

SOLIHULL TOWN CENTRE MASTERPLAN

EXECUTIVE SUMMARY



UKCENTRAL
SOLIHULL

1. FOREWORD

We are witnessing a pivotal moment in the history of our town centres. Solihull has evolved from a market town, to commuter town, to an established and popular thriving commercial centre with an enviable reputation for the opportunity, connectivity and lifestyle it offers. Throughout this gradual evolution we can pinpoint key moments of change that have shaped the Solihull we see today. We are currently experiencing the latest of these moments. This critical juncture for Solihull's journey is not unique to us, to the United Kingdom, or even to Europe. It is being driven by change seen across the world, in the way people live in, work in and enjoy their town centres.

Solihull town centre has long been a successful and popular town, and has thrived as the high quality retail destination and commercial centre we see today. It is our role to prepare Solihull so that it continues to thrive in the new era for town centres. To ensure this is possible there are challenges we need to meet, and opportunities we need to realise.

We need to respond proactively to the changing way people want to experience their town centre. People are increasingly looking online and to out of town retail destinations to purchase their convenience goods. The transition to increased online retail may have been accelerated by the Covid-19 pandemic but this general trend was already in motion. Town centres need to provide those comparison goods that people like to touch and feel before buying, and offer the right balance of independent, niche, and national brands that customers are looking for. Successful town centres also need to offer the arts, culture, dining and leisure experience, as well as access to good quality public services, that people are looking to combine with a shopping trip. We want to retain Solihull's position as one of the most popular places for people to work and spend leisure time, and increasingly as a great place to live.

We need, therefore, to be ready for the anticipated increase in popularity of town centres as a place to live. People will want to live in town centres, and so town centres will need to provide a residential offer that meets the needs of the market. The retail, leisure, arts, culture and health, education and other services available will need to adapt to serve a new resident population.

We also need to be ready for changes to how people will access town centres in the future. To meet local and national climate change commitments, to improve health and wellbeing, and to ensure that traffic doesn't become a constraint to growth, we need to encourage people out of their cars, and onto their feet, bikes, and public transport. We need to support this by making the town centre safe and accessible, and by promoting and encouraging active and sustainable modes of transport by putting in the infrastructure needed to make it easier for people to walk and cycle into and around the town centre.

Our new Town Centre Masterplan sets out an ambitious blueprint for the next fifteen years. By taking a wider view of upcoming developments and investment opportunities we can make sure that we are effectively planning for the future, ensuring that we deliver managed economic growth while aligning this growth to other key strategic objectives, such as our climate change goals of Net Zero carbon emissions by 2041. It will also help us to retain the character which makes Solihull so popular. Our bold new Masterplan identifies the capacity to provide 1,178 new homes, 50,000sqm of commercial floorspace, and 40,000sqm of retail and leisure floorspace. It identifies the opportunities to enhance our greenspace, public realm, connectivity, and inclusivity. Through this development we could deliver more than 4,000 total jobs, welcome 1,900 new residents, and generate around £6.5m in annual business rates and council tax income to help sustain local services.

There are significant challenges facing all sectors of the economy at this time but our Town Centre Masterplan is a roadmap for the continued prosperity of the town, helping attract future inward investment and build on Solihull's position as a key regional wealth creator.

Solihull Town Centre already benefits from a proven track record of attracting international occupiers and investment, supporting a strong commercial and residential market and we want to build on that. We are determined to support our town centre by being an active partner in its future. This is more important than ever in the current climate as all sectors plan their reset and recovery from the Covid-19 pandemic.



MARY MORRISSEY
Director of Economy and Infrastructure



COUNCILLOR IAN COURTS
Leader of Solihull Council, Portfolio Holder for the Economy



2. SOLIHULL TODAY

Dating back to the 12th Century, Solihull originated as a quiet village then remained a small, successful market town until the 18th/19th Centuries when the introduction of an improved transport network including the arrival of the railway stimulated new growth. This improved transport network helped to establish Solihull as a successful commuter town, providing an attractive place to live for wealthy professionals working in Birmingham. Over the last 50 years Solihull has gone through huge change, evolving from a wealthy suburban neighbourhood into a successful and popular town with a thriving commercial centre, consistently named as one of the best places to live within the United Kingdom.

The Town Centre Masterplan is underpinned by a strong evidence base which brings together; detailed physical analysis of the town centre; a baseline socioeconomic assessment and market review; and feedback from extensive stakeholder engagement. The evidence base highlights the key features that make the town what it is today, tells us where our strengths lie, and what our opportunities for the future are.

RETAIL OFFER

The town centre is known for its quality retail offer, underpinned by the presence of key anchors such as John Lewis. It is also home to long established and thriving independent retailers and restaurateurs. The town centre caters to a wide range of requirements, and benefits from a relatively affluent catchment population whilst also drawing visitors from a wider catchment area extending from Staffordshire in the north to Worcestershire and Warwickshire in the South.

MIXED ECONOMY AND BUOYANT EMPLOYMENT

In 2018, there were 18,500 jobs within Solihull Town Centre, of which the majority are concentrated in the retail, business and public administration, health and financial and insurance services sectors. Many companies ranging from local SME's to multinational corporations have made the town centre home to their offices, many centred around the business and commercial quarter around Homer Road.

Complementary activities are important for sustaining stronger town centres, with office and service sector activities

known to be key drivers of wealth and prosperity, in turn supporting the high street. Based on this the presence of significant office accommodation within the town centre is a key asset. Whilst the town centre has a popular and strongly performing theatre, cinema, and food and beverage offer, we know that the leisure and hospitality sector is underrepresented, and so the masterplan identifies where opportunities lie for growth. Similarly, whilst there has been residential development in the town centre in recent years, the amount and mix of that offer has been relatively limited and so the masterplan identifies exciting opportunities for growth.

ACCESSIBLE LOCATION

15 minutes from Birmingham International Airport and International Train Station, 5 minutes from the M42 motorway, and on the Chiltern line serving Birmingham and London, its location is one of the town centres key assets. There is a significant resident population living in walking distance of the town centre, and the centre is served by numerous bus routes. Opportunities lie in promoting and facilitating an increase in active and sustainable modes of transport into and around the town centre.

SAFE AND ATTRACTIVE SETTING

An important feature that makes the town centre so popular is its compact, safe, and attractive setting. It is surrounded by quality greenspaces including Malvern, Brueton and Tudor Grange Park just a short walk from the retail and commercial core.

UKC CENTRAL

Important to Solihull Town Centre is its role within UK Central. UK Central is a prime investment location, which is the West Midlands' principal economic gateway and strongest performing economy. Incorporating Birmingham Airport, Jaguar Land Rover and the National Exhibition Centre, as well as the town centre, UK Central is also the site of the new High Speed Rail Interchange Station. UK Central provides significant opportunities to maintain and enhance Solihull's existing economic base on a scale of national significance; positioning the town as part of the engine room of the West Midlands.

3. VISION

A clear Vision helps to communicate the values and ideas which will drive the future growth and development of Solihull Town Centre. The vision encapsulates an achievable set of aspirations for the town centre which has emerged from a deep understanding of the towns history, strengths, opportunities and the ambitions of its stakeholders. The Masterplans vision for Solihull Town Centre reflects the aims and objectives of the masterplan

This vision is underpinned by three key elements that set out our ambition for Solihull:

THRIVING

“A prosperous and desirable town centre with a strong retail and growing commercial core and residential offer, alongside outstanding connectivity.”

VIBRANT

“A network of integrated spaces offering unique experiences through a constantly evolving offer and a variety of reasons to return.”

VISIONARY

“A demonstrator of new trends and opportunities, championing sustainability in all aspects of design and accessibility and a commitment to invest in innovation and growth.”

These elements are the drivers of the concepts that have emerged through the Masterplan and support the emerging activities proposed in the document.

SOLIHULL
A THRIVING,
PREMIER TOWN
CENTRE AND
A VIBRANT
DESTINATION AT
THE FOREFRONT
OF VISIONARY
DESIGN,
SUSTAINABILITY
AND INNOVATION.

4. MASTERPLAN CONCEPTS

Three main concepts have been identified which hold the key to achieving the Solihull 2036 Vision

CONNECTIVITY

The overall connection concept focuses on: reducing congestion and maximising opportunities for sustainable travel such as walking, cycling and public transport; reducing road barriers surrounding the town centre to improve connectivity with surrounding residential areas and parks; and creating a network that seamlessly integrates the town centres various retail, commercial and residential areas.

WORK/LIFE BALANCE

Diversification is a central aim of the living and working concept helping to inform future market and land use considerations. Central to this concept is the introduction of more residential uses and further office uses into the town centre to inject new vitality through a mixture of activities, economic relationships, times of use and built form.

THE SOLIHULL EXPERIENCE

The Solihull Town Centre user experience is a crucial component of creating an appealing environment to live, work and enjoy. This concept seeks to enhance the town’s evening and leisure offer, upgrade the quality of the streets and public spaces and promoting high quality development; encouraging people to play an active role in streets and confirming Solihull as a prime destination.

5. THE SOLIHULL TOWN CENTRE MASTERPLAN

5.1 SOLIHULL TOWN CENTRE MASTERPLAN 2020

The preferred framework and illustrative masterplan detailed in this section has been developed in response to the understanding of place, key spatial, transport and property considerations. The framework incorporates a description of the individual masterplan layers supported with a series of high level 3D studies that portray the type of place envisaged and the key principles for future development.

The following sections provide a breakdown of the individual development parameters that will inform more detailed design studies. The material includes the principal components that come together to achieve the illustrative masterplan such as land use, scale, movement and frontages



Figure 6.1: Solihull Town Centre Illustrative Masterplan

- Green Infrastructure
- Mixed Use
- Office
- Commercial
- Civic
- Car Parking/ Private Open Space
- Medium Density Residential
- High Density Residential Apartments
- Train Station
- Urban Realm
- Plot Areas
- Public Realm Upgrades
- Multi-Storey Car Park

