

Progress on Delivery of the Masterplan

Sutton Coldfield Town Centre.

Jan Rowley Regeneration Programme Director.

Progress to date

- Allocation of £25m from West Midlands Combined Authority (WMCA) through their City Region Sustainable Transport Settlement.(CRSTS)
- Brief to appoint consultants to work up an Outline Business Case (OBC) has gone to the marketplace.
- Brief for Bus Interchange will reflect information emerging from OBC.
- Town Council has representation on the panel.
- Appointment to be made mid Summer.
- Draft OBC scheduled for end of 2022.

Progress to date

- Newhall Walk purchased by BCC.
- Development/Marketing brief for northern end of Gracechurch Shopping Centre.
- Work progressing on development brief for Red Rose Shopping Centre.
- Short term use of buildings and temporary use for vacant spaces.

Focus on the Next Steps.

- Town Council is focused on specific areas of the Masterplan to bring about change.
- Introduction to Station Quarter work.
- Emerging from the initial work
 - i. Environmental Improvement Programme.
 - ii. Resident and Community communications.

Communications

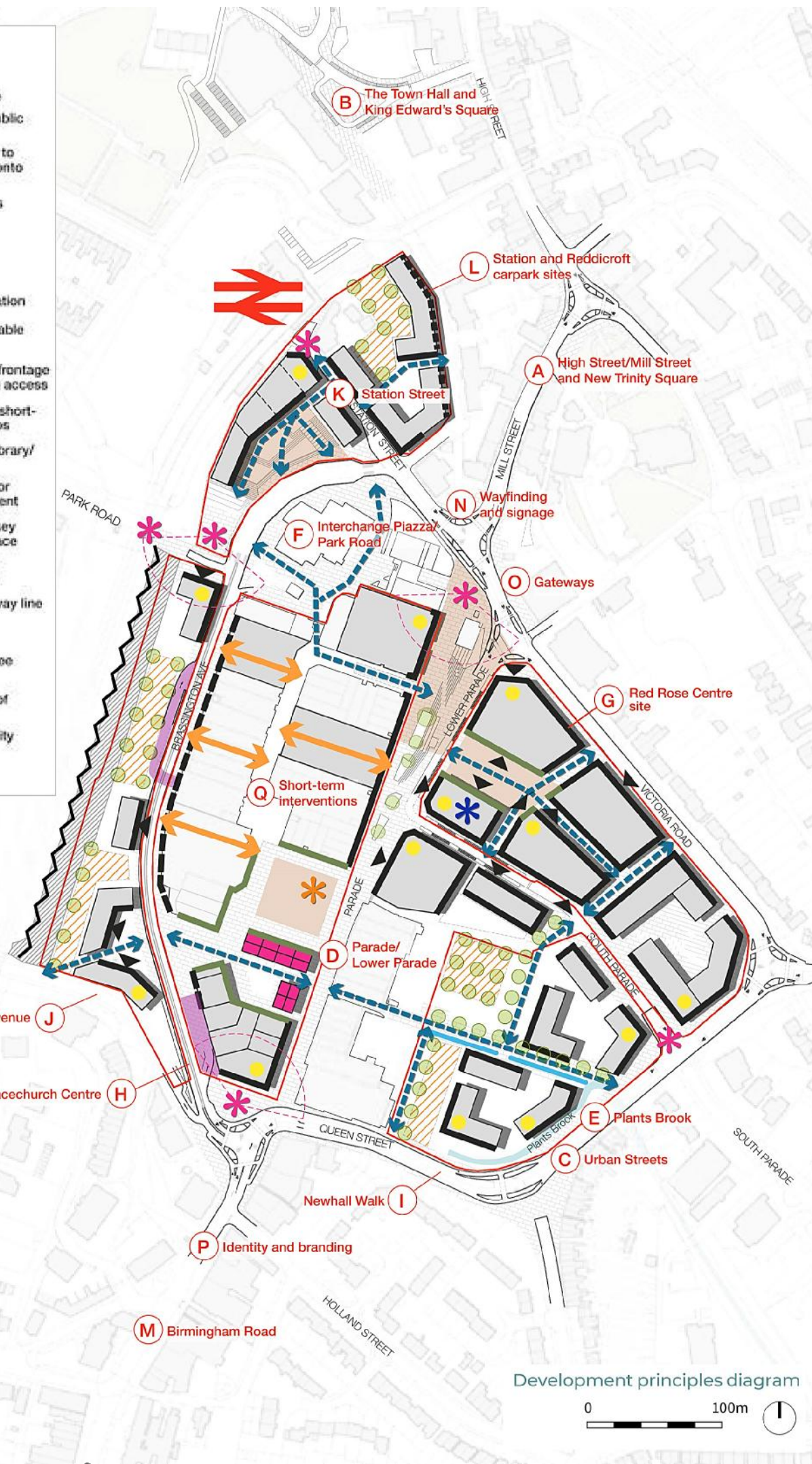
- Dedicated Webpages and Information Boards.
- Refresh and act as precursor to future engagement with residents, businesses and the wider community.
- Opportunities to update wider community on progress.

