



# Snow Hill Masterplan

February 2015

# Contents

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Foreword	3
Introduction	4
The vision	8
Connectivity	12
Development	20
Delivery	28



## Foreword

The Snow Hill district is home to some of the City's most valuable assets. It includes the Colmore Business District which supports over 35,000 employees and is a vital part of the economic success of the City; Snow Hill Station which acts as a principle transport hub used by several thousand people a day, and fabulous examples of the City's grand Victorian legacy with key institutional buildings lining Steelhouse Lane.

Capitalising on these assets and maximising opportunities will be key to the continued success of the Snow Hill district and central to the ongoing prosperity of the City as a place to do business and visit. In order to strengthen its role we need to grow the area and target interventions to transform the environment and improve accessibility. The arrival of HS2 to the City Centre in 2026 will further fuel the area's prominence as a key business destination. We have already seen the impact of HS2 on the district with the announcement by HS2 Ltd. to locate their Construction HQ at Two Snowhill creating an initial 1,500 jobs.

This Masterplan has been produced to enhance the area's assets and drive growth and regeneration activity, setting out a vision and key development principles for the district, shared with the Colmore Business District and major landowners. The redevelopment of Snow Hill Station, to create a world class transport hub akin to New Street Station; the transformation of the streets and spaces in the district creating an outstanding environment with £9.9m already committed to schemes; and the creation of St Mary's Place, are just some of the major interventions set out in this Masterplan which will drive growth and create new focus and activity. Through this Masterplan it is envisaged that an additional 200,000sq.m of new office floor space, 4,000 new residential units and 10,000 jobs will be created.

We are pleased to launch the Snow Hill Masterplan for public consultation in partnership with the Colmore Business District and welcome your views on the vision and planned interventions for the area.

### **Sir Albert Bore**

Leader  
Birmingham City Council

### **Councillor Tahir Ali**

Cabinet Member for Development, Transport and the Economy  
Birmingham City Council

# Introduction

The Snow Hill district, within Birmingham's City Centre, is identified in the Big City Plan as an Area of Transformation - a place where big changes are anticipated and where key development opportunities exist.

The growth and revitalisation of the Snow Hill district is central to the City's ongoing economic success and future growth prospects.

The area is a major hub for the business, professional and financial services sector. It is home to over 500 companies including major international businesses which together occupy a total of 500,000sq.m of office space and employ over 35,000 people. The Masterplan builds on this key strength plus the many other significant assets in the area.

## The role of the Masterplan

The Snow Hill Masterplan sets out an approach to maximise the development of the Snow Hill district and transform its environmental quality and overall offer. Covering a 20 year period, this Masterplan builds upon the vision and broad principles set out in the Big City Plan, providing a framework for the future development and transformation of the area. The Masterplan sets out the following:

- A vision for the area including a series of Big Moves to bring about major transformation.
- A radical approach to improving connectivity covering public transport, public realm and walking and cycling.
- Principles for redevelopment, incorporating a clear urban design framework; proposals for how the historic environment can be utilised and opportunities for major investment including the area's Enterprise Zone sites.
- A strategy for delivery.

## Status of the document

The Snow Hill Masterplan has been developed jointly with the Colmore Business District and other key stakeholders in the area. It has also been informed by the Snow Hill Interchange Plan (SHIP), undertaken on behalf of Centro, Colmore Business District and Birmingham City Council, which sets out a programme of projects to be delivered over a 15 year timeframe to improve interchange, connectivity and economic performance around Snow Hill Station.

The transport proposals within the Masterplan sit in the context of Birmingham Connected, which is Birmingham's long term strategy for its transport system. Its vision is to reinvent the system to meet current and future mobility challenges, and to facilitate strong and sustainable economic growth. Measures include challenging the car culture, significant investment in walking and cycling, new mass transit routes such as Metro and Sprint - bus based rapid transit - and a radical approach to the transformation of the A38.

The Masterplan will be a non-statutory planning document prepared in the context of the principles and proposals of the Birmingham Development Plan: the statutory planning document that provides the planning policy framework and overarching strategy for the whole of the City.

Following consultation, the Snow Hill Masterplan will be formally approved by the City Council's Cabinet and will help to inform future decisions on development and investment in infrastructure.

## The location

The Snow Hill district forms a part of Birmingham's City Centre Core, taking in the northern section of the Core between the civic hub in the west, the Learning Quarter in the east, the Jewellery Quarter in the north and Corporation Street and St Phillip's Churchyard in the south.

Snow Hill is a district of contrasts. Within a short walk the character shifts from the grand Victorian streets around Colmore Row, to the high rise commercial hub immediately to the east of Snow Hill Station and further east the cluster of fine High Victorian institutional buildings on Steelhouse Lane. The outer edge of the district is dominated by the heavily trafficked A38 Queensway.

Within the Masterplan boundary there are a number of distinct areas:

### Historic Colmore

A grid of legible and well enclosed streets containing a mix of historic and contemporary commercial buildings and supporting uses.

### High-Rise Commercial

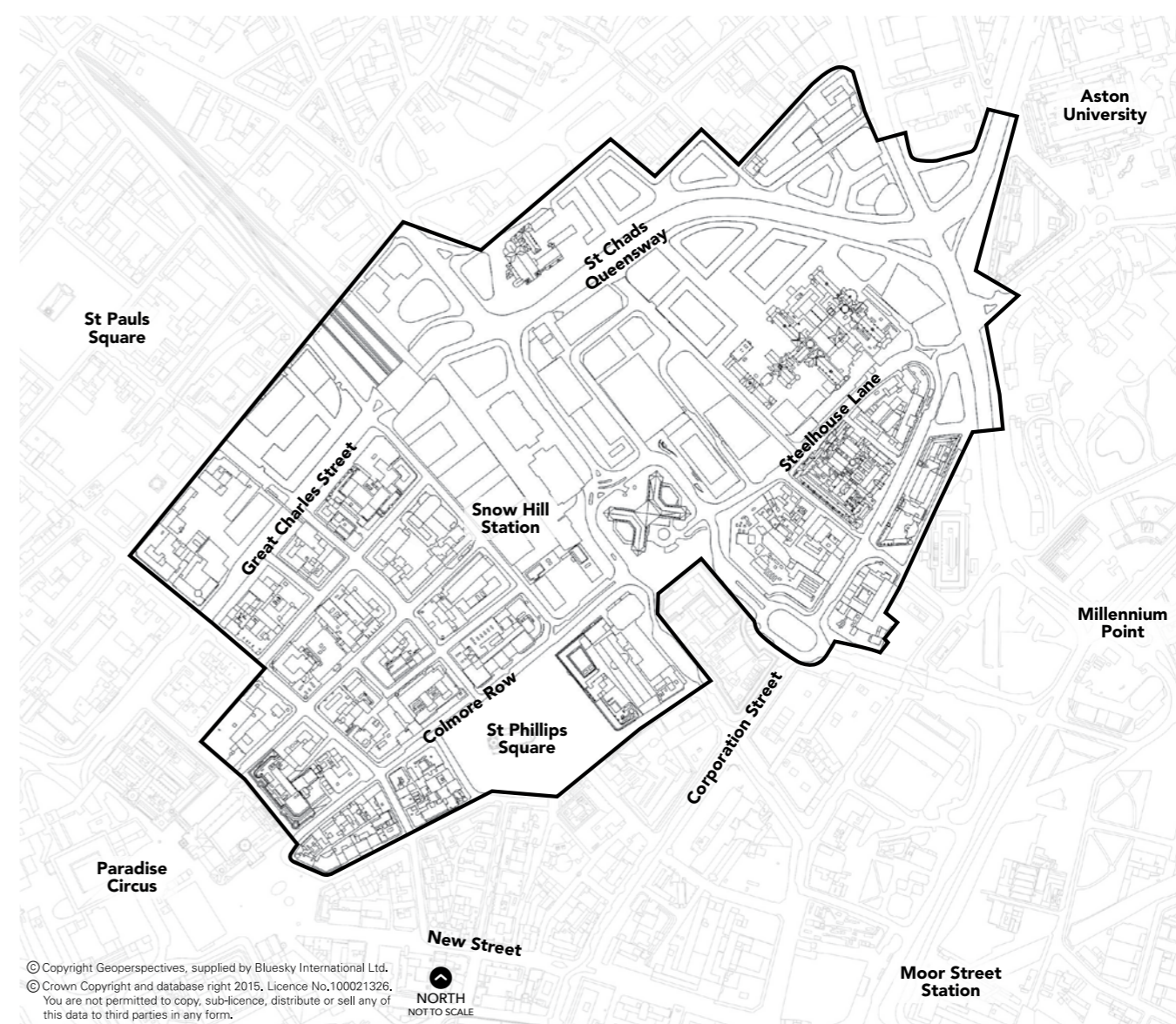
Part of the City's central business district, this area is dominated by modern glass, steel, and concrete office buildings on large plots clustered around Colmore Circus and Snow Hill Queensway. This area has been the focus for recent and ongoing commercial development including the One and Two Snowhill developments and complementary retail uses.

