



Stirchley Framework Draft Supplementary Planning Document

May 2015

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Stirchley has one of the largest district centres in the City, it is well served by public transport, has good access to major employers and it is a popular area to live.

With major development sites available and other opportunities for investment, there is potential for positive change to revitalise the shopping centre, bring an increase in employment prospects and prosperity to Stirchley and improve the quality of life for all. The time has come to capitalise on this potential.

The Stirchley Framework Supplementary Planning Document (SPD) has been prepared to provide planning and development guidance to maximise the potential of Stirchley district centre and the surrounding area.

The transformation of Stirchley into a thriving sustainable retail, residential and commercial/industrial area for local people and businesses will require a co-ordinated effort by landowners and developers, the Council, local residents, community organisations and public and private sector partners, working together to deliver this vision over the next 5-10 years.

This SPD has been produced as the basis for public consultation. Its purpose is to both encourage new investment into Stirchley and to protect and enhance its vibrancy and viability.

We welcome your views on this draft document as these will help us to finalise the SPD before it is formally adopted.

Councillor Tahir Ali

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

Vision

The regeneration of Stirchley is a key aspiration for Birmingham City Council.

At the heart of Stirchley, there will be a revitalised district centre with new retail provision in larger stores. These will complement existing and new independent and specialist shops in an attractive centre. The centre will be supported by its local community, with traders feeling their investment in a quality retail offer is a reason for seeking them out, with visitors coming from a wide area to use the centre.

New investment throughout the area including sites at Hazelwell Lane, the former Arvin Meritor site, Dogpool Lane as well as smaller sites will create new employment, new housing and retail and breathe new life into local businesses and the district centre.

All new developments and existing/retained buildings will contribute to the street scene by presenting the very best design, reflecting the rich architectural heritage of the area. Retaining these distinctive features and investment in refurbishing character buildings will contribute to the enrichment of the public realm of the area.

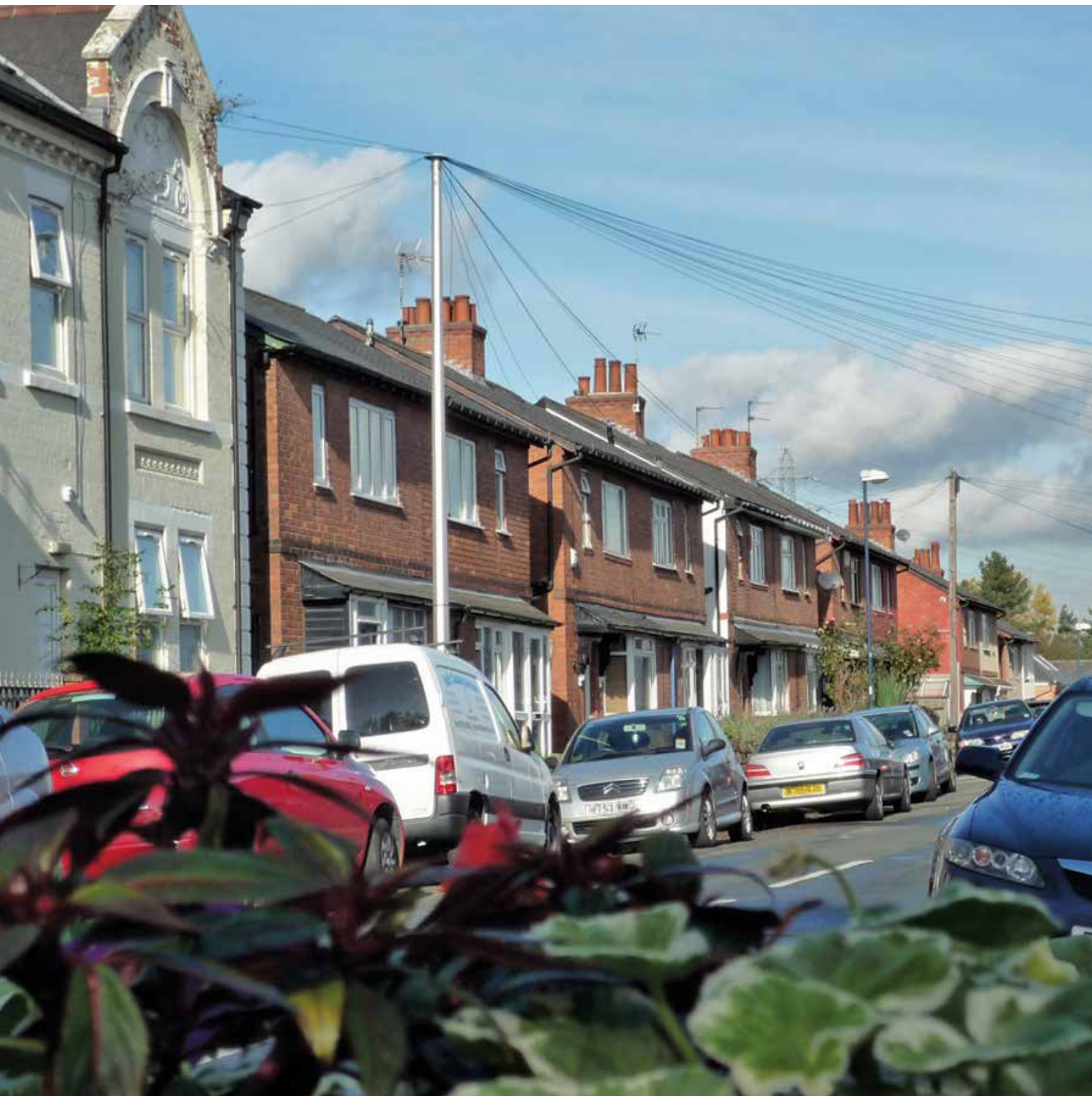
Stirchley will have better connections; bus stops, and priority for pedestrians will be improved, with more provision made for travel by bike. The contribution of Bournville station to the area will be made obvious with improved signage.

With improvements in the public realm, community and leisure assets and transport connections; Stirchley will become a more attractive place to live and visit with a vibrant, sustainable future.

The centre itself has the potential to become one of south Birmingham's most important sustainable district centres with a strong mix of retail and employment opportunities performing on a par with Kings Heath and Harborne, Stirchley will match the vibrancy of these successful neighbourhoods.

To achieve this will involve:

- Managing the private and public sector investment that is needed to bring about change, ensuring sites coming forward for development contribute to the vision.
- Improving the attractiveness and vitality of the retail centre through public realm improvements and enhancing the pedestrian experience.
- Protecting and enhancing the special historic and ecological character of the area, with investment in its heritage and green assets.
- Promoting and enhancing the employment offer in the area by attracting investment and endorsing local employment measures.
- Working with businesses e.g. supporting the Lifford Business Association in promoting a BID (Business Improvement District) group along the Pershore Road.



Stirchley SDP covers a neighbourhood of local shops, housing and employment in south Birmingham about 6km south of the city centre. Stirchley is mainly situated in Bournville Ward, partially in Selly Oak Ward. The plan area of approximately 100ha extends from Ten Acres in the north to Breedon Cross in the south (see Plan 1).

In the heart of the area is a linear shopping centre stretching along the A441 for just over 1km. One of the main district centres in the south of Birmingham, Stirchley is a focal point for community life with a wide range of independent shops, services and community facilities. Surrounding the centre are bulky goods retail units, clusters of employment sites and residential areas.

Close to Bournville rail station, the area has good bus connections and is within easy access of significant employment opportunities at the Cadbury factory, the University of Birmingham and the Queen Elizabeth Hospital complex, the proposed Life Sciences Campus in Selly Oak (one of the City's key Economic Zones) and Longbridge.

Stirchley is a unique place. It retains much of its historic character and buildings. It is characterised by a mix of uses with small-scale retail and industrial premises surrounded by attractive residential areas, open spaces and important ecological assets such as the River Rea valley, the Worcester and Birmingham canal and the rail line. There are a number of industrial areas along the canal, rail line and river, which historically provided transport and power.

The transformation for Stirchley outlined within this SPD builds upon the proposals and policies outlined in the National Planning Policy Framework, Submission Birmingham Development Plan and Unitary Development Plan 2005 (saved 2008).

The National Planning Policy Framework

The NPPF outlines that the purpose of the planning system is to achieve sustainable development.

The three strands relevant to Stirchley are:

- Building a strong, responsive and competitive economy.
- Supporting strong, vibrant, healthy communities.
- Protecting and enhancing the natural, built and historic environment.

