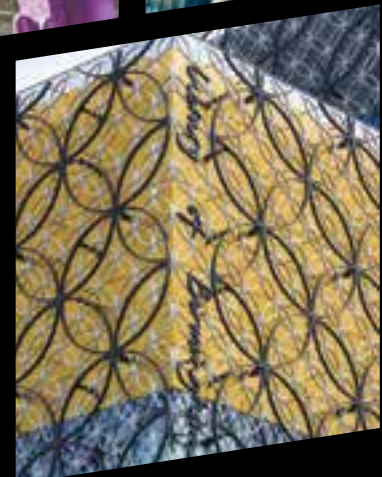


# Birmingham Smithfield Masterplan

September 2016





live destination retail  
 location enjoy visit work markets  
 leisure relax shop celebrate vision

eat live visit entertain destination  
 play markets attraction drink festival  
 relax shop culture invest eat location

live destination enjoy visit culture  
 vision markets work entertain  
 entertain shop eat culture visit

live destination retail location  
 location leisure relax shop  
 attraction culture markets





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# **Birmingham Smithfield is a once in a generation opportunity**

## Foreword

Birmingham is currently experiencing an unprecedented period of change as billions of pounds of investment transform the city's economy.

Over the next decade this will continue at a dramatic pace as new jobs, transport facilities and residential communities are delivered. The impact of this will see Birmingham realise its full potential, becoming a truly international city at the centre of a successful region and a driving force of the UK.

As one of the largest and most attractive city centre development sites in the country, Birmingham Smithfield will be a key part of this evolving growth story.

The site has all the ingredients to become a hugely successful and vibrant place. It will be able to capitalise on the rich history of the area; proximity to the major retail offer, the creative quarter and knowledge hub and the future city centre terminus for High Speed 2.

The future vision for Birmingham Smithfield includes new vibrant retail markets, exciting family leisure, cultural buildings, homes, public squares and transport facilities. Delivering 300,000sq.m of new floorspace, 2,000 new homes and an investment value of over £500 million.

But what will be truly transformational is the creation of a legacy for the city; a place for people that stands the test of time as an international exemplar of sustainable development.

As part of the World Business Council for Sustainable Development (WBCSD) Zero Emissions Cities programme Birmingham Smithfield is already at the forefront of this agenda. This masterplan is a statement of intent for the future. The city council is committed to delivering the transformational potential and realising the vision.

This masterplan sets out the vision and principles that will form the basis of the delivery of this unique opportunity for the city.

**Councillor John Clancy**  
Leader  
Birmingham City Council





# introduction





# Introduction

Birmingham Smithfield will be a once in a generation opportunity to create a truly transformational development that will drive the city's international standing and reputation. The opportunity to reimagine 14 hectares of land in the heart of the city is rare but one that this masterplan has been designed to maximise.

Delivering upon the overarching vision of the Big City Plan, the strategic city centre masterplan, Birmingham Smithfield will be the next phase of major investment in the centre that has seen the area become one of the UK's premium business, tourist and retail destinations.

As an Enterprise Zone site, located within close proximity of many of the city's major economic assets, the scene is set to bring forward the next phase of city centre growth.

At the forefront of realising the ambition the masterplan builds on the work of the Birmingham Smithfield Visioning Document launched in March 2015, and defines the big moves and principles that will deliver the highest quality sustainable place for the future.

In creating this future the redevelopment will be able to call upon the area's unique heritage as the birthplace of the city and the establishment of markets in 1166. Throughout its history, the area has evolved but at its core is a place to meet, trade and share ideas and experiences.

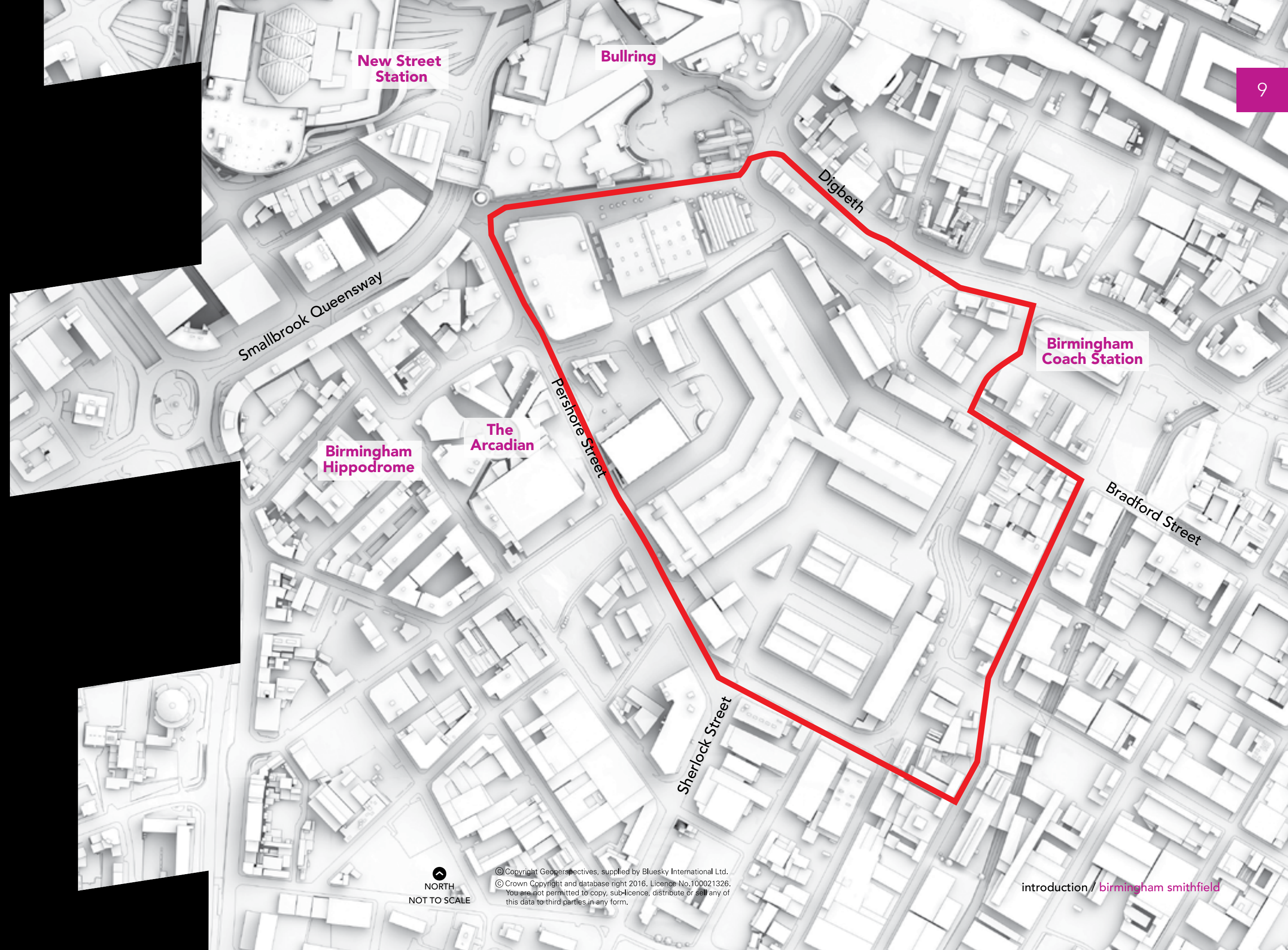
The relocation of the wholesale markets from the area to new facilities within the city in 2017, marks the beginning of a new era and the opportunity to realise the transformational potential.


