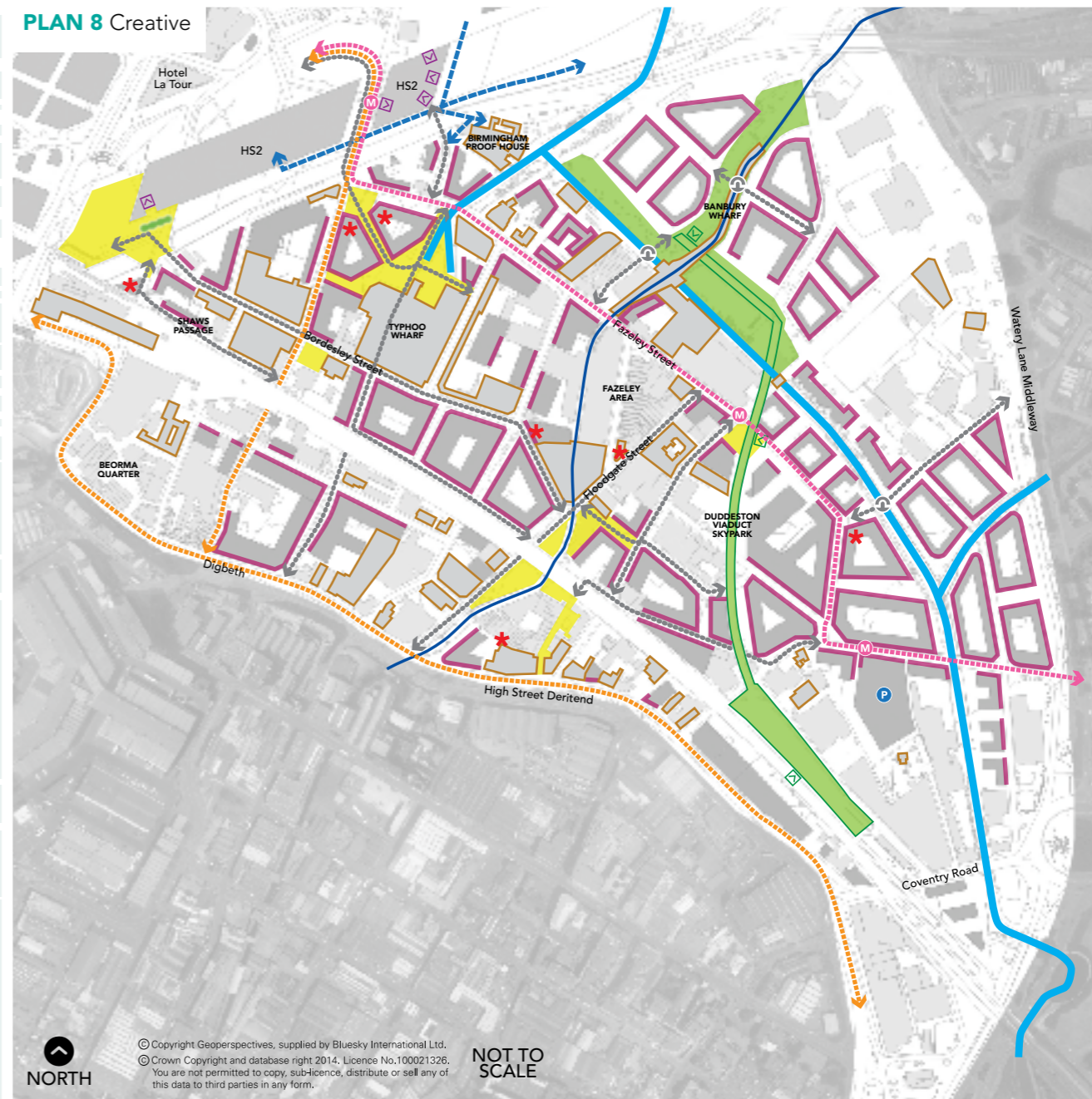




• Warwick Bar



PLAN 8 Creative



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NORTH

NOT TO SCALE

KEY

- |  |  |  |                        |  |                   |
|--|--|--|------------------------|--|-------------------|
|  | New development block                    |  | Listed building        |  | New parking       |
|  | Green space                              |  | Landmark building      |  | Green wall        |
|  | Viaduct Skypark                          |  | HS2 station entrance   |  | Canal             |
|  | Public space/square                      |  | Metro route/stop       |  | River Rea         |
|  | Shared surface                           |  | Sprint bus route       |  | New bridge        |
|  | Active frontage                          |  | Park and ride          |  | Access to viaduct |
|  | Improved pedestrian/<br>cycle connection |  | Taxi and service route |  | HS2 Transformer   |
|  |  |  | Taxi drop-off          |  |                   |



## Places for growth • Retail

The arrival of HS2 will create a new focal point within the City Centre Core significantly altering the foot-fall and dynamics of the connections between this area and Eastside. This will create significant opportunities to transform the area between High Street and Moor Street Queensway.

### Key principles

- Direct and attractive pedestrian links.
- Remodelled shopping and food offer.
- Development that addresses Moor Street.
- 'One Station' connections between railway stations.

The retail floorspace on High Street and in the Pavilions blocks provide a key part of the City Centre's retail offer. The blocks however, have become dated and have the potential for change to provide a broader mix of retail and leisure uses and a stronger relationship to surrounding streets.

The remodelling of the High Street and Pavilions area will, in the longer term, provide the opportunity to fully integrate the City Centre Core seamlessly into the adjoining Eastside and Digbeth quarters.

A new street through the Pavilions block will connect HS2 to High Street and through to New Street Station bringing new life and activity to this part of the retail core. It will also help direct people onto the main pedestrian spine, New Street, leading to Westside and major development schemes at Paradise Circus and Arena Central.

### The retail offer

The Pavilions and Marks & Spencer block, together with the Carrs Lane Church Centre have changed little since the demolition of the previously elevated Moor Street Queensway Inner Ring-Road. The growth of Eastside in recent years and the future opportunities brought about by Birmingham Curzon's location will create a new opportunity to fundamentally remodel these blocks and fully integrate the Bullring and wider City Centre retail offer through to Eastside and Digbeth.

Up until 2002, Moor Street Queensway was formed by a wide elevated dual carriageway, which gave rise to major existing buildings treating Moor Street as a 'back' and leaving significant areas of underutilised space. There is now the opportunity to redevelop these blocks to provide a stronger frontage to Moor Street with a greater sense of activity and enclosure. The approach will need to contribute to the overall delivery of a high quality arrival experience as part of the Birmingham Curzon station.

At the heart of the remodelled blocks, a wide new pedestrian linkage between High Street and Rotunda Square and the proposed new Station Square outside Birmingham Curzon station will be created.

The route's orientation would allow a gentle slope through the blocks and allow a re-formatted department store or smaller retail and restaurant offer along what is destined to become a key City Centre thoroughfare.

- *View from Station Square looking towards new pedestrian link*





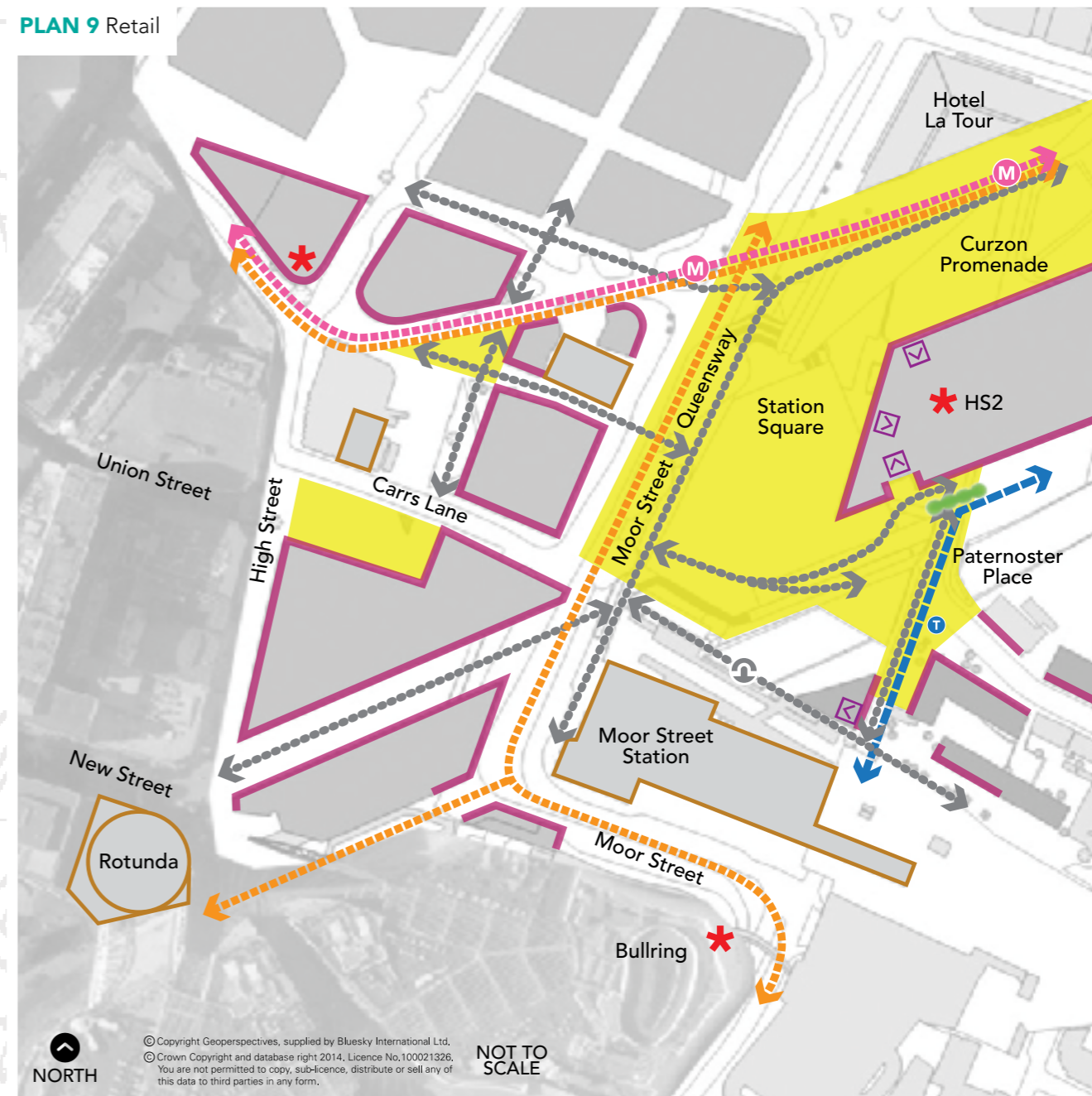
This proposal would greatly enhance legibility as the link will be a clearly visible route with the Grade II Listed Rotunda as a landmark at one end and Birmingham Curzon at the other.