The Submission Birmingham Development Plan

This sets out a clear spatial framework for the growth of Birmingham up to 2031. It identifies a hierarchy of centres, sets out policies to protect and enhance centres and promotes a diverse range of uses in centres.

Regeneration and redevelopment within Stirchley centre and its adjoining area will reflect the various thematic policies of the plan and focus on place making, improving the quality of the public realm and the natural environment.

Birmingham Unitary Development Plan

This plan sets the current framework for development in the area. The Birmingham Plan (UDP) was adopted in 2005. Paragraph 20.35 acknowledges that Stirchley shopping centre has an important role in providing for the day to day needs of the community. There is

a need to improve its environment and enhance its shopping function, and that the centre is in need of investment to enhance its status.

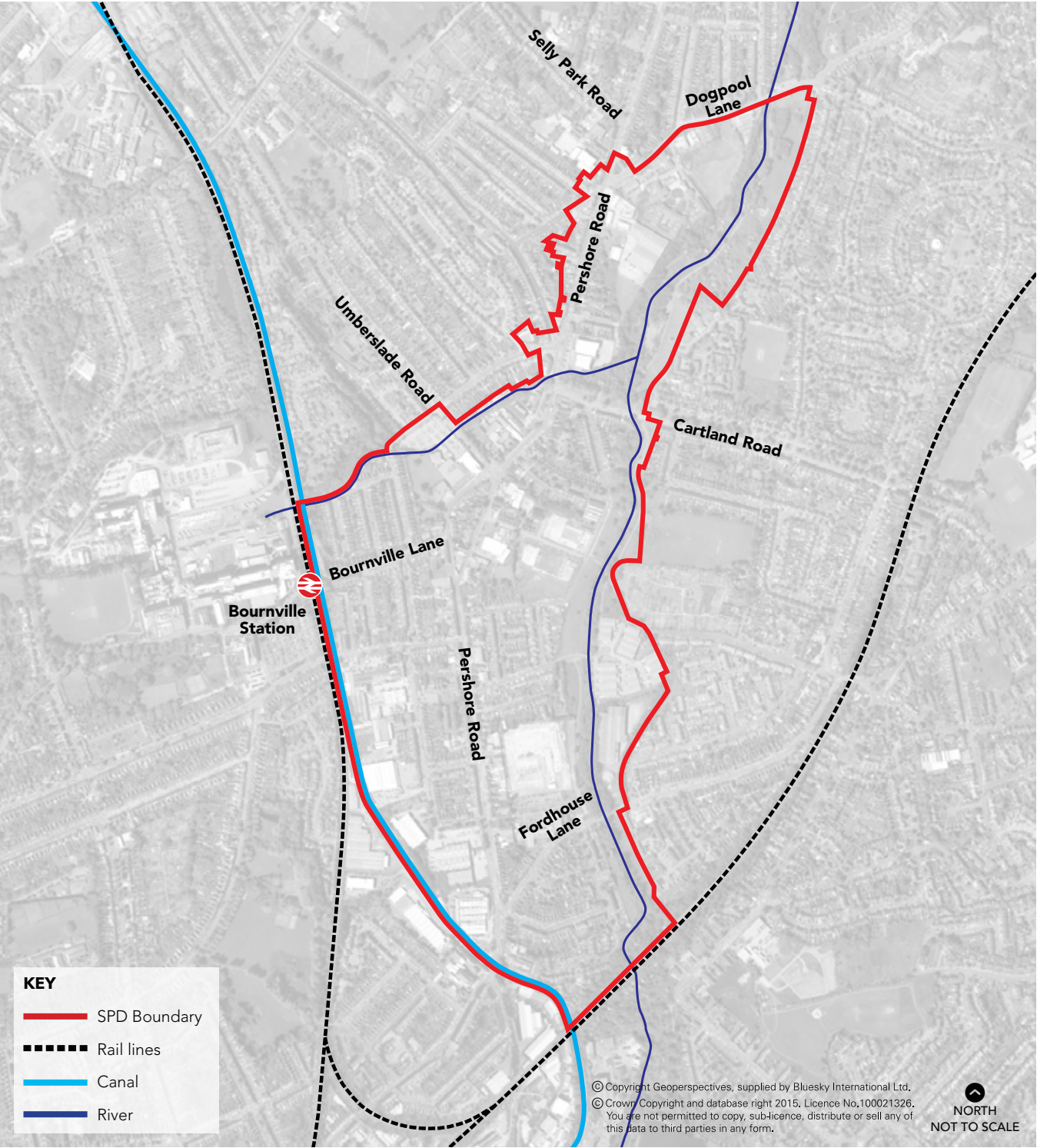
Shopping and Local Centres SPD

- Defines the boundaries of Stirchley District Centre.
- Defines the Primary Shopping Area (PSA) where the main retail uses are concentrated.
- Sets out policies for the composition of district centres including the maximum/minimum percentages for various use types.

SPD Status

This draft SPD adds detail to, the Submission Birmingham Development Plan, the City's Unitary Development Plan (UDP) and other city-wide policies, and has been written to conform to the National Planning Policy Framework (NPPF). Once adopted it will replace the existing Stirchley Framework (1994 revised 2002).

When adopted this SPD will become a material consideration and will provide guidance to support the determination of planning applications.



Plan 1 Location

Development principles

Stirchley has opportunities for new investment in retail, leisure uses, offices, residential, services, employment and community facilities; together with the potential for improved connectivity with the rail station and the green corridors of the canal and River Rea.

Growth

Retail context

Stirchley was once the eighth largest shopping centre in Birmingham (by floorspace) but it has since lost a significant amount of retailing. It is defined as a medium-sized district centre.

In line with the UDP and the Submission Birmingham Development Plan a major retail led mixed-use development (with planning consent), is planned for the area around Hazelwell Lane. This will be the largest new development in Stirchley for many years and will trigger a renaissance in the area.

This should see investment in the wider area with a reuse of vacant retail units and redevelopment of underused sites. This could include investment by the merging of some units by national chains or franchises.

At the same time the large number of independent retailers should be retained, and will be encouraged to grow in numbers, to give this district centre a unique shopping offer.

This mix of retailers from sole traders to multinationals will make Stirchley centre stronger and encourage investment by existing retailers.

Proposals will also seek to consolidate the retail offer into a more attractive Primary Shopping Area (in line with the Shopping and Local Centres SPD); this targeting of retail investment in the PSA will result in a smaller but more

sustainable district centre with a vibrant core.

High quality urban design will be essential to integrate new development with the centre. The largely Victorian streetscape will be enhanced as a valuable character asset in the new Stirchley. To improve the visual appeal of the high street suitable investment in the public realm, better public car parking and sympathetic shop front improvements are needed.

Two key policies in the Shopping and Local Centres SPD are relevant to the type of retail growth encouraged. These are that no

more than 45% of units within the primary shopping area of Stirchley centre should be non (A1) retail, also no more than 10% within the centre as a whole being in (A5) hot food takeaway use.

Retail development in Stirchley centre

New retail led developments are encouraged and should normally be located in the Primary Shopping Area (PSA). A prime example, the Hazelwell Lane site provides an opportunity for retail led mixed use development to aid the regeneration of this part of Stirchley.



Pershore Road

Opportunities for group refurbishment schemes for retail use and to create larger units through the sensitive merging of existing units (with suitable plot capacity) will be supported. The retention and refurbishment of small and medium shops, to meet the needs of independent retailers, will be supported within the PSA.

The vitality of the centre should not be compromised by allowing further loss of the retail opportunity within the PSA by development for other non A Class uses (including residential use). Proposals to bring vacant shop units back into retail use will be encouraged.

Outside the Primary Shopping Area and within centre boundary, proposals for reuse or conversion/ redevelopment will be encouraged for uses in keeping with a district centre e.g. services, leisure, office, health, community.

Redevelopment for ground floor residential will also be permitted subject to appropriate design.

New developments should be in scale with surrounding development (two storeys), be integrated with the centre, maintain an active frontage on the Pershore Road, and have upper floor uses in keeping with the centre.

Commercial, industrial and employment context

Stirchley has a large number of industrial and commercial businesses in close proximity to the centre. These companies occupy a variety of premises from the more modern such as the Stirchley Trading Estate off Hazelwell Road,

to various courtyard developments to the rear of properties facing the Pershore Road. There are also a number of large industrial buildings running along the canal between Mary Vale Road and Breedon Cross/Lifford Lane to the south. These existing businesses will be encouraged to remain as Stirchley prospers.