Following an international launch and extensive public consultation the masterplan sets the vision for the site that will form the basis for the procurement of a development partner and a guide for the detailed planning and delivery phases that follow.

## Plan 1 Masterplan boundary

Key

 Area boundary



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# context





Birmingham Smithfield sits within a part of the city that has and will continue to experience huge transformation. Major developments, significant transport infrastructure and vibrant communities are all clustered within walking distance of the site. In creating Birmingham Smithfield, this vibrancy and growth will be capitalised on to deliver a dynamic, thriving and successful destination.

Birmingham Smithfield will become part of the city's exciting growth agenda that will see 51,000 new homes, 100,000 new jobs and billions of pounds worth of investment in infrastructure. This growth will continue to strengthen the city's national and international standing, placing it at the heart of an economic renaissance of the Midlands.

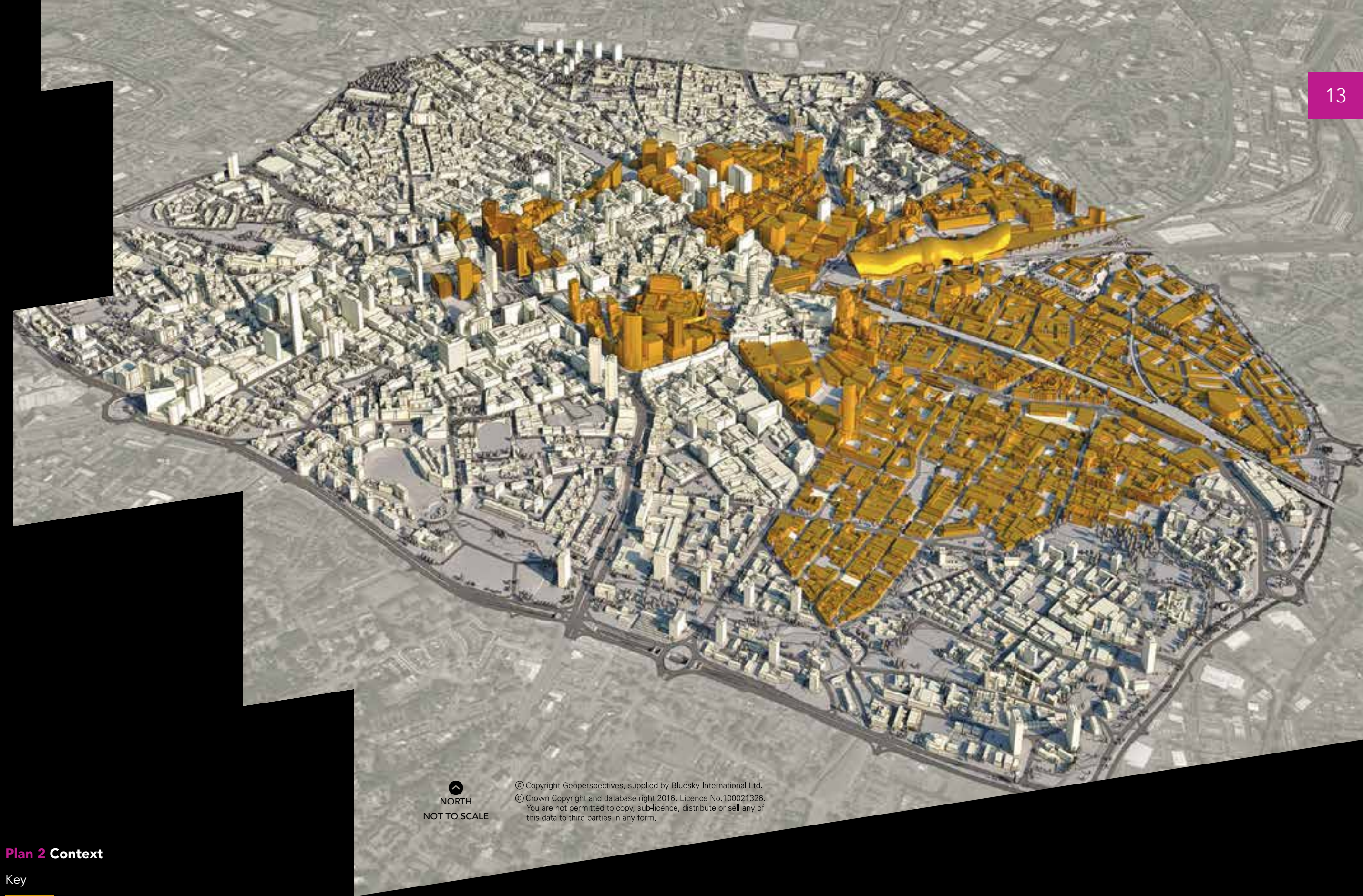
Unparalleled in its mix of uses, Birmingham Smithfield forms part of the city that is growing as a focus for culture, leisure and retail. Sitting alongside **Southside's** lively theatre, entertainment, and restaurant scene, Birmingham Smithfield will benefit from the tens of thousands of people that visit its attractions every year. As a cultural focus for the city's Chinese and LGBT community, **Southside** is seeing new investment and development that is bringing added vibrancy to the whole area.

Birmingham Smithfield's advantageous position adjacent to the city's highly successful **Retail Core** will further strengthen Birmingham's status as one of the UK's top shopping destinations, which currently attracts over £2 billion of expenditure and more than 40 million visitors a year. The Retail Core's premium offer at Grand Central Birmingham and The Mailbox anchored by the brand new John Lewis and Harvey Nichols department stores, high street

favourites at the Bullring with its iconic Selfridges building and clusters of exciting independent retailers are all part of what makes Birmingham a great place to visit.

The future development can also tap into the exciting new creative quarter that is flourishing in **Digbeth**. Neighbouring Birmingham Smithfield, Digbeth is fast growing as a location for companies involved with digital technologies, design, media, TV production and arts. This economic activity is already clustered at The Custard Factory and Fazeley Studios which brings an innovative edge to the city.

The city's **Irish Quarter** has a strong history in the area. Home to a wealth of Irish based businesses and organisations centred on St Anne's Church. The quarter is yet another element of the area's distinctive character.



