

Sutton Coldfield Town Centre Masterplan

Draft Supplementary Planning Document for Consultation November 2020



Royal Sutton Coldfield
Masterplan

Birmingham City Council
SPD engagement

20 November 2020 –
15 January 2010



Tibbalds
planning and urban design

Sutton Coldfield Town Centre Masterplan

Birmingham City Council engagement

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This session will cover :

- The purpose of the masterplan
- Overview of the masterplan
- Engagement undertaken
- The SPD process
- Making comments
- Your Questions

Sutton Coldfield Town Centre Masterplan

Background to the masterplan

- The masterplan was started in 2019, and has already been through extensive engagement and preparation to reach this point
- The purpose of the masterplan is to ensure the town centre remains the focus for the wider community given structural changes to our society and economy, particularly following the pandemic
 - Perceived decline
 - Links with Sutton Park
 - Involves the community
 - Identifies deliverable projects
 - Reassesses current priorities and ambitions
 - Aligns with City Council ambitions and takes advantage of other opportunities (e.g. HS2)



ENGAGING

 Good Hope
A&E

The co-operative
funeralcare

 SERENITY
FUNERALCARE & BURIALS

Walk In
Barbers

 SIXTH SENSE

YG15 HBN

KV61 YD0



Engagement summary

What we did

December 2019

- Understanding the town – early discussion with the board and community groups, landowners and developers

February / March 2020

Four-week consultation, including:

- Manned exhibitions at the Gracechurch, Sutton Coldfield library and surrounding centres
- Invited workshops - businesses and community groups
- Online material, responses via e-mail

2000+ people engaged with the public consultation material

129 formal written responses from the public were received

- 43% expressed clear support for the Big Moves
- 13% said they did not agree
- 44% provided feedback and suggestions to be considered, but neither outrightly agreed or disagreed with the Big Moves

Sutton Coldfield Town Centre Masterplan

Welcome

Have your say
Sutton Coldfield Town Centre Regeneration Partnership is planning an exciting future for Sutton Coldfield, and we'd like your feedback on what you'd like the town centre to look like. The 'Sutton Coldfield Town Centre Masterplan' is in development, but when completed it will set out an outline plan that will create a more vibrant, valued and attractive centre for residents, workers and visitors.

Purpose of the masterplan
The masterplan will provide a bold vision for the town centre, one that meets the needs of communities and provides a focal point for Sutton Coldfield. It will propose a town centre that is appealing to private sector developers and the business community as a place they can continue to invest in. We propose to reinvigorate the town centre so it becomes a vibrant, sustainable and welcoming place for residents, visitors and business by:

- providing a distinctive identity with a true heart for the town's communities
- continuing on Sutton Coldfield's attractive green and historic assets and its strong transport links
- diversifying the uses of the town centre and increasing its accessibility for all users in a way that is safe, convenient and pleasurable

Questions to think about
Your feedback will help us refine our ideas to create the best possible strategy for the way forward and to ensure we can make positive changes to the town centre. It is important to us that we can deliver a robust and viable strategy for Sutton Coldfield's future.

- What do you think of the proposed Big Moves?
- What else could be done to deliver a great town centre?
- What can be done to improve the environment of the town centre?
- What would attract you to visit the town centre more often?

Our consultant team are on hand to discuss and record your views. If you'd like to send any further feedback after the event, please e-mail suttoncoldfield@tibbalds.co.uk before 09/03/2020.

What's the focus?
The masterplan focuses on the main commercial and retail areas of the town centre, including:

- the three shopping centres within the existing ring road
- the railway station
- the heritage quarter around High Street and Mill Street, and
- the shops, services and restaurants along Birmingham Road

Whilst there is a 'red line' around this area, it is also important to look at the town centre in a wider context, particularly its connections to surrounding places, including Sutton Park - one of Europe's largest urban parks.