## Victorian Institutions

This cluster of grand historic institutions forms a distinctive townscape, but has been subject to some poor quality additions and alterations. The cluttered, low grade streetscape detracts greatly from the buildings themselves and the area feels cut off from the rest of the City Centre Core.

## The A38 Queensway

The A38 is an important vehicular link route but a major scar in the city fabric, difficult to cross and with poor quality spaces and buildings alongside it. Its width, traffic speed and extensive land take have a major impact on adjacent sites.



PLAN 1 Masterplan area

## Historic context

The Masterplan area takes in some of the City's most distinctive historic areas; the Colmore Row Conservation Area, the Steelhouse Conservation Area and a part of the Jewellery Quarter Conservation Area.

The Colmore Row Conservation Area forms the western portion of the Masterplan area and covers the civic and commercial heart of Birmingham. The quality and diversity of its architecture, particularly that of the late nineteenth and early twentieth centuries, reflects Birmingham's development from a prosperous market town to a great provincial

city and the area contains a number of buildings of exceptional interest and national importance.

The Steelhouse Conservation Area takes in the eastern portion of the Masterplan area and forms an interface between the Snow Hill Station area and the Learning Quarter. The Conservation Area incorporates a superb example of unbroken Victorian and Edwardian townscape extending along Corporation Street and augmented by the Children's Hospital on Steelhouse Lane. This includes a nationally significant group of red brick and terracotta buildings in which the Victoria Law Courts provide the unique centrepiece.

## Wider City Centre context

The Masterplan area is set within the context of the wider City Centre and has boundaries with the following areas:

### Civic Core

Victoria Square is the City's primary public space, surrounded by landmark historic buildings which make up the City's civic heart. The area will see a major redevelopment with the Paradise scheme following the relocation of the library to Centenary Square.

### Retail Core

The Retail Core extends from the City's primary shopping destination at the Bullring shopping centre via the soon to open Grand Central Birmingham to the refurbished Mailbox in the west. It also takes in key streets and arcades that provide a diverse shopping offer. Within this core are the City's major shopping streets; Corporation Street, New Street and the streets in the vicinity of St Philip's Churchyard.

### Jewellery Quarter

The historic heart of the jewellery trade and home to many of Birmingham's best historic buildings, the Jewellery Quarter is a key opportunity area for future tourism, business, creative industries and residential growth.

### Learning Quarter

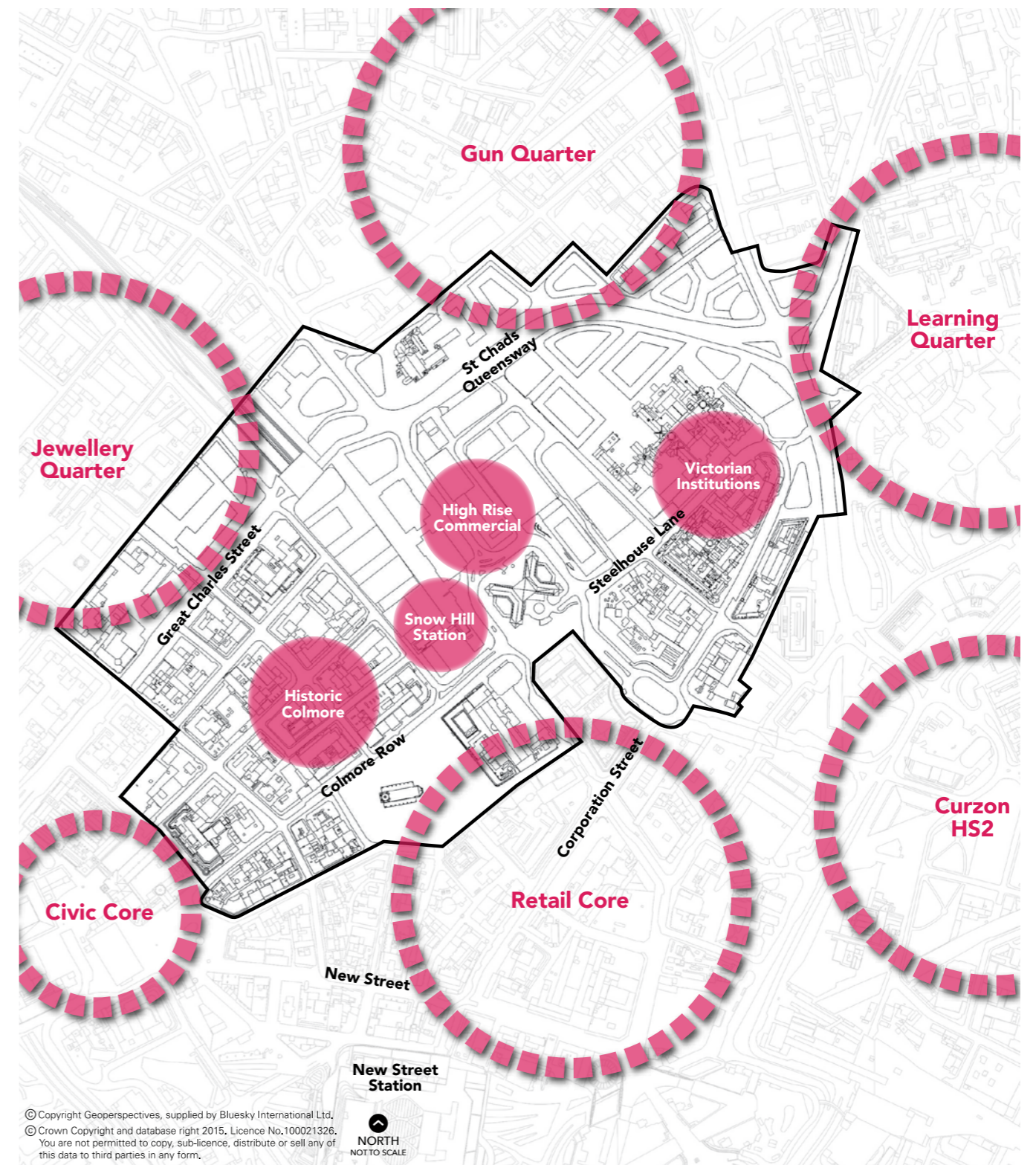
The rapidly expanding concentration of educational uses in Eastside is home to thousands of students and world class academic facilities.

### Birmingham Curzon

The arrival of HS2 in the City Centre in 2026 will provide a major new national transport connection and stimulate the transformation of surrounding areas of Eastside, Digbeth and the City Centre Core.



The Victorian Law Courts



PLAN 2 Masterplan context

# The vision

To create an exceptional business destination that offers high quality distinctive places, excellent connectivity and a diverse range of uses including attractive residential environments. The vision will be driven by a number of Big Moves.