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**Plan 2 Context**  
Key  
Areas of Transformation





With the **Knowledge Hub** at Birmingham Curzon there is a mass of talent, ideas and ambition that will drive the city's future economy and feed into the future vibrancy of the city centre. A hub for research, technology and education the Knowledge Hub is being boosted by continued investment totalling over £700m from its key institutions including Aston University, Birmingham Science Park Aston and Birmingham City University. The area is primed to attract new companies and investment to the city, with a strong pool of graduate talent, world class research and excellent connectivity.

Birmingham Smithfield will be able to capitalise on unrivalled transport accessibility provided by **Birmingham New Street Station** with direct rail connections across the UK. Birmingham is at the heart of the network and in easy reach of millions of people. The recent £600 million major redevelopment of the station has given the city a bright, modern transport hub. Five minutes' walk from Birmingham Smithfield, the vastly improved station and associated Grand Central Birmingham, is generating

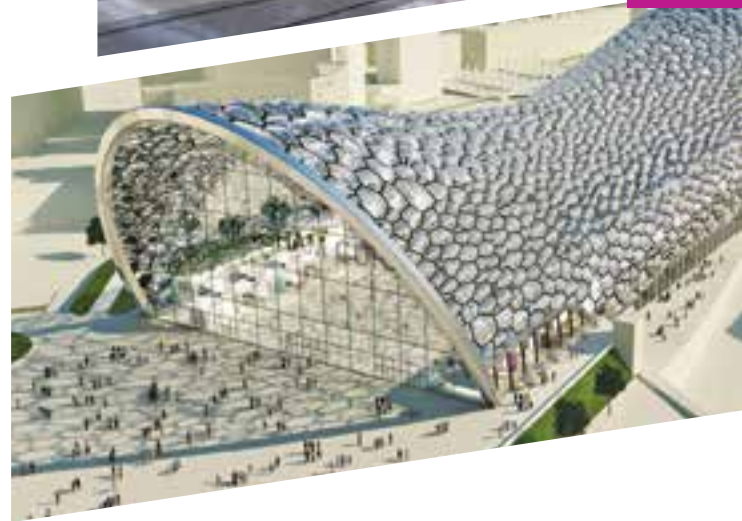
and supporting greater visitor numbers, having a profound impact on the whole of the city and its economic success. New Street Station links the city centre to Birmingham Airport with a 9 minute journey time. Birmingham Airport provides connections to over 140 destinations worldwide.

The proposed **High Speed 2 (HS2)** rail link, initially between Birmingham and London, will bring 21st century rail connections into the heart of the city centre when it opens in 2026. Within a 10 minute walk, or 2 minute tram ride of Birmingham Smithfield, the new terminus station at Birmingham Curzon will bring significant numbers of new jobs and visitors to the city and help promote investment and regeneration opportunities. Future phases of the high-speed network will strengthen Birmingham's role at the centre of the UK's rail system - and provide opportunities for direct high-speed rail connections into Europe.

Significant investment in **Midland Metro** is already delivering quick and efficient links throughout the city centre and into the

wider region. Upwards of £300 million is being invested in extending the network that will link key city centre destinations - New Street Station with HS2 at Birmingham Curzon, the business district at Snow Hill, the civic areas around Victoria Square and Centenary Square, Digbeth and Birmingham Smithfield. The line has potential to extend across a wider area running from Birmingham Smithfield to the south of the city to the University of Birmingham, Life Sciences Campus and Queen Elizabeth Hospital.

The successful redevelopment of Birmingham Smithfield will unlock the River Rea corridor and realise the opportunity of the whole **Southern Gateway**. The Southern Gateway is one of the area's of transformation identified in the Big City Plan with potential for over 4,000 new homes. Focused around the River Rea corridor the Southern Gateway is the next phase of major change in this part of the city centre extending out from the redevelopment of Birmingham Smithfield. A separate masterplanning exercise is currently underway which will establish how a series



of sustainable residential neighbourhoods can be created around the River Rea. The natural environment will be at the heart of this masterplan creating development that responds to the localised challenges of flood risk, water management and biodiversity as well as delivering the quality of place and community. The masterplan, which is being prepared in partnership with the Environment Agency and Severn Trent Water, for this 80 ha area will come forward in late 2016/early 2017 and build upon the vision for Birmingham Smithfield.

**Timeline** showing the area's evolution as the home of the markets to the launch of this masterplan







# masterplan





Capitalising on the city's already established assets, the overarching vision for Birmingham Smithfield will be of a sustainable, green and inclusive place that has people at the heart of a zero carbon development. It will drive opportunities for the city's economy creating new cultural and leisure attractions, vibrant retail markets and space for start-ups, small businesses and entrepreneurs. It will be a distinctive place, that reflects the area's rich history with high quality architecture, a network of green infrastructure, public spaces and squares and a dynamic new residential neighbourhood, that is reconnected to the wider city through new streets, public transport and pedestrian and cycle routes.

This vision will be secured through the delivery of a series of big moves and underpinned by key development principles.

## BIG MOVES

### Vibrant markets and leisure

This will be at the heart of Birmingham Smithfield and see fantastic market shopping attracting new and existing customers and a range of leisure uses supported by cafes, independent shops, restaurants and hotels. The new home for the markets will become a destination in its own right, with a mix of activity across a multi-layered building bringing life throughout the day and night. The building will capture the markets' distinct character and reflect the rich history of its location, on which a market has been held since 1166. Innovative design and servicing will support its long term operation.

### Festival Square

The square will be a major new public space for the city that is a lively hub for cultural, community and arts events, activities, festivals and an attractive place for people to meet and relax.

### Pedestrian boulevard

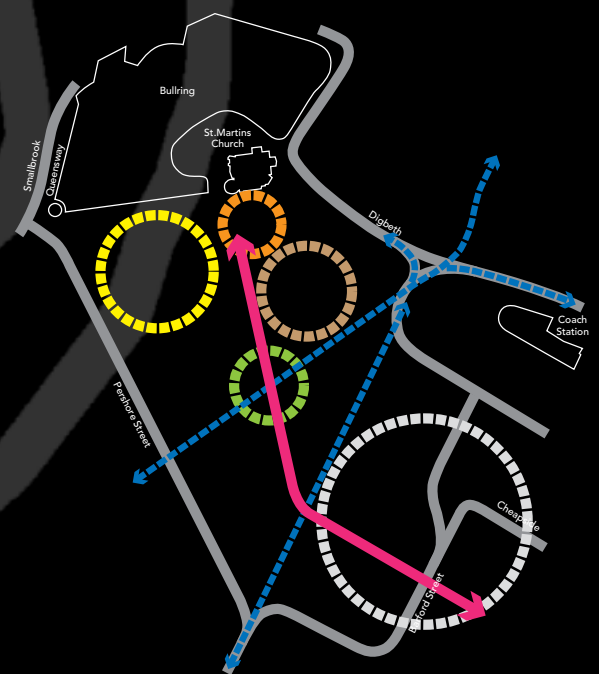
A wide, green pedestrian boulevard will transform pedestrian connections into the site allowing people to easily walk through the area along pleasant green streets and reach it from other parts of the city centre.