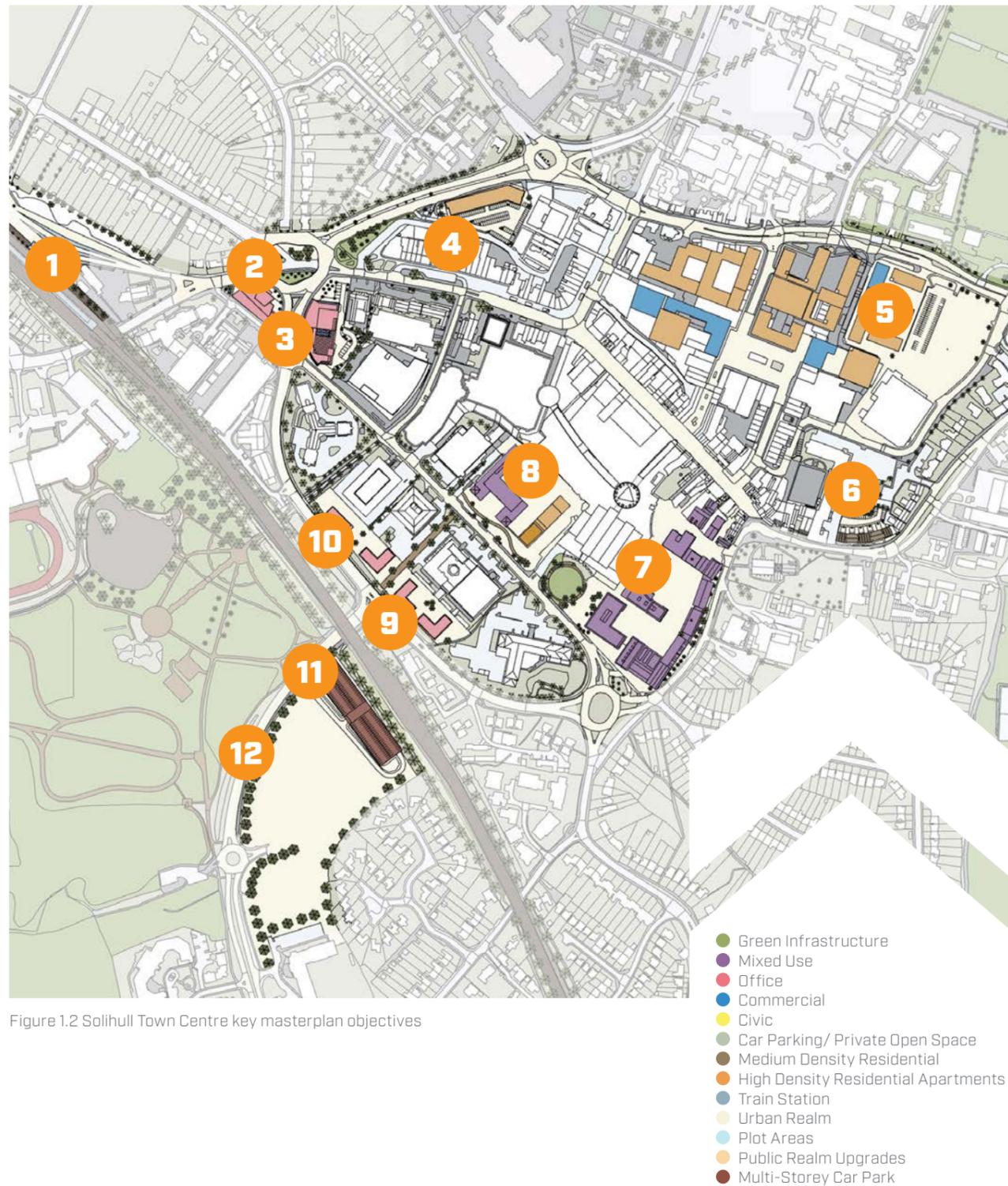
VISIONARY

“A DEMONSTRATOR OF NEW TRENDS AND OPPORTUNITIES, CHAMPIONING SUSTAINABILITY IN ALL ASPECTS OF DESIGN AND ACCESSIBILITY AND A COMMITMENT TO INVEST IN INNOVATION AND GROWTH.”



Figure 6.2: Solihull Town Centre Illustrative Masterplan

5.2 MASTERPLAN KEY INTERVENTIONS



SUMMARY OF KEY INTERVENTIONS

- 1 Redevelopment of Solihull Station to create a modern Integrated Transport Hub, to include upgrades to the public realm and green space surrounding the station and create a high quality gateway into the town centre
- 2 Traffic management interventions and enhancements to the public realm around Blossomfield Road Roundabout, including improvements to the pedestrian and cycle connectivity between the town centre and the station
- 3 Grade A town centre office development to provide an attractive new gateway to the town centres commercial and business quarter
- 4 High quality new residential development to provide an attractive frontage onto Lode Lane incorporating enhancements to the public realm
- 5 Redevelopment of Mell Square to create a truly diverse mixed use space. Offering the optimal balance of residential, leisure and commercial use tied together by a high quality public realm scheme, to create an attractive, vibrant, and modern destination in the heart of the town centre
- 6 Primly located medium density family housing providing attractive frontage onto New Road
- 7 Brand-new civic building with high quality public spaces, new retail and leisure uses to connect the site with the existing town centre, and a new residential neighbourhood providing modern, sustainable homes in a town centre setting, to attract a new demographic of residential population, adding vibrancy to the scheme.
- 8 New mixed use building comprising of retail units and high quality office accommodation
- 9 An attractive new north-south pedestrian and cycle link between the southern gateway of the town including the Monkspath Hall Road site, and the commercial quarter and heart of the town centre
- 10 New office development fronting onto Princes Way, creating an active frontage along Princes way and a high quality gateway into the town centre.
- 11 New multi storey carpark
- 12 Prime development site on a key gateway with size, setting and location to offer flexibility for a wide range of development uses including residential, commercial, leisure or education.

5.3 MOVEMENT

“FOR GENERATIONS OUR URBAN AREAS HAVE BEEN DESIGNED EXCLUSIVELY AROUND THE CAR. BUT CAR DEPENDENCE IS NO LONGER BUILT INEXTRICABLY INTO THE FABRIC OF TOWNS AND CITIES, AND BOLD MOVES ARE BEING TAKEN TO MAKE HIGH STREETS MORE WALKABLE AND CYCLE FRIENDLY”

The masterplan has evolved around strengthening connectivity by providing improved routes for pedestrians, cyclists and public transport that are high quality, legible and safe. To support the Masterplan, a Town Centre Multi Modal Access Strategy is currently under development which will seek to enhance future accessibility to, from and within the Town Centre.

The Strategy will support the Masterplan by developing interventions to provide alternative solutions to ease congestion and enhance connectivity within the town centre area for both residents and visitors. As part of the Access Strategy, interventions will be developed to encourage short distance journeys to be undertaken by public transport, cycling and/or walking.

Interventions to be considered as part of the Access Strategy include

- High quality segregated cycle routes on the key arterial corridors connecting into the Town Centre
- Improved pedestrian provision including public realm improvements
- Reducing severance for pedestrians and cycle users
- Bus Lanes/Bus priority
- Highway efficiency improvements – traffic signalling, use of technology
- Improved connectivity between Solihull Railway Station and Town Centre

Highway Interventions

Options development and initial appraisal work is underway at several locations in the town centre which have been identified as locations which experience significant levels of congestion at peak times and have poor provision for walking and cycling. A traffic model is being developed to enable the testing of options / combinations of options to ensure that any schemes put forward meet the needs of pedestrians, cyclists and public transport, whilst maintaining access for traffic.

Consideration is also being given to the development of a local highway signage strategy (including carparks) to develop options to better manage the flow of traffic around the town centre; and a review of the operation of the existing Solihull town centre traffic control centre and traffic signal equipment and any improvements that can be made to it to provide a robust and innovative traffic management tool. The aim being to control and manage existing congestion and accommodate future development and growth in the town centre.

Cycling and Walking

To enable more short distance journeys to be undertaken on foot or by bike within the town centre, it's imperative that cycling and walking provision is of a high standard. It is important that local residents and visitors believe that travelling by active modes is safe, attractive and convenient. To recognise the importance of active travel, the councils Cycling and Walking Strategy outlines a clear ambition to increase the amount of cycling and walking journeys across the borough. The Strategy states the need for a high standard of cycling infrastructure including the implementation of segregated cycle routes connecting residential areas to key employment sites.

As part of the Cycling and Walking Strategy, a Local Cycling and Walking Infrastructure Plan (LCWIP) has been developed. The Solihull LCWIP has developed a long term Cycling Network Plan and a number of Core Walking Zones (CWZs). The Cycling Network Plan includes a number of arterial corridors connecting to the Town Centre. The LCWIP will support the Access Strategy by providing recommendations on the level of provision required for cycle users and pedestrians within the town centre. The LCWIP has identified a number of priority cycle routes connecting to the Town Centre which will be included in the Access Strategy with a view of implementation in the coming years. Solihull Town Centre was included as a CWZ within the LCWIP. The Town Centre CWZ has identified a package of interventions required to improve the pedestrian environment within the town centre.

Public Transport

The following Sprint (bus rapid transit routes) will serve Solihull town centre and Solihull Station interchange:

- Birmingham Airport and Solihull to Birmingham City Centre (A45); and
- Hall Green to UK Central (A34 Stratford Road)

The first route is planned for delivery in advance of the Commonwealth Games in 2022. Both routes will maintain access to the existing town centre and the emerging Masterplan developments.

Car Parking

A Car Parking Strategy is being developed, to ensure that Solihull continues to be served by an appropriate level of parking provision. The strategy considers the impacts that new development will have upon existing parking provision, both in terms of supply and demand, whilst also taking into account the potential for change in how people access and use the town centre as a result of changes to travel behaviour that may be generated through the non-motorised user interventions highlighted above, and the on-going change in services and facilities provided within such centres.

5.4 LAND USE

The land use framework plans central aim looks to diversify Solihull Town Centre through the introduction of new residential and commercial uses to attract more people throughout the day and meet changing demands. The masterplan looks to create a broader mixture of land uses, across different areas of the town centre, which blend together and create a positive and distinct identity whilst ensuring that the existing character of Solihull is preserved and strengthened.

New high quality office development could front along Prince's Way strengthening Solihull as a place for business and investment and enabling greater permeability between the Southern Gateway, Tudor Grange Park and the town centre.

Through the introduction of new residential uses in the heart of the town centre, the masterplan looks to support existing commercial and leisure uses, whilst also providing additional activity and vibrancy outside normal shopping hours. Residential development could also support objectives of the Climate Change prospectus and the emerging Surface Access Strategy, with many residents able to walk, cycle or use public transport to their work place and other parts of the town centre, reducing reliance on the car.

The schedule below confirms the development capacity and potential number of dwellings that could be achieved in the preferred land use framework:

- 1,178 New Homes
- 50,000sqm. office floor space
- 40,000 sqm. Retail, Leisure and active ground floor space.

- Green Infrastructure
- Mixed Use
- Office
- Commercial
- Civic
- Car Parking/ Private Open Space
- Medium Density Residential
- High Density Residential Apartments
- Train Station
- Urban Realm
- Plot Areas
- Public Realm Upgrades
- Multi-Storey Car Park