## Expanded Office Core

At the heart of the Snow Hill district new landmark developments will extend the City's central business district, providing a sustainable supply of high-quality office space complemented by a mix of uses creating 24/7 activity, and supporting strong business and residential growth across the Masterplan area.

## Snow Hill Station

Snow Hill Station will be transformed, creating an attractive high-quality public transport interchange at the heart of the district. The improvement of the station will unlock development opportunities and facilitate the provision of new routes through and around the station. The approach will be modelled on the highly successful Birmingham Gateway project which is transforming Birmingham New Street Station.

## St Mary's Place

In the Steelhouse Lane area the reconfiguration of major institutions will unlock new sites with significant redevelopment potential to create a new sustainable urban neighbourhood; St Mary's Place. New uses and activity will be introduced, including innovative and exciting opportunities to reuse the area's valuable historic buildings. These new uses will feed into, and be supported by, the nearby Learning Quarter.

## North/South Connectivity

Significant improvements to north/south connectivity will be made, enhancing pedestrian routes through the district to the Jewellery Quarter, New Street Station and the Retail Core.

With the arrival of HS2 the Snow Hill district will see its attractiveness as a key location for business, professional and financial services grow significantly. It will have a key role as a hub for HS2 related businesses kickstarted by the decision to locate the HS2 construction headquarters to the area. Enhanced routes to the HS2 terminus will be delivered including further extension of the Midland Metro and improved pedestrian routes.

## East-West Connection

A grand pedestrian and cycle route will be created, running from east to west via Colmore Row to Steelhouse Lane. This will tie together the different parts of the district which make up the Masterplan area, reconnecting the Steelhouse Lane area and the City Centre Core into the Learning Quarter.

## Public realm interventions

Public realm interventions throughout the area will provide a consistently high quality

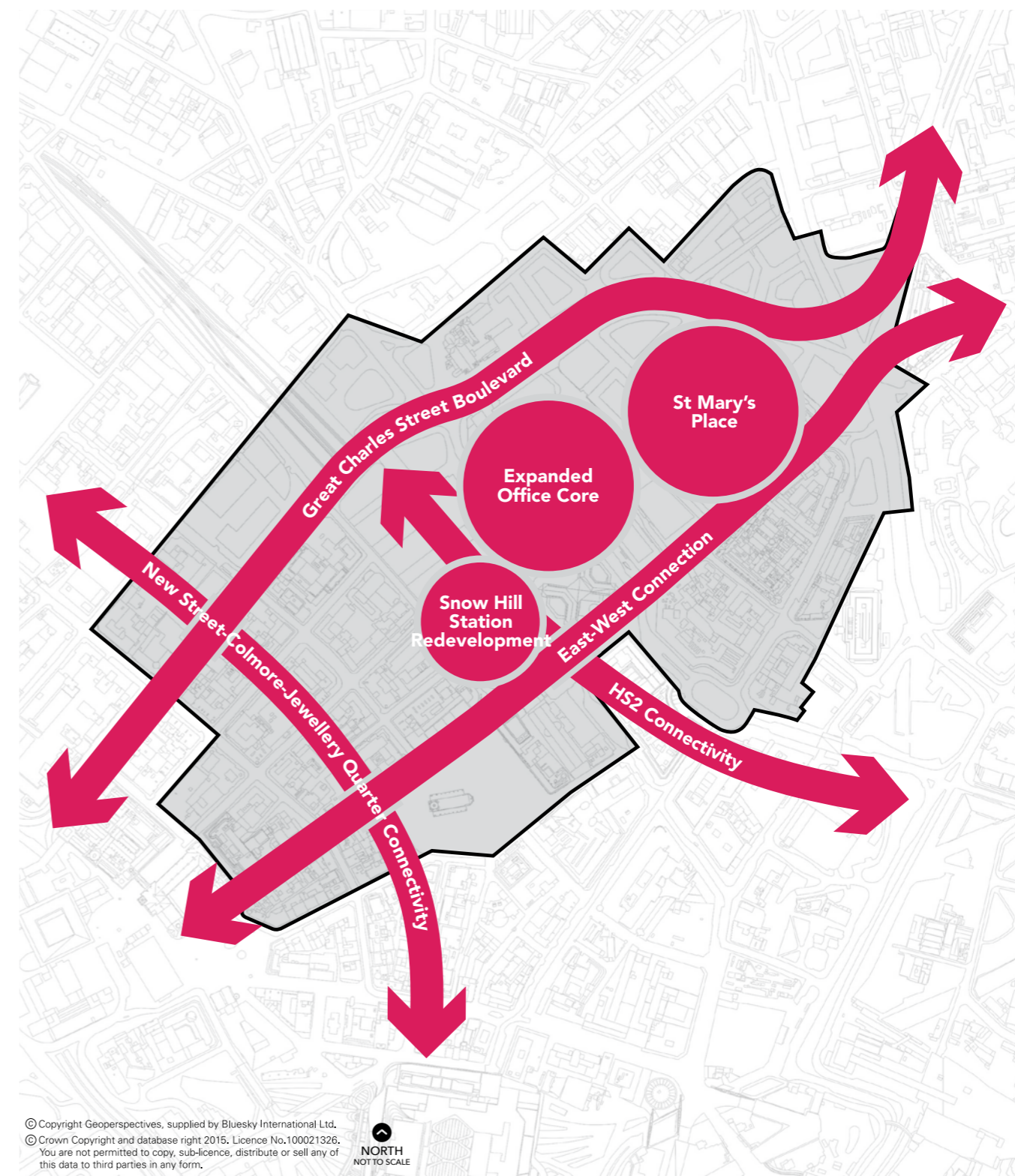
environment, creating a legible network of streets and spaces which connect into the wider City Centre to bring life and activity. Enhanced streetscapes will support opportunities to integrate sustainable travel modes into the area and improve facilities for walking, cycling and public transport.

## Great Charles Street Boulevard

The Queensway (A38) will be reconfigured to restore sustainable connectivity to this part of the City Centre, freeing up land for development and supporting the introduction of an enhanced integrated transport system. Connections will be restored to the Jewellery Quarter, facilitating the extension of the central business district and creating opportunities for major redevelopments. There will be two phases of localised intervention; in the short-medium term these will provide immediate benefits while the major infrastructural changes are developed and brought forward over the longer term.



Old and new around Steelhouse Lane



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PLAN 3 Big Moves



Connectivity is the key to making successful places. Linking the Snow Hill district to the wider City Centre and beyond is a key ambition of the Masterplan.

Improved connectivity and the creation of a consistent, high quality public realm, will be central to the transformation of the area and the realisation of its huge potential.

### Principles

The Masterplan seeks to deliver radical enhancements to the pedestrian environment. Improved routes will give priority to pedestrians and cyclists, linking together a series of landmark public spaces which will provide amenity space and form attractive settings for new development.

Public transport provision will be greatly improved with the enhancement of the Metro, the introduction of the Sprint - bus rapid transit system - and the rationalisation of bus routes and stopping facilities. Interchange between public transport modes will be enhanced and new connections provided between the City's transport hubs at New Street Station, Moor Street and the HS2 terminus at Birmingham Curzon.

The downgrading of the Queensway will bring about a transformational change to the nature of the City Centre, allowing the Snow Hill district to be reconnected with the neighbouring Quarters, supporting economic growth and stimulating major development.

The arrival of HS2 to the City Centre in 2026 will create a step change in accessibility and further enhance the area's attractiveness

for investment and business. With improved connections to the HS2 terminus, the Snow Hill district will become one of the best connected business locations in the country.