New terraces could utilise the changes in ground level and connect into an extended and remodelled section of the Bullring which would give the shopping centre a greater presence to Moor Street and provide a better architectural link between Selfridges round to the remodelled/redeveloped Pavilions and Marks & Spencer block.

• Bullring



PLAN 9 Retail



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NORTH

NOT TO SCALE

- KEY**
- New development block
  - Listed building
  - New parking
  - Green space
  - Landmark building
  - Green wall
  - Viaduct Skypark
  - HS2 station entrance
  - Canal
  - Public space/square
  - Metro route/stop
  - River Rea
  - Shared surface
  - Sprint bus route
  - New bridge
  - Active frontage
  - Park and ride
  - Access to viaduct
  - Improved pedestrian/cycle connection
  - Taxi and service route
  - HS2 Transformer
  - Taxi drop-off



## Places for growth • Business

Birmingham's office district is set to expand eastwards as Birmingham Curzon station will attract companies wanting immediate access to the high-speed network.

### Key principles

- Pedestrian focussed streets and spaces.
- Large floor-plate offices, residential and hotel mix.
- Ground-floor retail, food and leisure opportunities.
- Metro stop on Albert Street.

The eastern part of the City Centre Core is ripe for regeneration to provide an extension of commercial office and associated mixed-use development linking the Colmore Business District to Eastside and presenting a new front-door to the City immediately opposite the main entrance to Birmingham Curzon.

Together with a remodelled retail offer at High Street and Pavilions, the Martineau and Masshouse sites present the opportunity to transform Moor Street with new mixed-use developments fronting Birmingham Curzon station onto the proposed Station Square.

### Exchange Square - Masshouse

Planning consent has recently been granted for an office lead development at Exchange Square, Masshouse. Consisting of 52,000sq.m Grade A offices, 14,000sq.m hotel and/or residential uses, and 4,650sq.m of complimentary retail uses to enliven ground floor areas.

A high quality public square will become the focus for the development. The site is already cleared and available for development to begin.

### Martineau Square - Dale End

HS2 will change the dynamics for the future redevelopment of the existing 1960s shopping precinct and multi-storey car park at Dale End. The sites will come to prominence as a prime mixed use development scheme as the opening of HS2 draws near and thereafter.

Martineau Square provides the opportunity for large floor-plate grade A office space immediately opposite Birmingham Curzon station. The development will become an extension to the Colmore Business District and Snow Hill to the west.

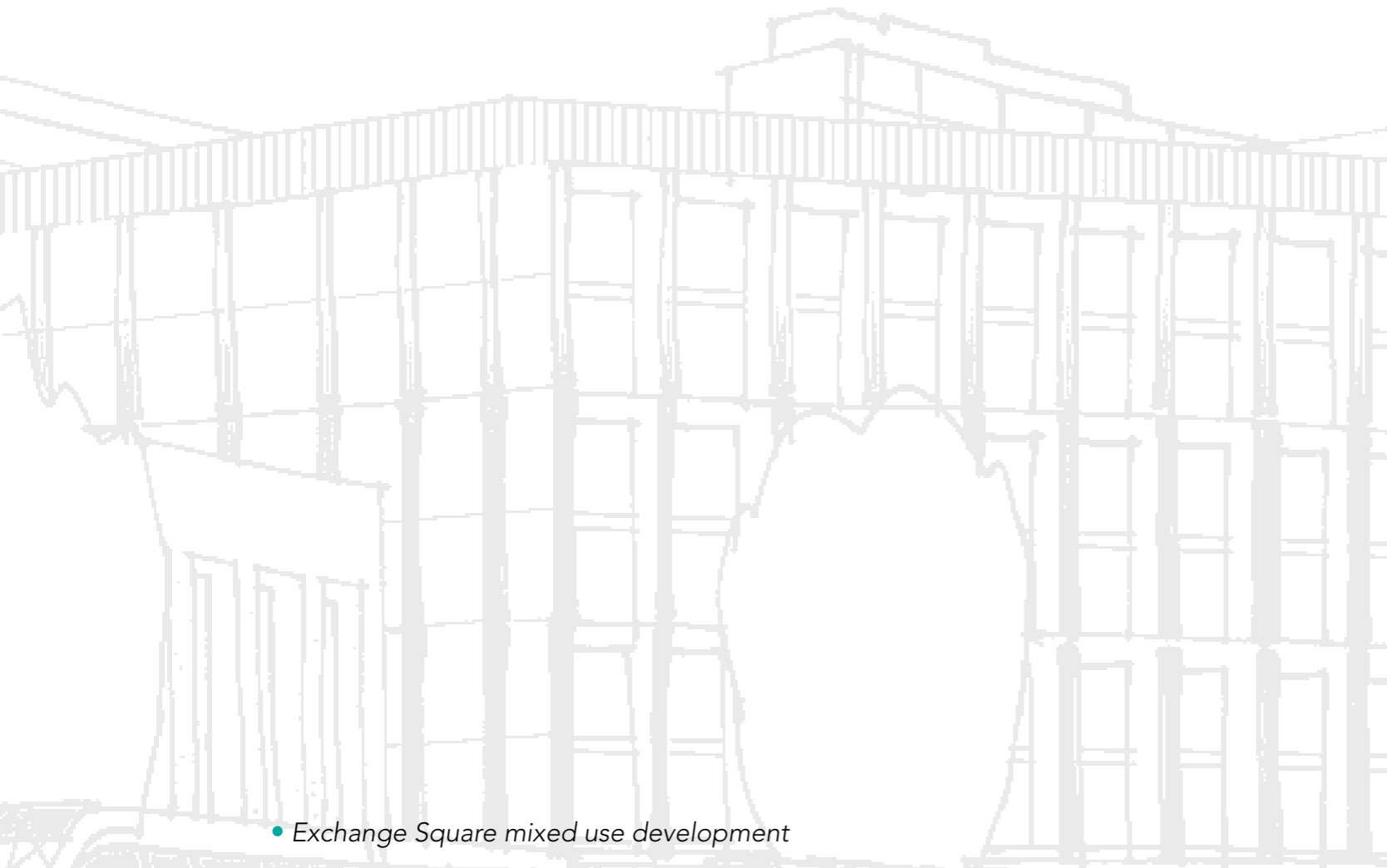
- *View from Station Square looking towards Martineau Square*



Set around a new public square and with strong pedestrian links through the development, retail and leisure uses will enliven the ground floors of key routes. As part of the mix, residential uses on upper floors will help to create activity throughout the day and week.

An extension to the Metro network will serve the site with a new station at Albert Street - where the Martineau Square blocks will front on to the new Birmingham Curzon Station Square at Moor Street.