Stirchley is well placed to meet local employment needs in the south of the City, where there is a limited supply of good employment land. With good road and public transport access, Stirchley offers a sustainable location for investment in employment. The plan area currently supports the employment of around 1,000 to 1,400 people in the various shops, offices and industrial units throughout the area; including the refurbished offices on Fordhouse Lane (Lifford House).

The City Council is committed to maintaining a mix of employment land to support a range of businesses including small and medium size enterprises (SMEs). Stirchley is well suited to meet this commitment and investment in these areas will be encouraged.

With growth in the healthcare sector around Dogpool Lane, the redevelopment of the former Arvin Meritor works and other sites and the revitalisation of the high street, Stirchley could support an additional 500-600 jobs.

Development for employment uses

New industrial and commercial uses and employment led mixed-use developments will be encouraged in the area, at these sites:

- The former Arvin Meritor works off Fordhouse Lane.
- The former Lifford Curve Public House on Fordhouse Lane.

Small scale office developments will be encouraged in the centre and on the edge of centre in appropriate locations.

Existing industrial and commercial sites should be retained in employment use to maintain the variety of Stirchley's employment offer; and support the City's need for employment land.

The employment of local people will be encouraged. On larger schemes developers will be encouraged to sign a local employment agreement, during the construction and subsequent operation, in conjunction with the Council's Employment Access Team.

Housing context

Most of Stirchley's housing (62%) is made up of traditional Victorian terraces with the bulk built between 1891 and 1901, when there was a twelve fold increase in the area's population.

The houses in the area are largely in good condition and young adults are buying a number of these, due to the attractive prices and good transport links.

New housing development

Stirchley has some potential sites to provide additional attractive housing in a sustainable location to meet the City's needs. Residential accommodation is also encouraged

as part of mixed-use schemes; these would enhance the housing offer for the area.

There are two sites with potential for residential development:

- 1650 Pershore Road - (at the corner of Lifford Lane) with the potential for attractive canal side development.
- The former Whitmarley Works site on Ivy Road due to the prevailing residential nature of the road.

New housing will also be encouraged elsewhere provided it is not in the following locations:

- The Primary Shopping Area.
- Employment sites.
- Flood zones 2 and 3.

There is scope to increase the number of residential units at first floor level on the high street. This could bring a new vibrancy and security by improving natural surveillance. This is providing that care is taken to ensure that residential use is compatible with existing neighbouring uses.

Proposals for, small residential schemes (less than 15 dwellings) and infill developments should reflect the design and mix of housing in the area. Larger schemes i.e. those with more than 15 dwellings, (including residential in mixed-use developments) should have a mix of dwelling type size and tenure with a minimum of 35% affordable housing. While retaining the scale and massing of local development.

Public space and connectivity

A high street with public spaces

The objective is for Stirchley high street to have a more pleasant and viable shopping centre with improvements in public realm and a reallocation of road space to prioritise pedestrian movement. This reallocation of space will also accommodate new public spaces and other areas for seating, planting and cycle stands where possible, in line with the aspirations of Birmingham Connected, a vision for the future of transport in Birmingham.

Improvements to the environment would provide a more attractive high street for shoppers, with improved facilities and safety for cyclists and pedestrians and generally provide a stimulus to further investment by traders through a BID. Some of this investment will come from the Local Sustainable Transport Fund (Government funding programme) and upgrading/renewal as part of the council's PFI with Amey, while the rest could be funded by developer contributions.

Improvements to the urban realm on the high street are welcomed, to encourage pedestrian use and increase shopper dwell time. These could include new public spaces such as street parks/public squares/plazas (and pedestrian crossings in the PSA). These will make Stirchley a more welcome place to visit. Improvements should also accommodate attractive and convenient bus stopping facilities throughout the area.

For example:

- The 'pocket parks' outside 1219-1239 Pershore Road.
- The new public square associated with the Tesco development.

Encouraging sustainable transport
The objective is to ease travel across the whole plan area by improving linkages - from



Local housing

residential, retail and employment areas to - walking routes, cycle paths and public transport.

In particular, opportunities should be taken for improved walking and cycling connections to Bournville station, the canal and the River Rea.

Sustainable forms of transport should be encouraged to reduce dependency on the motor car.

Walking and cycling

This plan seeks to encourage walking by providing new and improved routes; ensuring new development is easily accessible on foot, providing improved pedestrian crossings and public realm. In order to facilitate pedestrian movement and improve safety, new crossing points are needed on main and side roads in the shopping area.

Local cyclists and pedestrians benefit from the national cycle route No.5 (the Rea Valley Millennium Cycle Route). This potential of the River Rea and canal as safe cycling routes should be maximised with improved access, linkages and infrastructure. Improved routes for pedestrians and cyclists will be provided across the plan area. These will include the locations shown on Plan 2.

For example:

- Signposting and links to (and between) Bournville rail station, the river Rea and canal.
- Improvements to the canal. The canal's links with Stirchley need improvement to increase the accessibility of this important asset including the potential for freight use. Improved moorings, boating facilities including lighting of walkways and signposting near Bournville Station would encourage visits to the area by leisure boaters and improve the leisure value of the canal for other users.

- Improvements to the River Rea corridor. This is an important green link between Digbeth and Longbridge in the southwest; it offers a pleasant break from the busy Pershore Road for walkers and cyclists. However, this route would benefit from improved signposting, access routes and new crossing points.

Developers may be asked to provide new access routes and contribute to improvements to existing facilities, signposting, linkages and pedestrian/cycle access.

Routes should be attractive, safe and legible, generally well lit and overlooked from buildings.

Care will need to be taken that the ecological impacts of such changes are avoided or suitably mitigated.

Public transport

The Stirchley area has good public transport links, with the adjacent Bournville rail station and a number of bus services. There is however a lack of car parking at Bournville station to support park and ride for the area. Should a suitable site come forward it could bring considerable benefits for the area with greater connectivity. The provision of a cycle hub/cycle parking near the station would also benefit the area especially if links to the millennium cycle route and canal towpath were strengthened.

Parking and loading

Car parking and loading in the high street should be rationalised. Where appropriate, on street parking and loading bays could be relocated in order to improve conditions and safety for pedestrians.



River Rea

In order to improve centre parking overall, when off-street car parking is provided as part of any major retail/mixed-use development, developers will be expected to:

- Provide parking for shoppers using other shops in the Stirchley area.
- Include a car park management scheme.
- Replace on-street parking removed by highway improvements required to facilitate the development.
- Provide cycle parking facilities.

Provision for off-street loading will be encouraged in new developments where appropriate.

Junction and highway improvements

In order to reduce congestion and provide the road capacity increases needed by new development; traffic, cyclist and pedestrian safety improvements may be required at the following junctions:

- Dogpool Lane/St Stephens Road/Pershore Road.

- Warwards Lane/Ribblesdale Road/Pershore Road.
- Cartland Road (Bourn Bridge)/Pershore Road.
- Fordhouse Lane/Pershore Road.
- Lifford Lane/Pershore Road.

These may also include new pedestrian crossings on surrounding roads.

Plans for the Hazelwell Lane/Tesco developments include the re-engineering of the road layout of the Pershore Road/Hazelwell Street gyratory system. This new layout would still allow for northbound traffic along Hazelwell Street while the Pershore Road would become partly two way with traffic signals for pedestrian and vehicle access from the south to the store car park, and a new public square to the south of the Community Church. The design should include traffic calming/management and environmental enhancement measures to minimise the impact of traffic, reduce traffic speed and allow easy safe access for pedestrians across roads.

Community facilities and open spaces

Stirchley benefits from a number of social and community venues including a public library, sporting, games and leisure facilities, parks and green space, health facilities, clubs, pubs, places of worship and a vibrant community market.

There is also scope for new facilities either as part of new developments or by improvements to existing ones.

Community uses

Uses such as healthcare, schools, leisure and entertainment are vital for a successful neighbourhood and their continued presence in Stirchley will be supported.

Existing community uses will be supported and investment in new and existing facilities encouraged, for example, work is in progress to bring the former Baths, next to the Public Library, at the corner of Bournville Lane and Hazelwell Street back in to community use to replace some of the community facilities on the Hazelwell Lane Site. The land for the Library and Baths was originally gifted by the Cadbury Family for community use and this ongoing investment will retain these buildings for future generations.