### Key projects to transform connectivity

Short term:

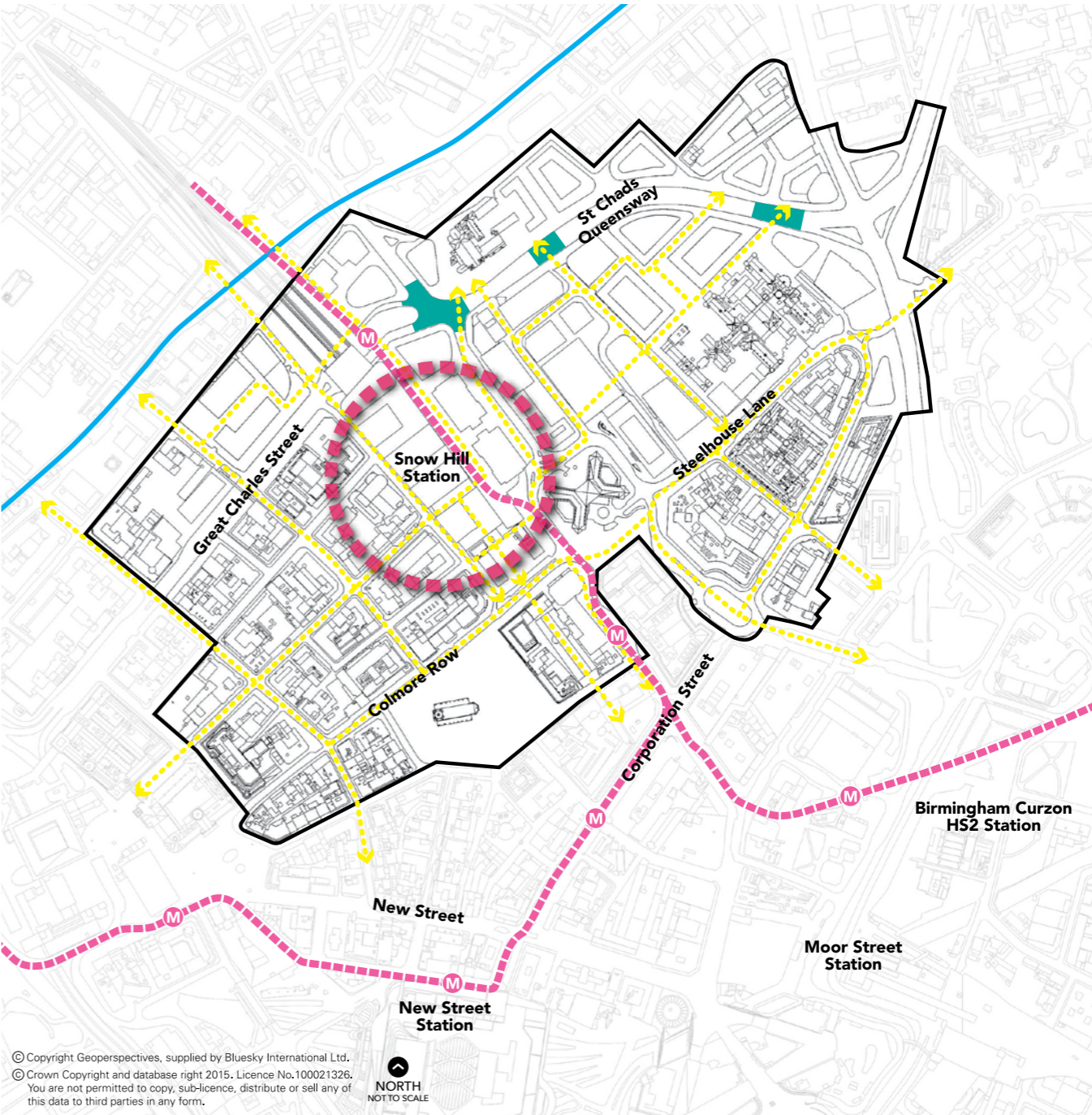
- £9.9m has already been secured from the Local Growth Fund, Enterprise Zone and Colmore Business District to implement key proposals which will be brought forward over the period 2015-2020. These works will tie in with major public realm enhancements across the City Centre brought forward under the Enterprise Zone City Centre Public Realm Improvement Programme.

Medium/longer term:

- Reconfigure Snow Hill Station, enhancing passenger experience and creating new pedestrian routes.
- Develop efficient new integrated transport links with New Street Station and Birmingham Curzon to enhance local, regional and national connectivity.
- Create new public thoroughfares through the heart of the district, enhancing both east-west and north-south connections.
- Transform the public realm to provide a world-class visitor and user experience.
- Radically reconfigure the Queensway, creating new links with adjacent Quarters.



Transformed Colmore Row



**KEY**

Masterplan boundary	Improved walking routes
Metro route/station	Pedestrian crossing zones
Integrated transport zone	Canal

PLAN 4 Movement



**Enhanced routes**

Permeability, legibility and visual amenity will be enhanced through the targeted investment on routes through and within the Masterplan area. Pedestrians and cyclists will be prioritised.

**Reconnecting east and west Snow Hill district**

A consistently high quality east-west route will be created. Connecting Victoria Square to Colmore Row, Snow Hill Station, Steelhouse Lane and across the Queensway to the Learning Quarter.

Historically this route connected the Town Hall and Council House to the Law Courts and Hospital via St Philip's Churchyard. The continuity of this route was lost during post-war highways interventions and, as a result Colmore Row and Steelhouse Lane now lack coherence and consistency.

The pedestrianisation of a section of Snow Hill Queensway to create Colmore Square provides a channel for pedestrian movement, and

the recent enhancement of this space has supported this role. However there is a marked change in character from one side of the square to the other; the quality of the environment for pedestrians reduces. In addition, Colmore Circus and Snow Hill Queensway present significant barriers to pedestrian movement.

To address this disconnection between east and west Snow Hill district, a coherent and legible thoroughfare will be created connecting a number of existing and improved public spaces. This route will reconnect the civic core to the transformed Steelhouse Lane and onward over the reconfigured Lancaster Circus to the Learning Quarter.

Colmore Row will be enhanced through restricting vehicular access and re-arranging bus stop facilities. A direct cycling connection will be brought forward, running into the Steelhouse Lane area and linking onward to the wider cycling network.

At the centre of this route, the reconfiguration of Snow Hill Station will have significant benefits to east/west connectivity, creating an opportunity for free pedestrian movement via a new route running from Livery Street through the new station concourse and emerging near One Snowhill. This route will continue onwards through the Post and Mail and into the Steelhouse Lane area with an improved pedestrian crossing and environment on Snow Hill Queensway.

A new landmark public space, Snow Hill Gateway, will be created at the entrance to the station, linking St Philip's Square to Colmore Plaza, placing the focus on pedestrian movement and extending the quality of Colmore Row into this important node for movement and connectivity.

Colmore Circus Queensway will be reconfigured to provide a legible relationship and stronger alignment with Colmore Row and Steelhouse Lane and a more pedestrian-friendly environment.

Steelhouse Lane will be upgraded, continuing the quality and character of Colmore Square and making use of the considerable width of the street and the unique architectural quality of the Steelhouse Lane area's buildings. Wider pavements will accommodate street trees and a cycle lane within a high quality public realm, creating a green, pleasant and attractive setting for the area's fine historic buildings.

**Wider connectivity**

Enhanced routes will connect the Snow Hill district to major transport hubs at New Street Station and Birmingham Curzon and establish closer links with the Jewellery Quarter, the Retail Core and the Learning Quarter.

Newhall Street, Church Street and Livery Street form key connections between the Snow Hill district, the Jewellery Quarter in the north

and the Retail Core in the south. Pedestrian movement into the Retail Core and towards New Street Station will be supported through the improvement of key routes across St Philip's Churchyard to Temple Street, along Upper Bull Street, along Bennett's Hill and through the Great Western Arcade.

In advance of the reconfiguration of the Queensway, pedestrian movement across Great Charles Street will be enhanced through a package of measures, delivered partly via the Paradise re-development, and including improvements to the Newhall Street surface level crossing, the pedestrian footbridge at Ludgate Hill/Church Street and the Livery Street subway.

In the longer term the transformation of Great Charles Street and the corresponding reduction in traffic flows will allow more extensive new pedestrian links to be made linking the Jewellery Quarter to the City Centre Core.