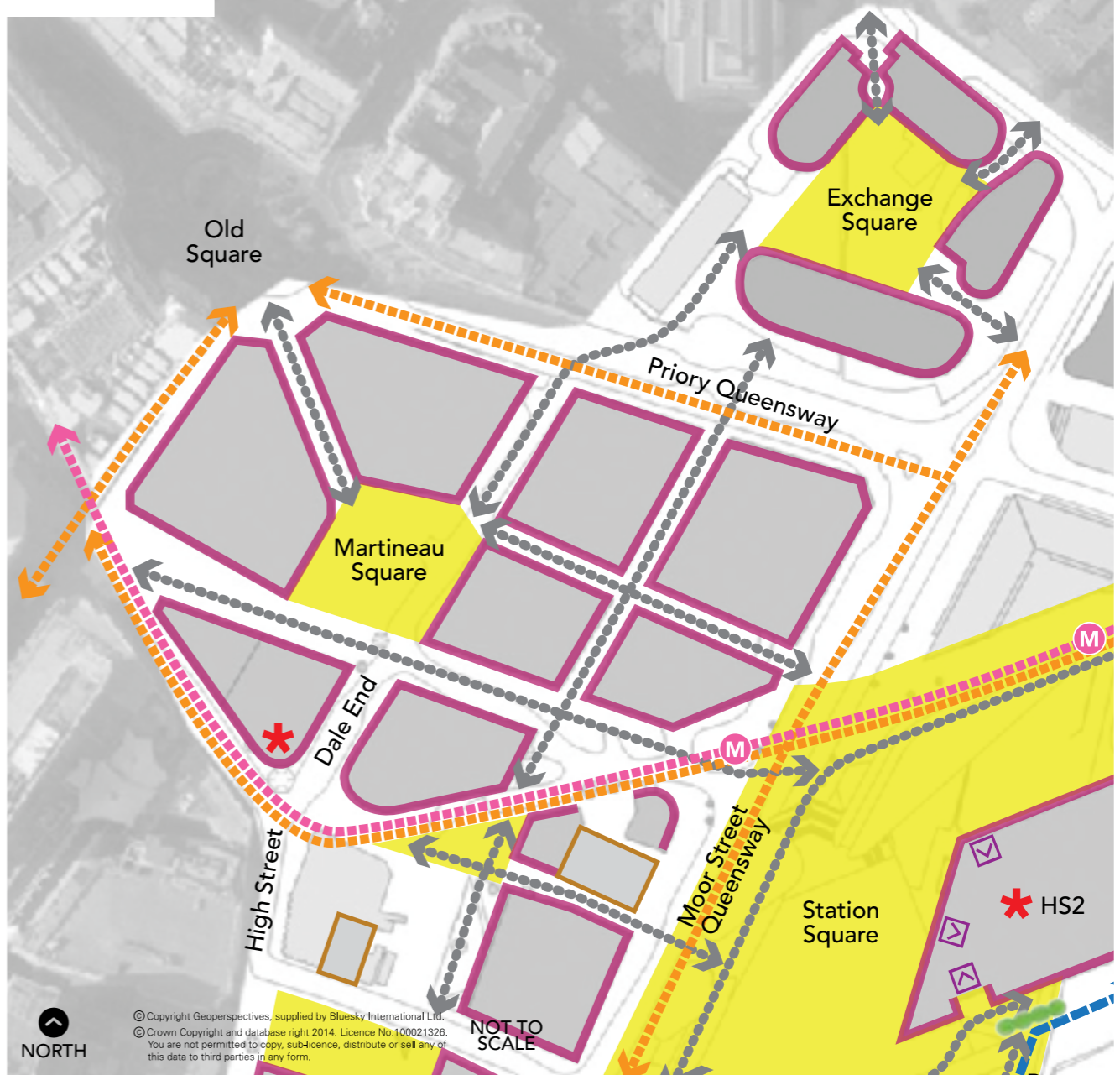




• Exchange Square mixed use development



PLAN 10 Business



- KEY**
- New development block
  - Green space
  - Viaduct Skypark
  - Public space/square
  - Shared surface
  - Active frontage
  - Improved pedestrian/cycle connection
  - Listed building
  - Landmark building
  - HS2 station entrance
  - Metro route/stop
  - Sprint bus route
  - Park and ride
  - Taxi and service route
  - Taxi drop-off
  - New parking
  - Green wall
  - Canal
  - River Rea
  - New bridge
  - Access to viaduct
  - HS2 Transformer



## Places for growth • Visit

At the heart of Eastside's regeneration Millennium Point and the new Eastside City Park draw visitors into the quarter providing the catalyst for surrounding development and a key gateway from HS2.

### Key principles

- Creation of a fantastic arrival space for HS2's international passengers.
- Maintaining a vibrant event space at Curzon Square.
- An enhanced setting and new uses for old Curzon Street Station and The Woodman public house.
- Growing visitor choice and potential as a key city tourist place.
- Improving the park's surroundings with new development and active frontages.
- Connecting and improving vital pedestrian links and spaces.

The opportunity for Eastside's future as a visitor destination will be transformed with the arrival of HS2. Entrances to Birmingham Curzon station for both domestic and potentially international arrivals, places Eastside City Park and Millennium Point at one of the City's best gateways.

Up to the opening of HS2, there are existing development opportunities that can benefit from and improve the visitor draw to Eastside.

### Curzon Square

The existing event space and fountains within the Eastside City Park will be expanded towards the HS2 station to the south creating a grand civic space, Curzon Square, at the end of Curzon Promenade.

Curzon Square will provide a major arrival space for entrances/exits from Birmingham Curzon station and should be of the highest quality - extending the design as a continuation of the crisp lines and contemporary feel of Eastside City Park.

The setting of the landmark original Curzon Street Station building (Grade I listed) and Woodman public house (Grade II Listed) will be significantly improved by reducing the volume, impact and speed of vehicles along New Canal Street and incorporating both buildings into a wider pedestrian friendly space.

The former Curzon Street Station, the world's oldest surviving railway terminus from 1838, has the potential to accommodate new cultural or other imaginative uses to ensure its long-term future. The protection of the former Curzon Street Station building is of paramount importance, particularly during the potential disruption of the construction phase of HS2 which would surround it - a use for the building (for HS2 site offices for example) should be identified during that time.

A key proposal of this masterplan is the integration of the City's Metro system to HS2 and into Digbeth. Its routing shall be supported if it is positioned as close as possible to the HS2 station with minimum radial turns from the square into the proposed HS2 stop under the viaduct at New Canal Street.

The designs of the lines, paving materials and over-head equipment should be of the highest quality and seek to minimise the impact upon the wider Curzon Square's usability as an event space.

Enhancing the quality of the existing park, proposed square and setting of the listed buildings will be achieved by removing through-traffic from Curzon Street/New Canal Street giving greater pedestrian priority across the space in front of the former Curzon Street Station and maintaining the setting of The Woodman public house within the setting of the park.

- *View from Eastside City Park looking towards Curzon Street station*





## Eastside City Park

Opened in 2012, Eastside City Park is an award-winning, high quality green open space at the heart of the Eastside Quarter. The park has transformed Eastside providing an attractive setting for Millennium Point and the BCU Parkside Building. The park has raised the profile of nearby development opportunities and has become a leisure focal point for the area.

Development opportunities alongside the park on land between Fox Street and Grosvenor Street, and the former Christopher Wray building (Grade II Listed), should create and maximise their frontages to the park with the south facing orientation ideal for ground floor café and restaurant terrace activities.

A 30m wide site will sit between the park at Curzon Street and the new station, it should be developed to provide buildings

overlooking and enclosing the southern side of the park whilst ensuring that their height does not cause unacceptable overshadowing. This development opportunity alongside the entrance to the Eastside Concourse of Birmingham Curzon would be suitable for hotel, business, student accommodation or residential uses and should have active ground floor uses such as small-scale retail and bar/restaurants. The development would also screen the HS2 viaduct and vehicular drop-off area from Eastside City Park.

The existing landscaped Eastside City Park is intended as a lasting legacy that will continue to provide an attractive route to and setting for Millennium Point, BCU and Eastside Locks up to, throughout and beyond the HS2 works. Therefore, the construction boundary should be as tight as possible to the northern face of the new station.

During the construction of Birmingham Curzon station the City Council will seek to work with HS2 to minimise disruption to the park and to ensure that good quality pedestrian connections from the City Centre Core to the park are maintained.

The construction of HS2 will create a significant impact upon the setting of the park for several years. If handled well with minimum land-take for construction, the site could attract visitors in its own right as did the Bullring development at the turn of the century. Opportunities to provide information and exhibitions about the construction of HS2 and Birmingham Curzon would be ideally situated within the park.

- View from Eastside City Park looking towards BCU Phase 2



- Eastside City Park





### Millennium Point

This landmark building is a key asset to the City's tourist industry and it houses the Thinktank Birmingham Science Museum and Giant Screen. It also has significant accommodation for BCU and Birmingham Metropolitan College where their students bring further vitality to the area.

The new Eastside City Park with the Thinktank Science Garden has improved connections, profile and setting of the building.

There will be support for appropriate development that would provide complementary activities and an improved presence and setting for Millennium Point on to Jennens Road. There is potential to improve pedestrian connections with Aston University by reducing the impact of the wide highway and creating a new pedestrian focussed plaza on Jennens Road.

• Eastside City Park and Millennium Point

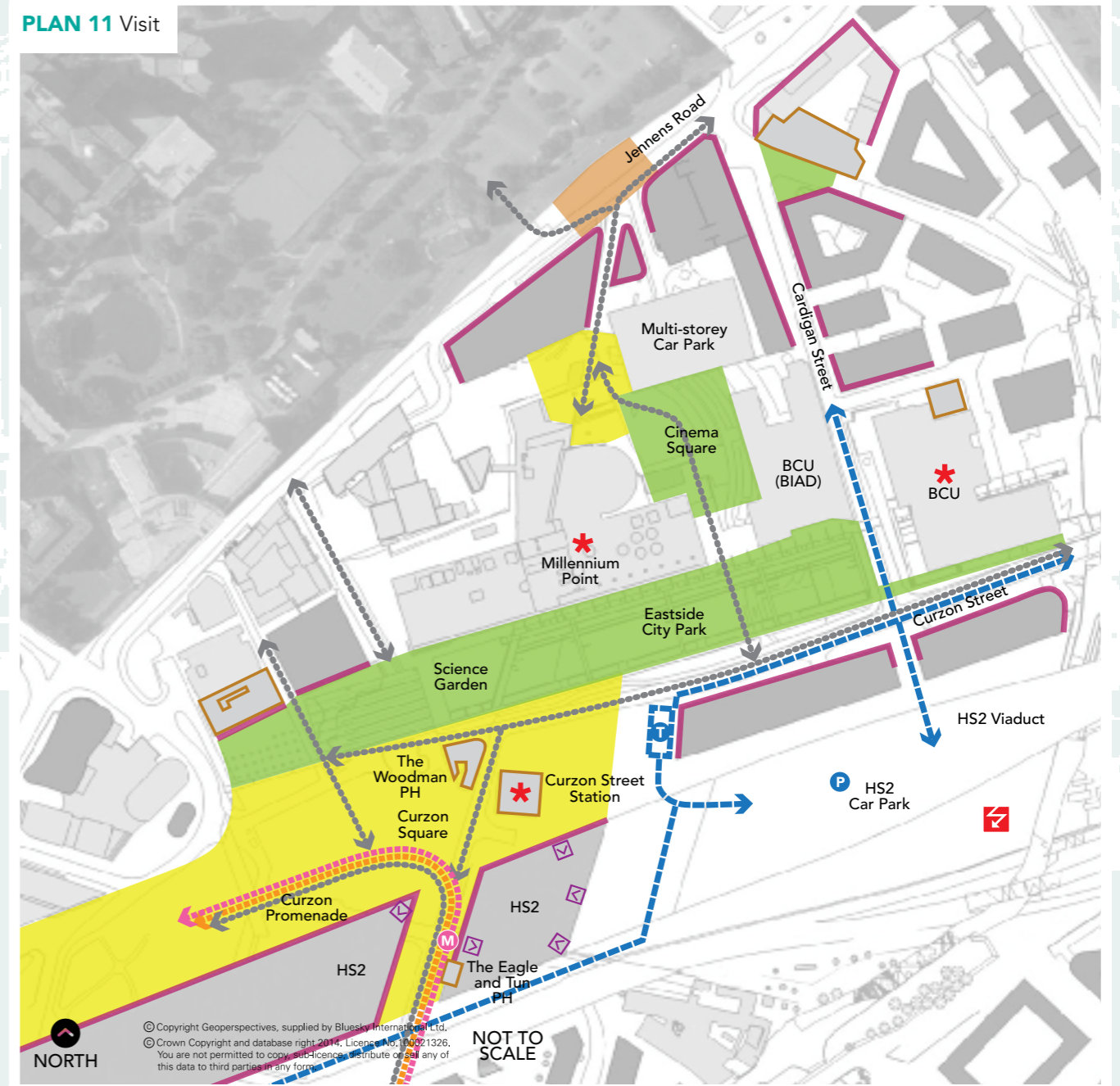




• Millennium Point



PLAN 11 Visit



**KEY**

	New development block		Listed building		New parking
	Green space		Landmark building		Green wall
	Viaduct Skypark		HS2 station entrance		Canal
	Public space/square		Metro route/stop		River Rea
	Shared surface		Sprint bus route		New bridge
	Active frontage		Park and ride		Access to viaduct
	Improved pedestrian/cycle connection		Taxi and service route		HS2 Transformer
			Taxi drop-off		



## Places for growth • Learning and research

The canal side setting, next to the new BCU campus and Aston University, is ideal for a mix of hi-tech, research, learning and business developments, presenting a high quality attractive location.