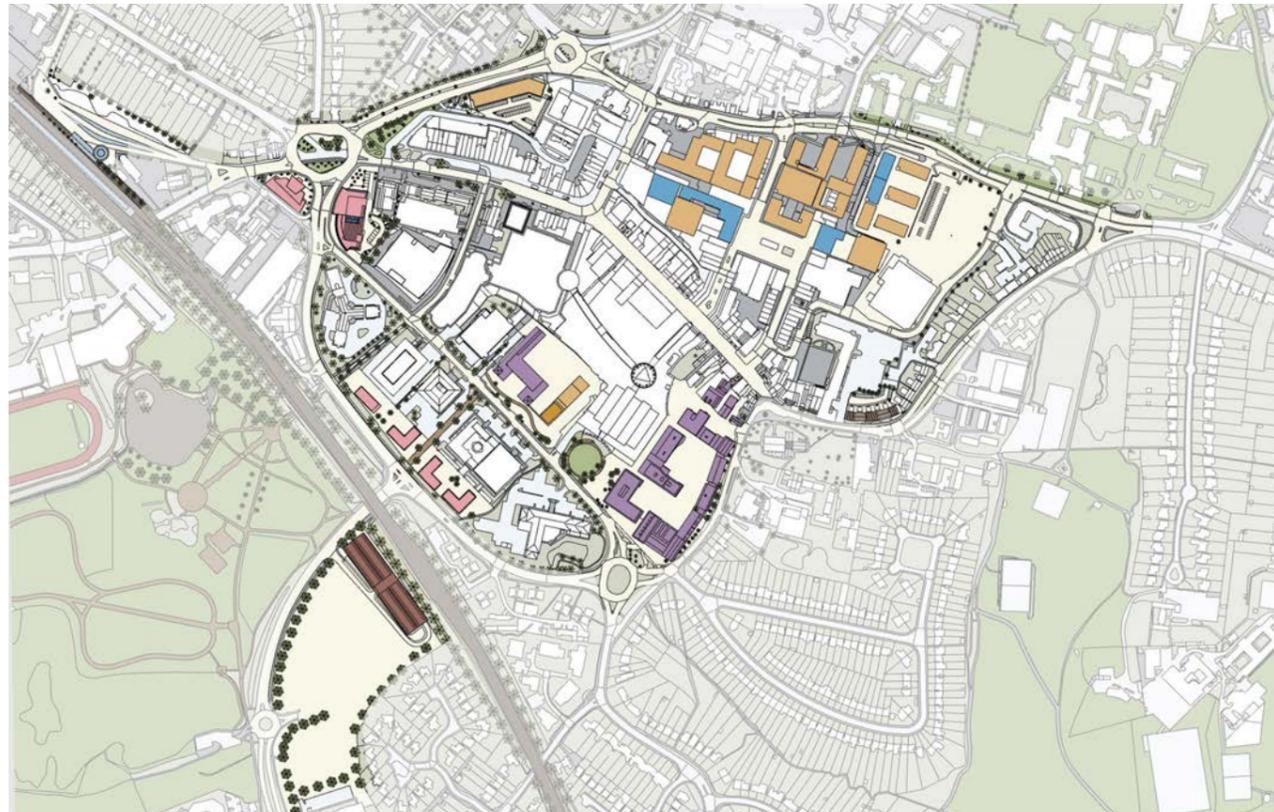


Figure 6.3: Solihull Town Centre Illustrative Masterplan

5.5 GATEWAYS AND FRONTAGES

The framework level gateway and frontages strategy (Figure 6.4), looks to mark the town's key gateways including Lode Lane/Blossomfield Road roundabout, Prince's Way / Church Hill Road roundabout, Lode Lane / Warwick Road roundabout and New Road / Warwick Road junction, through the creation of new landmark buildings. It is envisaged that these buildings will be of a larger scale and have notable architectural character which gives them a unique style and identity. It is important that new development in Solihull supports the creation of well - designed streets and understands that they play a key part in delivering sustainable places where people want to visit, live and work. Providing active and attractive frontage onto key routes will encourage a vibrant and active street life, while buildings of varying scales will create character and define important spaces / routes.



Figure 6.4: Solihull Town Centre Gateways and Frontages

5.6 BUILDING HEIGHTS

The modest scale of existing development in the town centre is reflected in the building heights framework plan (Figure 6.5). The scale of proposed buildings looks to respond to this context, with larger buildings fronting onto principal routes and keys gateways to reflect street hierarchy and improve legibility. This will be particularly true along Prince's Way, Lode Lane and Warwick Road, which are primary routes and require buildings of a more significant presence to balance out the scale of the street.

In contrast, it is envisaged that building heights in sensitive areas like St Alphege Quarter will be of a lower order to ensure that existing character is maintained and that the prominence of St Alphege Church is preserved.

Solihull Town Centre is impacted by the Civil Aviation Authorities Obstruction Zone regulations, limiting the height of new buildings. All new development will need to adhere to the requirements of these regulations, however within these parameters the masterplan does not seek to be prescriptive about building heights in areas of change or on opportunity sites. The scale and massing of proposed development will be dealt with through the planning process and will be subject to contextual analysis and quality of design considerations.

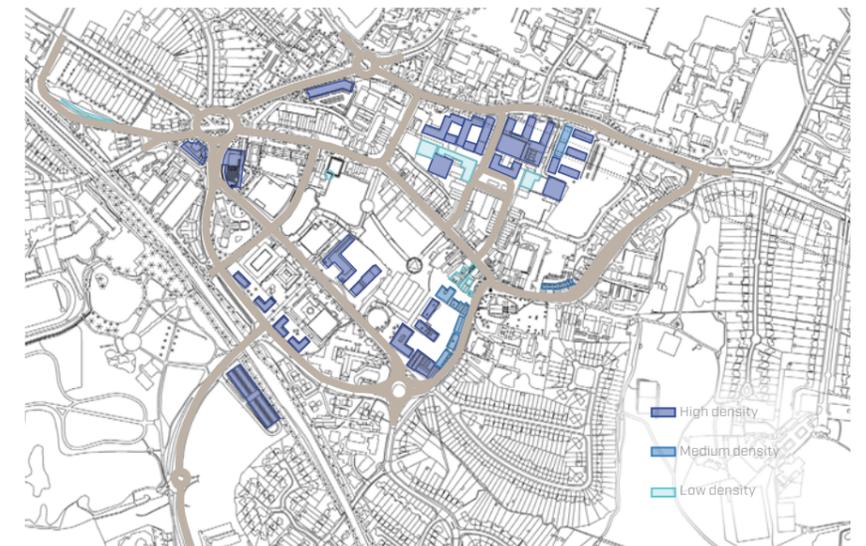


Figure 6.5: Solihull Town Centre Building density/heights

STRATEGIC LOCATION AND LINKAGES

Good linkages to key economic centres via road and rail networks, as well as Birmingham International Airport, which continues to drive demand from businesses.

STRONG HIGH STREET OFFER

Underpinned by the Touchwood Centre and Mell Square, the retail offer remains strong and resilient in the face of challenging conditions. Providing a good mix of retail supplemented by a leisure offer, it continues to draw from a wide and relatively affluent catchment.

LOCAL POPULATION

Highly skilled local labour market, enjoying high rates of economic activity and employment. Earnings and income is significantly higher than the average for the West Midlands. Levels of deprivation are very low in the immediate vicinity of the town centre, with local residents enjoying a high quality of life.

HIGH PRODUCTIVITY AND GROWTH

High levels of productivity, based on measures of GVA per filled job, driven by key sectors including computing, telecoms and support services, alongside manufacturing and logistics.

STAKEHOLDERS

The Town Centre benefits from the work of the BID which plays an important role in coordinating activity and providing a wide range of services that assist in supporting businesses across a range of sectors. In addition, key occupiers underpin a high quality retail offer.

SOUGHT AFTER OFFICE LOCATION

High demand for office space and strongly performing office rental levels

RESIDENTIAL DEMAND

Demand for residential provision in and around the town centre remains strong reflecting the transport links, quality of schools, amenity and access to services

5.7 STRATEGIC MARKET COMMENTARY

Solihull is consistently identified as one of the strongest performing town centre locations within the West Midlands sub-region. The Touchwood shopping centre anchors a range of national retail chains alongside local retailers and a food and drink offer and, alongside Mell Square, contributes to a vibrant town centre. In the face of long term pressures, Solihull has been relatively successful in retaining key retailers and maintaining an attractive retail offer. Alongside this, the town centre has developed its role as a focus for professional service and other office based activities.

While Solihull has experienced significant challenges – particularly over 2020 – it remains well placed to act as a focus for renewal as the economy recovers over the medium term. This reflects the fact the fundamental characteristics of the town centre remain strong. It continues to provide a mixed and high quality shopping experience, anchored by high quality tenants and operators; The BID and the Council work collaboratively in support of a long term vision; and the catchment continues to comprise settled households with high disposable incomes and a highly qualified labour market.

5.8 AREAS OF CHANGE

The Masterplan identifies six areas of change within Solihull Town Centre which provide practical interventions in order to deliver the emerging concepts outlined within the previous section.

The framework concepts define an overarching direction for the Solihull Town Centre Masterplan; a strategy for change that can be flexible over time in order to accommodate changes in the market as well as social and economic trends. It is important to maintain this flexibility whilst at the same time demonstrating how intervention in a specific part of town will link to the wider area and can have potential cross-cutting benefits such as improvements in the perception branding of Solihull and general health and wellbeing, leading to a more sustainable place.

5.9 DEVELOPMENT SITES

The Solihull Town Centre Masterplan identifies a number of development sites through which Solihull might accommodate significant additional growth and improvements to the connectivity of the town centre. They have been defined in order to help inform developing transport studies and give an early indication of potential future capacity. It should be noted that the boundaries of the sites are not definitive at this stage, and it is envisaged that they may evolve as sites are subject to further feasibility and viability work.

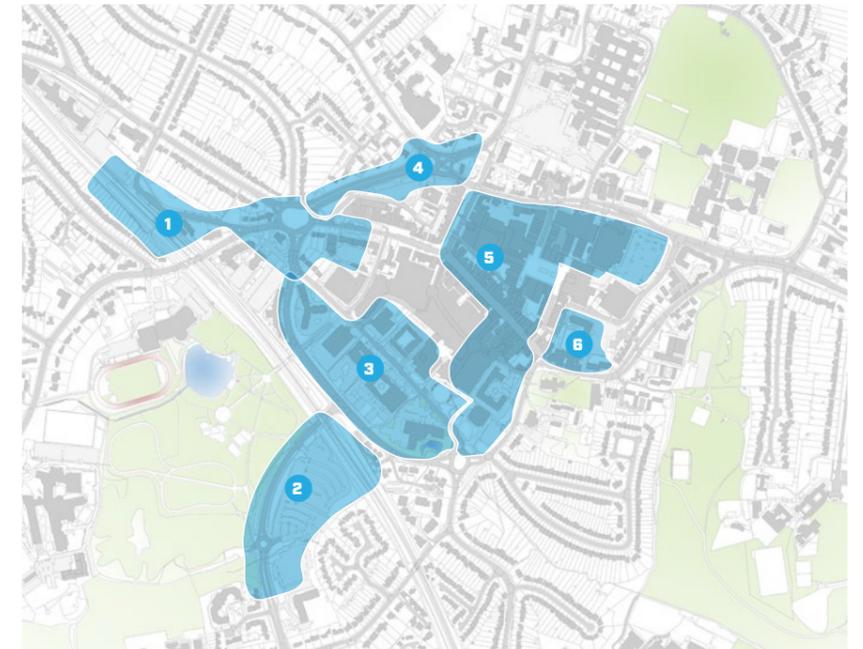


Figure 6.7 Plan identifying the six areas of change incorporating key areas for intervention.

1. Western Gateway
2. Southern Gateway
3. Business and Commercial Quarter
4. Northern Approach
5. Heart of Solihull (Retail Core)
6. St Alphege Quarter



Figure 6.6 Solihull Town Centre Masterplan – Model View

AREA OF CHANGE: WESTERN GATEWAY

THE OPPORTUNITY

The western arrival into the town is currently dominated by roads and a lack of frontages around the Solihull Methodist Church and Westgate site, with the train station physically and psychologically disconnected from the town centre. Reconfiguration of key frontages and movement patterns here would provide opportunities to enhance key pedestrian and cycle connections from Solihull Train station into the town centre, and also potentially improve journey times for buses by reprioritising and supporting sustainable travel.

Supported by new land mark development on the Westgate site fronting onto the street and an improved public realm, with reprioritisation of the road for pedestrians and cyclists, the Blossomfield Road roundabout could be transformed into a key visual gateway; which represents an important arrival point into Solihull Town Centre.