### Integrated public transport

Metro, bus and sprint (rapid transit bus) will run through the site in dedicated greened public transport corridors providing people with a quick and efficient way of getting around the area and linking to the wider city and beyond.

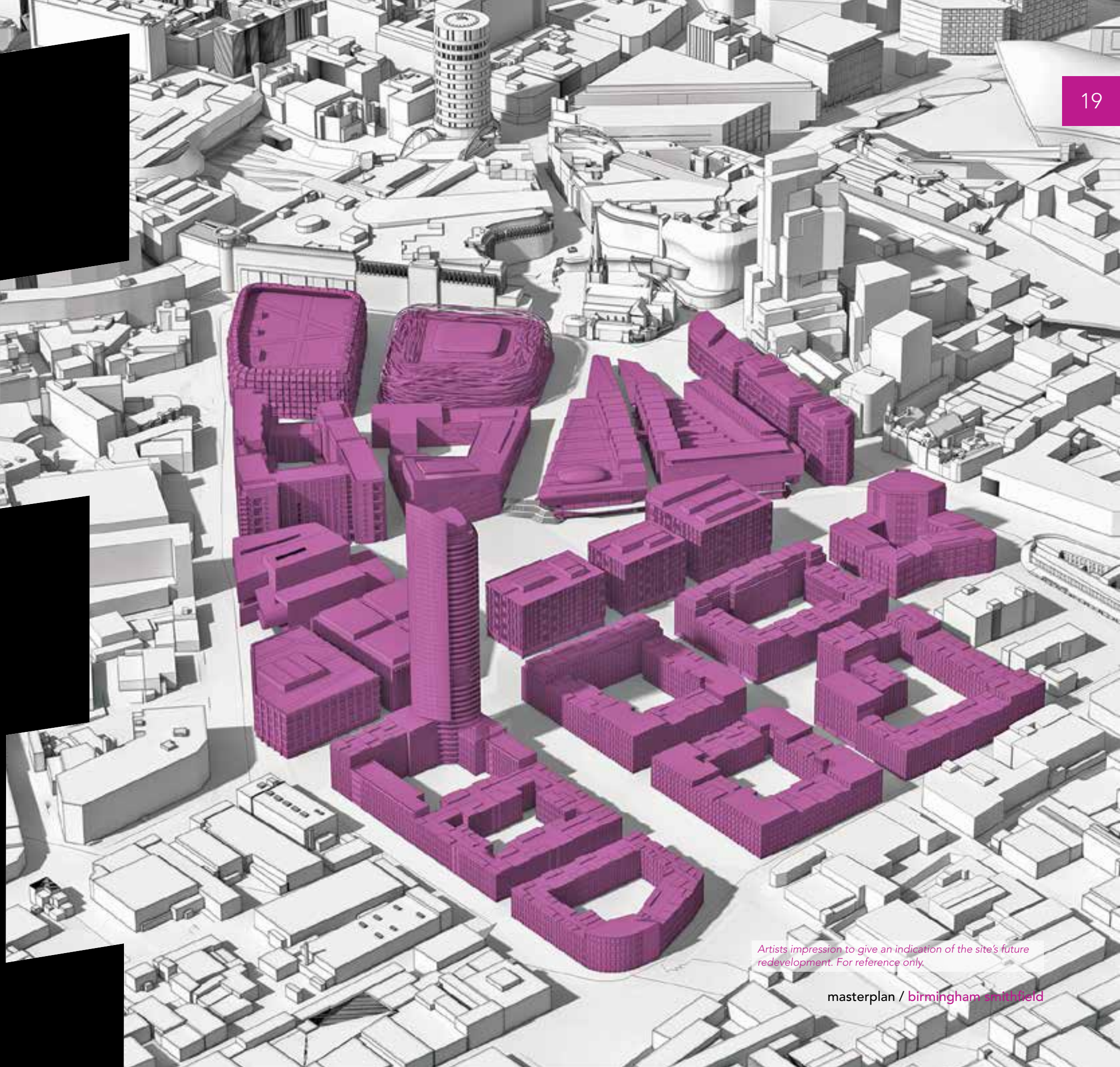
### Residential neighbourhood

A mixture of new, modern sustainable homes in a green setting supported by a range of community facilities will create an exemplar residential neighbourhood that will be one of the most desirable places to live in the city centre. At the heart of the residential neighbourhood will be a major new park creating a setting and location for amenity assets for the whole area.



### Plan 3 Big moves

- Key
-  Retail Markets
  -  Market Square
  -  Leisure attractions
  -  Festival Square
  -  Pedestrian boulevard
  -  Public transport routes
  -  Residential neighbourhood



Artists impression to give an indication of the site's future redevelopment. For reference only.





Artists impression to give an indication of the site's future redevelopment. For reference only.



## DEVELOPMENT PRINCIPLES

Three site-wide development principles will, alongside the big moves, be at the forefront of creating a sustainable, green and inclusive place. The delivery of these development principles will ensure that Birmingham Smithfield becomes an exemplar development and legacy for future generations, with a distinctive sense of place and identity.

The overriding development principles are set out over the following pages:

### Connectivity

The development will deliver radical improvements to accessibility and reconnect the site to the wider city. The enhancement of walking, cycling and public transport, and the creation of a consistent, high quality public realm, that incorporates trees and other natural features will be central to the transformation of the area and the realisation of its huge potential.

### Activity

Birmingham Smithfield will be defined by its dynamic mix of uses that create a major cultural and leisure destination, business space and new residential communities.

### Design

The approach to the design of the site, its buildings and spaces will need to be focused on the delivery of the highest quality place set within a network of green infrastructure and the most sustainable form of development.

- 1 Bordeaux Tram, France.
- 2 Festival of lights Potsdamer Platz, Berlin, Germany.
- 3 Sheffield City Centre, United Kingdom.
- 4 Rotterdam Markethal, Netherlands.
- 5 Federation Square, Melbourne, Australia.
- 6 Millennium Park, Chicago, United States.
- 7 Marina Village, Barcelona, Spain.
- 8 Buenos Aires mixed use development, Argentina.
- 9 Example of city centre apartments.
- 10 Shoppers in the Rotterdam Markethal, Netherlands.
- 11 La Rambla, Barcelona, Spain.





## Connectivity

The development will deliver radical improvements to accessibility and reconnect the site to the wider city. The enhancement of walking, cycling and public transport, 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.

## Streets, Squares and Spaces

New green streets will give priority to pedestrians and cyclists, linking together a series of landmark public spaces. This will provide amenity space and form attractive settings for new development. The north-south pedestrian boulevard will reconnect the area to the City Centre Core, Digbeth

and the wider Southern Gateway. The boulevard will be supported by a network of new streets and spaces, which incorporate trees and other natural features, allowing pedestrians and cyclists to move easily through the area in a pleasant setting.

The historic street grid will be recreated throughout the new residential neighbourhood increasing connectivity and permeability. This will deliver a truly walkable place. Dedicated cycle routes across the site will connect into the city's wider cycle network and link with public transport hubs, providing a safe, quick and active way to get around the city. Cycle parking will be integrated as part of the development utilising the level change for underground storage and services.