### Key principles

- A mixed-use neighbourhood complementary to the surrounding learning and business activity.
- Maximising the historic canal-side features and potential.
- Meeting high standards of sustainability and achieving design quality.
- High-speed and reliable digital connections.
- Landmark development opportunities along the Ring Road.

As a city looking to retain graduates, the hi-tech research and development focus of this part of Eastside is primed to attract new companies that can help to retain and grow the knowledge and skills gained in the City.

Eastside is well established as the City Centre quarter for learning and research activity. Aston University continues to invest in its teaching, research, student residential and welfare facilities realising the Aston University Masterplan. The University also has a strong relationship with Birmingham Science Park Aston where there are significant opportunities for further growth in research and hi-tech industries.

Birmingham Metropolitan College on Jennens Road is also investing in new facilities, strengthening the educational role for Eastside. The Ormiston Academy opened in 2010, also on Jennens Road, adds to the range of facilities and options for students within the City Centre.

Birmingham City University's investment in its new City Centre campus in Eastside will bring fresh impetus to the further development of the Eastside Locks proposals.

With plots already ready for development, companies locating here will see the arrival of HS2 and improved Metro/Sprint links as a further boost to the attractiveness of the area.

### Birmingham City University

Birmingham City University (BCU) is investing over £180m in its City Centre Campus in Eastside.

With an established presence in Millennium Point since 2001, the University completed Phase 1 of its new campus development, with the opening of the Parkside Building in 2013. The Building provides state of the art facilities for the University's art, design and media courses.

Work on the second phase of the campus is underway and scheduled to open in September 2015 as home to the Birmingham City Business School together with the Schools of English, Law and Social Sciences. The historic Eagle and Ball Public House (more recently known as Moby Dicks) (Grade II Listed) is being restored and incorporated within the development for public and student use.

The students, staff, business partners and visitors to the new campus will bring added vitality and life to Eastside, cementing it as a centre for learning, teaching and research.

### • Eastside Locks





### Eastside Locks

Following from Eastside City Park, the new BCU campus will occupy a prominent site that provides a landmark 'book end' to the eastern vista of the park.

Adjacent to the university campus, Eastside Locks will form its own distinct series of streets and spaces with several development opportunities based along the historic canal-side and street pattern.

Outline planning consent exists for a mixed-use destination development comprising of a hotel, offices, residential and leisure uses. This masterplan continues to support the nature of the approved development and the principles of a mixed-use site with employment space in any future proposals for the site.

Improving pedestrian links with Birmingham Science Park Aston to the north across Jennens Road would promote the learning and research dynamics of the area and in addition it would allow Eastside Locks to form the retail and leisure destination for the wider area.

Within the site, the retention of important heritage assets is vital in order to protect the character of the Warwick Bar Conservation Area. Historic fabric such as the walls and pumping station that enclose the canal should be retained and preserved and where possible sensitively incorporated into new structures alongside the towpath.

The Locally Listed Belmont Works is a landmark building viewed from Cardigan Street and the conservation area and should also be retained and brought back into an active use as part of the overall development.

### Birmingham Science Park Aston

The well-established canal-side science campus supports a range of growing hi-tech businesses with an emphasis on science and technology and innovation.

The planned Digital Plaza is a key Enterprise Zone site with development proposals that will provide 120,000sq.m of new space. The first 30,000sq.m building, iCentrumTM, will create new business incubator units and office space.

The Venture Way building is offering a range of state-of-the art facilities and flexible workspaces in an attractive modern setting.

Digital connectivity is a key attraction of the park and recent investment allows tenants download and upload speeds equal to the best on offer anywhere in the UK.

• Birmingham City University at Eastside



• Curzon Point proposed gateway to Eastside City Park





### Curzon Point

The development site between the canal and Lawley Middleway forms a key gateway site to the City Centre - and to the Birmingham Curzon station.

With potential for a tower up to 25 storeys high, the site's development should consider the opportunity of the long distance views through Eastside City Park and seek to maximise its landmark potential given its prominent position fronting Curzon Circle and the ring road.

The site is ideal for hotel, office or residential uses and is ideal for student accommodation given the proximity to the BCU campus. The canal-side location should be maximised in order to bring activity, improved access and overlooking to what is currently a quiet stretch of canal.

### Canalside - Warwick Bar

The Birmingham and Fazeley Canal (Digbeth Branch) is a significant asset to the area with potential for landmark water-side developments fronting Curzon Circle and Curzon Street. It also provides essential pedestrian and cycle connections between BCU, Eastside Locks and Digbeth, as well as being an attractive space with its own intrinsic amenity value. The Birmingham and Fazeley Canal also forms both an important waterway and pedestrian link into the City from the south, critical to developing sustainable use of the waterway network into Birmingham.

The area of canal between Curzon Street and the existing railway viaduct is within the Warwick Bar Conservation Area and includes the Grade B Locally Listed Ashted Locks, Grade II Listed railway viaduct base and the Grade II Listed Lawley Street railway viaduct, the setting of which should be conserved and enhanced as part of any development that impacts upon it.

A key landmark development opportunity exists at the main vehicular gateway to Eastside and Birmingham Curzon at Curzon Circle/Curzon Street. Existing student residences on part of this site would be demolished to make way for the HS2 viaduct; however the remaining site will offer potential for a hotel or replacement student residences.

Buildings on both sides of the canal would step down to the towpath level with new high-quality public access points and active uses at the waterside level to animate the space.

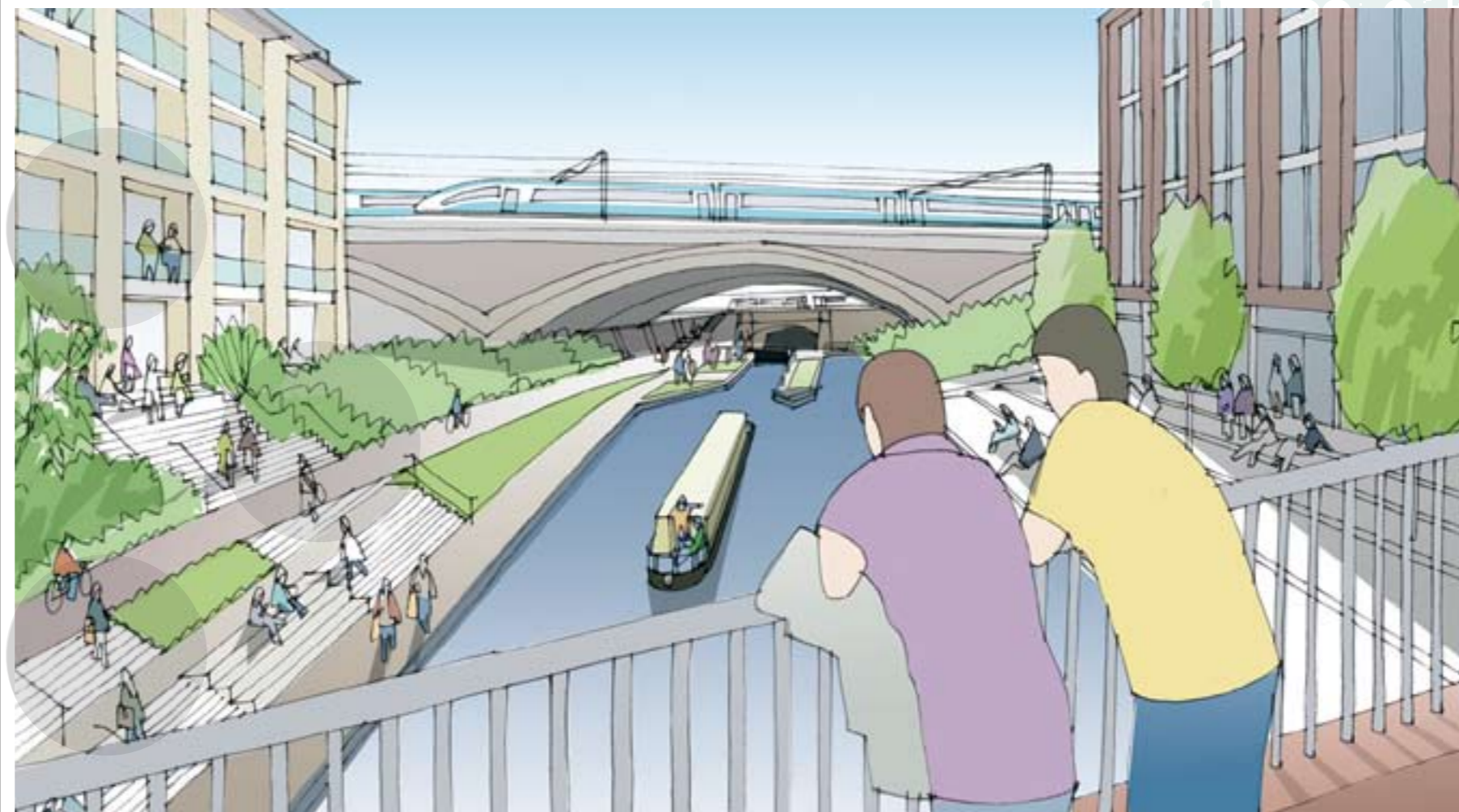
To the east of the canal there is also the opportunity to build beneath the HS2 viaduct; there will be a huge amount of space here which would be ideal for student sports facilities, health club or business spaces. This development opportunity will bring further activity to the canal corridor.

