

**JEWELLERY
QUARTER**
UNLOCKING THE
INDUSTRIAL
MIDDLE



**PRINCE'S
FOUNDATION**

FOR BUILDING COMMUNITY



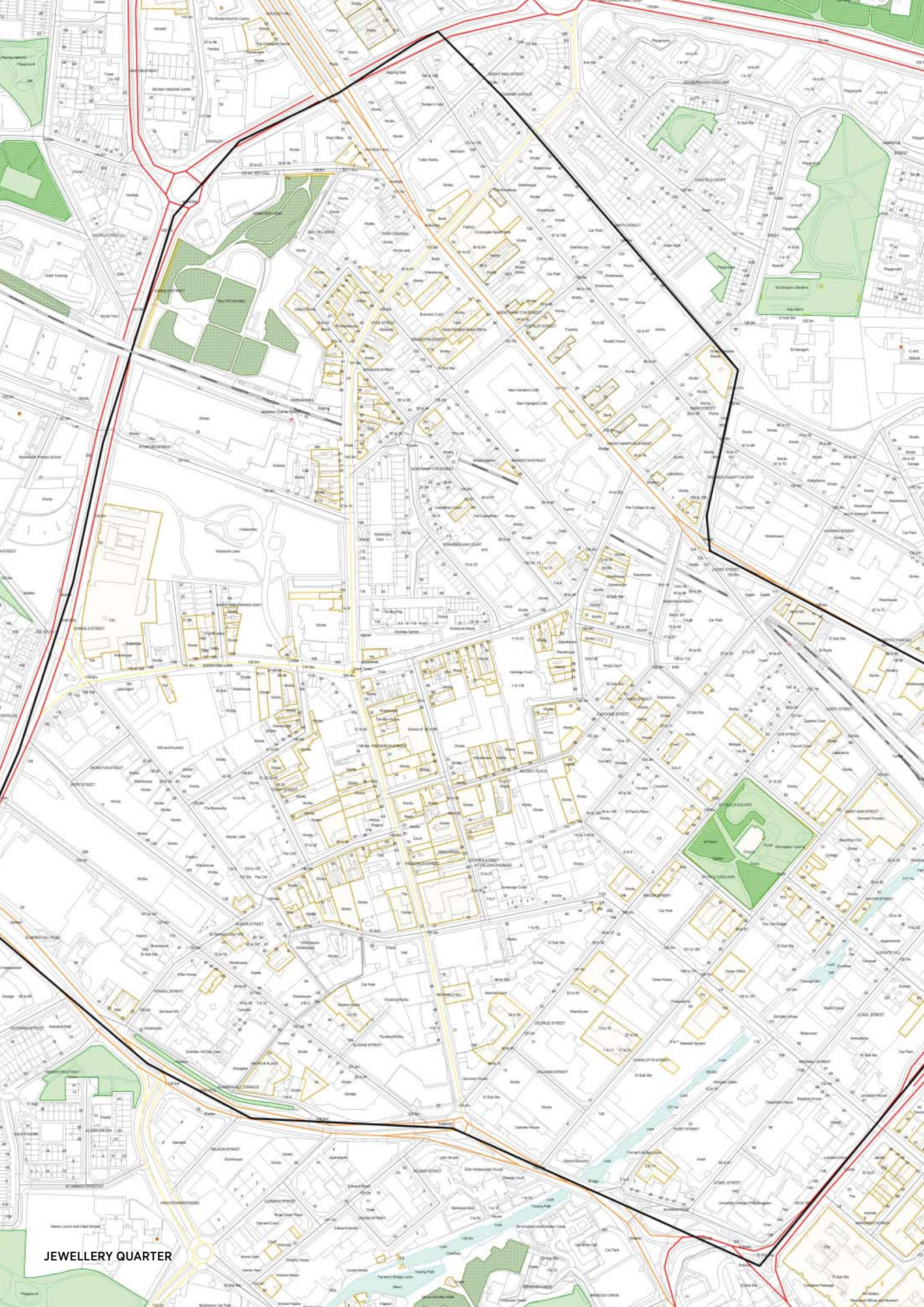
CENTRAL SHOPPING AREA
CONVENTION CENTRE
COLLEGE OF FOOD



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JEWELLERY QUARTER

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for BUILDING COMMUNITY:
TRANSFORMING LIVES through ENGAGING
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Formed in May 2011, the Jewellery Quarter Development Trust (JQDT) is seeking to improve Birmingham's historic Jewellery Quarter for the benefit of all who live, work, learn within, invest in and visit the area.