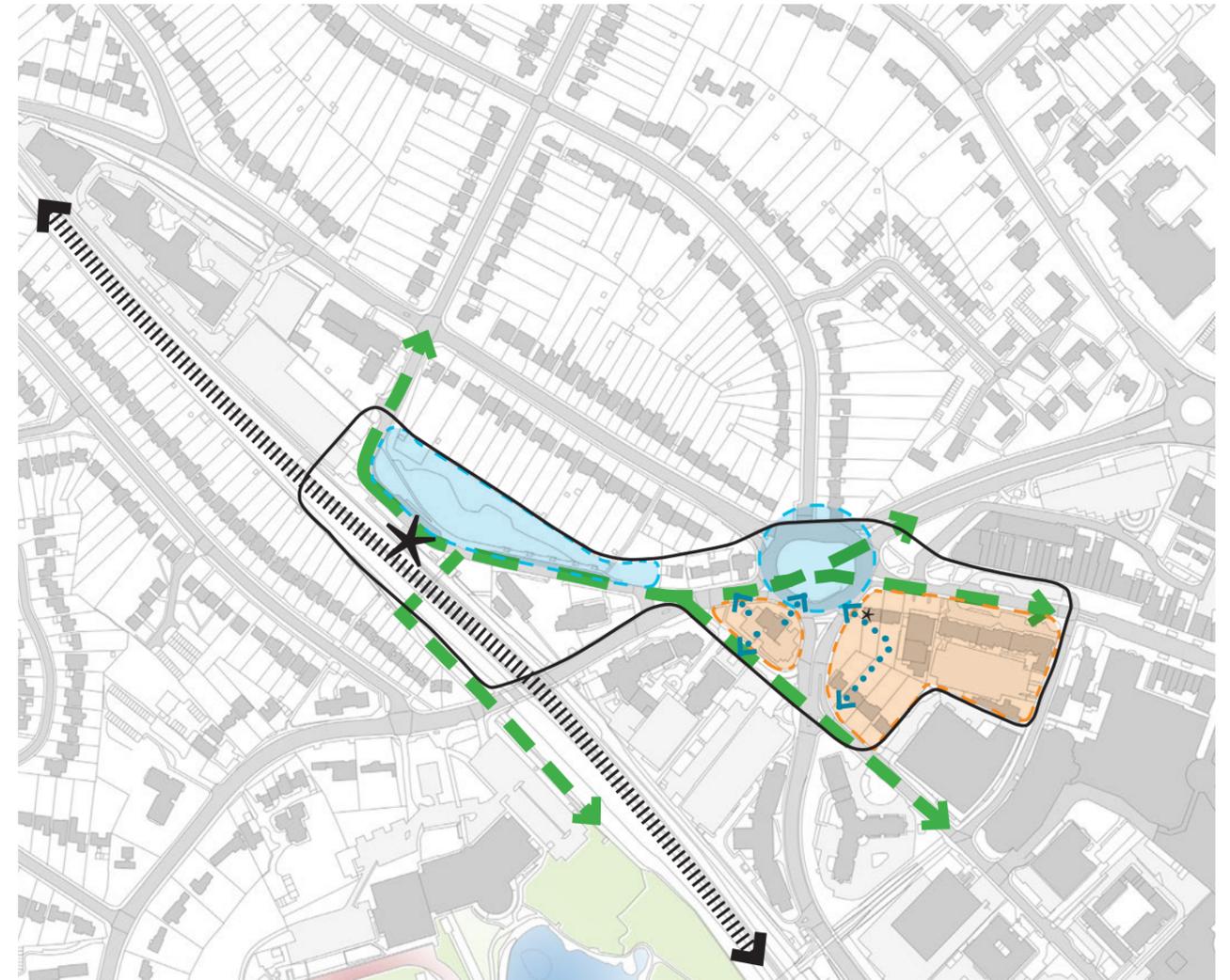


Figure 6.8: Broad design principles and precedent image examples.



Figure 6.9: Location plan

- ▬▬▬ Railway Line
- * Potential for landmark building
- Potential frontage
- Connections (Improved connections)
- Living & Working (Potential living and working)
- Experience (Improved urban experience and placemaking)



DEVELOPMENT SITE: SOLIHULL TRAIN STATION

THE VISION

The creation of a multi-modal integrated Transport Hub that gives the Western Gateway a new sense of place, with a landmark building providing a gateway into the town centre that reflects the reputation and quality of the town centre, whilst complementing its surroundings. A new Transport Hub will facilitate the forecast economic growth of the town centre, and support the transformation of the connectivity between the station and the heart of the Town Centre.

DEVELOPMENT SUMMARY

The Station Masterplan provides an opportunity to re-examine the current role of the station as a key entrance point to the town and the commercial opportunities this brings. While the primary role of the station will remain the safe, fast and efficient movement of passengers from one mode to another, and improve connectivity to the town, it also acts as the arrival point for many into the town and so the vision and ambition of the town should be reflected in the scheme design and quality of delivery.

Redevelopment of the station is likely to involve a new larger station building replacing the existing building, in its current location. Improvements would be made to platforms, stairwells, subway, and waiting areas to deliver the highest quality of passenger experience, with modern facilities, provision of customer information and comfortable convenience and waiting facilities, which meets the highest levels of safety and environmental standards.

The highway and public open space adjacent to the new station building will be reconfigured to enable quick, safe and seamless interchange between multiple modes of transport, including cars, taxis, buses and sprint. Development provides the opportunity to pedestrianise the lower end of Station Approach to create a high-quality civic space, providing Solihull with a true gateway; partially bridging the perceived gap between the station and the town centre. The green space would be reallocated around the site in smaller scale plots, rather than necessarily creating a large public square.

There are commercial opportunities at the station that can be realised to support growth, but must be balanced with the development potential of the town centre. The development of a quality retail, food and beverage offer within the station building will initially serve interchange users, but has the potential to be developed further in the future to serve the surrounding employment and residential uses, without having a detrimental impact on the footfall and demand in the town centre, and improving the visitor experience.

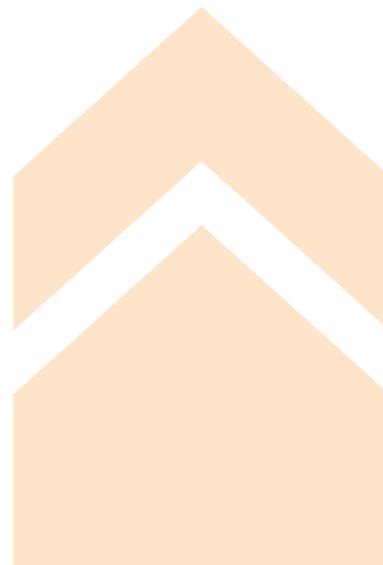
There are also opportunities for residential development, which can support an increased town centre population in a sustainable location, and commercial office development opportunities which can provide a potentially different product and service a different market compared to the town centre office market. These development opportunities will support the delivery of a high quality, and well maintained station environment, which will be important in providing an arrival experience that matches the vision and ambition for Solihull. These opportunities will be scaled to ensure they do not interfere with the primary role of the station as a transport interchange, or impact on the demand and development potential of the town centre.



Figure 6.10: Model View - Solihull Train Station



Figure 6.11: Model View - Solihull Train Station



DEVELOPMENT SITE: WESTGATE

THE VISION

The vision is to optimise the potential development of a prime site within Solihull's commercial district by providing a landmark Grade A+ speculative office development. By providing a development containing larger floor plates, which through occupier demand, could attract a major organisation into Solihull, and which emphasises the scale and prominence of the development. The scheme includes enhancements to the public realm, improvements to pedestrian connectivity and provides an attractive setting for new development.

DEVELOPMENT SUMMARY

Located on Blossomfield Road roundabout, the Westgate site is situated on a prominent gateway into the town centre and provides opportunity to create an impressive new arrival point into Solihull's business and commercial quarter. It is envisaged that high quality new town centre offices could be developed complementing the proposed offer at The Hub of UK Central, home to Birmingham Airport, the National Exhibition Centre and Jaguar Land Rover as well as the new High Speed Rail Interchange. It is envisaged that enhancements would be made to the public realm and around Lode Lane/Blossomfield Road roundabout to improve pedestrian connectivity and provide an attractive setting for new development.

Development of the Westgate site has the potential to deliver:

- Approx. 10,100sqm of Grade A office development
- Collaborative workspaces for community use with café facilities and meeting rooms that will help businesses to innovate and work together
- External landscaping and Public Realm areas around the building, with hard landscaping that helps to connect the buildings grounding to its wider context and soft landscaping that includes green walls, raised beds and parklets to create a streetscape atmosphere with all year interest
- Surface level parking including disabled, visitor and electric charging spaces.
- Development that is designed in accordance with British Council for Offices BCO guidelines, achieves, BREEAM New Construction 2018 'Excellent', and Well Building Silver standard



Figure 6.12: Model View - Homer Road Triangle



Figure 6.13: Illustrative View - Homer Road Triangle

AREA OF CHANGE: SOUTHERN GATEWAY

THE OPPORTUNITY

Cut off from the town by busy roads and the rail line embankment, the south of the town centre feels disconnected from its surroundings, in particular Tudor Grange Park and the business and commercial quarter. Large swathes of surface car parking leave large voids in the urban structure at a key arrival point into the town. Prince's Way is characterised by tall vegetation and backs of existing office buildings which has the resulting effect of creating an insular facing town, which fails to promote itself to people arriving into Solihull, creating a negative perception which is at odds with the town centre core.

There is an opportunity to breathe new life into the Southern Gateway by promoting development that introduces a new active use and brings with it a new group of town centre users. A key feature of any development should be the introduction of new pedestrian and cycling routes linking the north and the south of the town, with attractive public realm, open spaces, active frontages that provide an attractive and impressive entrance to the town centre through the southern gateway.



Figure 6.14: Broad design principles and precedent image examples.

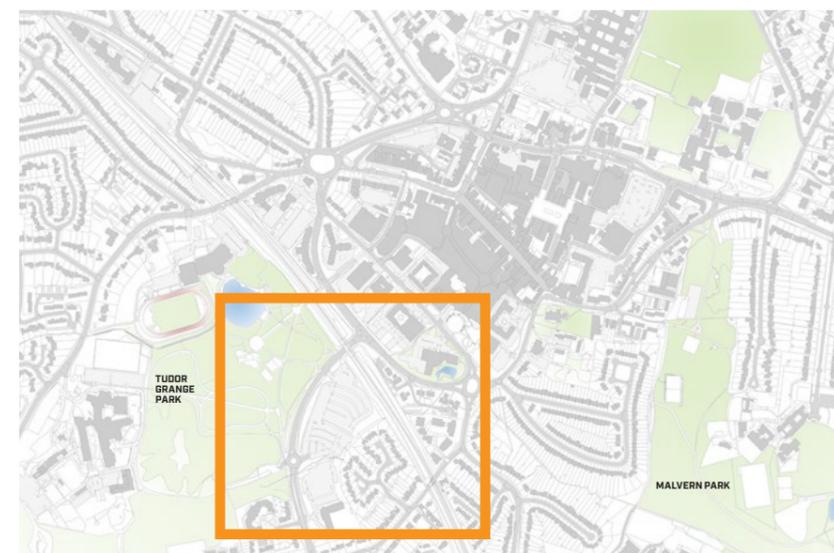


Figure 6.15: Location plan

- ||||| Railway Line
- * Potential for landmark building
- Potential frontage
- Connections (Improved connections)
- Orange-shaded area Potential development and carpark
- Experience (Improved urban experience and placemaking)



DEVELOPMENT SITE: MONKSPATH HALL ROAD

THE VISION

The introduction of a vibrant, active use on a key town centre site, that creates an attractive gateway and contributes towards creating a vibrant town centre economy that meets the needs of the growing town centre resident population.