To bring these prominent landmark sites forward for development, the electrical transformer station and balancing pool currently planned by HS2 should move to the land sterilised from development between the HS2 viaduct and the existing railway lines, and proposed service roads on both sides of the canal should be relocated to allow for development to properly address the canal edge.

Within the Hybrid Bill, the viaduct carrying HS2 will directly impact upon this area of canal with proposals for a 9.5m high arched bridge spanning the width of the canal and towpaths for a length of 70m. A high-quality of design will be required to ensure that the area beneath feels safe and maximises the potential for pedestrian and cycle connectivity along the tow path. The design should include:

- Light wells between the tracks in order to help to lighten what could otherwise become a negative, dark space.
- Lighting as public art.
- Clear views through with no hiding places or pigeon roosts.
- Strong and attractive portals to the tunnel space viewed from the tow path.

• View from Curzon Street Bridge looking towards Curzon Street Tunnel



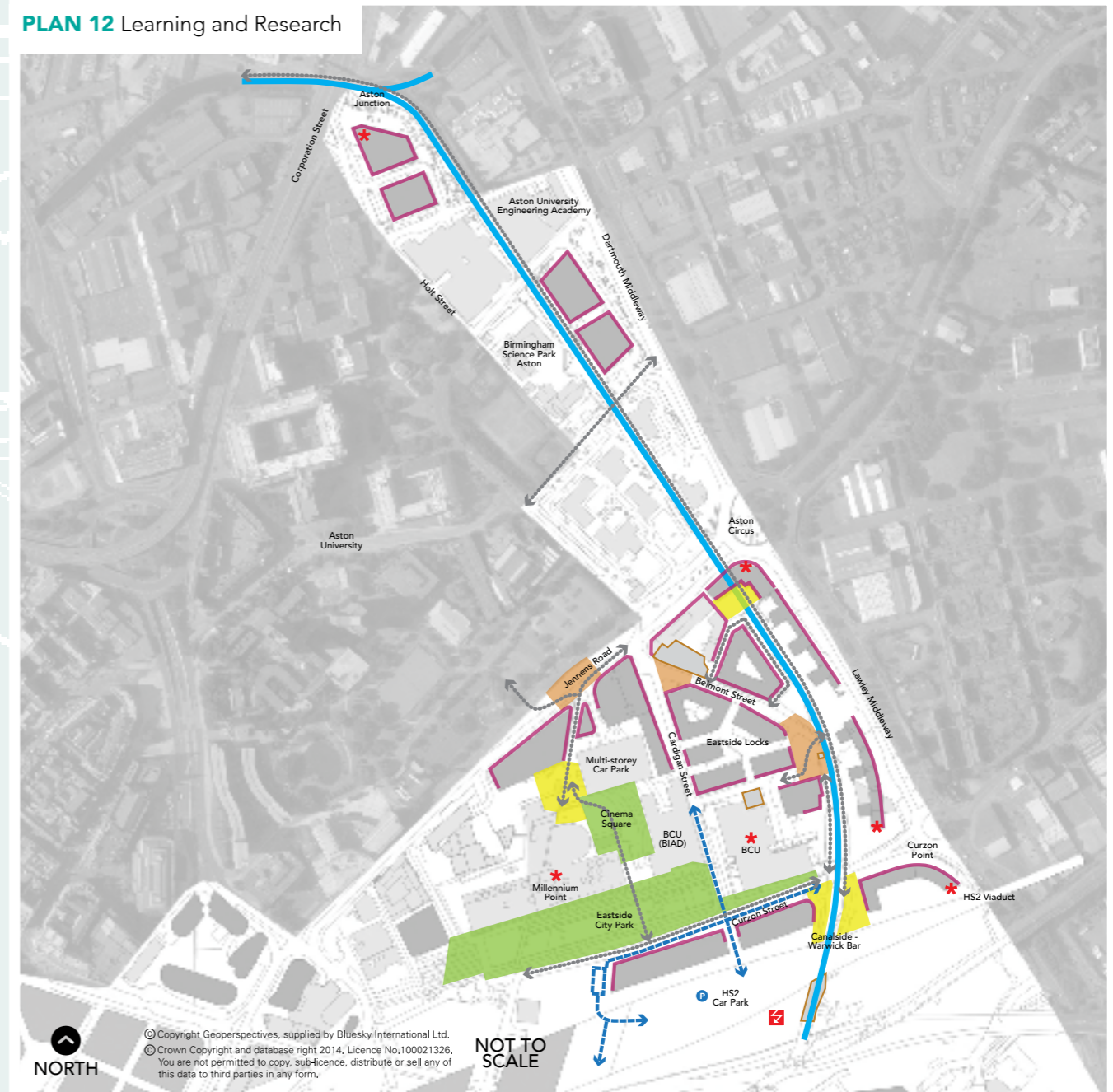


- An enclosed curve of the arch structure of the bridge to form a continuous consistent and elegant edge to the canal-side reflecting the character of typical waterway tunnels with no views to the adjacent 'void' spaces underneath the viaduct.
- A high quality treatment of the surfaces (towpaths and lock-sides) under the proposed bridge, and connections to surrounding streets and the space in between the proposed and existing tunnels.
- Associated improvement works to the existing pedestrian environment through Curzon Tunnel to address the cumulative impact of two adjacent rail crossings on the waterway environment.

• *Eastside Locks Arrival Square*



PLAN 12 Learning and Research



**KEY**

New development block	Listed building	New parking
Green space	Landmark building	Green wall
Viaduct Skypark	HS2 station entrance	Canal
Public space/square	Metro route/stop	River Rea
Shared surface	Sprint bus route	New bridge
Active frontage	Park and ride	Access to viaduct
Improved pedestrian/cycle connection	Taxi and service route	HS2 Transformer
	Taxi drop-off	



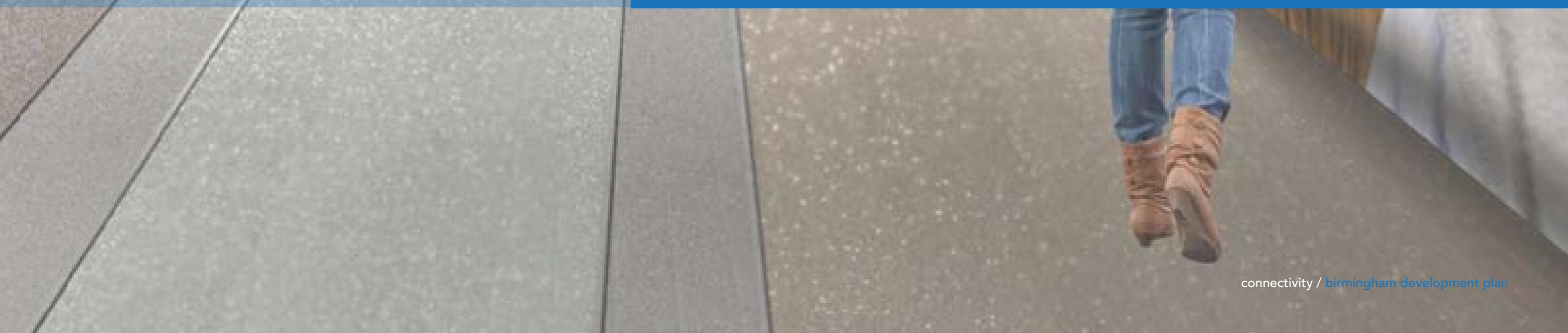






# 4

## Connectivity





HS2 will deliver a 21st century rail network to the heart of the City; for the growth potential to be maximised the station will need to be fully integrated into the wider transport network.

## Key principles

The provision of an effective, efficient and comprehensive public transport system, high quality routes and environments for pedestrians and cyclists, an efficient road network and modern digital infrastructure are key enablers for economic growth. The key principles on which the connectivity strategy for Birmingham Curzon has been developed are:

- New and improved sustainable transport connections integrated with the wider City Centre and beyond to facilitate and promote regeneration.
- Creating new high quality pedestrian/cycle routes and public spaces which promote the development of an attractive sustainable transport network.
- Minimising the impact of traffic movements within the Masterplan area.

These principles set out a joint transport vision which reflects the direct needs stemming from HS2 and the new station, alongside the identified regeneration opportunities.

The transport vision set out in this Masterplan is informed by the wider City Centre agenda and reflects the content of the City-wide Birmingham Mobility Action Plan (BMAP), the Birmingham Development Plan (BDP), Big City Plan and the Vision for Movement.

BMAP is the starting point for a future holistic vision for Birmingham's transport system and has played a central role in developing the proposals within this Masterplan. The plan looks at all aspects of mobility, aiming to stitch them together to create an integrated system which considers all users.

The transformational proposals within the Masterplan are a response to BMAP's recognition of the significant changes expected in a relatively small area of the City; road congestion in the morning and evening peaks is already heavily focused on the City Centre. BMAP's City Centre strategy is tailored to the three key principles:

- Improve and integrate the public transport network.
- Address City Core and quarters connectivity by sustainable modes.
- Provide and promote range of sustainable transport choices.

The Masterplan does not intend to provide full and detailed traffic modelling and assessment; however, it seeks to set out a range of connectivity proposals, that will be developed alongside the emerging proposals for HS2 and the likely changes in travel demand within the Masterplan area in order to create a truly integrated system as part of the wider proposals for the City.