In parallel with developing proposals for a Business Improvement District (BID) with Birmingham City Council (BCC), JQDT aims to promote further physical and economic regeneration in the area.

JQDT asked The Prince's Foundation for Building Community to help in pursuing a broad-based approach to unlocking development and delivering what the residential and business communities would like to see in the area. As well as consulting as widely as possible and working with other local partners, JQDT wishes to identify mechanisms that "allow us to continue to justify organic and appropriate growth across the area... less a 'defensive' design guide than a way to insist on quality."

The Prince's Foundation has a long-standing association with the Quarter. It was a member of the Jewellery Quarter Urban Village Forum in the 1990s, helped to produce the Urban Village Framework Plan and drafted the initial document that has now become the Jewellery Quarter Design Guide SPD.

It has been able to support the JQDT in 2012 through the CLG 'Supporting Communities and Neighbourhoods in planning' programme. This has provided some central government funding up to the end of March 2012 for support to community groups working with local authorities. The Prince's Foundation has been one of four selected providers during 2011-12 and has focused on helping community clients make progress towards frameworks such as neighbourhood plans through collaborative workshops.

This report describes the Prince's Foundation workshop held in several parts from 19th to 21st March 2012, and is intended both to support the JQDT and its partners in understanding what its next steps should be, and to provide relevant advice for future regeneration.

SECTION 1 PROCESS

Working with JQDT, Birmingham City Council and MADE, the Prince's Foundation held a series of workshops focused on the Industrial Middle.

7TH DECEMBER 2011

The Prince's Foundation held an initial scoping meeting on 7th December 2011 to discuss the brief and to plan an inclusive stakeholder workshop in March 2012. This tackled some of the questions already arising from JQDT's activities and from engagement with the residential and business community. A brief was agreed that set the following objectives:

TO EXAMINE THE REGULATORY FRAMEWORK FOR THIS AREA, TEST WHETHER IT IS HOLDING BACK GROWTH AND CHANGE, AND PROPOSE HOW IT MAY NEED TO BE AMENDED

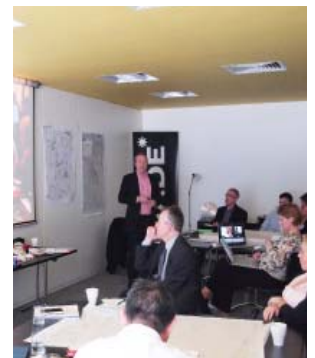
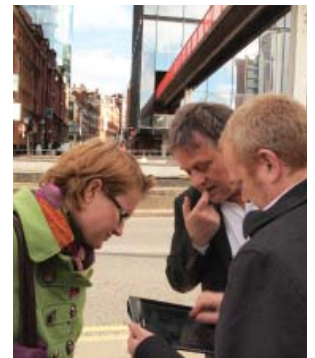
TO GATHER COMMUNITY VIEWS AND USE THEIR SKILLS AND EXPERTISE IN EXPLORING THE FUTURE OF THE JQ

TO DEVELOP PRACTICAL IDEAS AS AN INTERIM STEP-CHANGE, FOCUSING ON PHYSICAL CONNECTIONS, LAND USES AND ACTIVITIES, AND ON WAYS OF ENABLING DEVELOPMENT, WHICH MAY INCLUDE IDENTIFYING SPECIFIC SITES FOR CHANGE

TO PLAN A WAY FORWARD FOR HOW THE JQ CAN REDEVELOP, REGENERATE AND PROSPER

IT WAS DECIDED TO FOCUS ON THE INDUSTRIAL MIDDLE FOR MAXIMUM IMPACT. IT IS THE CENTRE OF THE QUARTER AND IS THE AREA WITH THE HIGHEST LEVELS OF VACANCY AND UNDER-OCCUPATION.