The size, location and layout of the site means that it is a truly flexible space that could accommodate a wide variety of uses including residential, commercial, leisure or education. The site has the capacity to accommodate the development of a multi-story carpark as an early phase of works, which will mitigate the loss of car parking from Monkspath Hall Road Car Park and the Mell Square car park allowing redevelopment of these sites for future growth within the town.



Figure 6.16: Model View - Indicative Monkspath Hall Road Car Park



Figure 6.17: Illustrative View - Monkspath Hall Road Car Park

DEVELOPMENT SUMMARY

The Masterplan does not identify a preferred use for this site. The size, location and setting of the site mean that it is flexible and suitable to house a variety of uses, including mixed use. Any development on this site should look to include, active frontage along Monkspath Hall Road, and improved connections between the southern gateway and the other areas of the town centre to the north.



AREA OF CHANGE: BUSINESS AND COMMERCIAL QUARTER

THE OPPORTUNITY

Challenges facing the business and commercial quarter are the poor quality of existing north – south connections, inadequate cycle provision, weak urban form and the lack of frontage along Prince’s Road. Through expansion of the current commercial offer and the potential integration of new urban living, there are opportunities to promote Solihull as a place to do business, whilst addressing some of the key urban design issues facing the town. Potential enhancement of Homer Road and north-south connections could provide opportunities to promote walking and cycling, and also introduce green infrastructure into the town linking with Tudor Grange Park. The introduction of landmark buildings could improve the southern aspect of the town along Princes Way by redefining frontage.

Prince’s Way and Homer Road are presently characterized by a high concentration of large, single occupier, buildings. A number of well-known names including Npower, National Grid, Paragon Financial Services, and HM Immigration Office, occupy these buildings and consequently lend the area a particular quality. In particular, the area between Prince’s Way and Homer Road, is defined by large buildings, set back from the road with extensive surface parking areas. These qualities have been important in establishing Solihull Town Centre as an important location within the wider office market outside of Birmingham.

There is an opportunity in the business and commercial quarter to create office accommodation that meets modern working preferences. Much of the existing office stock in the town centre doesn’t provide the focus around ‘collaboration, meeting and knowledge sharing’ that employers and employees are likely to seek in their post COVID working environments.

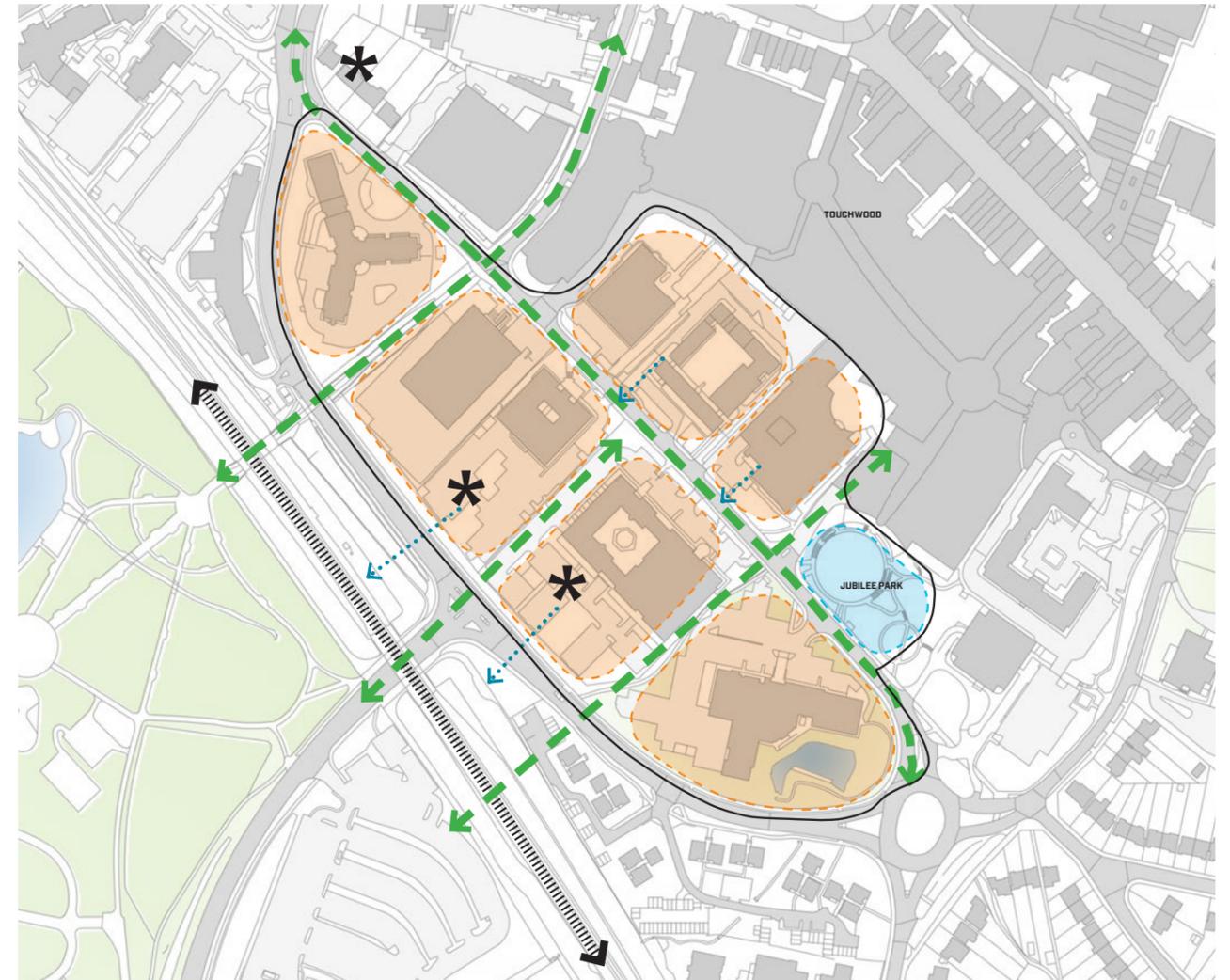


Figure 6.18: Broad design principles and precedent image examples.



Figure 6.19: Location plan

- ||||| Railway Line
- * Potential for landmark building
- Potential frontage
- Connections (Improved connections)
- Living & Working (Potential living and working)
- Experience (Improved urban experience and placemaking)



DEVELOPMENT SITE: HOMER ROAD CIVIC BUILDINGS

THE VISION

Replacement of existing large scale, low quality civic buildings with high quality office accommodation and new urban living opportunities to create a vibrant mixed use area that supports the living and working concept, and helps to diversify the town centre economy. As part of the development, new public realm and open space will be created that improves connectivity for pedestrians and cyclists moving between Touchwood, Homer Road, and Princes Way.

DEVELOPMENT SUMMARY

Situated between Homer Road and Touchwood Shopping Centre this development site includes the police station and the Core building, and potential capacity is based on these two sites combined. A key objective of the Masterplan is to promote appropriate sites for residential development with a view to increasing the resident population of the town centre, in order to diversify the town centre economy, particularly the “evening economy”. There is continued market interest in apartment building in Solihull town centre, with the location appealing both to young professionals and “downsizing” couples. The site occupies a location in good proximity to town centre amenities, and appeals as a residential development location.

The site has the potential to accommodate:

- Circa 200,000 sq ft of office floorspace
- Circa 65 residential units
- 200,000 sqft. active ground floor use



Figure 6.20: Model View - Indicative Homer Road Civic Buildings



Figure 6.21: Illustrative View - Homer Road Civic Buildings



DEVELOPMENT SITE: PRINCES WAY

THE VISION

The reconfiguration of space to the rear of existing offices to create new office developments that provides an impressive new frontage onto Princes Way which is an important arterial route in the town centre. At the heart of the design of the site would be an attractive new pedestrian and cycle boulevard connecting north to south that radically improves the permeability of the town and creates an attractive new streetscape.

DEVELOPMENT SUMMARY

This site is located to the rear of existing office buildings on Homer Road, currently utilised for parking. A higher density form of office development is envisaged, with a frontage on to Princes Way and the capacity to accommodate Circa 100,000sqft high quality office development. Clearly, the current uses on the site all remain viable, and occupy land out of the control of Solihull Council, such that the redevelopment of this area as envisaged should be seen as a long term aspiration, and is unlikely to be promoted ahead of other office development sites detailed in the masterplan with shorter term delivery prospects, such as Westgate.

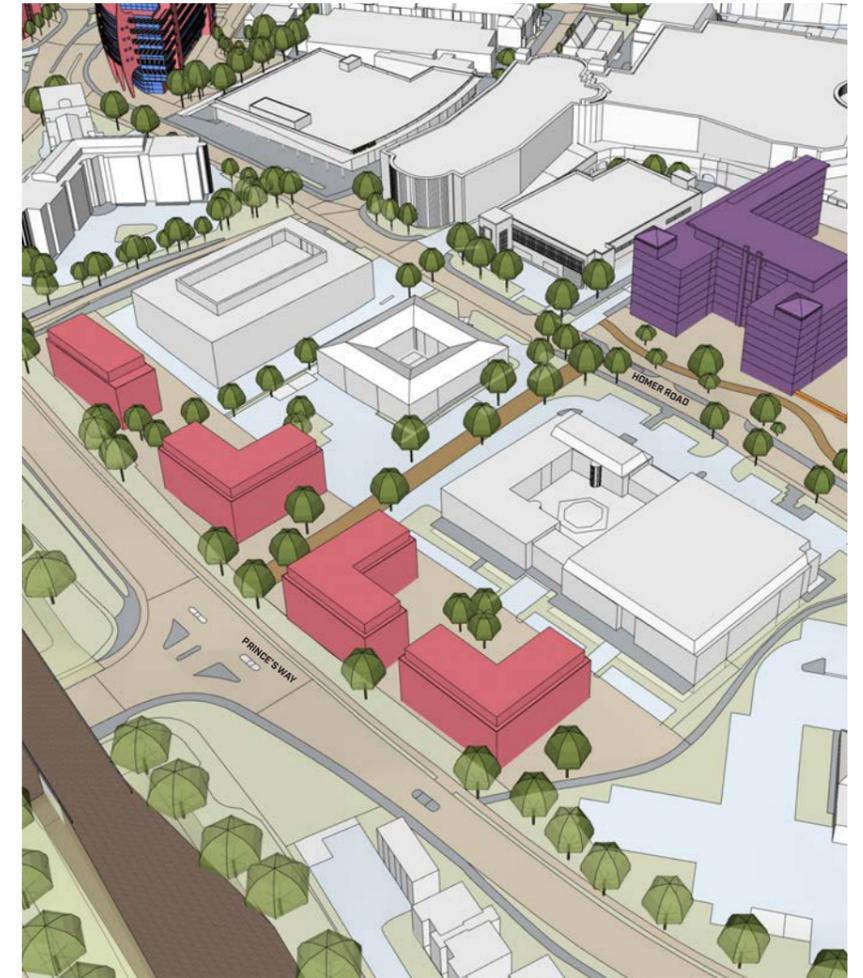


Figure 6.22: Model View - Prince's Way



Figure 6.23: Illustrative View - Prince's Way

AREA OF CHANGE: NORTHERN APPROACH

THE OPPORTUNITY

Heavily dominated by traffic and large scale highway infrastructure, the Lode Lane / Warwick Road roundabout currently acts as a barrier to pedestrian and cycle movement. The distinct lack of direct frontage onto the street and relatively poor quality of surrounding buildings mean that this key arrival point into the town fails to match the attractiveness of the heart of the town centre.