• View from Bradford Street looking towards Markets

Festival Square will be a major new public space for the city and a focal point for the site. This high quality, multi-functional space will be a meeting place and an exciting hub for cultural, community and arts events, activities and festivals. It will be a centrepiece in a series of vibrant and welcoming public spaces across the area, with pedestrian routes converging on the square to create a space that is active and lively. Around it will sit the home of the markets, business space, cultural buildings, leisure attractions, hotel, independent shops, restaurants and cafes all bringing people into the square to shop, eat and meet. The integration of the public transport route along Bromsgrove Street will be vital to accessibility.

## Plan 4 Pedestrian and cycle connections

- Key
- New development blocks
  - Primary pedestrian route
  - Secondary pedestrian routes
  - Public space/square
  - Linear park/green space
  - Key cycle routes
  - Cycle parking



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Festival Square will be supported by a network of other green squares and spaces such as Market Square. This square will provide an attractive setting for the markets and the church of St Martin-in-the-Bull Ring. Within the residential neighbourhood, a balance of public and private spaces will provide significant natural areas enhancing the appeal as a place to live. A major new park will be the focal point for the residential neighbourhood and wider community. It will provide a range of amenities including green space, play areas, allotments and habitats benefitting the site and the wider city. The new park will become part of the city's network of well-designed green

spaces. Walking and cycling routes, running along a network of attractive wide green streets, will converge on these squares and spaces ensuring that they are active and lively.

A distinctive high quality, appropriate palette of materials will be used on public realm throughout the site as set out in the city council's emerging Strategy for Streets, Squares and Spaces. A sustainable approach will be needed to the use of materials and resources that considers sourcing, conservation and re-use. Investment in the long term maintenance and management of public realm will be vital.

**Integrated Public Transport**

At the heart of creating one of the most accessible destinations in the city will be the integration of public transport. Radical improvements to local access will be made by re-connecting Bromsgrove Street across the area from east-west to provide a dedicated greened bus and sprint route serving the markets and leisure attractions and making them easily accessible to shoppers and visitors. The new route will need to be carefully planned in its interface with Festival Square to allow pedestrians and cyclists to move along the route in parallel and to ensure that it contributes to the creation of a place and destination. Bus stops, road materials and signage will all need to be carefully designed to integrate into the overall vision for the site and Festival Square.

Brand new mass rapid transport facilities will be brought into the site through the creation of a dedicated green route for the Midland Metro. This will run through the site along an extended Sherlock Street with a

• View from Digbeth High Street looking towards Rotunda

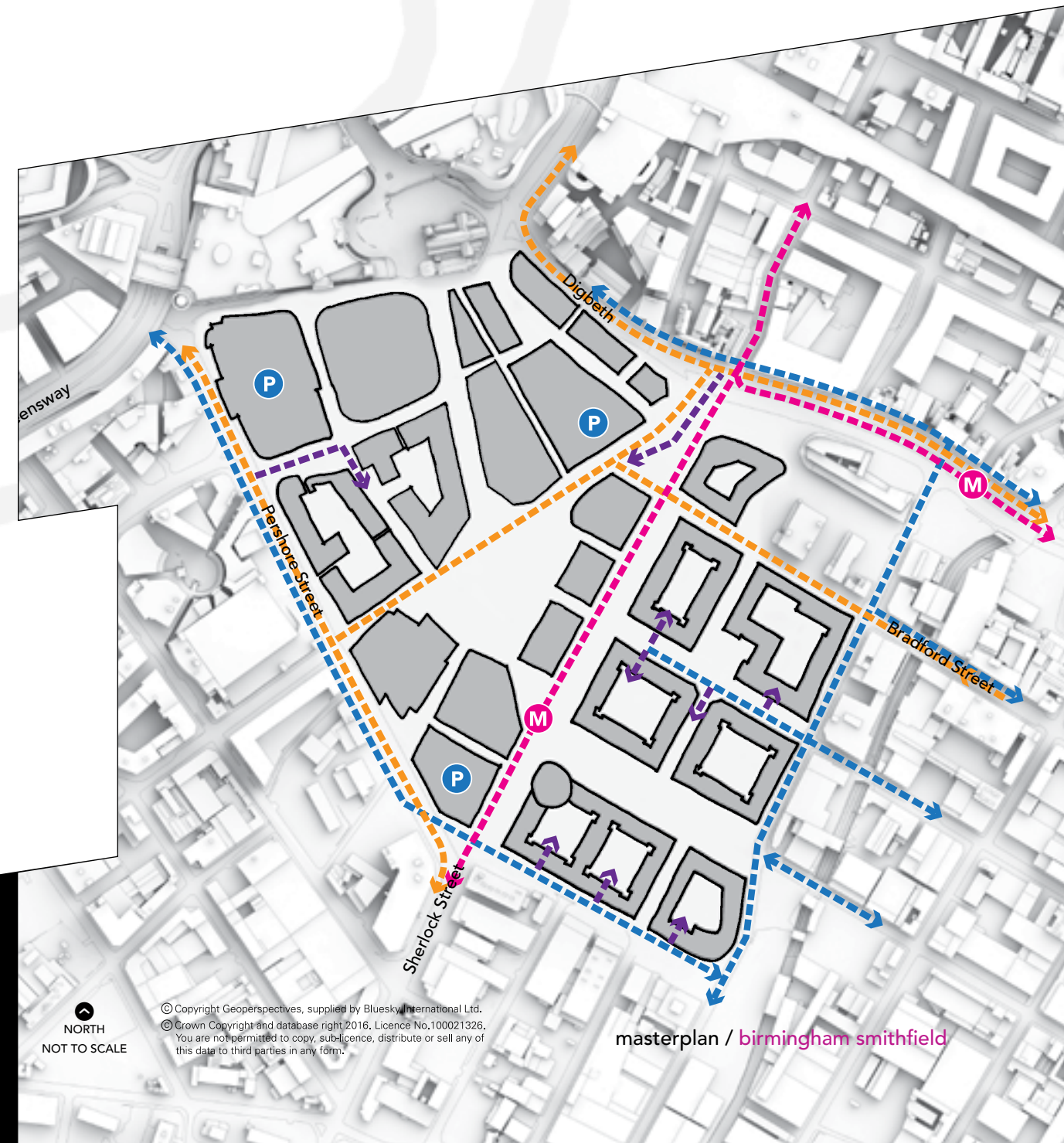


stop between Festival Square and the new residential community. It will provide quick and convenient connections to New Street Station, Moor Street Station, Birmingham Coach Station, the HS2 terminus at Birmingham Curzon and the wider city. It could form the first phase of a wider route into the south of the city.

A focus for interchange between public transport modes within the site will be important with bus/sprint stops at key and convenient points, and smart technology will be used to aid its efficient use. These improvements will reduce traffic congestion and carbon dioxide emissions as well as delivering improvements in air quality.