The Big Moves
We have identified a series of 'Big Moves' - opportunities for Sutton Coldfield to respond to our vision for the town. These have emerged through discussion with those responsible for the success of the town centre now and in the future, through new research and analysis and by scrutinising past and current plans to understand the extent to which they can deliver the changes we are looking for. The Big Moves cover many aspects of the town centres health, including transport, economy, community and heritage.

- Sutton College
- Heritage Quarter
- Retail Quarter
- Retail Town Centre
- Regeneration Quarter
- Conservation Area
- Town centre boundary
- Sutton Coldfield Park boundary
- Ring Road
- Railway
- Regeneration Parks
- Green open spaces
- Existing residential

ROYAL SUTTON COLDFIELD TOWN COUNCIL

Birmingham City Council

sutton coldfield Town Council

FOLIO

Urban Regeneration Company

SQU

Tibbalds
planning and urban design

Engagement summary

How the masterplan has responded to feedback

The Objectives and Big Moves were developed following consultation to ensure key concerns had been addressed

This included:

- clarifying that proposals are high level and further detailed testing and analysis will be required
- providing an implementation strategy which outlines who and how projects may be delivered
- amending Big Moves so that they more clearly addressed the need for a diverse range of uses, improved cycle infrastructure, access for all users, provision of town centre living options for a wide variety of people

A Consultation Summary accompanies this engagement

Sutton Coldfield Town Centre Masterplan

Consultation summary (August 2020)



THE MASTERPLAN



Summary of the masterplan

Contents

The masterplan includes:

- A vision, and objectives

the six 'C's

- 'Big Moves'

headline priorities defined as the major ambitions

- Town Centre projects:

individual projects to achieve the Big Moves and meet the Vision / Objectives

- A Delivery Strategy

what will happen when, and by whom

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Summary of the masterplan

Vision and objectives

3 Town centre vision, objectives and Big Moves

3.1 Vision and objectives

Reinvigorating the town centre by capitalising on Royal Sutton Coldfield's attractive green and historic assets and high degree of connectivity by: diversifying the town centre, increasing its accessibility, and strengthening its distinctive identity by uncovering its true heart to create a vibrant, sustainable and welcoming place for all.



Connecting

- Connect The Parade, the station, Birmingham Road and Sutton Park better through active street frontages, minimising perceived distances, attractive streetscape and improving the overall built environment
- Improve and establish strong connections between the town centre, green spaces, public transport hubs, and to destinations within wider Sutton Coldfield, e.g. Langley SUE and Peddimore
- Overlap the character areas and reduce the barrier effect of the ring road to achieve better pedestrian connectivity across the town centre and to capitalise on the population of office workers and students to service the economy



Celebrating

- Harness the existing assets of Sutton Park and the historic town and integrate these with the town centre's identity and experience, in particular by making nature a distinctive part of the overall built environment
- Define Sutton Coldfield's identity as a characterful and unique place to live, ensuring local people appreciate its value and are proud to be residents
- Promote and support local events such as markets and festivals (including arts, food and literature) which allow the community to gather and be celebrated within key areas of public open space



Changing

- Change the town centre offer to reflect how people want to live, work, socialise, and spend their free time by shifting the focus from traditional retail and onto the experience-based economy with independent businesses, leisure, cafes, restaurants, and workplace hubs, and provide flexibility to facilitate a more dynamic approach to testing new and temporary uses
- Change 'business as usual' to ensure the town centre addresses the climate emergency by proactively moving away from carbon-emitting practices and towards design that positively mitigates environmental impacts, including improving air quality, decarbonisation, and use of sustainable energy and materials
- Change the design of movement corridors to prioritise active travel modes and make walking and cycling safe, attractive and convenient ways to get around



Communicating

- Publish and promote Sutton Coldfield's assets and attractions – the markets, festivals and performances, the magnificent parks, and the evening economy – through a diverse range of communication methods to reach a variety of audiences to increase its appeal and create a sense of pride
- Ensure City Council and Town Council partners work positively together towards a common vision and clear objectives
- Establish a clear and cohesive branding strategy to establish a strong visual identity for Sutton Coldfield which is integrated as part of improvements to the public realm