## Birmingham Curzon station

The new international station will become a significant generator of activity with passengers arriving and departing by a range of transport modes. The proposed functionality of the station itself is the starting point for the Connectivity Framework that will support the demands of the station.

This Masterplan supports HS2 Ltd's proposals for the station to have two principal public entrances; at the west end of the station on Moor Street Queensway serving the City Centre Core, and at the east end on New Canal Street serving Eastside and Digbeth.

The entrances will provide pedestrian links into the surrounding area and to a range of other transport modes including, New Street and Moor Street railway stations, Midland Metro, long-distance coaches and local bus services.

Vehicular access to Birmingham Curzon will be provided through dedicated facilities below the HS2 viaduct accessed off Curzon Street; this area will be for pick-up and drop-off by taxi or car, with limited car parking (long stay for station staff, and short stay for rail users). A pick-up facility for taxis at the Moor Street Queensway entrance will be provided on Park Street, accessed via the Paternoster Place connection. There would also be a dedicated pick-up and drop-off point for international rail services on a new taxi only access link between New Canal Street and Park Street.

The HS2 viaduct and station will necessitate alterations to existing highways within the Masterplan area, including; closures of B4114 Park Street from Gashouse Lane to Bordesley Street, Fazeley Street west of New Canal Street, Bartholomew Street and Banbury Street. Other highway impacts include; provision of new access to Proof House Junction and upgraded highway capacity at Curzon Street/Cardigan Street Junction and Curzon Circle and Garrison Circle. This Masterplan also proposes the removal of general through-traffic from a section of New Canal Street from Curzon Street to Fazeley Street and its conversion to a public transport corridor.

HS2 Ltd's Transport Assessment published with the Hybrid Bill describes the predicted transport impacts of HS2, and proposed mitigation measures.

The predicted levels of daily demand to and from Birmingham Curzon indicate that approximately 25,000 trips will access the station when Phase 1 opens in 2026 rising to 66,000 in 2041 following the Phase 2 opening.

Assumptions have been made to indicate the likely range of modes that would be used to access and carry out onward journeys from Birmingham Curzon, this Masterplan provides a Connectivity Framework and clear proposals to ensure that the station and the surrounding areas are connected effectively across all appropriate modes of transport.

## The Connectivity Framework

The Connectivity Framework of this Masterplan builds on current proposals for HS2 and seeks to enhance and develop the measures to allow an integrated, holistic and deliverable movement strategy which allows the proposals within this Masterplan to be realised.

Key measures include:

### Walking and cycling

- A series of improved pedestrian and cycle links providing direct and attractive routes across the area and beyond.
- Proposals for transforming the quality of the public realm which supports and enhance the attractiveness of sustainable transport network.

### Public transport

- High quality public transport corridors based on the emerging Sprint and Metro proposals.











### Highway access

- High capacity transport corridors located on the periphery of the area and the retention of a limited number of local vehicular routes.
- High quality car parking provision where appropriate combined with the removal of unnecessary parking both on and off street.



# PLAN 13 Birmingham Curzon Connectivity

## KEY

-  Masterplan boundary
-  HS2 line and station
-  New development block
-  Walking times
-  Rail lines
-  Metro extension route
-  Duddeston Viaduct Skypark - potential greenway
-  Viaduct Skypark extension
-  Canal
-  River Rea



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NOT TO SCALE



## Walking and cycling

The Masterplan will provide an outstanding walking environment with well-connected places along routes that are safe to use. The needs of pedestrians will be at the heart of the connectivity strategy. The opening of Eastside City Park has begun the transformation of the walking network in this area.

Walking routes between the City Centre Core, Birmingham Curzon and through to Eastside and Digbeth should be an experience as diverse and varied as that in the wider City Centre. Routes will take advantage of landmarks such as Curzon Street Station as a focus for views and converging pedestrian links. Through this Masterplan, with HS2 and economic regeneration of the area, the opportunity will exist to add an extra layer of quality to the public realm and create seamless routes for walking and cycling.

Specific measures that are proposed to increase pedestrian permeability and decrease severance include:

- Ensuring the Masterplan incorporates high quality pedestrian routes which will promote walking as an attractive, convenient, well lit, safe and pleasant option for travel including; to and from bus stops, coach station, train stations and Metro stops.
- Ensuring good design of pedestrian routes/areas reflecting desire lines and providing adequate way finding facilities whilst ensuring that routes/areas are free from unnecessary clutter.
- Providing suitable pedestrian crossing facilities where appropriate.
- Improving the pedestrian environment through removing general traffic on Moor Street Queensway, building on the One Station proposal, and through New Canal Street, creating new public squares and, moreover, providing necessary facilities to accommodate predicted pedestrian movements alongside a high quality and integrated public transport network.
- Strengthening the proposed pedestrian link into Digbeth through the creation of Patanoster Square.
- Improving access to green corridors including the canal network and through the Duddeston Viaduct Skypark.
- Providing improved crossing facilities on Jennens Road and High Street Deritend, improving links to the Learning Quarter and Southside.
- Introducing 20mph limits on local roads.

Cycling has the potential to significantly contribute to the sustainable movement of people within the Masterplan area. Cycling proposals will build on measures being taken forward under the 'Birmingham Cycle Revolution' which seek to develop a comprehensive, City-wide programme of cycling infrastructure improvements (both routes and trip end facilities). Cycling infrastructure will integrate with proposals to improve the walking network, with additional measures including:

- Developing different route types within the Masterplan area e.g. improvements to major radial roads and other main roads including; improved crossing facilities and creating new, quieter, parallel routes, using roads with lower speed limits and traffic flows, and linking residential areas, green spaces, local centres and transport interchanges, intergrating with and building upon proposals being taken forward through the Birmingham Cycle Revolution Project.

- *View from Pickford Street looking towards Typhoo Wharf*








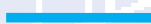



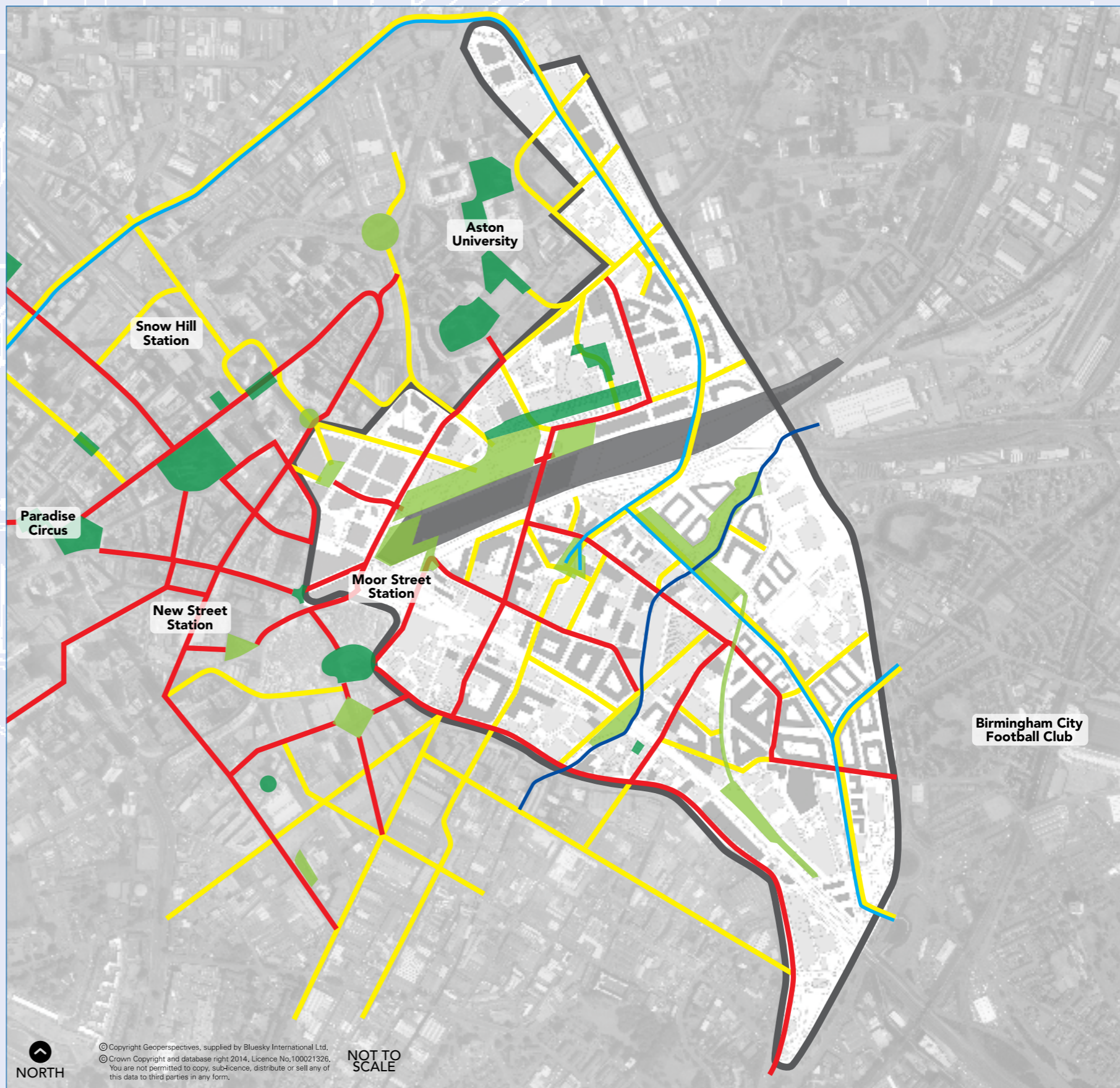
- This network will include a new on-road signed route along Allcock Street, Heath Mill Lane and Bordesley Street and a direct signed route connecting Fazeley Street to Rea Street and Macdonald Street, connecting to National Cycle Network Route 5 (NCN5) and links to Digbeth High Street, South Birmingham College, HS2 and Eastside.
- Further developing and enhancing the extensive off-road network of canal towpaths and green routes in the area.
- Creating contraflow cycle lanes where appropriate on proposed one way roads.
- Providing safe and secure cycle parking facilities across the area.
- Providing trip-end facilities, such as cycle parking, changing areas, lockers, including a 'Cycle Hub' at Birmingham Curzon station.