Improvements to this area have the potential to enhance connectivity along the northern edge of the town with opportunities to create improved crossing facilities and greater provision for cyclists. A new landmark development fronting onto the roundabout could improve the attractiveness of this important arrival point and deliver attractive new urban living with associated parking provision. This new residential offer will have particular appeal to the retirement market and young professionals. A greater representation of these demographic groups will support the diversification of the evening economy in the town centre, as such groups appreciate and seek an increasingly broad range of good quality and convenient leisure and entertainment options.

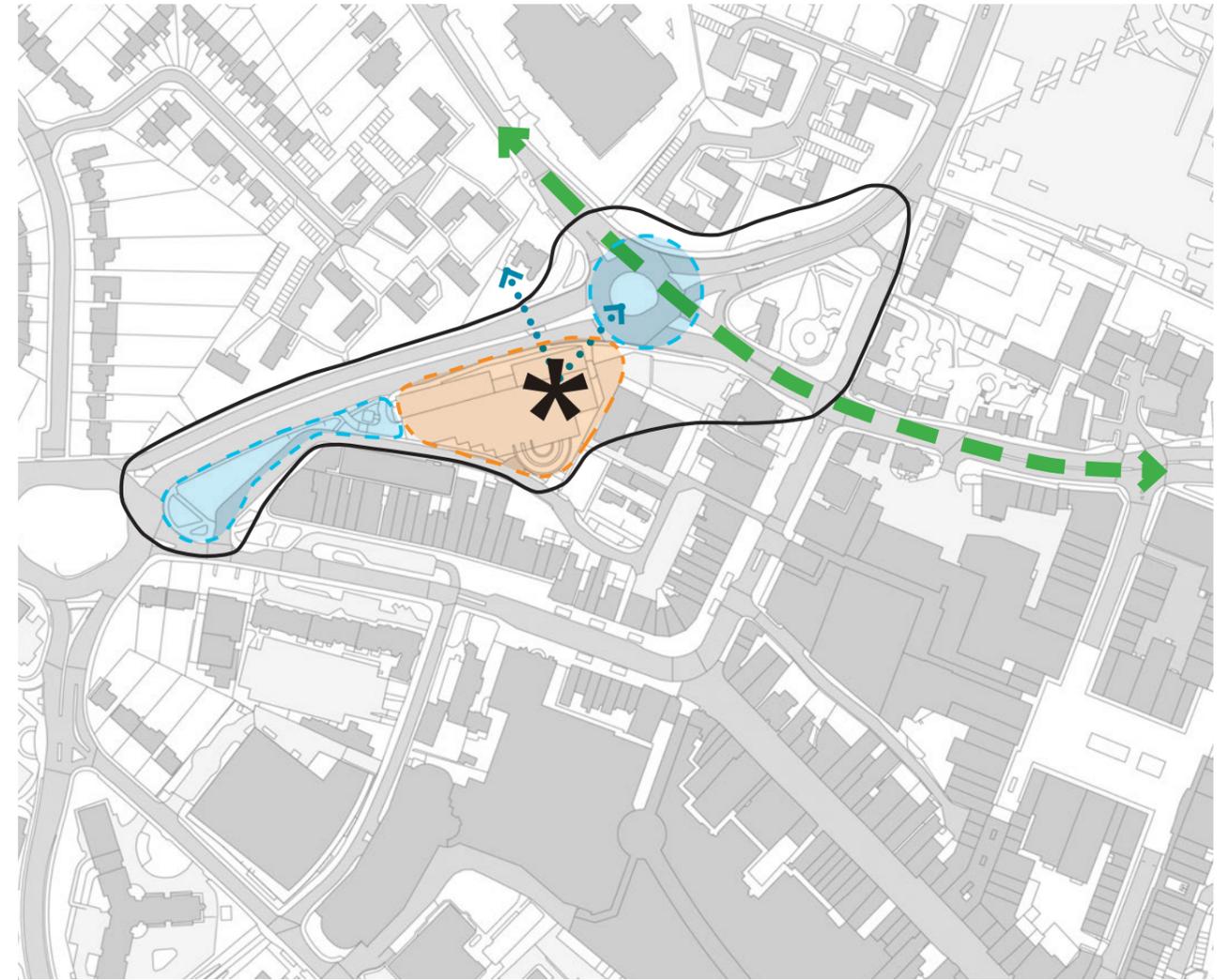


Figure 6.24: Broad design principles and precedent image examples.



Figure 6.25: Location plan

- ▬ Railway Line
- * Potential for landmark building
- Potential frontage
- Connections (Improved connections)
- ▭ Living & Working (Potential living and working)
- ▭ Experience (Improved urban experience and placemaking)



Figure 6.26: Model View – Lode Lane Car Park Redevelopment

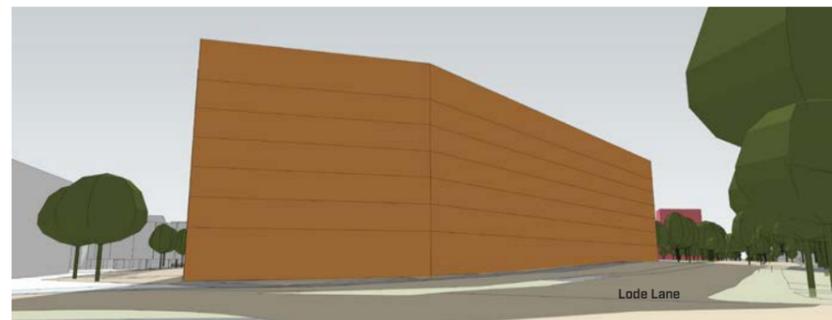


Figure 6.27: Model View – Lode Lane Car Park Redevelopment

DEVELOPMENT OPPORTUNITY: LODE LANE CAR PARK

THE VISION

The creation of an attractive, high quality new residential development that will increase the resident population of the town centre helping to diversify the town centre economy and particularly the evening economy. The development would provide an exciting new frontage onto this key junction and transform the public realm and surrounding green space to deliver a striking new streetscape at this important gateway into the town centre.

DEVELOPMENT SUMMARY

The Lode Lane site is situated adjacent a major arterial route and junction and currently contains an underutilised Multi Storey Car Park which provides 486 car parking spaces. The site also provides vehicular access to the existing adjacent uses including the Premier Inn Hotel. The car park is currently utilised by the hotel to provide guest parking. Interest in Lode Lane as a residential site is demonstrated by the recent completion of the Telephone Exchange development.

There is potential to redevelop this site to provide high quality new residential development, whilst retaining existing access to adjacent building uses including the Premier Inn Hotel, to accommodate circa 120 new apartments and 153 parking spaces

AREA OF CHANGE: HEART OF SOLIHULL

THE OPPORTUNITY

Solihull benefits from a popular and successful retail core centred on Touchwood Shopping Centre, High Street and Mell Square. The masterplan will seek to re-establish the High Street as a key component of Solihull's retail heart. The introduction of new mixed use development providing a greater variety of food and beverage uses, would boost Solihull's evening economy, which could be further supported through the development of new higher density residential uses.

A strong emphasis will be placed on enhancing the existing retail core, by encouraging renewal through enhancing connectivity and encouraging mixed uses such as residential and leisure development. Any new notable retail development, aside from that already in the planning process, would be envisaged from reconfiguration of the existing underused sites.

There is an exciting opportunity to further diversify the town and support the wider town centre's envisaged new evening uses through the creation of a new residential quarter in the Heart of Solihull. We envisage the quarter may have particular appeal to the retirement market and young professionals. A greater representation of these demographic groups will support the diversification of the evening economy in the town centre, as such groups appreciate and seek an increasingly broad range of good quality and convenient leisure and entertainment options.

New development would also provide opportunities to improve frontage onto Warwick Road, enhancing the edge of the town and adding further vibrancy and variety into the town centre. Enhanced crossings across Warwick Road could improve pedestrian connectivity with the north of the town, whilst an upgraded public realm will assist in creating an attractive, outward facing Solihull.



Figure 6.28: Broad design principles

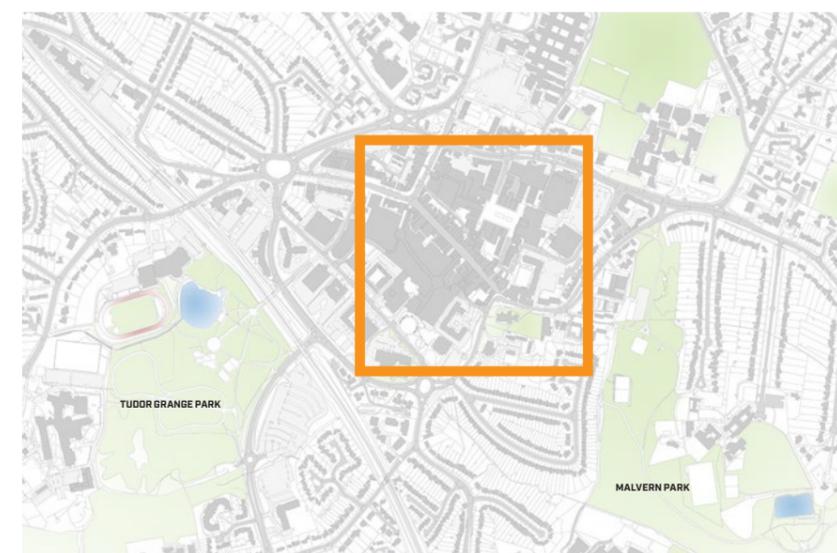


Figure 6.29: Location plan

- ▬▬▬ Railway Line
- * Potential for landmark building
- ➡ Potential frontage
- ➡ Connections (Improved connections)
- ▭ Living & Working (Potential living and working)
- ▭ Experience (Improved urban experience and placemaking)



DEVELOPMENT SITE: MELL SQUARE

THE VISION

Creation of a vibrant mixed use destination at the heart of the town centre attracting visitors morning noon and night. Home to high quality retailers, restaurateurs, and independent businesses, set within the context of stunning high quality multi-functional public realm. An exceptional new residential offer will breathe new life into the area, drawing a new resident population, who will be drawn to and support the employment opportunities on the door step, the thriving leisure arts and culture offer, and bustling evening economy.

DEVELOPMENT SUMMARY

Current use of the site is predominantly retail, with a number of national high street names present. Development here is likely to seek to enhance the current retail offer by encouraging renewal, by bringing in new complementary uses to the area such as residential and more varied leisure offer, and is most likely to occur through the reconfiguration of existing underutilised sites.