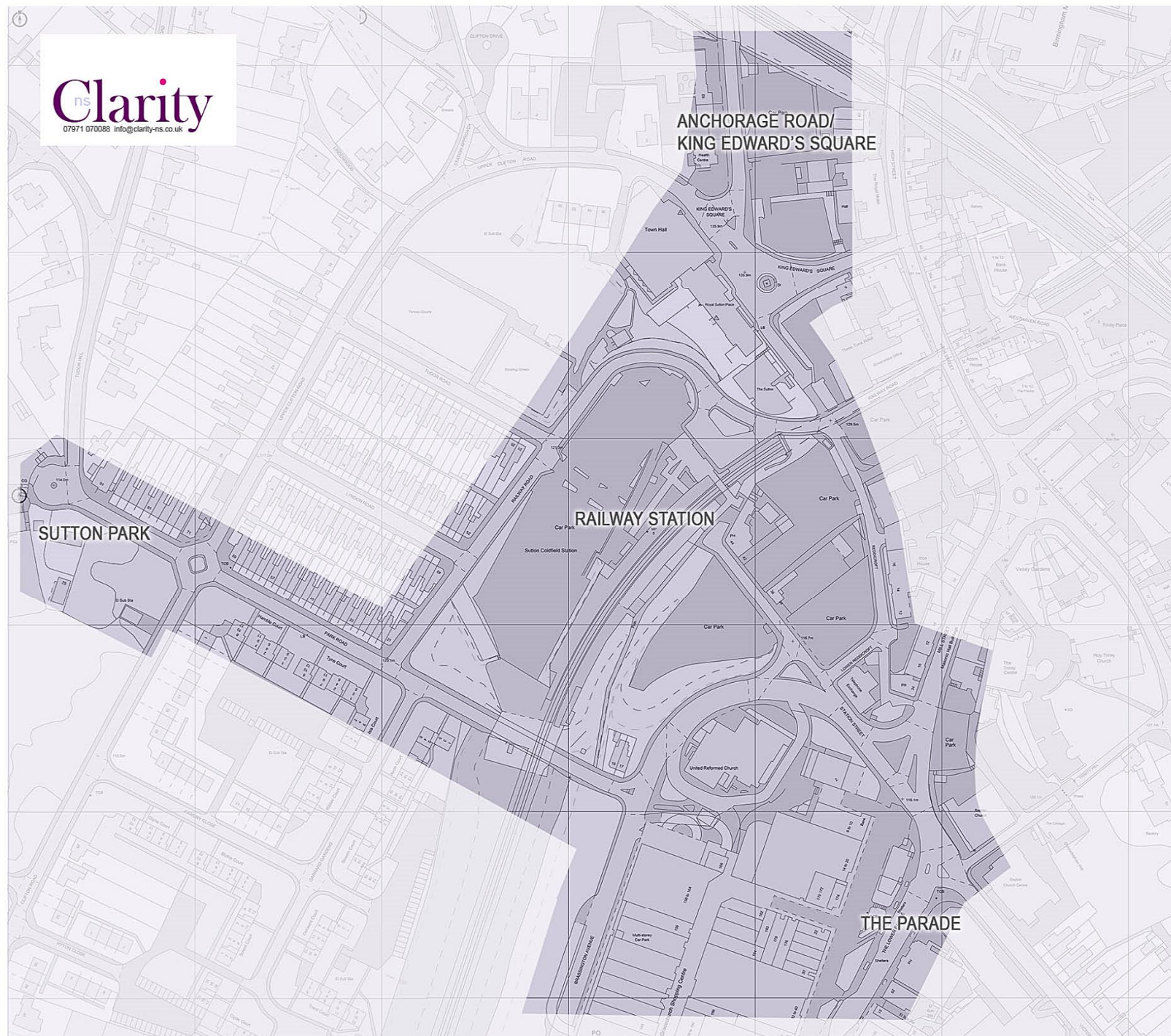
Questions

Comments

Key

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





Sutton Coldfield

SUTTON COLDFIELD GATEWAY The Site

Dwg 012a
1:2000 @ A3
Town Centre Strategy
Royal Sutton Coldfield
Sutton Coldfield TC

