





BALSALL HEATH TOWN SQUARE

- *shaping sustainable urban communities* -

SURVEY AND ANALYSIS



KEY

-  Major highways - high noise, visual movement, fumes, and physical barrier. Moseley Rd important access to local centre
-  Informal parking area associated with car repair businesses
-  Pedestrian friendly spaces
-  Important traditional building frontage to preserve and enhance

TOWNSCAPE ANALYSIS



Dated, mismatched street furniture, uncared for street scene, traffic dominance, and build up of dirt on brick and stone work detract from the impact of this wonderful heritage building.



The Baths and Library building looks under valued. A persons experience is dominated by the traffic noise and fumes, graffitied commercial rubbish bins; tatty banners and signs uncomplimentary to the building they are advertising, unmaintained benches, litter, and a tree grilles with no tree in.



Good relationship between trees and built form on Moseley Road. Enhance and grow this vibrant local centre of shops, and cafes spilling out onto pavements. Improve link to Town Square.



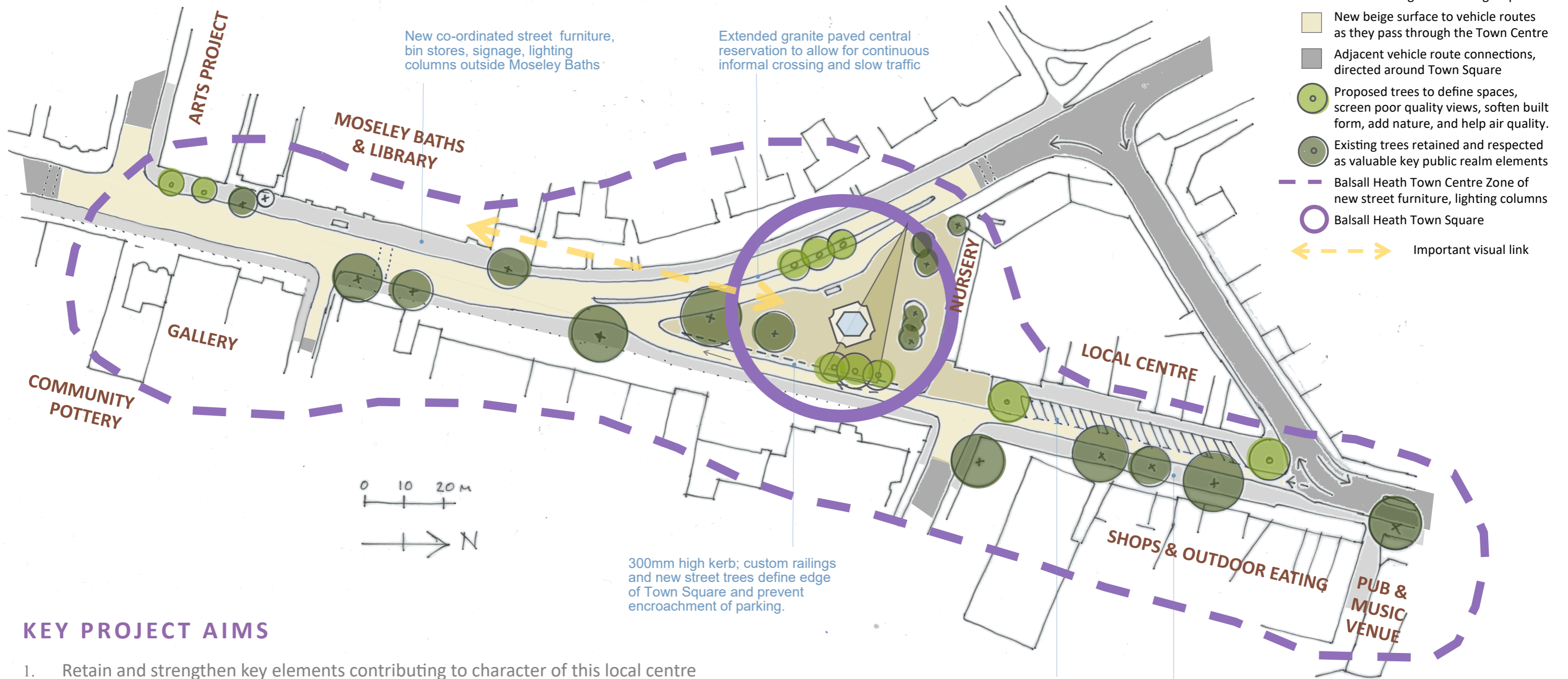
There is no Town Square currently, the space is experienced as a busy road junction with large amounts of land given to roads and informal parking, which then further restricts use and visibility of the grass verges. Pocket park dominated by blank wall behind.

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- KEY**
- New street furniture & bin stores on existing footways.
 - New Town Square public space similar to Kings Heath village square
 - New beige surface to vehicle routes as they pass through the Town Centre
 - Adjacent vehicle route connections, directed around Town Square
 - Proposed trees to define spaces, screen poor quality views, soften built form, add nature, and help air quality.
 - Existing trees retained and respected as valuable key public realm elements
 - Balsall Heath Town Centre Zone of new street furniture, lighting columns
 - Balsall Heath Town Square
 - Important visual link

KEY PROJECT AIMS

1. Retain and strengthen key elements contributing to character of this local centre
Eg key historic buildings, trees, and uses compatible with a 'Town Square'
2. Improve physical and visual links between them for pedestrians and cyclists
3. Define and create a sense of place through the creation of a new Town Square between an enlarged and improved public realm of Moseley Road pavement cafes and shops; and an improved quality of public realm outside Moseley Baths, Library, & local arts venues. Further signal and define Balsall Heath Town Square zone by new light columns, street furniture, bin stores, and road surfacing.
4. Allow for new future 'Town Square' compatible regeneration of some underused buildings, maximise links with Moseley Baths improvement project, support air quality and sustainability policies, create space for community events, markets, control parking, and upgrade quality of public realm.