ANY SUGGESTIONS FOR THE INDUSTRIAL MIDDLE IN THIS REPORT WILL WORK IN TANDEM WITH OTHER SCHEMES IN THE AREA TO WORK TOWARDS FULLY REGENERATING THE JEWELLERY QUARTER.



FROM TOP; PRINCE'S FOUNDATION STAFF VISITING THE AREA ON THE 19TH MARCH 2012. PRESENTATION FROM THE PRINCE'S FOUNDATION AT THE INITIAL PUBLIC PRESENTATION 20TH MARCH 2012. ATTENDEES PARTICIPATING IN THE DESIGN SESSION DURING STAKEHOLDER WORKSHOP 20TH MARCH 2012.

19TH MARCH 2012

PRINCE'S FOUNDATION STAFF CONDUCT A SITE VISIT OF THE AREA

EVENING PUBLIC SESSION HELD TO GATHER VIEWS FROM THE WIDER COMMUNITY AND EXPLAIN BACKGROUND TO THE PROJECT

20TH MARCH 2012

STAKEHOLDER WORKSHOP – AN ALL-DAY SESSION, BY INVITATION ONLY, TO WORK THROUGH THE KEY ISSUES FOR THE AREA IN DETAIL

21ST MARCH 2012

INTERNAL PRODUCTION WORKSHOP – THE PRINCE'S FOUNDATION TEAM PREPARING MATERIAL FOR EVENING PRESENTATION

EVENING PUBLIC SESSION – TO PRESENT PROPOSALS FOR COMMENT TO THE WIDER COMMUNITY

At the stakeholder workshop, relevant evidence was presented as follows:

1. Russell Poulton, Birmingham City Council

Russell set out the policy context and current strategies and investment in the area, including public realm improvements to the Golden Triangle and Dayus Square.

2. Mike Mounfield, JQ Neighbourhood Forum

Mike presented outputs from a recent consultation with residents. This included a workshop exercise, showing mapping of likes and dislikes and aspirations across the quarter, and feedback from an online consultation about residents' priorities for the area.

3. The Centre for Urban and Regional Studies team (CURS) at Birmingham University

The team presented results of a research project on the JQ. Data was collected about occupancy and ownership in the Industrial Middle and Golden Triangle. The maps produced by the team showed vacancy, under-occupation and concentrations of activities in the quarter.

4. Andreas Wessener, PHD

'How do residents in the Birmingham Jewellery Quarter perceive, understand, and value their neighbourhood?' Andreas presented selected results of a study he undertook with Mohsen Aboutorabi on behalf of the Knowledge-Transfer-Partnership between Birmingham City University and D5 Architects LLP. Particularly relevant were cognitive maps based on survey responses about perceptions of the built environment, and the contrast between the perceptions of those working in creative industries, those in the more traditional jewellery sector and local residents.



FROM TOP; STUDENTS FROM BIRMINGHAM UNIVERSITY PRESENTING THEIR FINDINGS ON THE STAKEHOLDER DAY 20TH MARCH 2012. ATTENDEES CONSIDERING IDEAS BEING PUT FORWARD DURING THE WORKSHOP.

SECTION 2 POLICY CONTEXT

Key policy documents have informed the Prince's Foundation's work in the Jewellery Quarter.

BIRMINGHAM DRAFT CORE STRATEGY 2026

Latest version: consultation draft, October 2010. Publication later in 2012, adoption in 2013, which will replace existing Birmingham UDP (2005).

Among its strategic objectives are: “To develop Birmingham as a city of vibrant urban villages, that are safe, diverse and inclusive with a locally distinctive character.”

Policy CC4, Expanding the City Centre, identifies the Snow Hill area as a strategic allocation, meaning a focus for growth.

“Enhanced pedestrian linkages across Great Charles Street, St Chads Queensway and Lancaster Circus will be supported to transform pedestrian routes from the City Centre into the Jewellery Quarter, Gunsmiths Quarter and Eastside. Connected routes and incidental spaces throughout the district will provide a public realm that will encourage new business and activity.”