Livery Street will be enhanced alongside the improved station and will provide a key link to the Ludgate Hill development sites and onward into the Jewellery Quarter.

**Public spaces**

Landmark public spaces will form the centrepiece of the transformed Snow Hill district, providing focal points within the network of walking routes and stimulating investment in surrounding sites. Smaller public and private spaces throughout the district will provide amenity space for residents and workers.

At the front of Snow Hill Station will be Snow Hill Gateway - an enhanced public square and attractive arrival point for the City Centre. Forming the centrepiece of the district, this pedestrian-friendly space will have stronger connections to Colmore Row, St Philip's Square and Colmore Square.



St Mary's Place

Already the Snow Hill district's busiest pedestrian thoroughfare, the new public space will deliver a greatly improved user experience and will support the further development of the station's role as the hub of a public transport interchange. This will tie in with the reconfiguration of the station and the accompanying new developments and supporting the expansion of the office core.

In the Colmore Row area, the example set by the creation of Church Street Square will be extended to other key streets in the area, making use of space currently dominated by car parking to create high quality pedestrian areas. Cornwall Street will be the first street to be upgraded in this way.

A new pocket square will be created at the junction of Newhall Street and Colmore Row. The removal of traffic signals and the extension of the footway will transform the junction, placing a greater emphasis on pedestrian amenity and facilitating more efficient traffic movement.

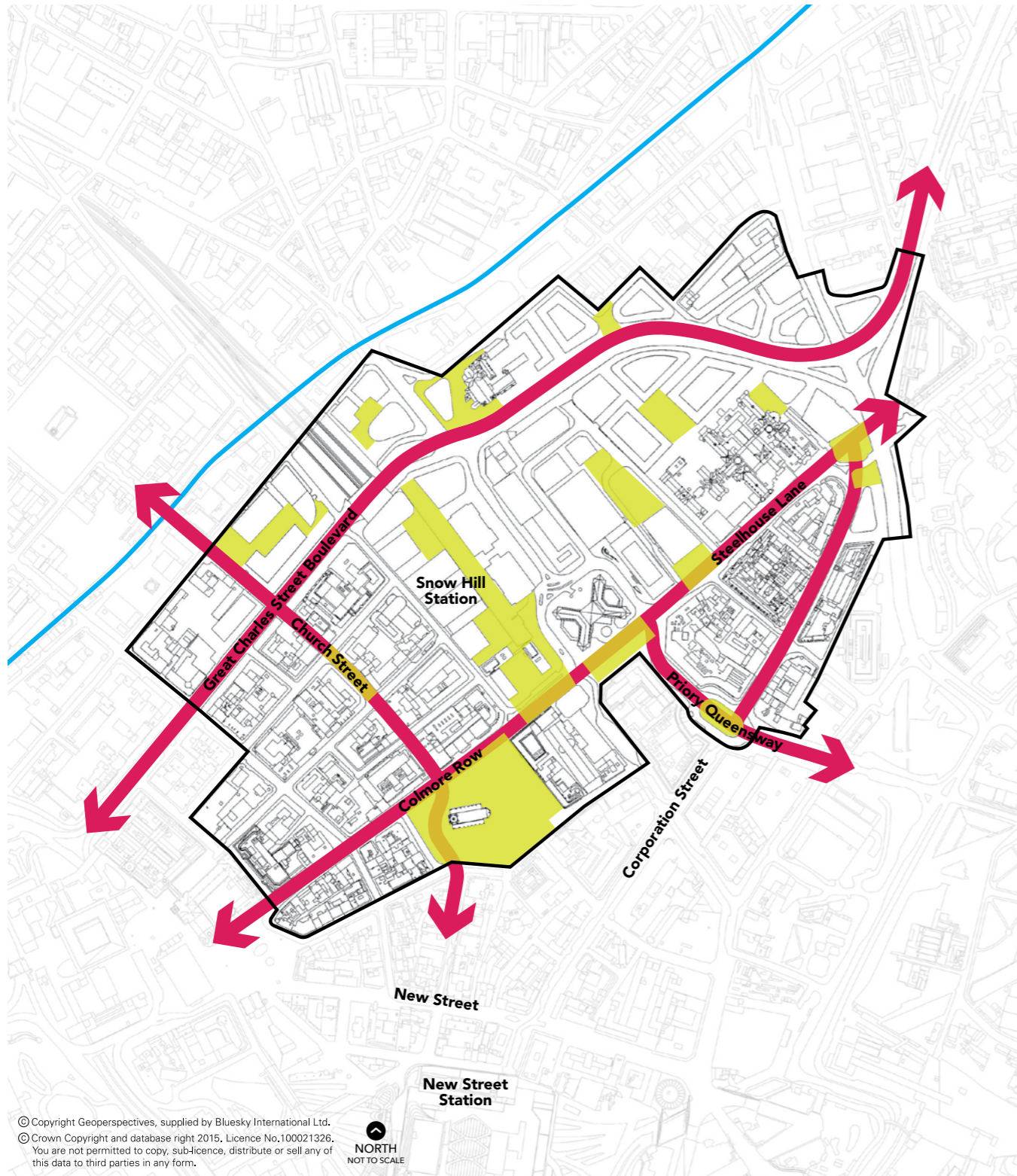
On Steelhouse Lane a landmark public square will be created. The Locally Listed wall at the front of the Children's Hospital will provide the backdrop to an inviting green plaza which will become the front door for the new residential and business uses associated with the refurbished buildings and provide a pleasant place to rest within the City Centre where visitors can appreciate the grandeur of the surrounding buildings.

On Whittall Street, the creation of another new public space will be a precursor to surrounding new developments and will provide a catalyst for well-designed places to be created.

A series of further public and private spaces will be created through future redevelopment of the Children's Hospital and Dental Hospital sites, enhancing the setting of retained historic buildings. This will include the creation of St Mary's Place at the centre of the new development, on the site of the historic St Mary's Gardens.



Edmund Street



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- KEY**
- Masterplan boundary
  - Public spaces
  - Main routes
  - Canal

The reconfiguration of Lancaster Circus, potentially including the removal of the A38 flyover and the Queensway, will create Lancaster Place - a new public space joining the Steelhouse Lane area and the Learning Quarter. The subways will be filled in and the centre of the Circus raised to road level, allowing for at-grade pedestrian crossings and safe cycling routes connecting to the City Centre Core. This space will become the gateway to the transformed Great Charles Street boulevard.

**Integrated transport**

The Snow Hill district will be served by the transformed Snow Hill Station at the centre of an outstanding public transport interchange.

This will be established and enhanced by:

- The current extension of the Midland Metro to New Street Station and future phases which will extend onward west to Centenary Square and south to the HS2 terminus at Curzon.
- The introduction of the Sprint rapid transit system, providing a new attractive and efficient transport mode running through the district.
- The reconfiguration and optimisation of bus routes to improve journey times and reduce congestion.

The interchange will be connected to the City's other major transport nodes at New Street and Moor Street Stations by new Metro links and improved walking and cycling routes. These enhancements will be combined with wider measures brought forward across the City to reduce traffic levels, improve the pedestrian environment and support businesses. This enhanced transport infrastructure will respond to the opportunities created by the arrival of HS2 and maximise the resulting economic benefits.

The extension of the Metro to serve Birmingham Curzon will bring Snow Hill Station and the new HS2 terminus to within minutes of each other. This new connection will have a significant effect on movement of people and enhance the attractiveness of the area around the station.

Public spaces around the station will be enhanced in a co-ordinated manner to support the needs of interchanging transport modes including Metro, Sprint and bus services. This approach will be guided by consideration of the most appropriate arrangements for vehicles and public transport movements and relationship to key pedestrian desire lines.

**The station at the heart of the district**

Snow Hill Station is at the centre of the Snow Hill district, serving 12,000 passengers a day and providing key regional and national transport links. The station will be reworked, creating a high quality arrival experience that befits the important business role of this

area. The reconfiguration of the station will allow new routes to be formed connecting the east and west sections of the Snow Hill district, working in parallel with improvements to the public realm.