Community

- Enhance areas of key public open space to create attractive environments where people can sit, meet and gather, and that can be used to host community events including markets and outdoor performances
- Invest in the library as a significant community asset and a catalyst for improving community and cultural facilities for the town centre
- Recognise and promote local community groups who are actively investing their time and energy in Sutton Coldfield and its residents



Complementing

- Support the strategic framework for Birmingham City Centre with localised services and housing choices with Sutton Coldfield
- Ensure a diversity of uses which complement each other to encourage linked journeys and prolonged stays within the town centre, making it an attractive place to live, work and visit
- Create a high quality town centre environment which is proportionate in services, attractions and architecture to its position as the largest suburban centre in Birmingham, including the provision of suitable commercial space for existing companies to grow and stay local, and subsequently creating new opportunities for new businesses

Summary of the masterplan

Big Moves

3.2 Big Moves

As an extension of the 'Big Moves' set out in many of Birmingham's policy documents, this masterplan defines the 'Big Moves' for Sutton Coldfield Town Centre under three headings in no particular priority, as follows:

Movement and Transport

- MT1** Achieve the relief road objectives through alternative means: enabling public realm enhancements and development opportunities to come forward
- MT2** Reduce segregation caused by the ring road: reducing the speed and impact of cars and refocusing the ring road to help people travel more safely and easily to and across the town centre by all modes of transport.
- MT3** Improve pedestrian and cycling infrastructure and connectivity across the town centre: by implementing traffic calming measures across town centre streets and reallocating excessive road carriageway space to cycleways and footpaths where possible, to ensure improved accessibility for all users, and installing well-located cycle parking and regular seating along pedestrian desire lines
- MT4** Improve pedestrian environment along Lower and South Parade: reducing vehicles and enabling improvements to the public realm
- MT5** Sutton Coldfield Gateway: integrating the town centre with the rail station, bus interchange and Sutton Park
- MT6** Consolidate parking and promote flexible solutions

Economy and Community

- EC1** Create a new heart: providing the community with a distinct area of dedicated public open space which combines the northern Parade and reimagined Lower Parade to enable people to convene and gather for events
- EC2** Encourage town centre living: bringing more residents into the central area to support shops and services
- EC3** Diversify the town centre: creating a better experience, with a broad range of complementary uses and options for activities including more focused retail, community, leisure, accommodation, and food and beverage
- EC4** Encourage and provide a variety of workspaces: to enable existing businesses to remain and grow locally and to attract new opportunities
- EC5** Stimulate key opportunities: notably the three shopping centres, to meet the wider objectives

Built Environment and Identity

- BE1** Protect and promote heritage: celebrating the history of Sutton Coldfield as part of the town centre's identity as a uniquely 'Royal' town and designing enduring spaces and buildings worthy of becoming future heritage
- BE2** Upgrade the public realm: facilitating a consistent, comprehensive, and resilient public realm strategy which creates distinctive public open spaces and integrates street trees, planting, SUDS, local materials, street furniture and play features to improve the overall attractiveness of the town centre
- BE3** Make Sutton Park part of the town centre: introducing more planting and natural material, reopening Plants Brook, and making the town centre feel like an extension of the park
- BE4** Reinforce placemaking and connections: establishing the town centre as a place with a strong identity with high quality sustainable architecture, gateway features, significant local assets and active travel networks with clear signposting and wayfinding, including 'green links' to Sutton Park, Langley SUE and other significant open spaces and destinations within Sutton Coldfield

Delivering the Big Moves

The bold and ambitious vision for this masterplan is to capture and capitalise on Sutton Coldfield's great potential and ensure that its many seemingly disparate elements come together harmoniously to create a whole greater than its parts.

Delivery will need to be considered carefully, due to the cost and timeframes involved in achieving such an ambitious masterplan. This framework will enable further detailed studies to be initiated to help facilitate implementation. Individual development proposals will be expected to contribute to achieving the masterplan objectives and delivery of the Big Moves.