BIG CITY PLAN - STRATEGIC MASTERPLAN 2010

This non-statutory planning and regeneration framework identifies the key JQ issues as:

LACK OF PUBLIC SPACES BEYOND ST PAUL'S SQUARE AND THE CEMETERIES

POOR CONNECTIONS WITH THE CITY CORE

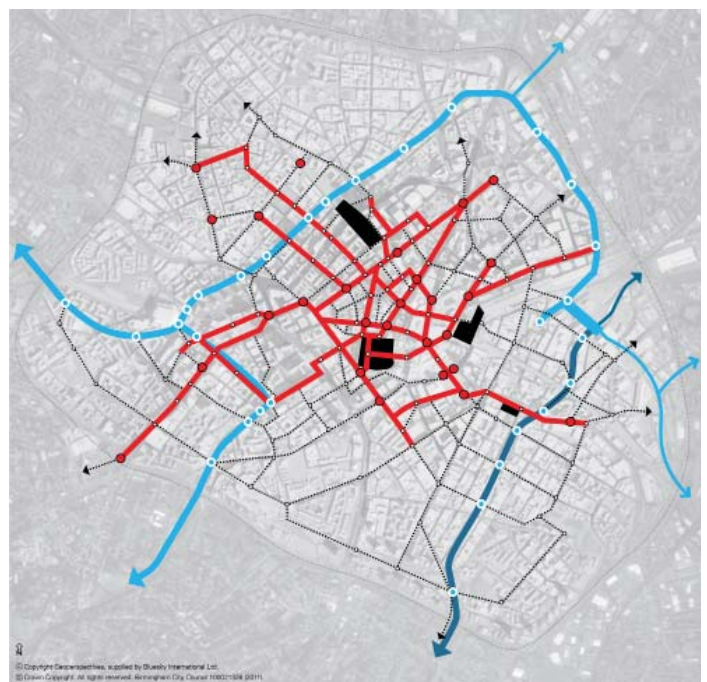
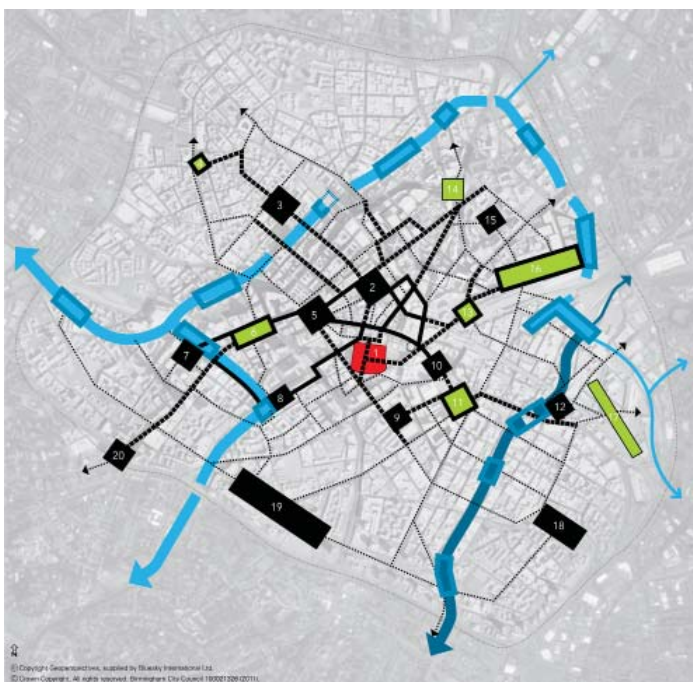
LONG-STANDING VACANT AND UNDERUSED SITES ALONG KEY MAIN CORRIDORS

SUPPORTING SMALL JEWELLERY DESIGN, MANUFACTURING AND CREATIVE BUSINESSES AND ADDING FURTHER ECONOMIC ACTIVITY

HOW DEVELOPMENT PRESSURES CAN BE EFFECTIVELY MANAGED TO MAINTAIN AND ENHANCE THE QUALITIES OF THE HISTORIC ENVIRONMENT

“Our vision is to bring new growth and investment to create a Jewellery Quarter which is driven by its historic jewellery trade and emerging creative industries, and revitalised by a sustainably growing residential population. Key to its future success will be re-establishing historical links to the City Core across Great Charles Street and improving pedestrian routes to the heart of the quarter.”