# PLAN 14 Birmingham Curzon Walking and Cycling

## KEY

-  Masterplan boundary
-  HS2 line and station
-  New development block
-  Existing public open spaces
-  Proposed public open spaces
-  Primary walking/cycling route
-  Local walking/cycling route
-  Canal
-  River Rea





## Public transport

The Masterplan area has the potential to be better connected to existing transport hubs. Proposals within the Masterplan seek to further enhance the overall attractiveness of public transport, improving walking/cycling routes to interchanges as well as creating additional priority with general traffic removed from key areas. Plan 15 provides an outline of the proposed public transport network.

The One Station proposals seek to provide a high quality, efficient and seamless connection between Birmingham Curzon, Moor Street and New Street Stations. In addition, improvements to public spaces on Moor Street Queensway and new links to the City Centre retail core will provide high quality links between key public transport interchanges at Birmingham Curzon, Moor Street, New Street and Snow Hill.

A Bus Rapid Transit Sprint Network will be developed alongside a classic bus network which improves the quality and attractiveness of the system. This will build upon successful partnership working through the City Centre Strategic Quality Bus Partnership with Centro and bus operators. This network will mainly be on the high capacity links; Moor Street Queensway, Jennens Road and High Street Deritend. However, a limited number of Sprint services will also operate on Metro corridors, discussed below, allowing improved connectivity and accessibility. A Sprint service will also provide an improved public transport link from Eastside to Digbeth Coach Station.

An extension of the Metro is proposed between the City Centre and Adderley Street which will run through the heart of the area. The Metro will run from Corporation Street down Lower Bull Street, through the proposed Martineau Galleries development across Moor Street Queensway through the Eastside City Park onto New Canal Street. From there it will route down Fazeley Street across Heath Mill Lane at grade on to Liverpool Street turning left at Adderley Street to a proposed Park and Ride facility.

Four Metro stops are proposed:

- Albert Street to serve the Martineau Galleries site.
- Birmingham Curzon, on New Canal Street under the station concourse.
- Fazeley Street immediately east of Floodgate Street.
- Adderley Street immediately east of Liverpool Street.

Passenger waiting facilities will be improved across the proposed public transport network and will be seamlessly integrated. This will include the development of high quality Sprint and bus hubs.

A drop-off facility for taxis and cars will be provided at New Canal Street for the station, with a shared taxi pick-up facility with Moor Street Station on Park Street. There would also be a pick-up and drop-off point for international rail services on a new link between New Canal Street and Park Street.

A taxi management plan will be developed which considers the needs of HS2, Moor Street and the wider interactions with New Street Station.










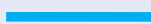

- *View from corner of New Canal Street and Bordesley Street looking towards Fazeley Street*

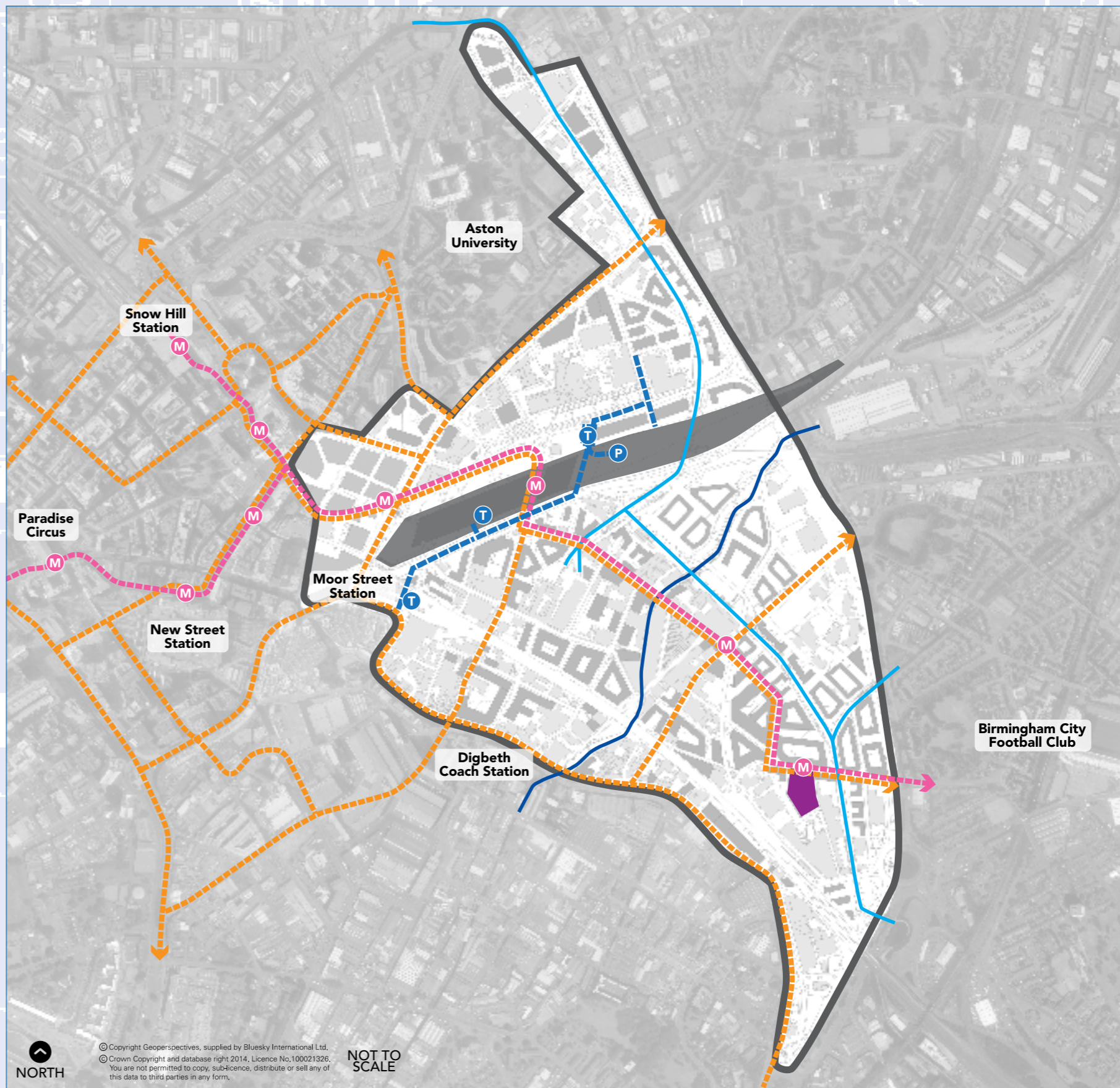




# PLAN 15 Birmingham Curzon Public Transport

## KEY

-  Masterplan boundary
-  HS2 line and station
-  New development block
-  Metro extension/stop
-  'Sprint'/bus route
-  Taxi/service route
-  Parking
-  Taxi pick-up/drop-off
-  Park and ride
-  Canal
-  River Rea





### Highway network

The key principles of the Masterplan are to reconfigure the road network and associated facilities and access requirements for private vehicles and promote an integrated public transport network, legible walking routes and appropriate cycling provision in accordance with the principles set out in the BMAP and the Big City Plan.

The provision of the new HS2 station will lead to the closure of a number of roads, including Park Street between Bordesley Street and Masshouse Lane, Fazeley Street west of New Canal Street, Bartholomew Street and Banbury Street. This, alongside proposals within this Masterplan to create improved pedestrian, cycle and public transport only corridors on Moor Street Queensway and New Canal Street, will lead to a reduction in the numbers of vehicles passing through the area.

Local links will provide limited opportunities for through traffic movements and will include one-way streets as well as restricted access depending on the nature of surround uses. Access to servicing areas will be carefully considered to ensure impacts on sustainable modes are limited. A servicing and delivery management plan should be developed to provide a co-ordinated approach which meets this aim.

The proposals will lead to an increase of traffic on the key strategic routes where improvements to the capacity of existing junctions are already planned as part of HS2 to mitigate the impacts of the proposals or through City Council Pinch Point Programmes. Further localised junction improvements will be required where traffic will be diverted, particularly the link between Garrison Circus and High Street Deritend.

### Car parking

As part of the Metro proposals, a new park and ride is proposed on Adderley Street which will allow users to access the Masterplan area and City Centre Core quickly.

The Digbeth and Eastside areas currently provide a considerable amount of car parking both on and off street provision. As part of the Masterplan, and in line with the ethos set out in BMAP, it is proposed to rationalise on and off street parking. In order to facilitate this, it is proposed that the area be designated as a controlled parking zone with provision on street parking for residents and local businesses. Parking will be provided to meet operational needs associated with the regeneration proposals. A parking management plan will be developed which considers the parking requirements in line with the above.

Charging points for electric vehicles should be provided where appropriate throughout the area.