0m

100m




Royal Town of
**Sutton
Coldfield**

Car park













No smoking
No open flames
No smoking
No open flames

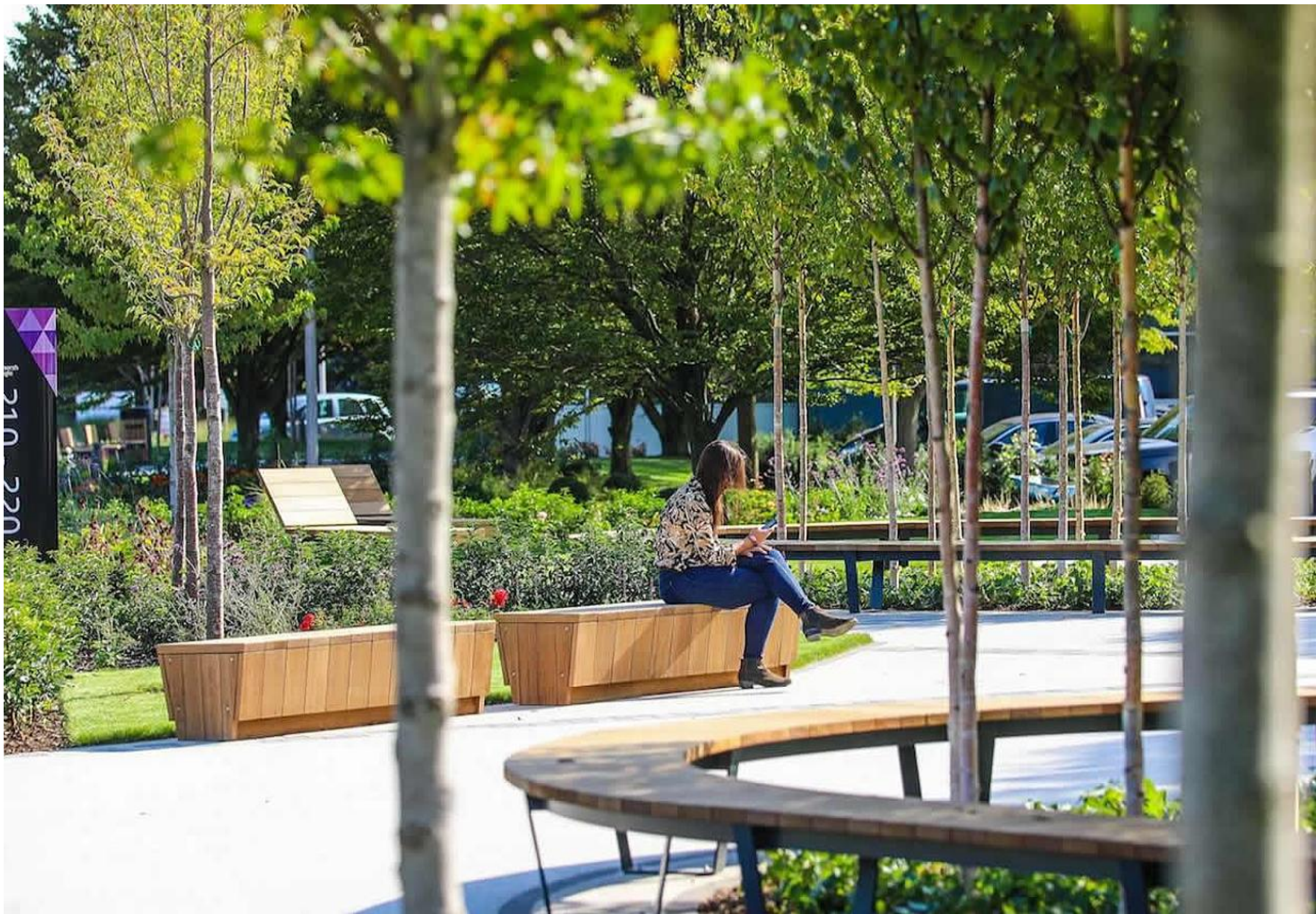
Entrance open
Monday - Saturday
10.00am - 5.00pm
Sunday
10.00am - 5.00pm