**Key principles:**

- Enhanced user experience of the station.
- Reconnecting Historic Colmore and the Steelhouse Lane area.
- Major new development opportunities around the transformed station.
- Enhanced interconnectivity and interchange.

**Reconfiguring the station**

Snow Hill Station has much in common with Birmingham's New Street Station. Both stations underwent redevelopment during the second half of the 20th Century, emerging as utilitarian and unattractive stations which are difficult to navigate and form barriers to pedestrian movement across the City Centre Core. The New Street Gateway project is



Colmore Square

transforming New Street Station into a 21st century transport hub with new key routes through the station and a transformed passenger experience. The redevelopment will deliver the refurbishment of the Pallasades shopping centre to form Grand Central Birmingham, anchored by the new John Lewis department store. A similar approach to accessibility and connectivity will be taken at Snow Hill Station, however the redevelopment will be focussed around office rather than retail uses.

The reconfiguration of the station will follow these key principles:

**Delivering opportunities for quality new developments at the heart of the district**

The reconfiguration of the station will be facilitated by the removal of a part or all of the multi-storey car park which currently sits above the concourse and platform area. New development will be brought forward in place of the car park, forming a high quality office-led development, with potential for complementary retail components, with direct access to the station and associated facilities.

**Restoring connections between the east and west of the Snow Hill district**

Snow Hill Station has always acted as a barrier between the Historic Colmore area and the wider Snow Hill district. Redevelopment of the station and the introduction of a new concourse will allow for new pedestrian routes connecting Livery Street to Snow Hill Plaza. The change in ground level and the need to cross the new Metro route are design challenges which will be resolved by the introduction of lifts and stairs and clear pedestrian crossings over the Metro track.

**Enhancing the appearance, visibility and legibility of the station itself**

The station and its main Colmore Row entrance are currently embedded within other buildings, and can be difficult to locate for visitors to the City. To overcome this, the main entrances of the station onto Livery Street and Snow Hill Queensway will be transformed and given prominence within the street scene. Snow Hill Gateway will help to give prominence to the Colmore Row frontage, creating

a pedestrian prioritised square, bringing legibility to the station and providing a clear and user friendly transport interchange experience.

**Improving the experience**

By introducing natural light into the platform areas and the main concourse area, a vastly superior passenger experience will be created. In addition, new pedestrian routes through the station concourse will introduce new activities and the opportunity for retail and food and drink facilities.

**The A38 Queensway**

The Queensway presents a major challenge to improving connectivity and environmental quality in the City Centre. Through Birmingham Connected, a series of actions are envisaged leading to the long term aspiration of breaking this major physical barrier.

Consisting of Lancaster Circus, St Chad's Circus, St Chad's Queensway and Great Charles Street, the Queensway is the remaining northern portion of Birmingham's Inner Ring Road - the 'concrete collar'. Forming an urban motorway, the Queensway supports tens of thousands of traffic movements every day but constitutes a formidable barrier to movement and isolates surrounding areas including The Jewellery Quarter, Gun Quarter and Learning Quarter from the City Centre Core.

The vision of this Masterplan is to transform the Queensway between Lancaster Circus and Paradise Circus Queensway into a series of attractive boulevards and public spaces, leaving the road to function as a local distributor rather than a through route and urban motorway. The reconfigured route would feature dedicated space for buses and cycle traffic. This would unlock land for new developments, support improvements to public transport movement, create opportunities for regeneration and make a bold statement for the City



Colmore Square from Steelhouse Lane

as it refocuses its transport system and continues to remove barriers to growth.

Birmingham Connected has begun a debate around refocusing the City's transport system and, through the White Paper, sets out a series of interventions and long term projects to shift the focus toward public transport and re-prioritising road space. The dominance of road infrastructure and its land take is no longer an accepted position for cities looking to future growth. Birmingham Connected and the Snow Hill Interchange Plan (SHIP) study recommend that the function of the remainder of the Queensway through the City Centre be assessed in order to investigate the scope for a reconfiguration of the Queensway and the scale of the resulting social, economic and environmental benefits.

Building on the themes and findings of Birmingham Connected and the SHIP study, initial feasibility work is underway which will consider opportunities for changes to the A38 taking in Great Charles Street, the A38 tunnels and the Queensway as far as the Mailbox in Westside. Further technical and design work will be undertaken as a part of the implementation of Birmingham Connected which will develop options and costs to support the development of a long term solution.

Such a step to reconfigure the Queensway would follow the precedent set by the removal of Masshouse Circus during the mid-1990s which facilitated the regeneration of the Eastside area and the creation of the Eastside City Park which opened in 2012. Continuing this principle around the Northern section of the Queensway has the potential to deliver similarly huge regeneration benefits, as have been secured through the conversion of urban motorways across the world in cities such as New York, Seoul and Luxembourg City.

Significant changes to the Inner Ring Road are being brought forward at Paradise Circus Queensway through the redevelopment of Paradise Forum. This will deliver improvements to crossing facilities and the pedestrian environment. In addition, the investment being made in the Middleway through Pinch Point and Enterprise Zone funding is already facilitating the refocussing of traffic away from the City Centre Core, reducing the number of daily journeys passing through the centre along the A38.

Major changes to the A38 would require a series of interventions to mitigate transport impacts. A significant modal shift to public transport and cycling will be

required, and cross-city traffic would need to be diverted to other routes including the Middleway, leaving only local access traffic using the much reduced remaining road capacity.

This would facilitate the improvement of St Chad's Circus by making use of redundant road space and creating a focal point for the City Centre Core's interface with the Constitution Hill/Great Hampton Street corridor. A further benefit would be the opportunity to transform Lancaster Circus into 'Lancaster Place' - the potential removal of the gyratory and A38 flyover creating opportunities for new development sites and open space.



The Lumina development

The Snow Hill district has vast potential for new development and for the reuse of existing buildings. New high quality business and residential space will be created in keeping with the Snow Hill district's strong existing character, providing space for growth and enlivening its streets.

### Principles

New developments within the Snow Hill district will be expected to deliver high quality architecture utilising innovative technologies to create sustainable and functional buildings. The design of buildings will respond to the surrounding context and respect the existing character and scale of buildings.

The conversion and reuse of historic buildings will be a key part of the redevelopment of the district and sensitive and creative solutions will be required which retain historic fabric and character while delivering new uses and activity.

New developments will be required to bring life and activity to streets through the provision of active frontages. Where this is not possible, alternative measures such as green or art walls will be encouraged. This will be particularly important along key routes and around public spaces.