All proposals are purposefully high level and designed to enable the regeneration of Sutton town centre. Wider strategies will also need to be kept in mind and co-ordination between different stakeholders will be essential.

The following sections elaborate on the benefits of the 'Big Moves'. Chapter 4 outlines the key projects which will enable the town centre to achieve them, the Vision and objectives over time, establishing an aspirational urban design framework for Sutton Coldfield Town Centre. These projects are brought together into a Delivery Strategy, in Chapter 5, created in collaboration with the Partnership to help illustrate the way forward.

Summary of the masterplan

Big Moves





MOVEMENT AND TRANSPORT





-  MT1: Achieve the relief road objectives alternatively
-  MT2: Reduce segregation caused by the ring road
-  MT3: Improve pedestrian and cycling infrastructure
-  MT4: Improve the environment along Lower/South Parade
-  MT5: Sutton Coldfield Gateway
-  MT6: Consolidate parking and promote flexible solutions

ECONOMY AND COMMUNITY

-  EC1: Create a new heart
-  EC2: Encourage town centre living
-  EC3: Diversify the town centre
-  EC4: Encourage and provide a variety of workspaces
-  EC5: Stimulate key opportunities

BUILT ENVIRONMENT AND IDENTITY

-  BEI1: Protect and promote heritage
-  BEI2: Upgrade the public realm
-  BEI3: Make Sutton Park part of the town centre
-  BEI4: Reinforce placemaking and connections

-  Town centre masterplan boundary
-  Sutton Coldfield station
-  Railway line
-  Sutton Park