**Plan 5 Public transport and access**

- Key
- ▬▬▬▬ Two way vehicular movement
  - ▬▬▬▬ Vehicular access/servicing
  - (M) Metro route/stop
  - ▬▬▬▬ Sprint/bus route
  - (P) Car parking



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Private cars will be moved around the edges of the area, with vehicle access for disabled users, taxis and servicing into the mixed use, leisure and markets areas only to make it a largely car free environment. Servicing will be underground, making use of the level change over the site.

A comprehensive access, servicing and management strategy will be required for the area. Parking for private cars will be rationalised with limited provision in a multi-storey and underground car park on

the edges to reflect the highly centralised and connected nature of the site. Park and ride facilities will also be available to serve the area utilising Metro connections.

The quality of the streets surrounding the site will be improved to create a street scene that is rationalised and effective in its movement of traffic, with active frontages and high quality public realm. This will ensure integration of the redevelopment with surroundings and support pedestrian movement.

With the closure of Moat Lane and Upper Dean Street to traffic, Digbeth High Street will be redesigned to provide two way movement of traffic allowing access into the Bullring car park and bus priority. Bradford Street will have an important role as a main transport corridor and route for vehicle access.

The closure of Park Street and Moor Street to private vehicles, as per plans associated with HS2, will change the feel and function of Digbeth High Street. Similarly, Pershore

Road will be greatly improved, with public realm and junction improvements forming part of a pleasant walking route between Birmingham Smithfield, Southside and Birmingham New Street that takes in Southside's newly pedestrianised Ladywell Walk and planned Theatre Square.

Digital technology will be an important tool in the future knowledge economy and the provision of infrastructure and new technologies which enhance digital connectivity will form a central part of the development. This will need to be designed into buildings and spaces upfront to ensure future resilience to emerging digital technological advances.



• View from Sherlock Street looking towards Festival Square



• View from Rea Street looking towards Cheapside





Artists impression to give an indication of the site's future redevelopment. For reference only.



## Activity

Birmingham Smithfield will be defined by its dynamic mix of uses that create a major cultural and leisure destination, business space and new residential community.

Vibrant markets will be at the heart of Birmingham Smithfield and the destination for shoppers and visitors to the city. The city's existing Bull Ring Markets comprised of the Indoor, Outdoor and Rag Markets will be bought together in a brand new

landmark home that reflects their rich history. Positioned front and centre, the diverse markets will be re-established as a key anchor in the city. Building on their distinct character and existing quality offer, the market will provide a revitalised shopping and eating offer for the city that continues to be a good value and easily accessible source of fresh food and goods for residents.

Open throughout the day and well into the evening it will be a lively destination and hive of activity. As a multi-layered, adaptable environment it will encompass a mix of uses including eateries, restaurants, small retail outlets and business space for start-ups and small enterprises, offering real opportunities for growing independent businesses. This mix will create a distinctly Birmingham market and in turn encourage economic activity in and around.



• View from Markets interior looking towards St Martin's Church

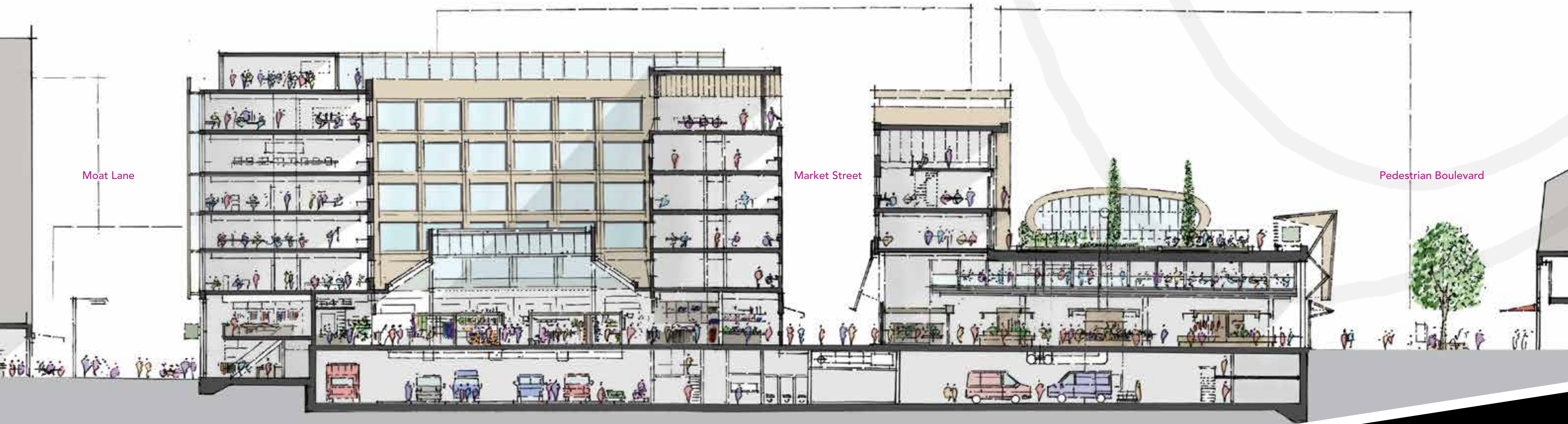
## Plan 6 Activity and scale

- Key
- Markets
  - Cultural buildings
  - Mixed use
  - Leisure
  - Residential
  - Hotel
  - 3 Height/number of storeys
  - Existing/approved blocks
  - Active frontage
  - \* Landmark building



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• Section through Markets/Market Street  
viewed from St Martin's Church



It will be served by a dedicated bus/sprint route and public transport interchange on Bromsgrove Street. New and improved pedestrian routes will converge on the markets bringing in shoppers.