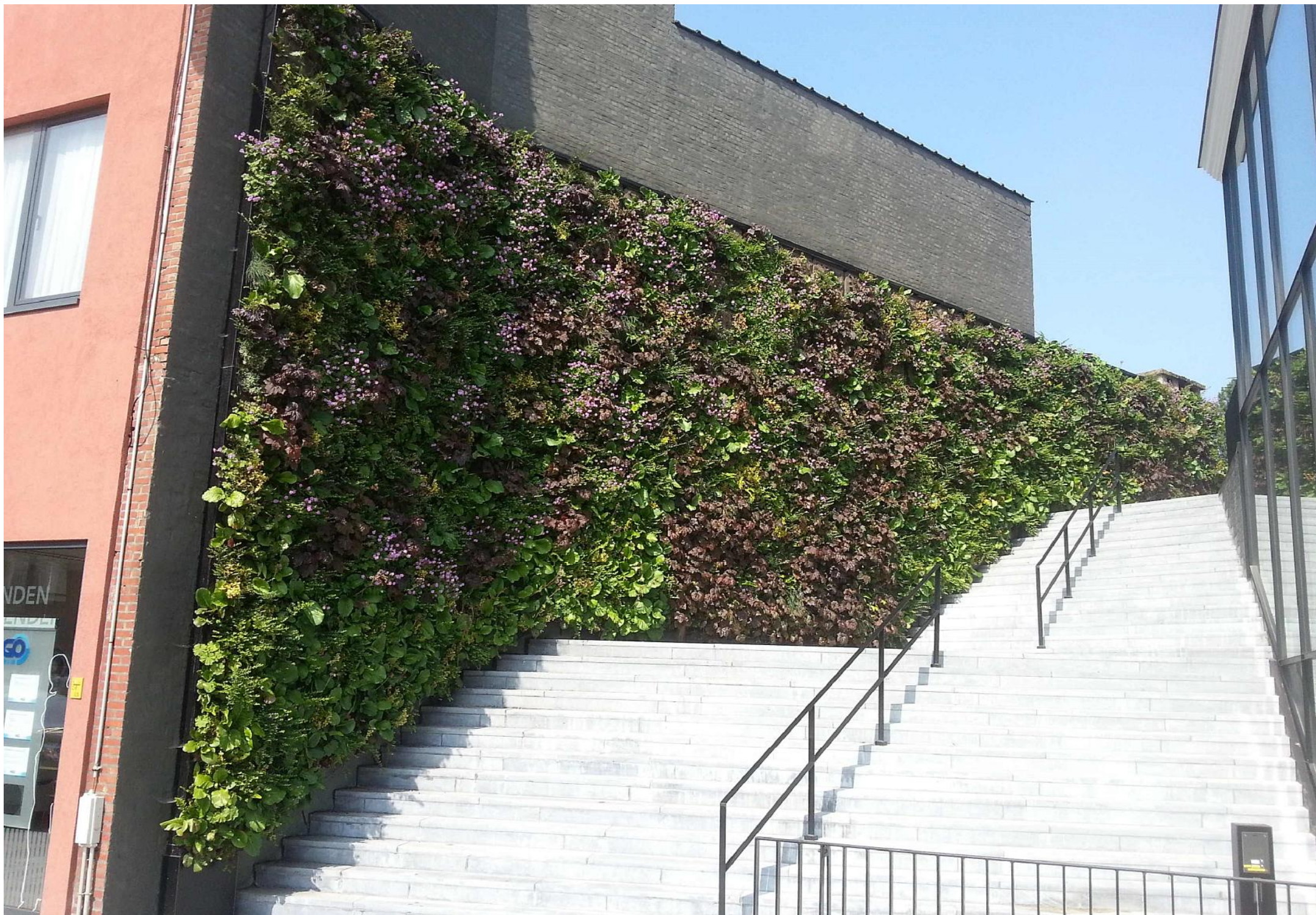






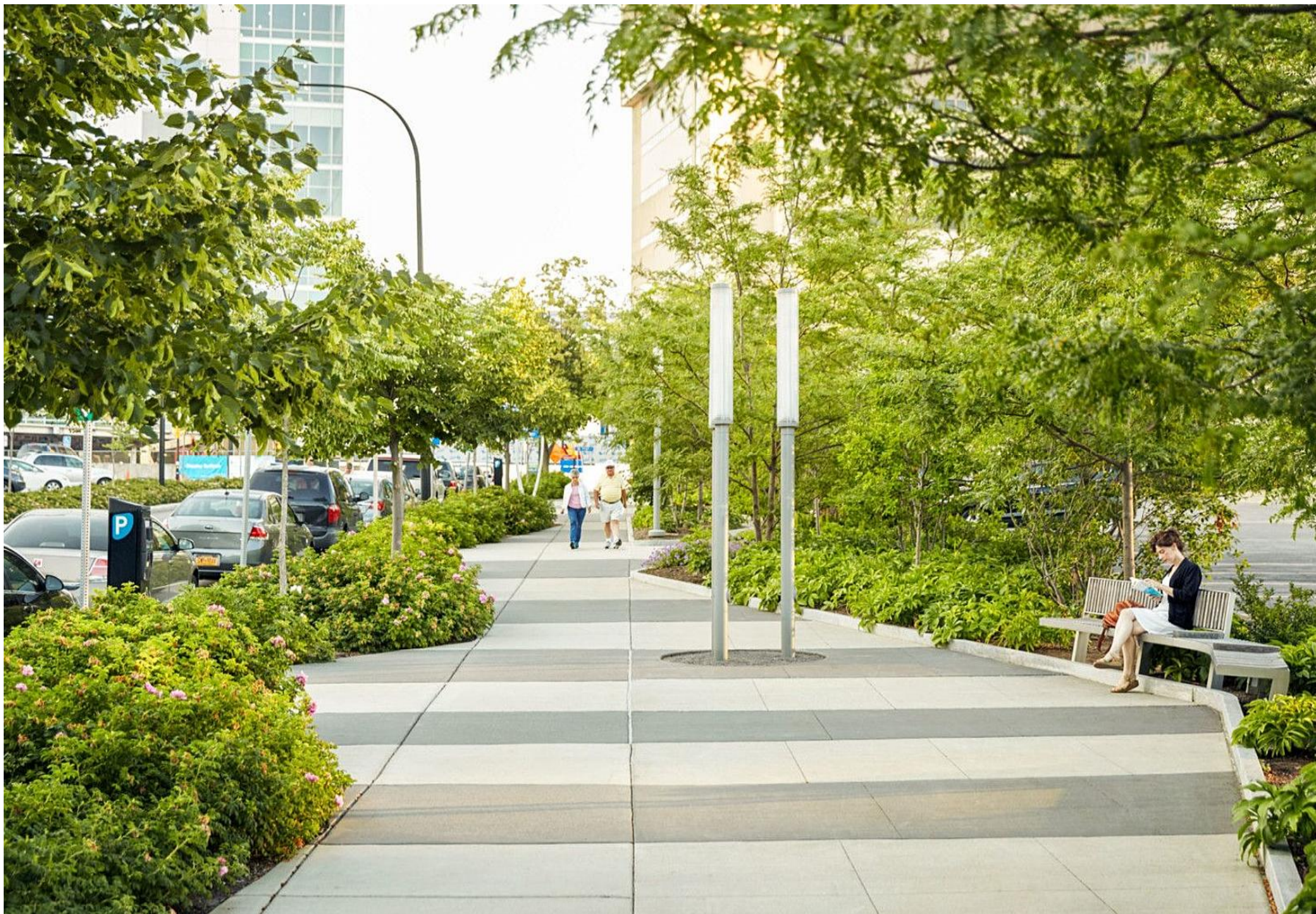












ANCHORAGE ROAD

Key vehicular route to and from town centre. Runs through attractive suburbs to the north of the railway. Character marred by open views into car parks and towards backs of High Street properties.

RAILWAY ROAD

Main pedestrian route between railway station, High Street and colleges. Unattractive environment at station and along road.

PARK ROAD

Main pedestrian route between Sutton Park and town centre. Good landscaping on southern side, but railway tunnel and unattractive wasteland on either side hinder navigation and create a poor impression.

UNITED REFORM CHURCH

Logically the main pedestrian link between Sutton Park, nearby housing and The Parade, but dominated by service roads.

BRASSINGTON AVENUE

Car dominated environment with blank back to Gracechurch Centre on eastern edge.

KING EDWARD'S SQUARE

Major traffic junction and arrival point from north. Potentially attractive, but war memorial is marooned in an expanse of tarmac and parking.

REDDICROFT

Well-used pedestrian route between Town Hall area and town centre. Chief impression is of incomplete edges to blocks, and open views to temporary car parks.

STATION STREET

With surface car parks in the north, and major roads in the south, vehicles dominate this crucial pedestrian link between the railway station, the High Street and The Parade. The character is open, unattractive and unwelcoming.

THE PARADE

Bus stops, changes of level, undeveloped sites, temporary uses and poor public realm create a uninspiring introduction to the main shopping area.

Notes



- Pedestrian routes
- Vehicular routes
- Unkempt areas needing attention
- Street edges needing enclosure
- Key views

Sutton Coldfield

SUTTON COLDFIELD GATEWAY Analysis

Dwg 013
1:2000 @ A3
Town Centre Strategy
Royal Sutton Coldfield
Sutton Coldfield TC

0m

100m