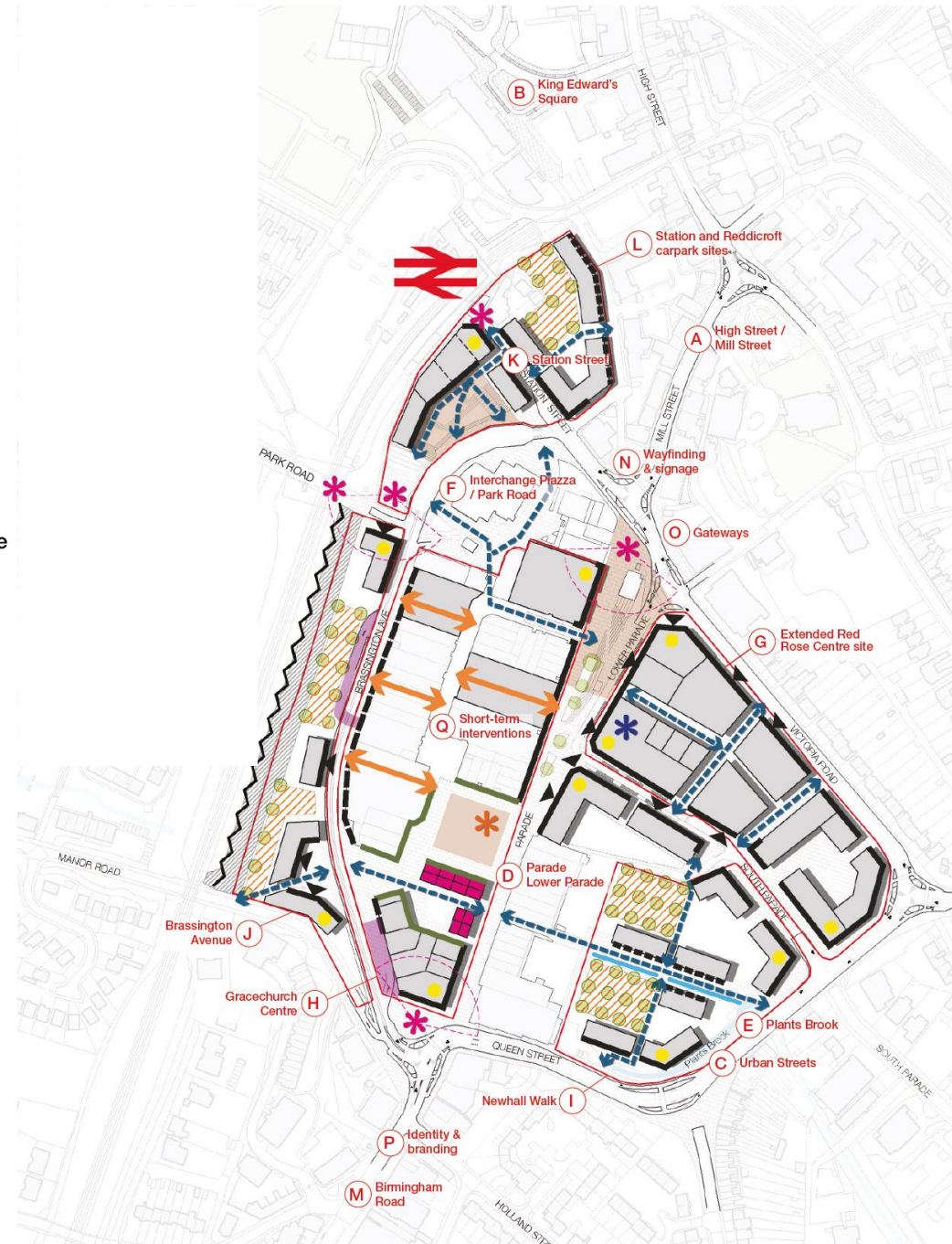


Summary of the masterplan

Town centre projects

Key

- Active frontage
- Consistent building line
- Active frontage onto public open space
- Consider opportunities to create active frontage onto Brassington Avenue
- Highly visible entrances
- Potential to establish through-route
- Reinforce pedestrian connection
- Proposed gateway location
- Buildings to potentially reinforce gateway location
- Landmark location suitable for additional height
- Ability to create active frontage constrained by existing access
- Potential for units with short-term leases, i.e. pop-ups
- Preferred location for library/ community facilities
- Potential key location for integrated play equipment
- Proposed location for key area of public open space
- Indicative parking area
- Noise impact from railway line
- Railway embankment
- Indicative location of tree planting
- Indicative resurfacing of Plants Brook
- Development opportunity site boundary
- Project reference



Summary of the masterplan

Town centre projects – example section

D Parade / Lower Parade / South Parade

This masterplan proposes to create a new heart for Sutton Coldfield. To achieve this, the public realm within The Parade needs to be upgraded, and surrounding uses need to be provide activity and interaction to create a safe and vibrant space. With non-essential traffic removed from Lower and South Parade, due to the reconfiguration of the ring road and relocation of the bus interchange, these spaces can be repurposed into key areas of public open space.

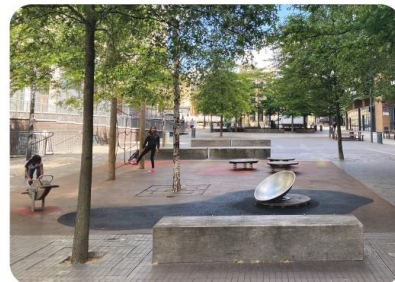
Lower Parade in particular can add to The Parade at its northern end, creating an expanse of safe, inviting and convivial civic space, capable of holding markets and community events. The change in levels can be utilised to create an attractive mix of hard- and soft-landscaped terraces to provide informal seating, opportunities for play and a local landmark for meeting and congregating.

The reimagined use of Lower Parade would suitably complement the new community hub and library proposed within the extended Red Rose Centre site (refer project G) as a key grouping of civic and public uses. In addition to considering uses along the Lower Parade, activity within the Gracechurch Centre along the Parade frontage should also lend itself to 'spilling out' into the public realm, for example, cafés and restaurants.

South Parade should be upgraded as an extension of enhancements to the Parade/Lower Parade. It is a key connecting route to and from South Parade east of the ring road, as well as further on to Rectory Park, New Hall Country Park and therefore Langley SUE. An improved crossing across Victoria Road (refer project C) will help to facilitate movement and proposed development within the extended Red Rose Centre and Newhall Walk sites (refer projects G and I) will help to achieve a positive minor gateway into the heart of the town centre.