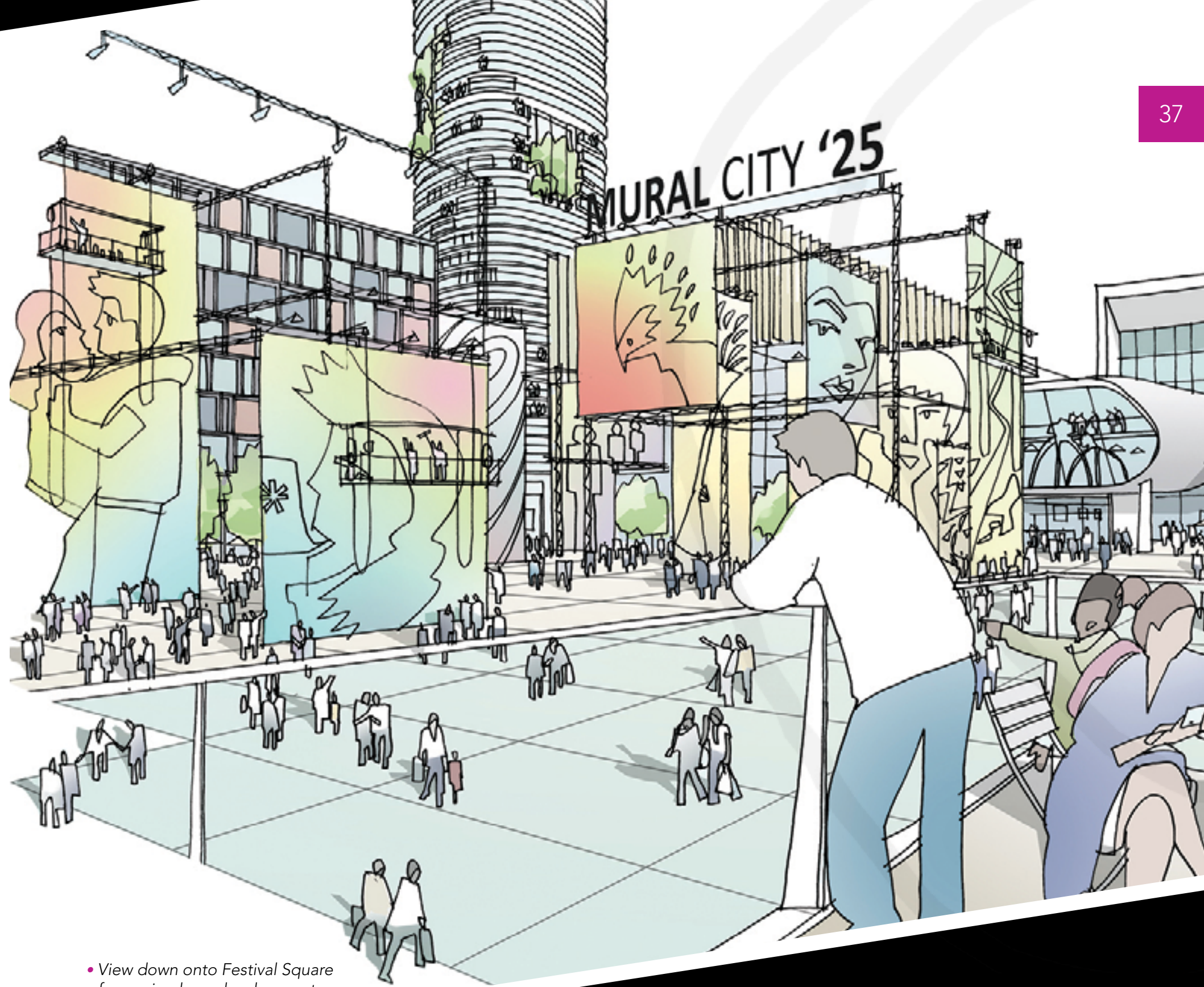
This unrivalled opportunity for a new home for the retail markets will deliver a contemporary and innovative design that captures the distinct character of the markets and reflect the rich history of its location, on which a market has been held since 1166. The design of the building and

spaces should celebrate the historic moat and manor house which formed some of the earliest development on the site, this could be achieved through public art, public realm or exhibitions. The spaces will be adaptable with fit for purpose with modern stalls laid out around a central meeting point that allows shoppers to find their way around easily. This new Market Street will provide a central boulevard for the building and a vibrant street for the new community and customers.

Integrated servicing, waste, recycling, storage and preparation areas with capacity to service the operation will be vital to its success. The building will be skinned with small retail units and eateries to become a 360 degree place that is vibrant and accessible from the surrounding area with a series of clear, wide entrances.



• View from Market Street looking towards St Martin's Church



• View down onto Festival Square from mixed use development



A mix of family friendly leisure uses such as museums, cultural attractions, cinemas, bowling and recreation/sporting activities which have a national and international appeal will complement the markets, providing attractions and activities that will draw more people into the area throughout the day and evening. New uses will extend the city's existing leisure and visitor offer and will be supported by cafes, independent shops, restaurants and hotels.

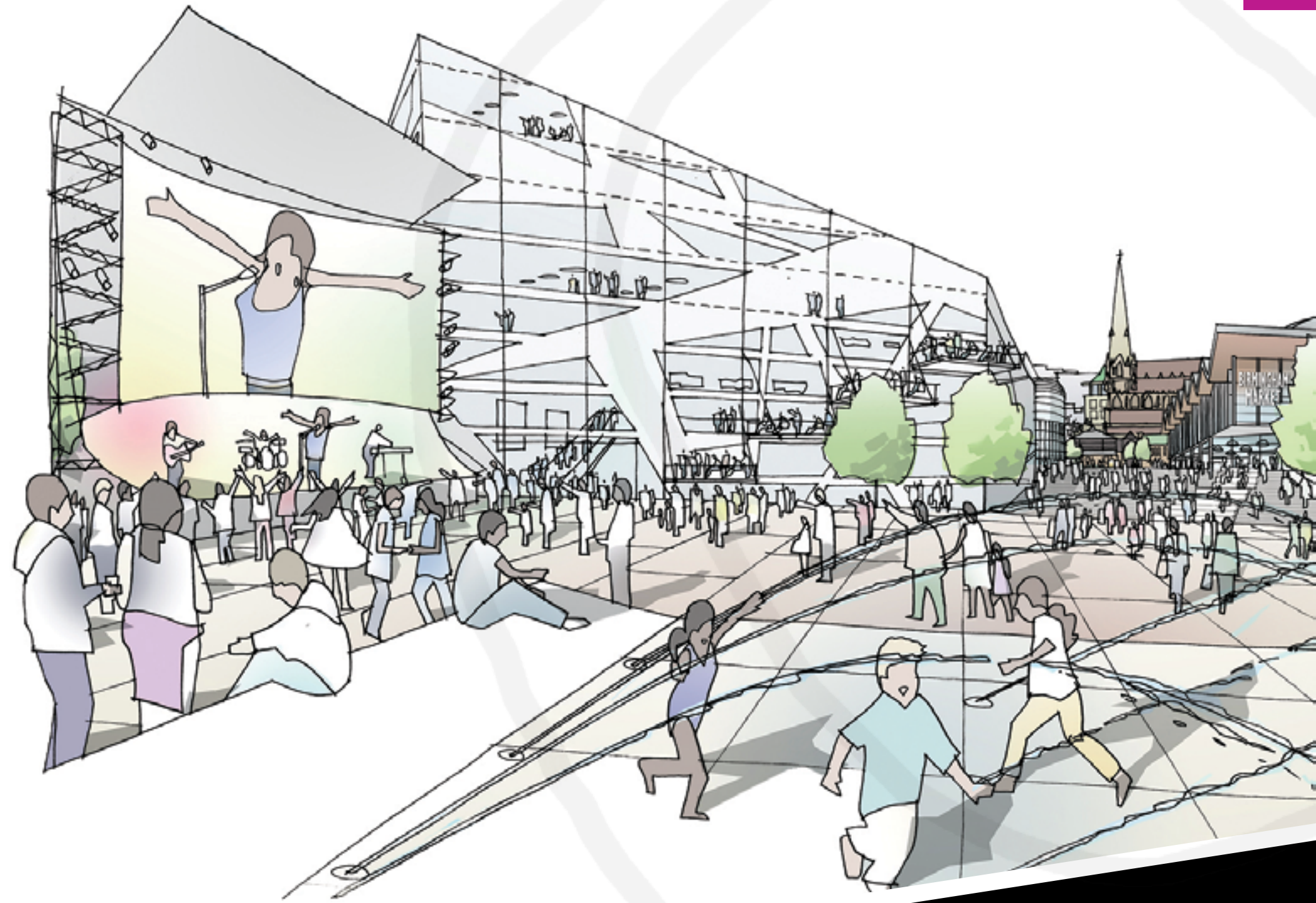
New, modern sustainable homes in a green setting will create a new residential neighbourhood that is an attractive place to live. It will be a neighbourhood with a mixture of 2,3,4 bed apartments, that includes affordable properties, which are at the forefront of sustainable residential design and modern living with the space for storage, bicycles, waste and recycling all integrated into the offer. It will be a neighbourhood that caters to its community,