Promoting community initiatives

The council seeks to support the provision of the community market and other community initiatives e.g. through design of public and private spaces to allow for these uses, and the community use of buildings.



Bournville Station and canal

Public open spaces

The Stirchley area benefits from its suburban location by having a number of important green spaces and ecological assets. These include the currently underused Stirchley Park (behind Farmfoods and the Co Op), Hazelwell Park and adjoining allotments on the far bank of the Rea.

The proximity of the River Rea (with its nature and heritage trails), the Worcester & Birmingham Canal and other wildlife corridors together with these parks and allotments give Stirchley a considerable green offer for residents and visitors alike.

There are multiple benefits to be gained from protecting and enhancing Stirchley's green space assets. These spaces promote health and well-being through air quality improvements and recreation opportunities; they promote urban quality and improve the area's image and attractiveness.

In addition to their intrinsic value for wildlife (because of the ecosystems they provide), these green assets also make a positive contribution to climate change adaptation; help to manage flood risk, help reduce the impact of urban storm water and improve water quality.

The recreational and ecological potential of these sites should be maximised and improvements and enhancements will be encouraged as will the creation of new sites.

Improvements in the following areas will be supported:

- The recreational and ecological value (of the open spaces) including playing fields and play facilities.
- Nature conservation, (including retention and protection of important trees and other habitats).
- Green links and wildlife corridors (especially between the canal and the River Rea).



Mayfield Road Chapel

- Public access, signposting, infrastructure (eg. seating, bins) and appropriate planting.

Other measures that will be encouraged include:

- Reducing the impacts of development on adjacent open spaces and other established habitats.
- Improving the over ground sections of the Bourn and River Rea to provide amenity and reduce flood risk.
- The incorporation of biodiversity enhancements into new green infrastructure/building design. i.e habitat creation and planting schemes.

Design and heritage assets

The plans objective is for Stirchley to become an area which retains a unique mix of high quality built heritage with enhanced public realm. It has a number of listed buildings and buildings of architectural or townscape value.

Design that responds to the local context

Stirchley has retained many of the features and building forms of its Victorian and Edwardian past. These are a positive asset for the rejuvenation of this area.

Their sympathetic treatment and supporting sensitive, high quality design in new developments can help to promote a sense of place in Stirchley.



Millennium Cycle Route (River Rea)

New large-scale retail led or mixed-use developments will be expected to be integrated with the centre and maintain an active frontage on Pershore Road and other road frontages in order to provide legibility for the scheme, and encourage the flow of customers to and from the High Street.

In order to promote local distinctiveness, in all developments:

- Buildings' scale, massing and type should reflect the local context. The aim should be to create a coherent, legible urban form with a strong sense of place. Design factors will include existing site features and buildings, the scale of streets, topography and views. The prevailing fine grain aspect of the streetscape should be reflected in the development design.
- Developments should respect the road hierarchy and present an active frontage to the street rather than be inward facing. This is especially important for developments in or adjacent to the main shopping area to promote the vitality of the high street.

- All building conversions should ideally reflect the local predominantly Victorian vernacular, reinstating original features where appropriate.
- The design of shop fronts should be in line with the Shopfronts Design Guide SPG (or any replacement).

Public realm

When designing for the public realm - new public spaces and highways - should contain attractive street furniture, hard and soft landscaping including trees where appropriate. New developments should ideally be permeable for walkers, with access at grade from the Pershore Road. Public spaces should contribute to a sense of place. They should cater for the needs of all residents, provide for local pedestrian and cycle movement.

Waterside

With the canal, Rea and Bourn, water features represent a common thread and a unique selling point for Stirchley. There are several potential waterside development opportunities.

In waterside developments, it is expected that buildings should face the waterside where feasible to encourage natural surveillance, and include new planting to enhance the function of these wildlife corridors. Development should promote waterside walking, cycling and recreational activities on adjacent canal towpaths or by the Rea.

Realising heritage assets

Retention and sympathetic reuse of heritage assets is expected in planned developments, in order to retain and enhance the historic character of Stirchley.

Like the retained Ten Acres Works' frontage there are a number of buildings in the area worth retaining, these include:

- The Dogpool Hotel.
- Three Horseshoes and British Oak public houses.
- The Friends Meeting House on Hazelwell Lane.
- The Public Library and Baths.

The feasibility of retaining the former chapel building on Mayfield Road should also be explored.

Stirchley also has a number of archaeological finds and other assets on the historic environment record ranging from stone axes to a Roman road and the remains of the water mills that once dominated the side of the Rea.

Archaeological desk based assessments and field evaluations may be required when there are proposals which impact on heritage assets, including sites within 100m of the route of Icknield Street (Roman Road).

Sustainability

Sustainability is central to the way forward for Stirchley. Developments will be expected to help realise this through the application of these principles.

Sustainable transport

Priority should be given to walking and cycling to access public open space, with local facilities and local travel supported by good public transport connections.

Parking should be carefully planned and more sustainable solutions such as car clubs and electric charging points considered.

As development proposals come forward the following should to be implemented by employers and developers:

- Travel management plans (including promotion of public transport for work and leisure).
- Provision of cycle parking/storage.
- Provision of electric vehicle recharging parking bays and infrastructure.

Managing flood risk and improving water quality

Flood risk assessments will be required when considering development proposals in areas susceptible to surface water flooding (most notably around Dogpool Lane/Ten Acres and the confluence of the Bourn and the Rea). These will include appropriate mitigation measures to address any issues identified and reductions in surface water discharge in line with the Strategic Flood Risk Assessment and the Birmingham Development Plan.

Opportunities for flood risk management and improvement of the River Rea the Bourn and Cotteridge Brook will be encouraged including:

- Flood alleviation works.
- Easements to facilitate maintenance access at appropriate locations.
- Reductions in surface water discharge through sustainable drainage systems.
- Improvements to water quality.

Sustainable Urban Drainage

Systems (SUDS) will be required for all developments, including arrangements for the long-term maintenance of SUDS infrastructure.

Nature Conservation and Biodiversity

Birmingham and the Black Country is one of the first 12 'Nature Improvement Areas' (NIA) in England. With a network of wildlife corridors and Sites of Local Importance for Nature Conservation (SLINC), the key priorities are to protect and enhance the areas rich biodiversity, which will contribute to NIA objectives.

Green assets, surrounded by wildlife corridors (the canal, the Bourn and the Rea which is also a SLINC), and with a number of green spaces such as parks and recreation grounds, Stirchley has a rich biodiversity. Opportunities should be taken to strengthen this 'green ring' by:

- Improving or creating green bridges (wildlife corridors, areas of native planting or woodland) between sites to allow for foraging and migration, and enhancing the ecological quality and biodiversity of existing habitats.
- Creation of waterside spaces for the enhancement of the wildlife corridors.

Developments which may impact on (or be in the vicinity of) wildlife corridors or other green space assets will require an Ecological Assessment (Biodiversity Survey and Report) as part of any planning application.

Where possible, the introduction of street trees into the public realm, in new public plazas and as part of site development should take place.



Lifford House

Building codes

All new residential development should meet lifetime homes standards, and should aim to be zero carbon from 2016.

All non-residential built developments over 1,000sq.m floorspace or being developed on a site having an area of 0.5ha or more should meet BREEAM standard excellent.

Climate change effects are likely to lead to greater pressure on the City's water resources. Population growth in the City will further increase these pressures, so new development will need to make efficient use of water resources, such as grey water recycling and water saving technologies like dual flush toilets and spray taps.