Indicative aerial sketch of the combined Parade / Lower Parade to create a new civic 'heart' for Sutton Coldfield Town Centre



Play elements integrated within public open space

Public realm improvements across the Parade, Lower Parade and South Parade should include:

- resurfacing on Lower and South Parade to create a pedestrian-priority shared surface spaces
- trees and landscaping to increase the presence of nature, provide shade, and support the relationship with Sutton Park
- integrated urban water features, particularly SUDS to ensure climate resilience and potentially along the natural alignment of Plants Brook (also refer project E)
- an upgraded street furniture strategy, including bins for recycling, seating, and elements designed for informal and formal play and interaction – these could be designed to a distinctive theme consistent with Sutton Coldfield's identity and branding (refer project P)
- integrating 'plug-in' points to increase the functionality of these areas for markets and outdoor events

A new formal square is also proposed within the redevelopment of the southern section of the Gracechurch Centre (refer project H) which will complement the potentially more informal nature of the northern Parade/Lower Parade civic space.



A vibrant pedestrianised open space with a combination of landscaping, different pavement materials and active uses



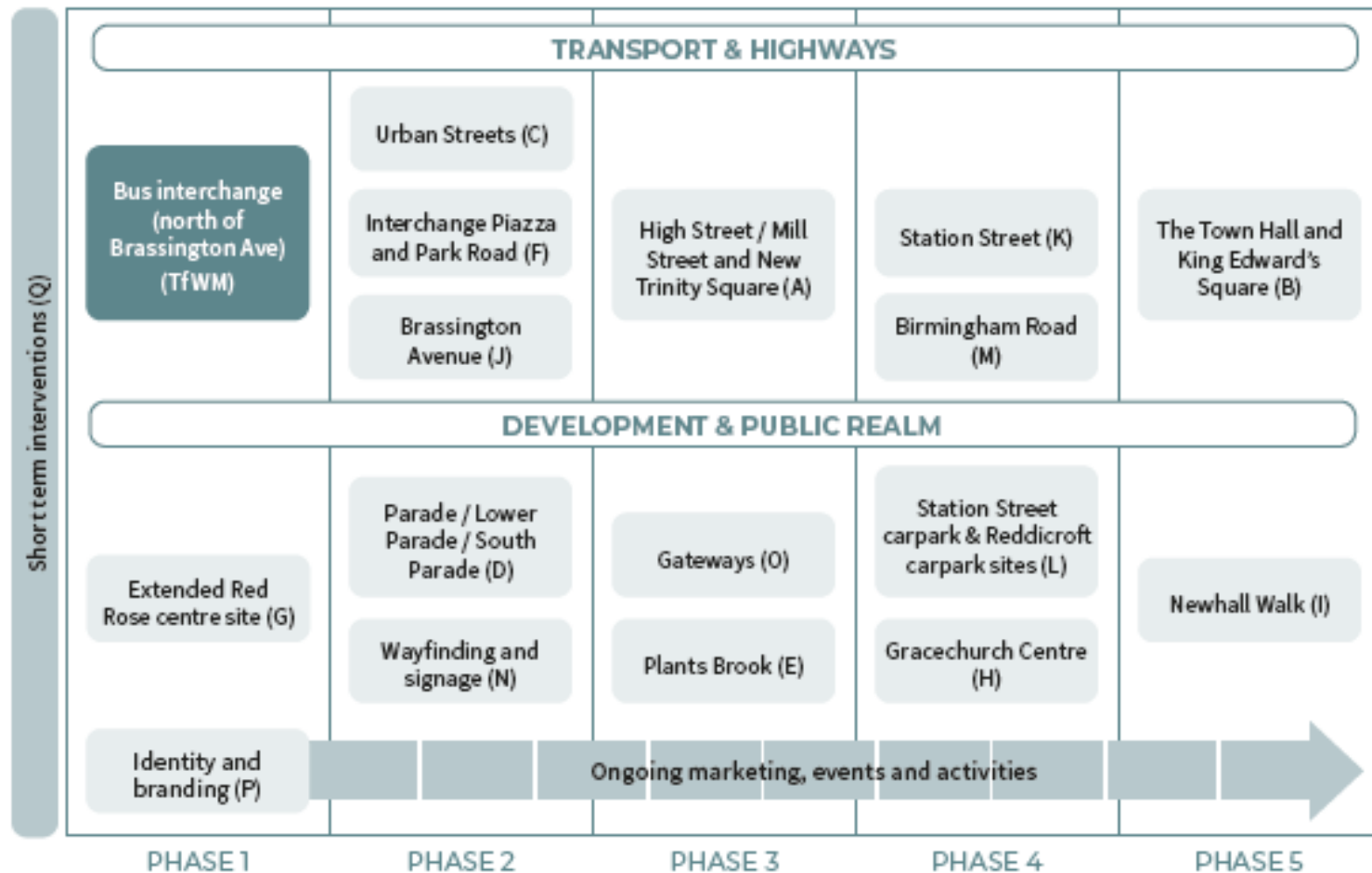
Rain garden SUDS can be attractive multi-functional features