with private and shared open and green spaces, leisure and community facilities such as a health centre and primary school all contributing to the creation of a great place to live.

In encouraging a mix of uses throughout the site, consideration will be given to the needs of both residents and businesses to allow them to sit side by side.



• View from linear park looking back towards St Martin's Church



• View from Festival Square looking towards St Martin's Church





Artists impression to give an indication of the site's future redevelopment. For reference only.





**Design**

The approach to the design of the site, its buildings and spaces will need to be focused on the delivery of the highest quality place for people and the most sustainable form of development set within a network of green infrastructure. Buildings, public spaces and infrastructure must be

designed to be adaptable to economic, social, technological and environmental change.

Sustainable building design and construction that considers whole life cost will be key, alongside creating a distinctive

character that forms part of the city reflecting its history as well as innovation and creativity. Design that responds to site conditions and uses appropriate and robust materials to create a consistent high level of quality throughout the area will be key.

Ensuring that development is constructed in the most sustainable way will need to include measures that reduce energy and water consumption, minimise waste and use sustainable building materials.

Minimising energy demand, while ensuring the community's needs are met over the long term, will be central to meeting this ambition. Harnessing opportunities to generate low and zero carbon heat and power locally will be important, as will exploring opportunities for its generation. Smart technology should be employed to help balance energy generation and demand, such as the use of Smart Grids. A Smart Grid delivers electricity from suppliers to consumers using digital technology to save energy and reduce costs.

Water and its management will become a central feature for the site. Forming part of the River Rea's catchment area there will need to be a careful approach to the management of on-site surface water, minimising flood risk, improving water quality and enhancing biodiversity. Sustainable Drainage Systems (SuDS) will form part of development throughout the site managing and treating surface water runoff. The reduction of potable water demand through the efficient use of water and wastewater will also contribute to the management and sustainable use of water.

Green infrastructure will need to feature as an integral and highly important part of the site through the use of green walls, green and brown roofs and the provision of habitat features. Green streets will be created through integration of trees and other features in highway design, enhancing air quality and reducing noise pollution. Productive landscapes will form part of the residential neighbourhood with community assets, such as urban orchards and city allotments, integrated into its network of street and spaces. Throughout the site roof space will be utilised for productive uses and amenity space with plant and equipment carefully managed.

The important heritage of the area will need to play a central role informing the future approach to design. The transformation of the area should tell the story of the city's history and celebrate its rich heritage. Reflecting the area's history and character in the development will create a strong sense of place with which people can identify, and feel pride in the area. The Grade II\* church of St Martin-in-the-Bull Ring and historic buildings of Digbeth, Deritend

and Bordesley High Streets Conservation Area which neighbour the site contribute to local distinctiveness and sense of place. The existence of archaeological remains dating from the site's earliest development of a twelfth century manor house and moat provide a link to the past. Development will reinforce and reveal this historic environment by, for example, retaining key views to the church, reinforcing the historic grid pattern of streets, retaining existing buildings of merit and the inclusion of public art in squares, streets and spaces.

The layout of development will continue the existing scale and pattern of city blocks fitting within a logical and legible network of streets and spaces, reconnecting the site to the wider area. Development will bring life and activity to streets through the provision of active frontages. This will be particularly important along key routes and around public spaces. Alternative measures such as green or art walls will be encouraged.

• *View along linear park looking towards Festival Square*





The changes in level from the top of the site, into Festival Square and residential area will be utilised as part of development to provide, for example, underground servicing, cycle and car parking.

The new development will need to become inclusive and safe with security measures integrated and designed as part of the architecture and public realm.

The scale of development will be appropriate to the site's city centre location with building heights of between 6 and 12 storeys that are in keeping with the scale of existing buildings and of emerging schemes. Taller buildings will enclose major public spaces, mark corners and create landmarks. The opportunity for a landmark tower to mark the pedestrian boulevard will create an alternative focal point for the site and the wider area.

Within the residential area there will be a high density of development, in line with the urban setting, with building heights of 8 storeys along the metro route, dropping to 5 storeys on Rea Street retaining the grid character of the narrow, historic streets to create a human scale and liveable environment.



• View from Barford Street looking towards Cheapside



• View from Rea Street looking towards Bradford Street





Artists impression to give an indication of the site's future redevelopment. For reference only.





# delivery





Delivering the vision and principles of this masterplan will require a comprehensive approach to the site's redevelopment and a management and ownership structure that ensures long term stewardship.

Due to the site's size a phased approach to development will occur with opportunities to bring forward different elements dependant on market conditions. It will be essential that the infrastructure, including pedestrian/cycle routes, public transport corridors and squares are delivered first. The new home for the markets will also form an early phase to bring life and vibrancy to the area and secure a long term future for this important asset.

As the phased development occurs temporary uses will need to bring the space to life and create activity. Such uses could include festivals, sporting events and temporary leisure attractions. With the wholesale markets relocating in 2017 a strategy for temporary uses will be produced along with an interim management plan for the site, to ensure the existing community is supported during the construction phase.

The designation as an Enterprise Zone site will in itself bring added impetus to the area, boosting economic activity and supporting delivery, particularly in the context of funding the provision of infrastructure.

Enterprise Zone funding has already been secured to support the site's development. This demonstrates the commitment of the Greater Birmingham and Solihull LEP to driving economic growth and realising the full potential of the area.

Strong partnerships and the participation of stakeholders and the community will be key to the long term success of the site. The comprehensive approach to estate management and stewardship of the whole site will also be vital.

The procurement process that will follow on from the formal adoption of this masterplan will focus on the importance of delivering the city's vision for the highest quality sustainable development that creates a place for people.

The city council, as the owner of the wholesale markets site, the largest single piece of land, and will if appropriate, consider the use of compulsory purchase powers to assist the delivery of the masterplan. The city council will commence the process of procuring a development partner and securing the private investment to deliver Birmingham Smithfield.

**Waheed Nazir**  
Strategic Director of Economy



Artists impression to give an indication of the site's future redevelopment. For reference only.



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