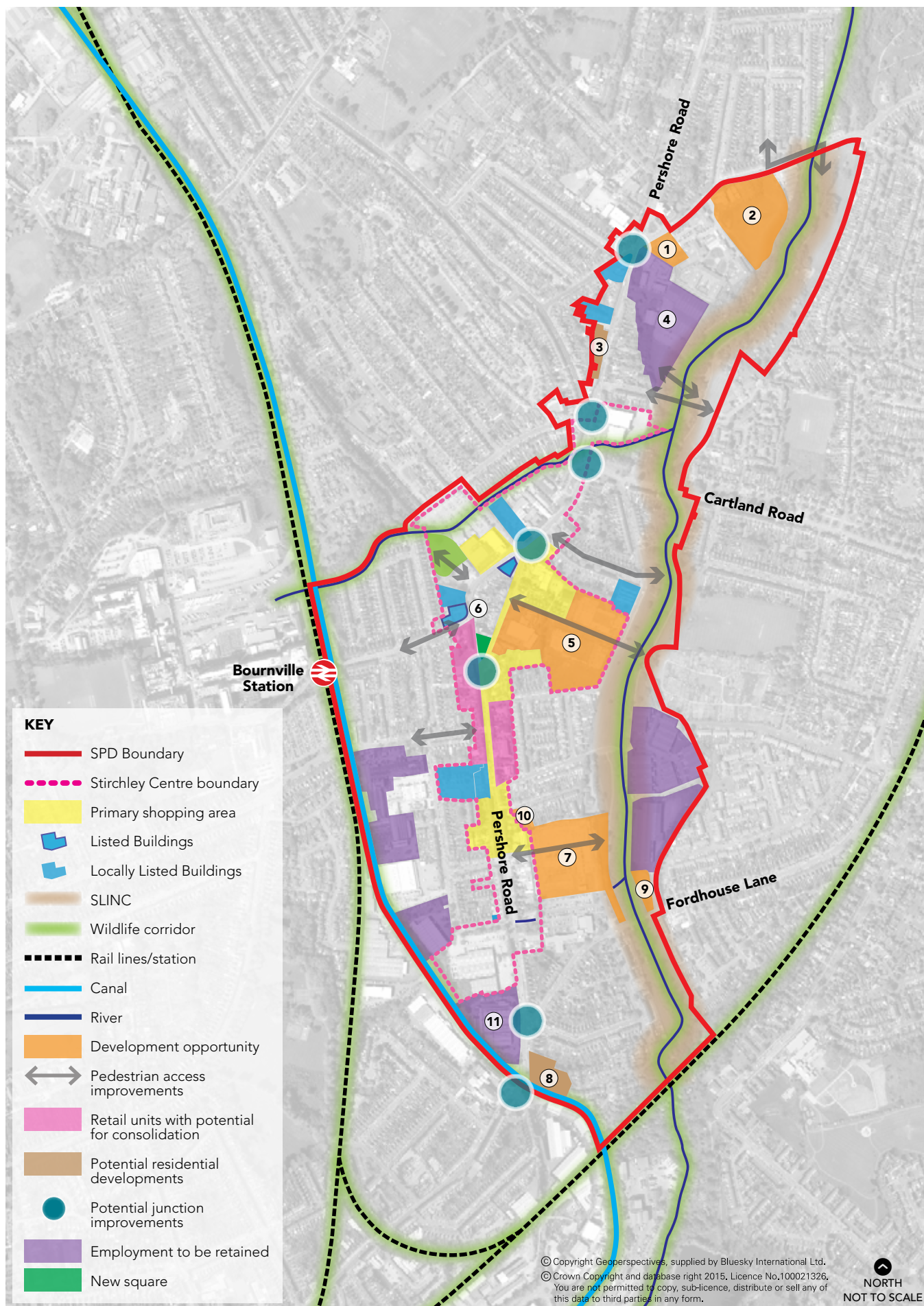
Sustainable waste management should be incorporated from the beginning of development through sustainable demolition and construction techniques and the recycling of building waste.

Properties should have good recycling provision from the start with facilities designed in where necessary.

With scope for some large developments in the area, there is a significant opportunity for energy-saving or generating technologies, for example the use of multi-fuel combined heat and power and area heating in mixed use developments.



Bournville Market



Plan 2 Assets and aspirations

The opportunity

The area covered by this SPD has been divided into three zones, North Stirchley (Ten Acres), Central Stirchley and Southern Stirchley.

All three areas include streets of terraced housing and are linked by both the Pershore Road and the River Rea. The river valley includes an important cycle and pedestrian route (the Rea Valley Millennium Route) within a strategic linear green space that connects the area with the city centre via Cannon Hill and Calthorpe Parks to the north and to the canal network in the south.

North Stirchley (Ten Acres)

Building on recent investment in Ten Acres Mews and St Andrews Healthcare on Dogpool Lane, Stirchley's northern gateway with the listed New Dogpool Hotel and Ten Acres Works frontage (Ten Acres Mews) has the scope to become a welcoming, bustling, mix of commercial, residential and healthcare developments.

Central Stirchley

This area of Stirchley has the greatest potential for change with a large food store and mixed-use development planned for the Hazelwell Lane site. The spin-off from this development, and the investment it will attract, would have the potential to radically transform this area.

Southern Stirchley

South of the main shopping area, there are still many small high street units with shops, and services either side of the Pershore Road. With a major development site on the east side and several bulky goods stores, there are also development opportunities here.



Development opportunities

North Stirchley (Ten Acres)

Stirchley's northern gateway has development potential for a mix of commercial, residential and healthcare.

Growth

Ten Acres Industrial Estate and adjoining area

1. There is scope to improve the Ten Acres Industrial Estate and the adjoining area (between the residential area and the Rea) with further new light industrial and warehousing uses or extensions to existing businesses.
2. St Andrews Healthcare have produced plans for an expansion of their existing facilities, this would almost double their capacity and provide much needed flood alleviation works. These outline plans would see development phased over a number of years bringing long vacant land back into productive use and providing additional employment in the area.

Land to the south of Ten Acres Mews

3. On the west side of Pershore Road the former scrap yard could become a residential site. A high quality residential build in a pleasant environment, along the lines of Ten Acres Mews, with a mix of tenures would enhance the area.
4. There may also be some potential for improvements to the residential offer to the east of Pershore Road at this point if suitable flood alleviation measures were to be undertaken.

Connectivity and public space

At the junction of the Pershore Road and Dogpool Lane and St Stephens Road, Ten Acres is well connected to Stirchley by frequent bus services.

Although adjacent to the Rea Valley the Ten Acres area has poor connectivity with the river. Access to the valley is restricted to two points via Dogpool Lane in the north and Bewdley Road in the south. Developments on the eastern side of the Pershore Road would give opportunity for new links to and across the Rea to the housing beyond, and improve the existing access points. Redevelopment of this area would also provide the opportunity to improve the public realm along Pershore Road for example, carriageway realignment, wider pavements, and street trees.

Design and heritage assets

Still partially lined by terraced houses the road is narrower here than other sections of the Pershore Road.

There is one locally listed building and the remaining part of another; the Dogpool Hotel (Listed as the Hibernian Public House) and the retained frontage of the Ten Acres Works. Both have seen recent investment with the refurbishment of the Dogpool Hotel and the building of Ten Acres Mews behind the works frontage. By reflecting these historic buildings, new developments will help to deliver a positive sense of place for this area.

There is an identified risk of flooding to the east of Pershore Road. Developments in this area would need to introduce measures to reduce the risk, of flooding, to the south near the Bourn and around Dogpool Lane.

Key outcomes

- Improvements to the public realm along the Pershore Road; will provide context for the heritage assets of the New Dogpool Hotel and Ten Acres Works frontage.
- Key landmark development for St Andrews Healthcare on the former Kidderminster Carpets site and further expansion of existing facilities.
- New and improved linkages between the Pershore Road and the River Rea.

KEY

	SPD Boundary
	Stirchley Centre boundary
	Primary shopping area
	Listed Buildings
	Locally Listed Buildings
	SLINC
	Wildlife corridor
	Rail lines/station
	Canal
	River
	Development opportunity
	Pedestrian access improvements
	Retail units with potential for consolidation
	Potential residential developments
	Potential junction improvements
	Employment to be retained
	New square

- Improvements at the Dogpool Lane/St Stephens Road and Warwards Lane junctions with the Pershore Road.
- Residential redevelopment of the west side of Pershore Road, between Ten Acres Mews and Warwards Lane.
- Reduced risk of flooding from the Rea together with the opportunity for the creation of new habitats.
- Improved traffic flows on the Pershore Road at this point, with improvements to the public realm.



Plan 3 North Starchley (Ten Acres)

Central Stirchley

This area of Stirchley has the greatest potential for change of all with a large food store and mixed use development planned for the Hazelwell Lane site. This will result in a radical transformation of this area, with spin off investment for the wider regeneration of Stirchley.

Growth

Hazelwell Lane

5. Planning consent has been granted for a Tesco food store/ mixed-use development at Hazelwell Lane will result in increased footfall with an additional retail choice and an increased employment offer for local residents. This development with its additional offices and retail units and associated benefits for the urban realm will make a positive change in Stirchley's economy and appearance.