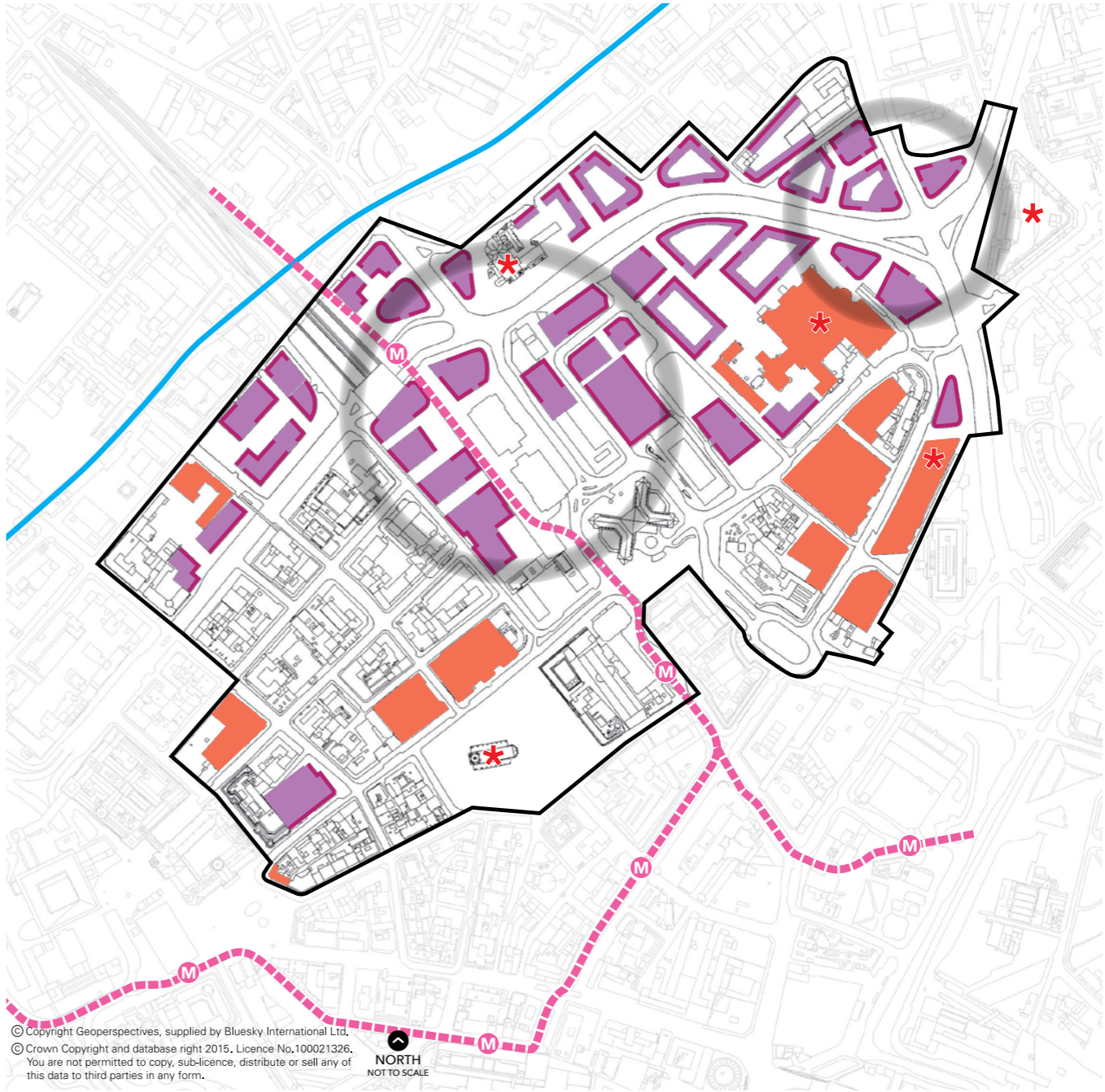
Tall buildings of greater than 15 storeys may be appropriate at key gateway locations. Such buildings will be required to reflect the highest architectural standards and to respect and respond to the surrounding context, particularly in the vicinity of listed buildings.

### Key development projects

- Redevelopment of Snow Hill Station and the replacement of the multi-storey car park with a series of large office buildings of around 15 storeys.
- Development of the Ludgate Hill Enterprise Zone site to provide a flexible mixed-use development with excellent transport links.
- Further expansion of the office core into the area to the West of Snow Hill Station and around St Chad's Cathedral.
- The creation of St Mary's Place through the redevelopment and innovative reuse of historic buildings in the Steelhouse Lane area including the Children's Hospital, Central Police Station, Law Courts and Central Methodist Hall.
- Other opportunities in the district including the redevelopment of the NatWest Tower at 103 Colmore Row, the Post and Mail Scheme, Phase 3 of Snow Hill Queensway and the restoration of the historic Grand Hotel on Colmore Row.



Livery Street and transformed Snow Hill Station



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NORTH  
NOT TO SCALE

Masterplan boundary	Re-used buildings	Metro route/station
New development	Tall buildings cluster zone	Canal
Active frontage	Key City landmarks	

PLAN 6 Development plan



The following are details of the principle development areas within the district.

**Historic Colmore**

The area around Colmore Row is Birmingham's traditional business hub, possessing a unique character and wide array of heritage assets including some of the City's best listed buildings and civic spaces. The improvement of the area will focus on building upon its existing strengths and role at the heart of the City's commercial activities.

Further development of office uses will be supported alongside new complementary retail and leisure development which will contribute to the creation of new diversity and activity, enlivening the streetscape. High quality new developments will preserve and enhance the character of the Colmore Row Conservation Area.

The restoration of the Grand Hotel at the junction of Colmore Row and Church Street will bring back into use one of the area's most prominent and historically

significant buildings. This will sit alongside the renovation of 55 Colmore Row to create 15,000sq.m of Grade A office space.

The redevelopment of 103 Colmore Row on the site of the NatWest Tower for office/mixed use will create an elegant and distinctive building in keeping with the character of the Conservation Area and with active frontages onto Colmore Row and Newhall Street. Should the existing building be demolished in advance of new development coming forward, the site will become a temporary public space, tied in with the surrounding public realm.

The former City Council offices at 96-102 Edmund Street present a significant development opportunity at the heart of the Conservation Area. These fine listed buildings are suitable for a sensitive conversion scheme to deliver a mixture of uses potentially including residential, hotel and office alongside ancillary retail and food and drink units.



Newhall Street-Colmore Row

**Ludgate Hill**

The development of the Ludgate Hill Enterprise Zone site on the fringe of the Jewellery Quarter will provide a flexible mix of office, residential, hotel and leisure uses centred around a new public space and incorporating existing historic buildings fronting onto Ludgate Hill. Building heights will range from 5 to 15 storeys in keeping with the surrounding context and the character of the Jewellery Quarter Conservation Area and nearby listed buildings.

This redevelopment will be supported by improvements in connectivity and public realm to overcome the historic barrier formed by Great Charles Street. The site will benefit from the proximity of the Colmore business district, the existing residential population of the Jewellery Quarter, and the enhanced footfall delivered by improvements to the station and wider transport interchange, in particular the Jewellery Quarter entrance to Snow Hill Station which leads directly out into this part of the district.

**Expansion of the Office Core**

Office uses will continue to be the mainstay of the Snow Hill district, and will be expanded as a business core in the vicinity of Snow Hill Station and Snow Hill Queensway. This will sit alongside the redeveloped Paradise Circus as an expansion of the central business district.

The redevelopment of the station, including the demolition of the multi-story car park above the station, will create the potential for a series of sizable landmark office buildings which will sit alongside and complement the One and Two Snowhill developments. The reconfiguration of the A38 at St Chad's Circus will create the potential for further significant mixed-use development, potentially including tall buildings of greater than 15 storeys. New developments in this location will need to be designed to protect

and enhance the setting of St Chad's Cathedral, and create a prominent gateway into the Snow Hill district.

Major developments in the immediate vicinity of the station, including Snowhill, Lumina, Post & Mail and Ludgate Hill will deliver high quality office-led uses which will take full advantage of the new connections and improved public realm.

This will be supported by a flexible mix of uses complementary to the business focus in the Historic Colmore area and around the station.