- Adderley Street Park and Ride





# PLAN 16 Birmingham Curzon Highway Network

## KEY

Masterplan boundary

HS2 line and station

New development block

Strategic routes

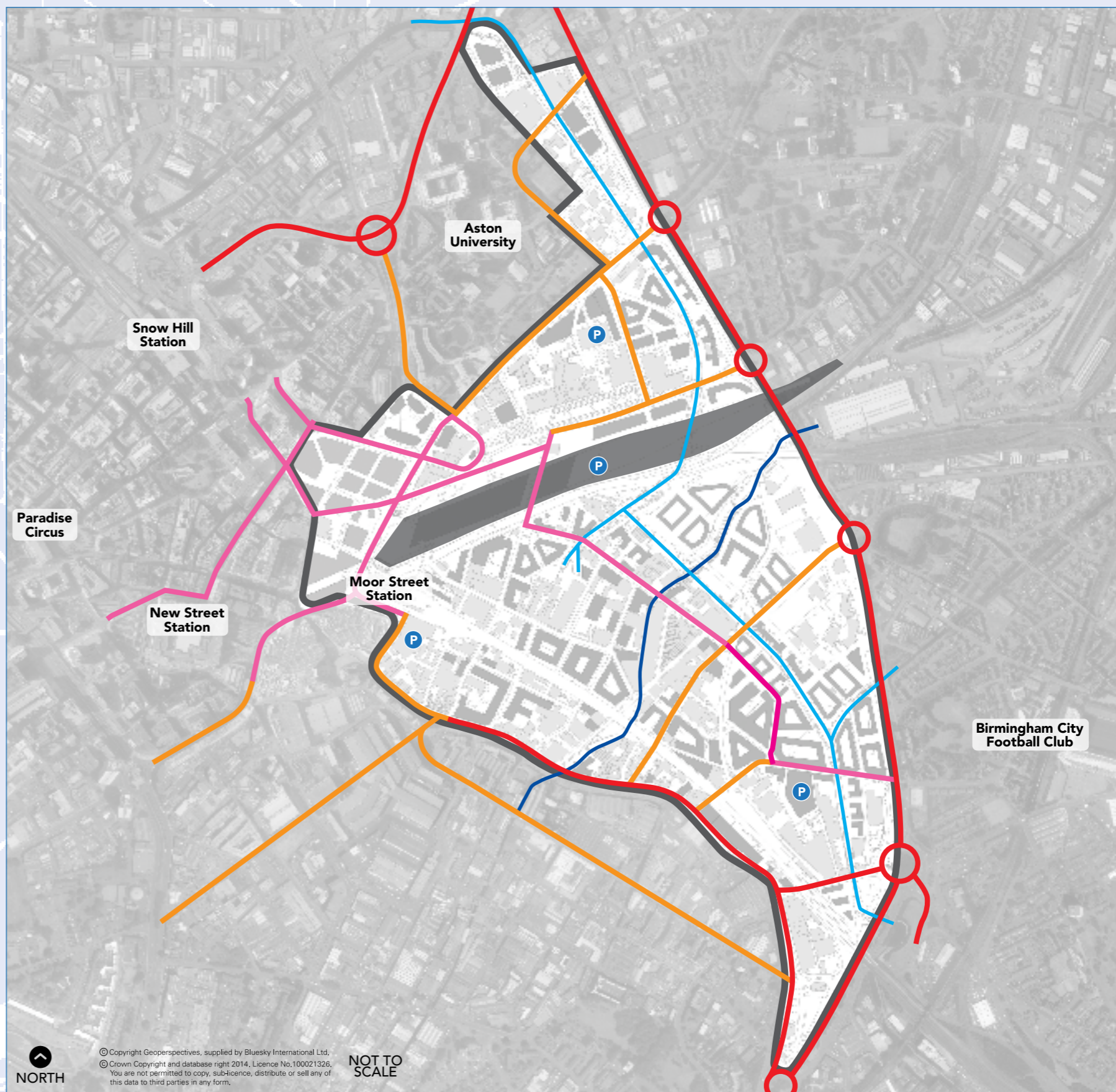
Key access routes

Public transport corridors

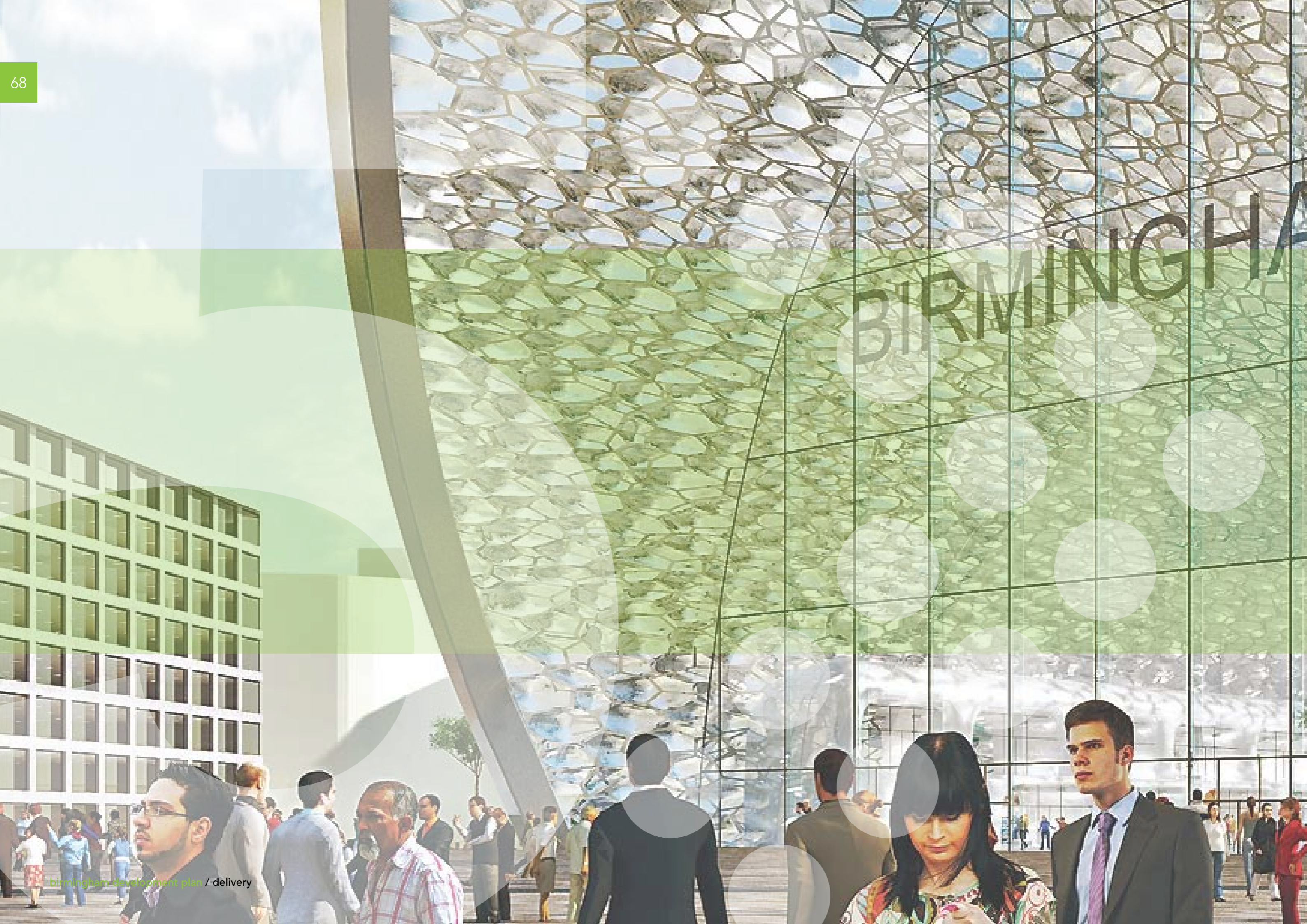
P Existing and proposed car park

Canal

River Rea











# 5

Delivery





HS2 will have a transformational impact on the City helping to accelerate the delivery of key development schemes in the Birmingham Curzon area and unlock growth potential of the wider area. Realising this development potential will require investment not only in the station but also in the supporting infrastructure and wider connectivity. This will also require the development of strong partnerships and a collaborative approach between all stakeholders.

## Timeline for HS2

The vision for a national high speed network was launched in 2010 with the anticipated start of services including the opening of the new Birmingham Curzon station in 2026. The following are key milestones in delivery of HS2:

- 2014 Hybrid Bill process continues.
- 2014 formal consultation on route takes place; decision announced.
- 2015 target date for Royal Assent to Hybrid Bill, containing legal powers to construct Phase One.
- 2015 commence engineering design, environmental impact assessment. Preparation of second Hybrid Bill.
- 2017 construction period begins.
- 2026 Phase One opens to passengers.

The construction of the station and line will be one of the biggest engineering projects experienced in the City since the 1960's. This will need to be carefully managed to ensure that the City continues to operate and development schemes successfully implemented.

## Phasing

Across the Birmingham Curzon area significant transformation is envisaged up to the opening of the station and line in 2026 and then beyond. The opportunity and economic impacts are set out throughout this Masterplan but the exact phasing will be subject to the speed with which HS2 is delivered.

In the period to 2026 it is anticipated that the following development schemes will be delivered:

- BCU Phase 2 and 3.
- Eastside Locks.
- I-Centrum.
- Beorma Quarter Phase 1 and 2.

In conjunction with the delivery of the station and line the following infrastructure needs to be delivered and operational:

- The Metro extension.
- Network of squares and pedestrian routes around the station.
- Park and ride facilities.

In the period leading up to the opening of the station and following its completion the following key opportunities will come forward:

- Banbury Wharf.
- Typhoo Wharf.
- Fazeley area.
- Pavilions and High Street.
- Exchange Square and Martineau Square.
- Beorma Phase 3.

## Partnerships

The successful delivery of the HS2 scheme will require ongoing co-operation and dialogue between key stakeholders and delivery agencies. Partnerships will be important at the local, regional and national level and the City Council will play a key role in developing and maintaining these.

The Birmingham Curzon Masterplan envisages radical transformation throughout the Eastside, Digbeth and City Centre Core which will require landowners, public bodies and national agencies to work together to realise the vision and potential.

The City Council will work with HS2 Ltd, Department for Transport (DfT), Centro and other partners to investigate new vehicles to deliver the Masterplan in order to maximise growth opportunities.

HS2 Ltd have indicated their support for the creation of world class architecture for the station through mechanisms such as an international architectural design competition.



Through the Birmingham Curzon Masterplan the City Council has set out its aspirations for the new station and the principles to guide future development and the delivery of infrastructure. The transformational impact of HS2 will only be realised through the full integration of the station and a comprehensive approach to the surrounding areas development.



**Waheed Nazir**  
Director of Planning and Regeneration  
Birmingham City Council







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