These developments represent a major investment in Stirchley on a prime site at the north of the primary shopping area. The addition of 640sq.m new office space and three new shops with improvements to four others at the corner of Hunts Road will help to reinvigorate the area. These developments also present an opportunity to address traffic flow issues on this section of the Pershore Road and secure significant environmental/public realm improvements and improved pedestrian/cycle crossings. These include pedestrian and urban realm improvements outside the new Stirchley Community Hub (former baths site) and the potential for a new public square opposite.

It will be important to establish a safe and strong link between the former baths/new community centre at the south of the gyratory to link the community facilities with the Hazelwell Lane developments, housing areas to the east of the Rea Valley and the rail station and canal.

Stirchley Community Hub

6. Plans are being implemented for the area around the Baths/ Community Centre and Library to replace some of the community facilities displaced by the planned Hazelwell Lane development and provide a new base for community use. This will bring the building back into use. The £3.3m investment involves the conversion of the former local swimming pool into a multipurpose hall for sport, recreational and community activities, as well as the provision of meeting rooms, a cafe and classrooms.

There is further potential to remodel Stirchley Park and improve access and visibility especially to the north and east, if any development was to take place in the area together. This would also give an opportunity to enhance its function as an ecological stepping stone between the Bourn and Rea corridors.

Appropriate compensation has also been secured for the loss of the unused bowling green with funds secured to improve other space in the area including Stirchley Park. While the Stirchley United Working Men's Club is to be relocated to the former TASCOS social club building.

Retail growth

A number of shop units on this section of the high street are ripe for investment. These shops have deep enough plots to make consolidation of a number of them into larger ones a possibility.

Connectivity and public space

Central Stirchley occupies a prime space on the transport network with links to the rail station and canal via Mary Vale Road and Bournville Lane, and to the millennium cycleway via Hazelwell Lane. These links extend to the Bournville Estates and Cadbury to the west, the Hazelwell recreation

ground, and the housing estates beyond to the east. Maintaining and improving these links is essential for the economic growth of Stirchley.

Central Stirchley is well served for open space with the Stirchley and Hazelwell recreation grounds and River Rea corridor. However, there is scope for improvements to the public realm along the High Street especially around the gyratory and the end of Bournville Lane.

Design and heritage assets

The predominant urban form in this area is that of the terraced houses in the surrounding streets. Even on the Pershore Road, most of the retail units are converted houses with a similar plot width to the side streets. The larger buildings tend to be two storeys with a proportional massing to the smaller ones.

The new development on Hazelwell Lane should reflect this scale and massing with an active frontage to

KEY

-  SPD Boundary
-  Stirchley Centre boundary
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-  Listed Buildings
-  Locally Listed Buildings
-  SLINC
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-  Rail lines/station
-  Canal
-  River
-  Development opportunity
-  Pedestrian access improvements
-  Retail units with potential for consolidation
-  Potential residential developments
-  Potential junction improvements
-  Employment to be retained
-  New square

Pershore Road, which will allow it to integrate with the centre. The development should improve car parking in the area with a shopper's car park for the store and the centre, to allow shoppers to visit local shops. It could also make a valuable contribution to the high street and improvements to the public realm.

New development should reflect the existing links between the River Rea corridor and the Pershore Road. This historic link, shown in the 1884 Ordinance Survey maps of Worcestershire, is well used by local residents and needs to be respected and enhanced in future developments.

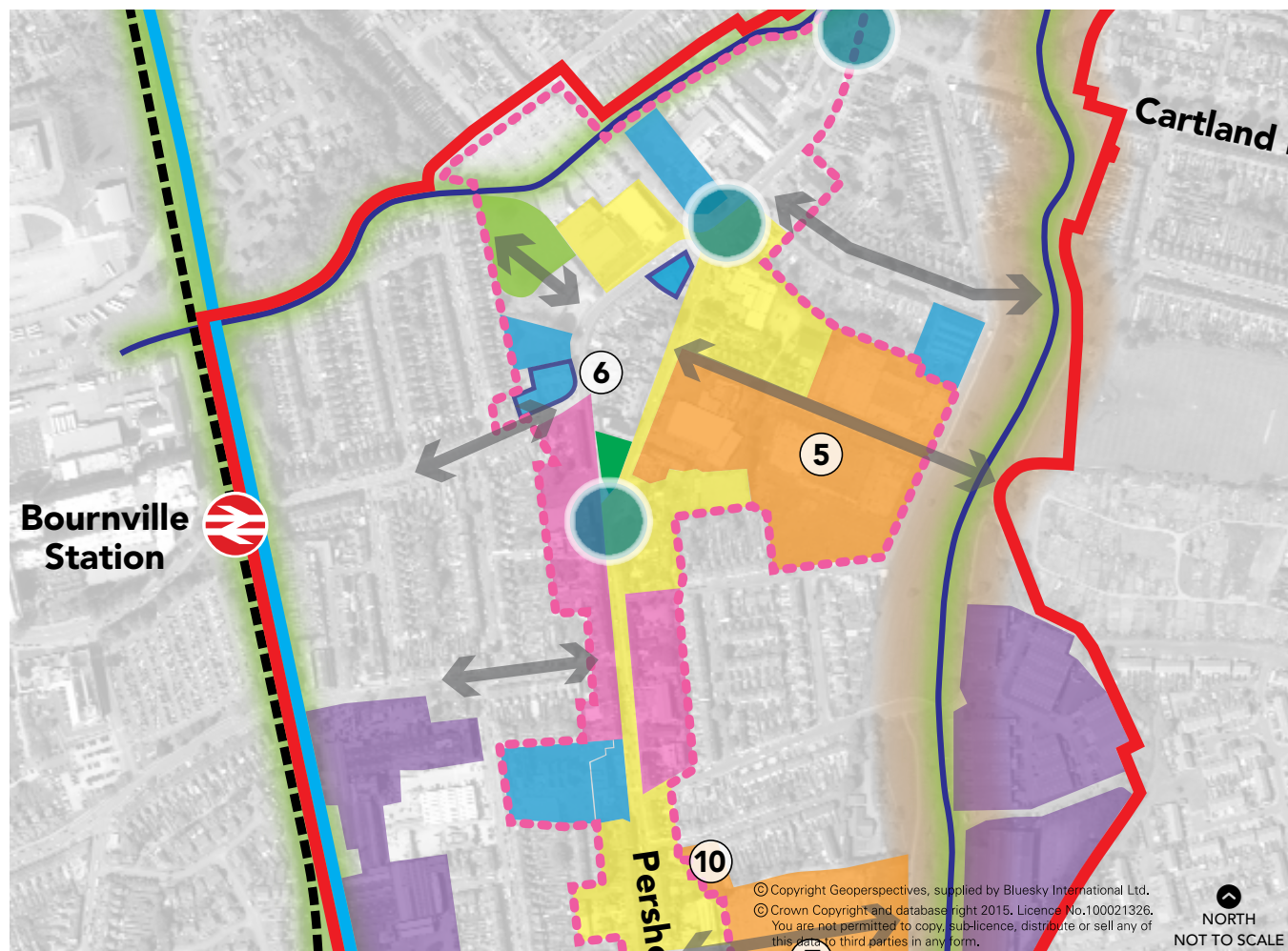
This area is the historic core of Stirchley, which developed around this part of Icknield Street (Roman Road). There are a number of listed buildings (both statutorily and locally listed); the Library and Baths, the Three Horseshoes and

British Oak public houses, Friends Meeting House, the local school and District Office. Not listed but also of architectural merit is the Community Church on Hazelwell Street. These buildings are vital to inform the urban form of Stirchley and should be retained in any new developments

Key outcomes

- A rejuvenated shopping centre with a sustainable retail economy.
- A wide retail offer with a strong independent sector.
- Active frontages to the Pershore Road to improve the shopping experience.
- Improved links and signposting to the River Rea and the facilities beyond.
- Improved links and signposting to Bournville rail station and the canal.

- Improved car parking in the area to allow shoppers to visit local shops and encourage the use of Bournville rail station with the potential for park and ride.
- Improved traffic and pedestrian circulation around the gyratory (Pershore Road/Hazelwell Street).
- Improved car parking and traffic flow issues along the high street, through reallocation of road space providing a mixed priority route to benefit pedestrians and cyclists.
- A new public space/square at the southern junction of the Pershore Road and Hazelwell Street.
- Retained employment areas either side of the Pershore Road, with opportunities taken to minimise impacts of industrial traffic in residential areas.
- A regenerated central heart to Stirchley.



Plan 4 Central Stirchley

Southern Stirchley

With a major development site on the east side off Fordhouse Lane and several bulky goods stores and industrial buildings, this area has several development/redevelopment opportunities.