ANTICLOCKWISE FROM TOP;
JEWELLERY QUARTER PLAN
(FROM THE BIG CITY PLAN PAGE
4) - KEY FEATURES OF THE PLAN
ARE: GROWING THE CITY CORE
BEYOND GREAT CHARLES STREET,
LUDGATE HILL-CAROLINE STREET
'GREEN SPINE', LINKING GREEN
SPACES, TAKING ADVANTAGE OF
METRO IMPROVEMENTS, USING
CANAL NETWORK TO CONNECT TO
ADJACENT AREAS. CITY CENTRE
OPEN SPACE FRAMEWORK PLAN
(FROM BIG CITY PLAN PAGE 27).
NETWORK OF WALKING ROUTES
(FROM BIG CITY PLAN PAGE 29).
THE ENTIRE BIG CITY PLAN IS
ATTACHED TO THIS DOCUMENT
FOR COPY RIGHT PURPOSES.



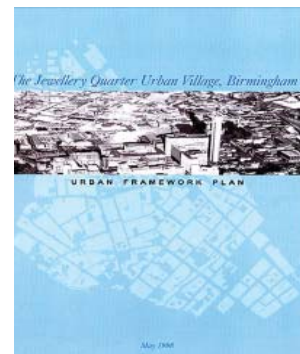
2 POLICY CONTEXT

JEWELLERY QUARTER URBAN VILLAGE FRAMEWORK (SPG 1998)

The Prince's Foundation worked with Birmingham City Council, Advantage West Midlands and others to regenerate the area as a mixed, sustainable and inclusive urban village, seeking to lift restrictive land-use policies without losing manufacturing businesses or making the area too expensive to live in:

"The vision for the Jewellery Quarter is of a complete community, which is home to a thriving business and residential population; supported by other facilities and set within a high quality environment respectful of the area's unique heritage"

The framework recognised the historic significance of the quarter as a functional part of Birmingham city centre, covering a wider scope than the core occupied by the jewellery industry. It sought to make the area a more inviting urban quarter with a diversity of uses, while preserving the activities that were central to its historic character.



FROM TOP; COVER FROM THE URBAN FRAMEWORK PLAN FOR THE JEWELLERY QUARTER WHICH THE PRINCE'S FOUNDATION CO-AUTHORED.

CONSERVATION AREA CHARACTER APPRAISAL & MANAGEMENT PLAN (SPG 2002)

A small Jewellery Quarter conservation area was first designated in 1980.

In 2000, following the Urban Village work done by English Heritage, the Prince's Foundation and others, it was merged with the adjacent St Paul's Square and Key Hill conservation areas to create the current JQ conservation area. This was in recognition of the need "to manage the significant levels of new development in the area which, if unrestricted, will adversely affect the special character the designation was intended to conserve".

The Conservation Area Management Plan states that development "should recognise and retain the unique character of the area and be sensitive to existing uses and buildings and consistent with the requirements of its Conservation Area status."

As a result of the report, a recommendation for the statutory listing of 106 buildings was made, which was approved in 2004. Two were Grade II* listed while the remaining 104 received Grade II listed status.

Significant statements on uses across the quarter include:

JQ IS "AN EDGE OF CENTRE LOCATION WITH POTENTIAL FOR NEW HOUSING ALTHOUGH GENERALLY THE CITY COUNCIL RESISTS LOSS OF

INDUSTRIAL LAND TO NON-INDUSTRIAL USES"

"THE COUNCIL WILL NOT NORMALLY PERMIT NEW RESIDENTIAL USES, WHETHER BY CONVERSION OF EXISTING BUILDINGS OR NEW BUILD IN THE AREAS DEFINED AS THE GOLDEN TRIANGLE AND THE INDUSTRIAL MIDDLE. EXCEPTIONS WILL BE MADE ONLY IN THE CASE OF MIXED USE DEVELOPMENT WHICH ACCORDS WITH POLICY 2.4 [ON LIVE-WORK, WHICH SPECIFIES THAT THE RATIO OF LIVING TO WORKING SPACE SHOULD NOT EXCEED 50%]"

"OFFICE DEVELOPMENT, WHICH IS ENCOURAGED IN THE CITY CENTRE, SHOULD NOT CHANGE THE UNIQUE CHARACTER OF THE JEWELLERY QUARTER"

"INCREASING RESIDENTIAL USE IN CLOSE PROXIMITY TO LIGHT INDUSTRY POSES PROBLEMS OF COMPATIBILITY"

Interpretations of these statements have shaped perceptions – if not the reality – of what is and is not permissible in particular areas. Many people feel that they have unduly constrained development in the area, although this appears to rest on the detail of definitions about uses – for example, what exactly is meant by 'live-work', 'light industry' and even 'manufacturing'.