Informal play elements within an urban environment

Summary of the masterplan

Indicative phasing timeline for project delivery



Summary of the masterplan Delivery strategy

Identifies for each project:

- Big Moves
- Objectives
- Delivery partner/s
- Potential funding method

Ref	Project	Objectives	Big Moves	Delivery Partners	Method
Historic Core (and Sutton College)					
A	High Street / Mill Street and New Trinity Square		MT1 MT3 MT4 BE1 BE2 BE3 BE4	BCC RSCTC WMCA	Transport infrastructure funding Capital public realm project
B	The Town Hall and King Edward's Square		MT1 MT3 MT6 BE1 BE2 BE4	BCC RSCTC WMCA Landowners	Capital public realm project CIL Landowner
Royal Town Core					
C	Urban Streets (Victoria Road / Queen Street)		MT2 MT3 MT6 BE2 BE3 BE4	BCC RSCTC WMCA/TfWM	Transport infrastructure funding Capital public realm project
D	Parade / Lower Parade / South Parade		MT3 MT4 EC1 BE2 BE3 BE4	BCC RSCTC WMCA	Capital public realm project CIL Landowner
E	Plants Brook		MT3 BE2 BE3 BE4	BCC RSCTC	Capital public realm project Environmental / Biodiversity project
F	Interchange and Park Road		MT2 MT3 MT5 BE2 BE3 BE4	BCC RSCTC WMCA/TfWM GBSLEP	Transport infrastructure funding HS2 funding

Delivery partner codes: Birmingham City Council (BCC); Transport for West Midlands (TfWM); RSCTC (Royal Sutton Coldfield Town Council); Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP); Business Improvement District (BID); West Midlands Combined Authority (WMCA)

Restaurant Quarter and Shops
Town Centre
The Gracechurch Centre



Beeches Walk

SPD PROCESS

This SPD consultation

What's the process?

- 8 weeks formal consultation on the draft masterplan
- Purpose of the consultation is to ensure we have the right vision and strategy to transform the town centre
- All representations will be taken into consideration and a revised SPD produced
- A consultation statement will set out clearly how the consultation has informed the final masterplan
- Adoption is timetabled for early next year
- Once adopted the masterplan will be part of the City Council's formal development plan



This SPD consultation

How to have your say

Complete the short online survey at:

<https://www.birminghambeheard.org.uk/economy/sutton-coldfield-town-centre-masterplan/>

Email us at:

planningandregenerationenquiries@birmingham.gov.uk

Write to North West Planning and Development Team, PO Box 28, Birmingham, B1 1TU

Deadline for responding is the **15th January 2021**

We welcome any feedback on this event to help shape the next consultation event in January.



ANY QUESTIONS