Growth

Fordhouse Lane

7. The vacant Arvin Meritor car parts factory was demolished in early 2010, and the site is now cleared. This site has seen recent developer interest and has the potential for a major employment led/mixed use development.

This site could act as a catalyst for significant regeneration of the south of Stirchley especially with an active frontage on the Pershore Road at the north of the site to integrate the development with the centre.

1650 Pershore Road

8. Once the site of Hunt's Foundry this vacant car repairs/scrap yard has had planning consent for residential use. This has the potential to become a gateway development for the southern end of Stirchley and provides an opportunity to enhance the canal corridor through new native tree and shrub planting.

The Lifford Curve

9. This vacant (former public house), site on Fordhouse Lane has potential for an employment led mixed use integrated with the industrial unit to the north.

This also has potential to provide a new access route for the Stirchley Trading Estate further north, to Fordhouse Lane. When combined with works on the Fordhouse Lane junction with Pershore Road, it would result in taking heavy goods traffic away from Hazelwell Road. Traffic congestion on Pershore Road at the junction with Hazelwell Road, from large vehicles accessing the estate, would reduce.

Whitmarley Works

10. The site of the former Whitmarley Works on Ivy Road provides an opportunity for small scale residential development to fit in with the surrounding housing.

Other opportunities

11. Although currently occupied, the sites of Magnet, Wickes and the former GKN works offer potential for an employment led mixed use development should redevelopment occur.

Connectivity and public space

This area has strong road links with Cotteridge and Kings Heath via the Pershore Road and Fordhouse Lane. Although adjacent to the canal, the access to the towpath is poor and poorly signposted with a single entry from the roadside and a hidden pedestrian bridge to take the towpath from one side of the canal to the other. Developments at the GKN works or 1650 Pershore Road could give scope for improvements to this access.

The only link with the Rea Valley in this area is where Fordhouse Lane crosses it; there is no direct access from the Pershore Road at this point in Stirchley. However, developments on the former Arvin Meritor works may offer an ideal opportunity to make new pedestrian/cycle links across the site to and from the Rea Valley if Mayfield Road was to be used for access to a new development.

Design and heritage assets

This end of Stirchley is a mix of the prevailing terraced development dominated by a number of larger buildings, the retail stores of Magnet and Wickes and the former GKN factory, which rises above them.

The largest development site is the former Arvin Meritor works site. With the potential for a two-storey development linking the Pershore

Road to the River Rea, works on this site would benefit from the remodelling of the Fordhouse Lane/Windsor Road/Pershore Road junction to improve traffic flows across the junction. This would have the potential of creating a small public space or site for an urban art feature. Changes to traffic flows in this area will affect the Lifford Lane junction further south which will also need to be considered in conjunction with any scheme of improvements undertaken to the Fordhouse Lane junction.

This area has fewer heritage assets than the rest of Stirchley, apart from the canal and the school and district office there is only the locally listed ex gun makers

KEY

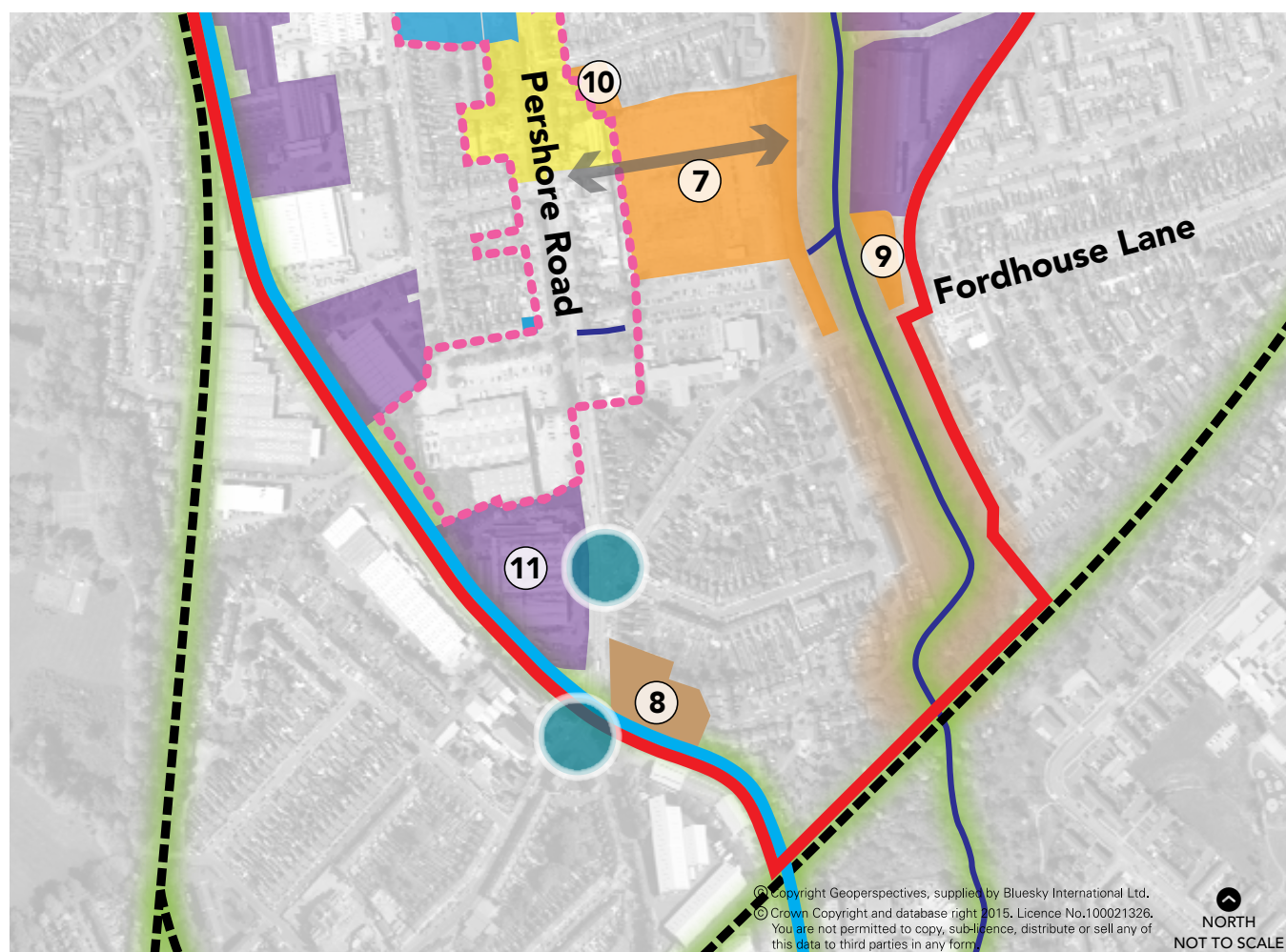
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workshop on Ash Tree Road. However, the small courtyard developments to the rear of the east side, Rose and Dorset Cottages to the west, the former Methodist Chapel on Mayfield Road and the traditional fruit and vegetable grocers (Harry Wards) are all of local interest.

Although not listed, parts of the former GKN works may date back to the 1860s when James & Son built a screw mill on this site (they were bought out by Nettlefold & Chamberlain in 1866). However the outside of the building has seen major works in the 20th century and only a thorough study may be able to discover how much of the earlier building phases remain.

Key outcomes

- Improved public realm.
- Mixed priority route.
- Improved car parking and traffic flows along the high street, through reallocation of road space.
- Improved linkages between the Pershore Road, canal and the River Rea.
- Active frontages to improve the shopping experience.
- Junction improvements to the Fordhouse Lane/Windsor Road junction.
- Junction improvements to Lifford Lane junction.
- Enhanced canal corridor.
- New investment, protecting existing jobs and creating new jobs.



Plan 5 Southern Stirchley

Delivery

This SPD provides a clear vision for the transformation of Stirchley. The successful delivery of the proposals outlined in this SPD will ensure that Stirchley can fulfil its potential to be an attractive place to live and visit with a vibrant, sustainable future.

In order to secure and deliver change the following key elements will be important:

- Working in partnership with developers and other agents/bodies; including the use of the Council's CPO powers, where appropriate, to secure development.
- Ensuring development quality through the statutory planning process.
- Working with the established local business groups and Neighbourhood Forum.
- Funding and planning obligations.