JEWELLERY QUARTER REGENERATION CHARTER (2008)

The Jewellery Quarter Regeneration Partnership updated the Urban Village Framework in 2008 with its own Regeneration Charter, highlighting the following principles:

A DYNAMIC PLACE TO DO BUSINESS

QUALITY BUILDINGS AND PLACES

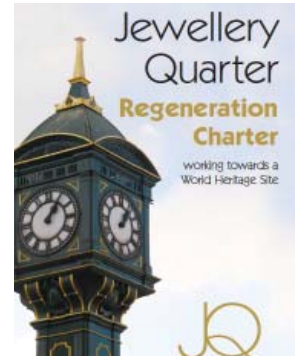
A CONNECTED QUARTER

A SUSTAINABLE COMMUNITY

A UNIQUE PLACE TO VISIT

'PZAZZ', WHICH WAS ABOUT MARKETING, LEISURE AND TOURISM

A TRUE PARTNERSHIP



FROM TOP; COVER FROM THE JEWELLERY QUARTER REGENERATION CHARTER. MAP, AIMED AT VISITORS, FROM THE JEWELLERY QUARTER REGENERATION CHARTER.



SECTION 3 COMMUNITY ASPIRATIONS

Consultation on the future of the Jewellery Quarter identified key aspirations and led to conclusions.

Drawing together feedback presented at the workshop and the views expressed in the public session of the Prince's Foundation workshop on 19 March, the main priorities were:

FROM TOP; COMMUNITY FEEDBACK FROM THE NEIGHBOURHOOD FORUM DRAWN TOGETHER IN A NEW TABLE. DIAGRAMS OF CONCLUSIONS REACHED ABOUT USING EXISTING BUILDINGS TO HOUSE NEW USES AND IMPROVE CONNECTIONS TO THE CITY CENTRE.

BETTER CONNECTIVITY TO THE CITY CENTRE

'FINDING LIFE' AND DIVERSIFICATION - ENCOURAGING MORE CREATIVE INDUSTRIES TO LOCATE IN A PRIME CITY CENTRE FRINGE AREA, CELEBRATING WHAT THE AREA HAS AND WHAT IT DOES

PROMOTING INDEPENDENT RETAILERS AND NICHE SHOPPING

DEALING WITH DERELICTION - ENGAGING INSTITUTIONAL PROPERTY OWNERS IN REGENERATION

GIVING COHERENCE - ATTRACTIONS ARE SPREAD OUT, EVEN HIDDEN, AND THE VISITOR EXPERIENCE COULD BE MUCH IMPROVED

NEED FOR RELAXATION OF WHAT ARE (OR ARE PERCEIVED TO BE) RESTRICTIONS PREVENTING REDEVELOPMENT AND WHAT THE OCCUPATION OF EXISTING BUILDINGS ALLOW. THERE NEEDS TO BE AN EASY, QUICK MECHANISM TO GET OFF THE GROUND AND THEREFORE PROBABLY NOT A NEIGHBOURHOOD PLAN

POTENTIAL ROLE FOR JQDT AS A COORDINATING BODY, A FIRST PORT-OF-CALL FOR THOSE INTERESTED IN INVESTING IN / SETTLING IN / CHANGING THEIR ROLE IN THE AREA

FINDING THE RIGHT MARKETS - LOTS OF 'TO LET' SIGNS. SPACE USED FOR STORAGE

POSSIBILITY OF GRANTING STEWARDSHIP OF PROPERTY TO THE JQDT - ADDING VALUE OVER TIME

PROMOTION OF 'CREATING AND MAKING' (GOLDSMITHS CENTRE, JEWELLERY CENTRE AND COCKPIT ARTS IN LONDON ARE A MODEL)