The House of Fraser Building and Mell Square Car Park form the north eastern boundary of the site fronting Warwick Road, this prominent area of the site has the long term potential to accommodate large scale redevelopment for high density urban living. Providing attractive new frontage onto Warwick Road, new residential development will present an opportunity to enhance the existing public realm and tie in with future Mell Square proposals to improve pedestrian connectivity.

There are opportunities to bring forward the site in stages to align with when sites become available, however it will be important to ensure that the overall development has a common character and links together, and seeks to:

- Create a retail loop linking with Touchwood, High Street and Eastgate site, to complete the shopping experience;
- Create a legible and attractive environment for visitors from the scale and massing of buildings, to the detailing of the landscaping, street furniture and signage.
- improve frontage onto Warwick Road, enhancing the appearance of the edge of the town and improving permeability for pedestrians and cyclists
- Reduce traffic flow in order to prioritise pedestrians;
- Redesign the existing retail, leisure, food and beverage offer
- Increase the residential offer within the site (circa 500 new homes); and
- Redesign the public spaces to establish Mell Square as flexible space that is better utilised by visitors day to day, whilst also being capable of hosting a variety of public events that will add to the vibrancy of the site.

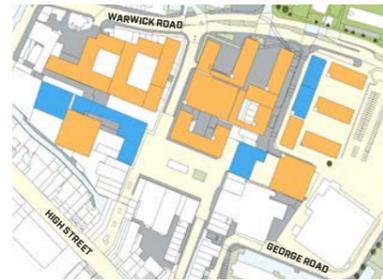


Figure 6.30: Illustrative View – Mell Square

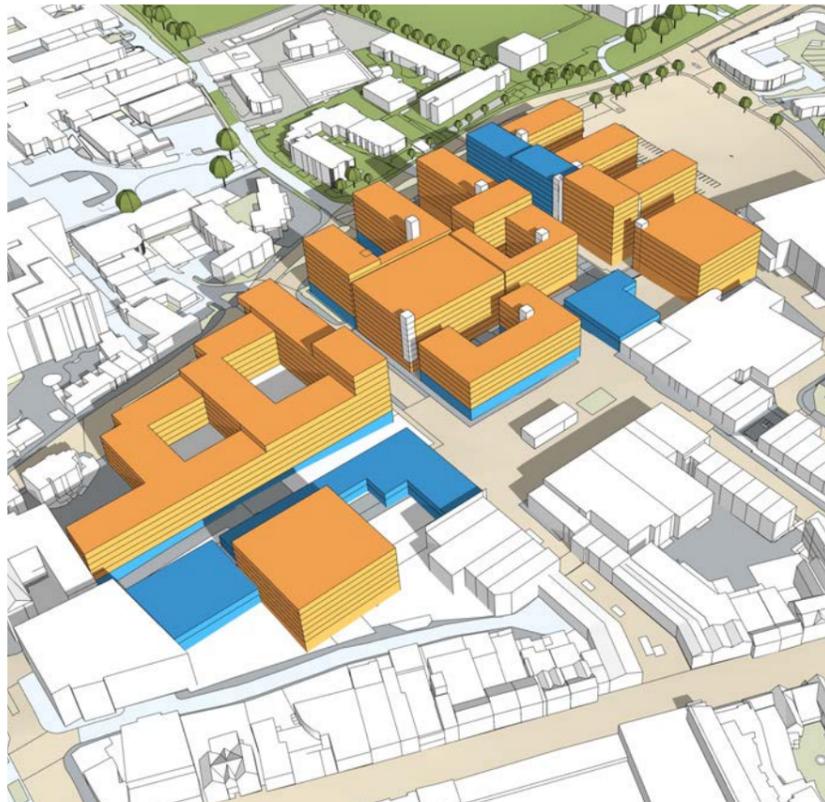


Figure 6.31: Model View – Indicative Mell Square



Figure 6.32: Model View – Council Offices

DEVELOPMENT SITE: EASTGATE

THE VISION

Creation of a distinctive place, to house a mix of uses and create a vibrant and new quarter within the town. The site will be able to accommodate re-provisioned council offices, within a sustainable and high-quality spatial design that fits in with wider town centre development strategies. This will be an inclusive, safe and accessible development that supports health and wellbeing, and contributes towards stimulating town centre wide economic development. A development that connects seamlessly with the wider town centre through the provision of high-quality linkages, spaces, paths and other transport movements.

DEVELOPMENT SUMMARY

Located in a prime town centre location adjacent to the Touchwood Shopping Centre, extending from Homer Road to the south up to and including the High Street at the northern end and Church Hill Road to the east, the site provides an exciting opportunity to provide a vibrant and new mixed-use destination that supports the living and working concept in a sustainable mixed-use development.

The site will include a brand-new civic building with high quality public spaces, new retail and leisure, arts and culture uses to connect the site with the existing town centre, and a new residential neighbourhood providing modern, sustainable homes in a town centre setting, to attract a new demographic of residential population, adding vibrancy to the scheme.

The draft masterplan for Eastgate includes:

- Civic Office Building – approximately 13,500 m² (c.145,000 ft²)
- Residential – up to 469 units
- Retail & Leisure – circa 2,043 m² (22,000 ft²) including a 650 m² (7,000 ft²) gym
- High Quality Public Spaces and permeable connectivity to the wider town centre

AREA OF CHANGE: ST ALPHEGE QUARTER

THE OPPORTUNITY

St Alphege Church is a key landmark and provides an attractive conclusion to the eastern end of the High Street. The quality of the surrounding historic buildings is representative of Solihull's attractive heritage character, however the relatively tired public realm, and heavy traffic disappoint. In addition, the popular and attractive Malvern and Brueton Park is located just a short distance to the east; however the park is not promoted and the connection is not obvious for visitors to follow. Opportunities to provide attractive and sensitive new residential development here could improve frontages onto New Road and further diversify the town centre. Improvements in the public realm could prioritise pedestrians and cyclists, whilst also supporting the areas historic character. In addition, improved wayfinding and the introduction of new green infrastructure could actively link the town centre with Malvern and Brueton Park.



Figure 6.33: Broad design principles and precedent image examples.

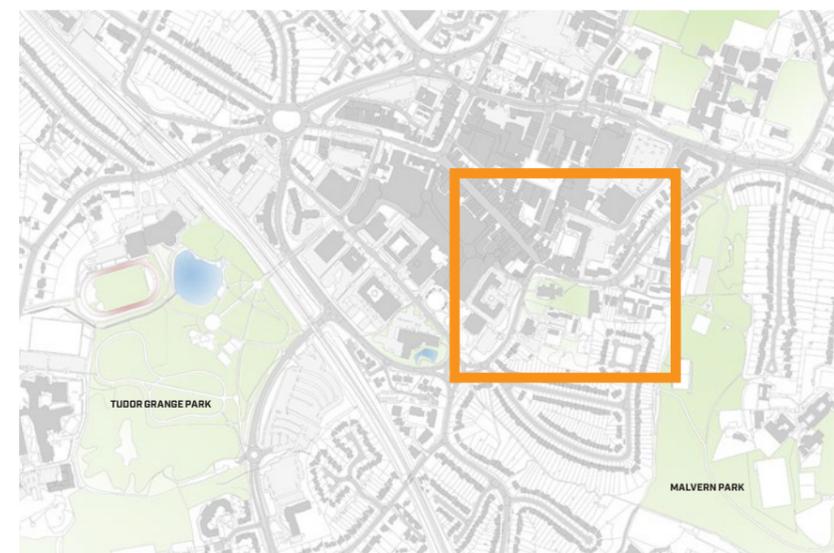


Figure 6.34: Location plan

- ||||| Railway Line
- * Potential for landmark building
- Potential frontage
- Connections (Improved connections)
- Living & Working (Potential living and working)
- Experience (Improved urban experience and placemaking)



DEVELOPMENT SITE: THE JOB CENTRE

THE VISION

Delivery of a new residential development fronting onto New Road providing an attractive entrance to the High Street, complemented by enhancements to the public realm in the area around St Alphege church known as The Square. Churchyard enhancements that encourage the public to use and enjoy the space; provision for informal 'staying' activities through the provision of seating and outdoor dining, and the creation of a self-enforcing 20 mph zone. This would provide an attractive environment linking this development site with the High Street, Eastgate and Malvern and Brueton parks.

DEVELOPMENT SUMMARY

It is envisaged that medium density family housing could be developed on this site which sits sensitively within the existing context and provides similar typologies to those that already exist along New Road. The potential capacity and preferred use for the site are set out below:

- Up to 11 new homes;
- Accommodated on buildings up to two storeys in height; and
- Up to 28 on plot car parking spaces to serve the development.



Figure 6.35: Model View – The Job Centre Site showing indicative 3 storey town house redevelopment.



Figure 6.36: Illustrative View – The Job Centre Site Plan view.

6 KEY STRATEGIES

A number of supporting strategies have influenced and informed the development of the masterplan. The masterplan also begins to identify broad principles that should inform the development of future complementary strategies.

LANDSCAPE AND PUBLIC REALM STRATEGY

The scale of change envisaged in the Solihull Town Centre Masterplan provides a unique opportunity to capitalise on these benefits and rectify existing issues, through the implementation of key public realm interventions. The plan opposite (Figure 7.1) illustrates where these interventions should be focussed and the table below sets out the type of space envisaged.

1 NEW STATION APPROACH

The redesigned station remains the key arrival point into Solihull and the design quality of its surrounding spaces will reflect its importance as a meeting point whilst responding to pedestrian, cyclist and public transport needs.

Improved crossing facilities, wider pavements and a clear palette of materials and street furniture to simply the Station Approach streetscape. The existing public greenspace will provide areas for seating & planting and in the long term can be used by residents as a local amenity green space.

2. BLOSSOMFIELD ROAD ROUNDABOUT

The public realm around the junction should seek to aid pedestrian & cycle movement, making the route into the town centre clear and distinctive through the use of materials, tree planting & signage.

3 LODE LANE JUNCTION

The public realm around the junction should seek to aid pedestrian & cycle movement, making the route into the town centre clear and distinctive through the use of materials, tree planting & signage.

4 HIGH STREET

The High Street will have a clear identity that is distinctive to Solihull. It will be enhanced with quality materials, clearly defined street furniture and public art with references to the heritage of Solihull

5 MELL SQUARE

A safe and vibrant 'urban village' which provides a multi-function open square. The square will incorporate new public art, green infrastructure, lighting and street furniture.

6 CHURCH SQUARE/ NEW ROAD

An intergal historical element of the town centre, public realm reflects the historical qualities the area both in the use of materials and street furniture. Seating is positioned to enjoy views of the Church & street trees are used to provide green links with Malvern and Brueton Park.

7 CIVIC SQUARES

New civic squares to support active frontages, provide spaces for outdoor performance, activities, displays, highlighting civic pride and create placemaking. This would be reflected by street furniture & hard & soft landscaping. The squares would offer clear & improved links to the High Street & the East/ St Alphege Church.

8 JUBILEE GARDENS:

Jubilee Gardens will provide appropriate seating and create clear, direct routes across Homer Road. This will incorporate enhancement to this section of Homer Road to prioritise pedestrians and aid legibility.

9 THEATRE SQUARE:

Improved shelter to encourage outdoor performance and displays. This could involve new seating in sunnier parts of the square, improved access from the cafe and elements of play could be introduced into the public realm.