Working in partnership

The SPD acts as a mechanism to attract developers and investors into the area. This will be achieved by:

- Strengthening links with the private sector including existing businesses and landowners as well as potential developers and investors.
- Co-ordinating public sector investment to maximise the objectives and impact of public sector resources. This would include working with the Homes and Communities Agency, the Canal and River Trust, health and education providers, sports organisations, and other bodies within the area.
- Supporting existing and new businesses looking to locate within the area.

Community building

It is important to work with existing and new residents to meet their needs and to foster a sense of community and long term stewardship. Methods of achieving this include:

- Supporting the emerging BID (Business Improvement District) group along the Pershore Road.
- Utilising the Community Asset Transfer process to enable the community to manage assets that they have identified as being important to the local area.

Funding and planning obligations

The City Council may seek to secure a package of planning obligations to ensure the delivery of balanced sustainable communities and addressing the social, business and environmental needs/impacts of development.

The City Council will seek to secure local employment opportunities through the use of targeted employment strategies to link training to employer demand, and the use of the local workforce in the construction phases of the development to maximise the opportunities to reduce unemployment within Birmingham.

This SPD has been prepared at a time of ongoing financial constraints and a challenging economic climate. Viability is an issue in bringing sites forward for development and it may not be possible in the short term for development to provide a full range of planning obligations.

Where this is the case, appropriate measures will be used, to 'future proof' planning obligations to ensure that the value of the package of contributions is maximised throughout the lifetime of the proposed development. The City Council will therefore require developers to submit full viability appraisals to demonstrate the level of obligations that can be afforded/delivered.

The City Council is preparing its evidence base to support the introduction of Community Infrastructure Levy (CIL) to deliver the infrastructure required to support the planned growth of the City. Once introduced CIL will replace elements of S106 agreements and will be used to support the delivery of key infrastructure.

Planning obligation potential requirements (subject to meeting the statutory tests).

District centre

All new development should improve environmental quality and support the Stirchley District Centre by:

- Environmental enhancements.
- Creation of public spaces.
- Provision and management of public car parking.
- Highway and traffic management improvements.

Employment

For new developments the employment of local people will be encouraged, as part of a local employment agreement, during the construction and subsequent operation, in conjunction with the Council's Employment Access Team.

Commercial and industrial

Highway and traffic management improvements.

Housing

New development will be required to contribute to the level of affordable accommodation in the area, in line with the Affordable Housing policies of the City Council.

Connectivity and public realm

Contributions may be sought from larger developments, which generate sufficient traffic, that require improvements to the highway or junctions (over and above any direct access/egress required to support the planning application) in order to mitigate increased traffic flows on the A441 or surrounding streets.

Open spaces

Developer contributions may be sought from development in the plan area for improvements to:

- The recreational and ecological value of public open spaces.
- Playing fields and children's play areas.

- Nature conservation, (including retention and protection of important trees).
- Green links and wildlife corridors (especially between the canal and the River Rea).
- Public access, signposting, infrastructure and maintenance, including appropriate planting.
- The over ground sections of the Bourn and River Rea to provide amenity and reduce flood risk.

Community facilities

Contributions may be sought from developments that impact on or generate a need for, community initiatives or facilities. This may include a contribution to:

- Providing space for the Community Market.
- New or improved community facilities.
- Support for community initiatives/ programmes.

Waheed Nazir

Director of Planning and Regeneration



Stirchley Community Church

Glossary

Birmingham Connected

Birmingham Connected presents a twenty year strategy to improve transport in the City. This will reinvent the City's transport system, meeting current and future mobility challenges, to facilitate strong and sustainable economic growth. The plan will change the way that people and businesses think about travel into and around the City. By influencing travel behaviour and embracing technological change we will reduce carbon emissions and improve road safety and health for all citizens.

Compulsory Purchase Order (CPO)

A Compulsory Purchase Order (CPO) is a legal function in the United Kingdom and the Republic of Ireland that allows certain bodies which need to obtain land or property to do so without the consent of the owner.

Heritage Assets

A building, monument, site, place, area or landscape positively identified as having a degree of significance meriting consideration in planning decisions. Heritage assets are the valued components of the historic environment. They include designated heritage assets and assets identified by the local planning authority during the process of decision-making or through the plan-making process (including local listing).

Listed Building

A statutory Listed Building is a building or structure which the Secretary of State for Culture, Media and Sport considers to be of special architectural or historic interest. Listing gives a building legal protection from demolition

and alterations which would destroy historic features or affect its character.

The whole of a building is listed - the exterior and interior, together with any outhouse, wall or other structure built before 1 July 1948 within the grounds of the building.

Locally Listed Building

A Locally Listed Building is a building, structure or feature which, whilst not listed by the Secretary of State, the Council feels to be an important part of Birmingham's heritage due to its architectural, historic or archaeological significance.

The most important of these buildings are of statutory list quality and would be referred to the Secretary of State if they were threatened with demolition or unsympathetic alterations. A Building Preservation Notice could also be served if the building were to be threatened.

Mixed Priority Route

Mixed Priority Routes are streets that carry high levels of traffic and also have:

- A mix of residential use and commercial frontages.
- A mix of road users, i.e. shoppers, cyclists, bus passengers, schoolchildren.
- A mix of parking and deliveries.

They are not just transport routes. Although dealing with transport and safety is a key element, other concerns associated with the local economy and local communities may also generate an interest in improving the area with economic regeneration and environmental improvements.

National Planning Policy Framework

This is a key part of the current government's reforms to make the planning system less complex and more accessible, and to promote sustainable growth. This document replaced all previous national planning policy when it was adopted in April 2012.

Private Finance Initiative (PFI)

This is a way of creating 'public-private partnerships' by funding public infrastructure projects with private capital. The City has a 25-year PFI (2010-35) with Amey for highways maintenance and renewal.

Site of Local Importance for Nature Conservation (SLINC)

The SLINC designation applies to only those sites with an important nature conservation interest. These are locally designated wildlife sites of sufficient importance to receive protection, in planning policy, from damaging development.

Strategic Flood Risk Assessment (SFRA)

The purpose of the SFRA is to assess and map all known sources of flood risk, including fluvial, surface water, sewer, groundwater and impounded water bodies, taking into account future climate change predictions, to allow the Council to use this as an evidence base to locate future development primarily in low flood risk areas.

Submission Birmingham Development Plan

The Birmingham Development Plan (BDP) will set out the statutory framework to guide decisions on development and regeneration in Birmingham up to 2031. It will set out how and where new homes,

jobs, services and infrastructure will be delivered and the type of places and environments that will be created. The Plan will cover the whole administrative area of the City.

By 2031 Birmingham's population is projected to grow by 150,000. This level of growth, based on recent trends, is greater than previously considered and presents a challenge for planning the future homes, jobs and infrastructure the City needs.

The Plan was the subject of an examination in public during October/November 2014.
www.birmingham.gov.uk/plan2031

Supplementary Planning Document (SPD)

This is a local development document that may cover a range of issues, thematic or site specific, by providing further detail of policies and proposals in a 'parent' development plan document (Birmingham Development Plan or Area Action Plan).

Supplementary Planning Guidance (SPG)

The predecessor to SPDs see above, adds detail to the UDP (see below).

Sustainable Urban Drainage Systems (SUDS)

Sustainable Urban Drainage Systems (SUDS) are designed to reduce the potential impact on new and existing developments with respect to surface water drainage. The idea behind SUDS is to try to replicate natural systems that use cost effective solutions with low environmental impact to drain away dirty and surface water run-off through collection, storage, and cleaning before allowing it to

be released slowly back into the environment, such as into water courses.

Unitary Development Plan (UDP)

A statutory document that sets out the Council's planning policies used to guide development, conservation, regeneration and environmental improvement activity (Pre 2004 System, to be replaced by the Birmingham Development Plan when adopted (expected 2015)).

Use Classes Order

The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Some of these are shown below.

Class	Use
A1	Shops/retail
A2	Financial and professional services
A3	Food and drink
A4	Drinking establishment
A5	Hot food takeaway

Water Framework Directive

This establishes a legal framework to protect and restore clean water across Europe and ensure its long-term, sustainable use. (Its official title is Directive 2000/60/EC of the European Parliament and of the Council of 23 October 2000 establishing a framework for Community action in the field of water policy).

Wildlife Corridors

A wildlife corridor is a link of wildlife habitat, generally native vegetation, which joins two or more larger areas of similar wildlife habitat. Corridors are critical for the maintenance of ecological processes including allowing for the movement of animals and the continuation of viable populations.