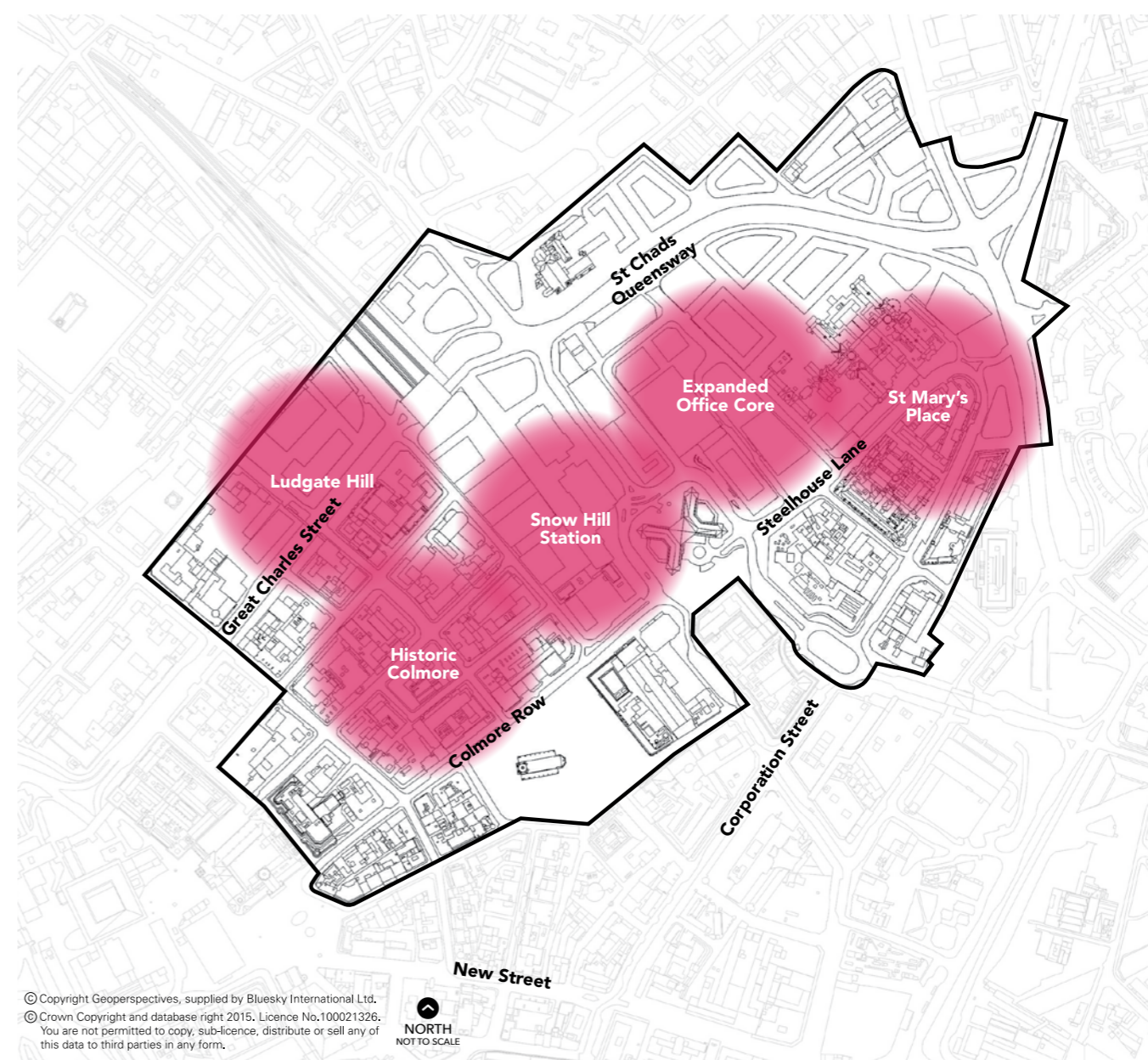
**Creating St Mary's Place**

The Steelhouse Lane area will experience a significant change in character and use over the Masterplan period. The reconfiguration of the area will create St Mary's Place - a sustainable neighbourhood of city living, education, leisure and business based activity around the unique character of the existing historic fabric.

This Masterplan sets out broad principles for redevelopment, however it will be expected that a detailed Masterplan will be created as part of any planning application exercise for the area to show how

a comprehensive approach to redevelopment can be achieved.

At present, the Steelhouse Lane area is dominated by large institutional uses such as the Children's Hospital, the Victoria Law Courts and the Central Police Station. The planned departure of these institutions presents a number of major opportunities for development, both new build and through the reuse of existing historic buildings. Through this new development a new identity will emerge for the area, centred around a vibrant mix of new uses and activities to create a sustainable City Centre urban neighbourhood.



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PLAN 7 Key development projects

The revitalised Steelhouse Lane area will provide a link between the Learning Quarter and the business core of the City Centre, both in terms of physical connectivity and as a place for new enterprise and innovation. New developments will provide a flexible range of uses focussing on a mix of residential and commercial accommodation. The growth of the district's business and residential sectors will support the provision of a range of cafes, restaurants and bars concentrated around Colmore Row and Steelhouse Lane. Hotels and provision for leisure and amenity will support these primary uses.

The area contains a number of valuable and distinctive historic buildings which are interspersed among more modern buildings. This presents opportunities for large-scale redevelopment featuring the retention and re-use of all of the historic buildings alongside new developments. New buildings will respect the scale and character of historic buildings and will preserve key views. This approach will transform the Steelhouse Lane area whilst drawing upon and supporting the existing character through protecting and enhancing its historic core.

As the buildings are expected to be sequentially vacated over the next 10 years their re-use is critical to retaining the vitality of the area. Innovation and flexibility will be required to identify uses which are suited to the buildings and which will work alongside new development to retain and enhance the heritage offer of the area. Appropriate new uses for historic buildings may include education, leisure, business incubator, residential or student accommodation.

The Children's Hospital site will be redeveloped as a desirable residential-led mixed use scheme built around the historic elements, accommodating taller buildings on the periphery and private amenity space within blocks. New development blocks will follow a

courtyard pattern, looking inward on private areas while presenting active uses on the perimeter, particularly on frontages to key streets.

The cluster of educational uses and student accommodation in the Learning Quarter represents an opportunity to extend educational uses and supporting facilities into the Steelhouse Lane area. New developments will cater for post-graduate and professional users, providing business start-up and incubation space.

The large resident population of students constitute a significant market with the potential to support commercial activity including specialist retail and services at ground floor.

In the long term the reconfiguration of Lancaster Circus will facilitate new views and connections to the landmark fire station. Opportunities will arise for significant new mixed use development making use of land formerly occupied by highway infrastructure.



Context model © Zmapping Ltd 2015

Masterplan development proposals

The delivery of the Masterplan proposals will be progressed in close collaboration with Colmore Business District along with other partners and stakeholders including the development community, Centro, Network Rail and the Jewellery Quarter Business Improvement District (BID).

Funding for public realm enhancements will be identified from a variety of sources including BID resources, Enterprise Zone funding and Community Infrastructure Levy. This will sit alongside an existing £9.9m fund for public realm improvements, consisting of Local Growth Fund, Enterprise Zone funding and contributions from the Colmore Business District, which has been allocated for the implementation of the SHIP Delivery Plan. The future maintenance of spaces will be fully considered including the role of developers or the BID.

The Masterplan proposals will be delivered on a phased basis. An indication of the anticipated timescale is as follows:

**Short term 2014-2018**

- In collaboration with Centro and the Colmore Business District a £9.9m package of public realm measures will be delivered including:
  - Creation of Snow Hill Gateway at the front of Snow Hill Station.
  - Major public realm and highway improvements to Colmore Row, Livery Street, Newhall Street, Steelhouse Lane, Colmore Circus and Great Charles Street Queensway.
  - Area-wide cycle parking and de-cluttering measures.

- Proposals for the redevelopment of Snow Hill Station will be developed in collaboration between the City Council, Network Rail, Ballymore and Centro. £125k has been secured and feasibility and development work is in progress.
- Enhancement of Queensway crossings including Great Charles Street Footbridge, Newhall Street crossing and Livery Street subway.
- Completion of major developments including Post and Mail, Ludgate Hill, Lumina and 103 Colmore Row developments.
- Opening of HS2 engineering headquarters.
- Metro Extension to Centenary Square.

**Medium/long term 2018-2031**

- Further public realm works including Colmore Queensway and Colmore Row.
- The departure of the Children’s Hospital and the development of a programme for the reconfiguration and renewal of the sites and the reuse of historic buildings.
- Snow Hill Station redevelopment and creation of associated new linkages.

- Public transport enhancements including initial Sprint routes and further extension of the Metro to Curzon HS2 and Five Ways.
- Reconfiguration of the A38 Queensway to create a boulevard featuring new public spaces and opening up major new development opportunities. HS2 enters service and the connections between new terminus and Snow Hill district are in place.

**Waheed Nazir**  
Director of Planning and Regeneration