10 MONKSPATH HALL ROAD:

A new North - South link between the town centre and the new accommodation provides a clear & legible route for pedestrians and cyclists, encompassing small seating areas & clear signage.

“GREEN SPACE HAS NEVER BEEN MORE VALUED AND SHOULD BE AN ESSENTIAL PART OF ANY TOWN CENTRE PLAN AND DESIGN BRIEF” (GRIMSEY 2020, P26)



Figure 7.1: Solihull Town Centre Masterplan – Landscape and Public Realm Strategy

VISIONARY – “A DEMONSTRATOR OF NEW TRENDS AND OPPORTUNITIES, CHAMPIONING SUSTAINABILITY IN ALL ASPECTS OF DESIGN AND ACCESSIBILITY AND A COMMITMENT TO INVEST IN INNOVATION AND CLEAN GROWTH.”

SUSTAINABILITY STRATEGY

The borough has an ambitious growth agenda, and Solihull town centre plays an important role in this agenda. It is vital that whilst striving to deliver the ambitions of the masterplan that we plan carefully to ensure that the potential negative impacts from growth are minimised and opportunities for delivering sustainable growth are maximised.

The Council's Climate Change Prospectus articulates Solihull's low carbon vision – ensuring that through managed growth we are at the forefront of the UK's transition to a low carbon economy. There are six important elements to the council's vision, and a number of ways the Town Centre Masterplan can help to achieve it:

The Town Centre Masterplan and the development proposals set out within it should not jeopardise the council's ability to meet its targets and objectives, and should seek to make a positive contribution to realising net zero. This means that Development where the Council has a major influence should demonstrate how the objectives and principles expressed in the Green Prospectus and other relevant corporate strategies and targets are being supported.

SAFETY AND SECURITY STRATEGY

Good streets and spaces not only look good but also make the people using them feel safe. Feeling safe and secure in a social public space can play a large role in an individual's ability to function and feel good in that locality. In order to achieve this, the layout of new development and design of the public realm must ensure that:

- Streets and spaces are overlooked by the fronts of buildings so that there are 'eyes on the street' and people in the public realm feel safe;
- There is a mix of uses, so that spaces are active throughout different times of the day;
- Views along streets and through spaces unfold as pedestrians walk along, so that people can see what lies ahead of them;
- Where appropriate, vehicle speeds are kept low to provide a safer place for pedestrians and cyclists
- Streets and spaces are free of clutter that makes access difficult;
- Changes in level are carefully designed to provide access for all – e.g. steps and ramps integrated with one another; and
- Good management and maintenance of green spaces is obvious to users, helping to give a feeling of safety.

PARKING STRATEGY

The masterplan sets development proposals for nine sites across the town centre, and potential packages of walk, cycle, public transport and highways concept interventions have been identified in support of these, as set out in the access and movement section and to be developed further through the Access Strategy and Walking and Cycling Strategy.

Currently there is sufficient capacity in the town for parking demand on typical weekdays, weekends and also on peak days, however, delivery of the masterplan proposals in full would lead to a net reduction in parking capacity in the town centre.

If Solihull town centre is to move towards a position where less parking is provided the next policy decisions arise between how the parking provided is allocated. In particular the availability and location of short stay parking for those coming to the town to shop or do business is of importance.

If parking capacity is to be retained at its current level, or increased, then thought will need to be given to how the development sites proposed can provide additional car parking spaces, or whether alternative locations exist for intensified parking arrangements.

HEALTH AND WELLBEING STRATEGY 2019-22

The focus of the Council and the Health and Wellbeing Board is to create conditions for communities to thrive where everyone has an equal chance to be healthier, happier, safer and prosperous through growth that creates opportunities for all.

Health and wellbeing are largely determined by living conditions and wider social, economic and environmental factors. Many conditions such as obesity, heart disease, stress and mental health have been linked to the environments in which people live and work. For this reason, the Masterplan and the vision it sets for Solihull Town Centre and the growth and development that it promotes has the potential to make a real difference to people's health and wellbeing.

The Health and Well Being Strategy 2019-22 identifies four priority areas where the biggest differences can be made. Throughout the Masterplan it has been demonstrated how the masterplan can support delivery against these priorities.

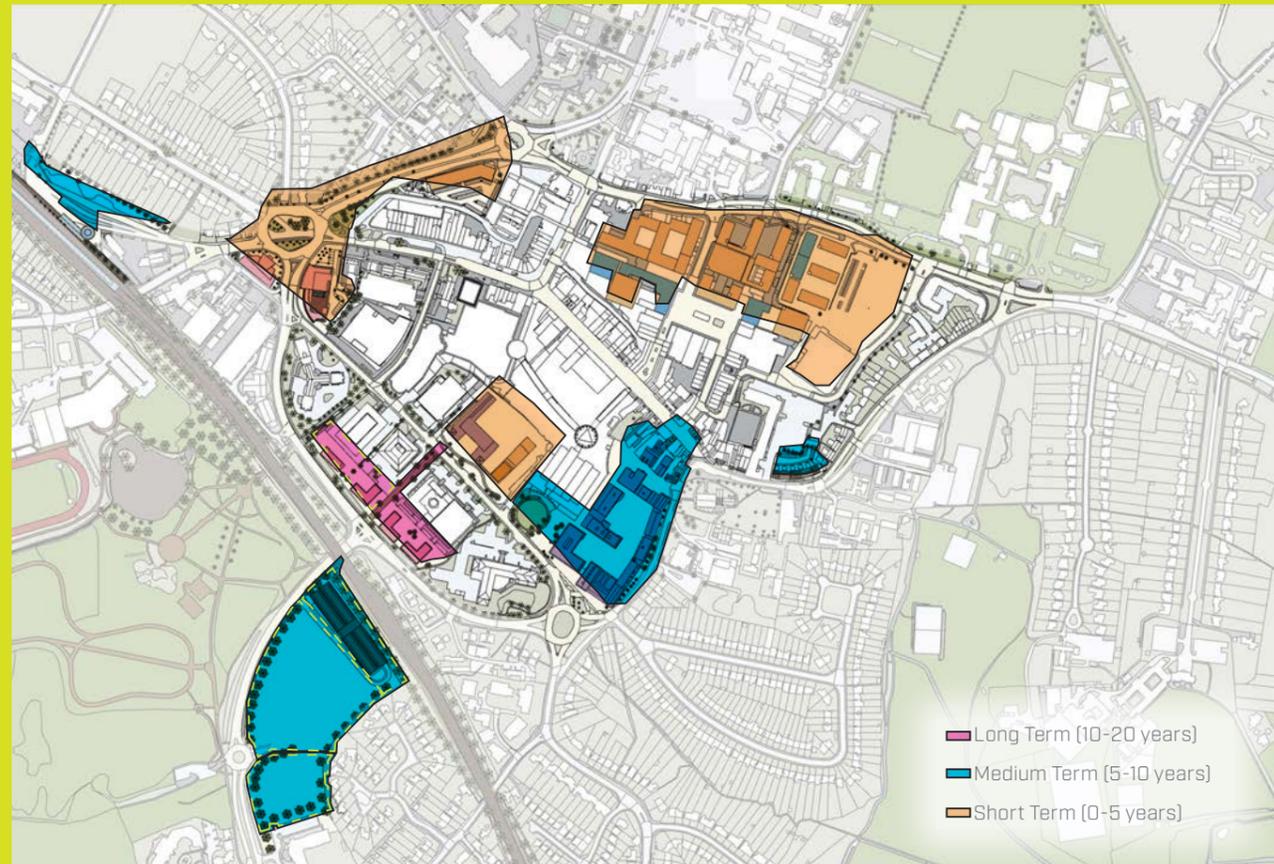


Figure 8.1: Solihull Town Centre Masterplan – phasing Plan

8. PHASING

The scale of the changes envisaged for Solihull Town Centre Masterplan will inevitably take some time to realise. The phasing plan (Figure 8.1) and associated commentary describe an approach that has been informed by land ownership, predicted longevity of existing uses and market conditions. It is anticipated that the masterplan could be brought forward in the following way:

- Short Term (0-5 years)
- Medium Term (5-10 years)
- Long Term (10+ years)

CONCLUSION

SOLIHULL – A THRIVING, PREMIER TOWN CENTRE AND A VIBRANT DESTINATION AT THE FOREFRONT OF VISIONARY DESIGN, SUSTAINABILITY AND INNOVATION.'

Solihull Town Centre is a thriving, vibrant and attractive place, the civic heart and crucially important to economic and social well-being. Aspirations for managed growth as one of the UK Central centres, provides opportunities to secure Solihull's place in the face of regional competition and to be a visionary leader for the future. Such growth will bring issues, opportunities and challenges and will need to be carefully managed to ensure that the growth is positive. The masterplan provides a flexible framework that will enable future development and investment to respond and react to changing conditions. It will also ensure that as sites are developed independently, over different time periods, there will remain an overarching framework which ensures that overall the town centre is developed in a cohesive and integrated way.

OVERALL ECONOMIC IMPACT

CONSTRUCTION PHASE IMPACTS

£430m
estimated total construction investment



5,350
person years of employment supported over the length of build



£163m
Gross GVA



Supporting approximately

430
apprenticeships



FISCAL IMPACTS

A major contribution to sustaining vital local services through:



£1.5m
council tax payments (per annum)



£5m
business rates (per annum) once full developed



OPERATIONAL PHASE

4,200
Gross operational jobs within the town centre



£325m
Gross GVA per annum

OPERATIONAL PHASE - ADDITIONAL RESIDENTS

170
Gross operational jobs within the town centre



1,900
new residents



£14m
Increased local resident expenditure (per annum)

TRANSFORMATIONAL DEVELOPMENT PROJECTS

BUSINESS AND COMMERCIAL QUARTER

The focus for commercial office development with major development projects at Homer Road and Princes Way delivering:



£130m
of investment supporting 1,600 person years of construction employment

47,500 sqm
commercial floorspace and 65 new homes



More than **£168m**
million of gross GVA per annum



2,000
gross FTE jobs based in the town centre

WESTERN GATEWAY

The Council is promoting the Westgate development, providing much needed office space with improvements to the public realm:

11,000 sq m
of highly accessible office space



£62m
gross GVA per annum



630
gross FTE jobs at a key gateway to the town centre

HEART OF SOLIHULL

Two major regeneration schemes – Mell Square and Eastgate – will strengthen the town centre offer through:



£11.6m
resident spend supporting local jobs



More than **980**
new homes within a town centre community

£240m
investment supporting 3,000 person years of construction employment



Almost **1,600**
gross FTE jobs in the town centre

NORTHERN APPROACH

A long term project to support the creation of a new community, diversifying and sustaining Solihull town centre



120
houses providing homes for around 200 residents



£1.4m
Increased local resident expenditure per annum



Supporting **18**
local FTE jobs in the town centre

UKC Central
Solihull Metropolitan Borough Council
Manor Square
Solihull
B91 3QB

www.investinukcentral.com

This document is confidential and the copyright of Solihull UK Central. Any unauthorised reproduction or usage by any person other than the addressee is strictly prohibited.

Solihull MBC Licence N° 100023139
Contains Ordnance Survey data © Crown Copyright and database right 2016

Aerial Images © 2015 Google Inc, used with permission. Google and the Google logo are registered trademarks of Google Inc.

Graphic Design roomfordesign.co.uk