DIVERSIFICATION IN AREAS SUCH AS FASHION DESIGN. SHOP FOR JEWELLERY AND CLOTHES

CONNECT EXISTING CREATIVE ACTIVITIES - PROVIDE A FOCUS THROUGH PROPOSED DESIGN CENTRE

MORE GREENERY IN GENERAL AND LINKED TOGETHER

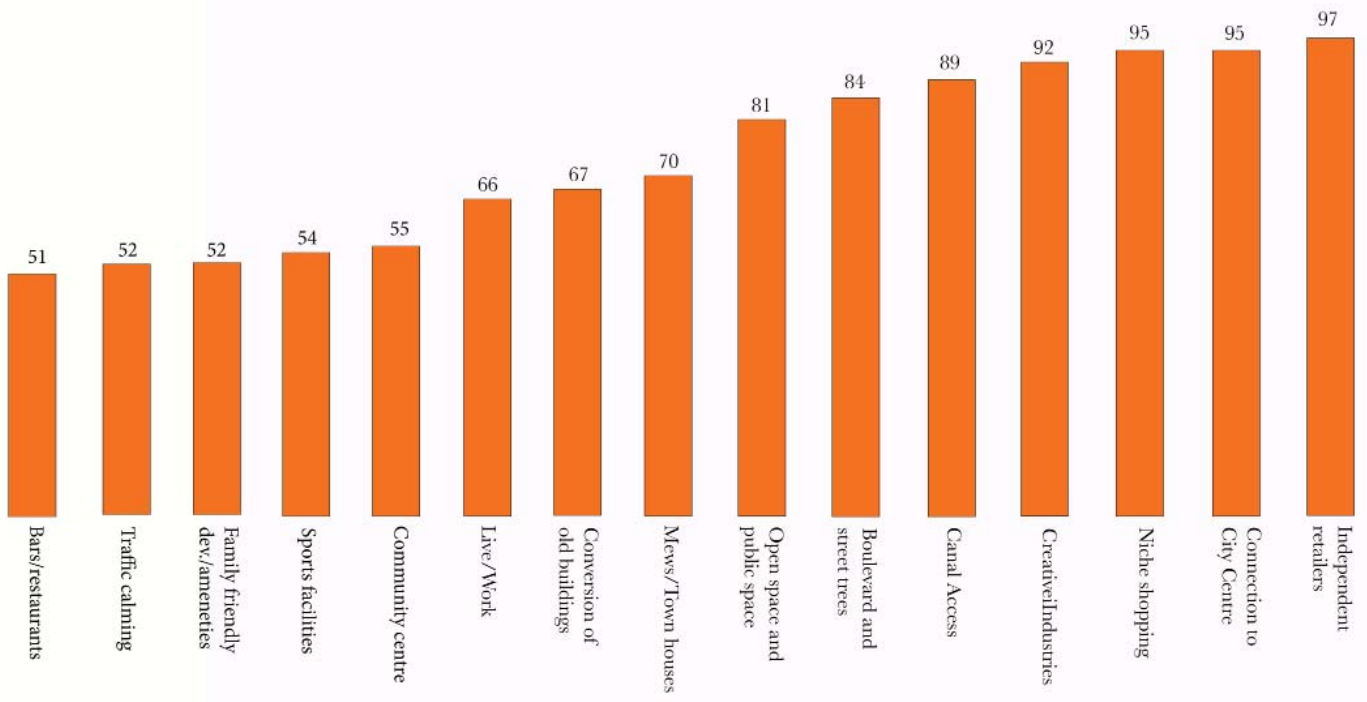
MAKE A BETTER VISITOR EXPERIENCE - PROMOTION, MARKETING AND COORDINATION OF A DIVERSIFIED JQ OFFER

CELEBRATE THE JEWELLERY AND CREATIVE INDUSTRIES THROUGH EVENTS, ETC.

MORE SMALL FOOTPRINT END-USERS

USE THE HISTORIC GRAIN; DEAL WITH DERELICTION (THROUGH IMPLEMENTATION STRATEGY OR TRANSFER OF ASSETS)

Based on the feedback received showing more niche uses, conversion of heritage buildings and access to green space, the canal and city centre, a simple but powerful conclusion is drawn for unlocking the Industrial Middle.



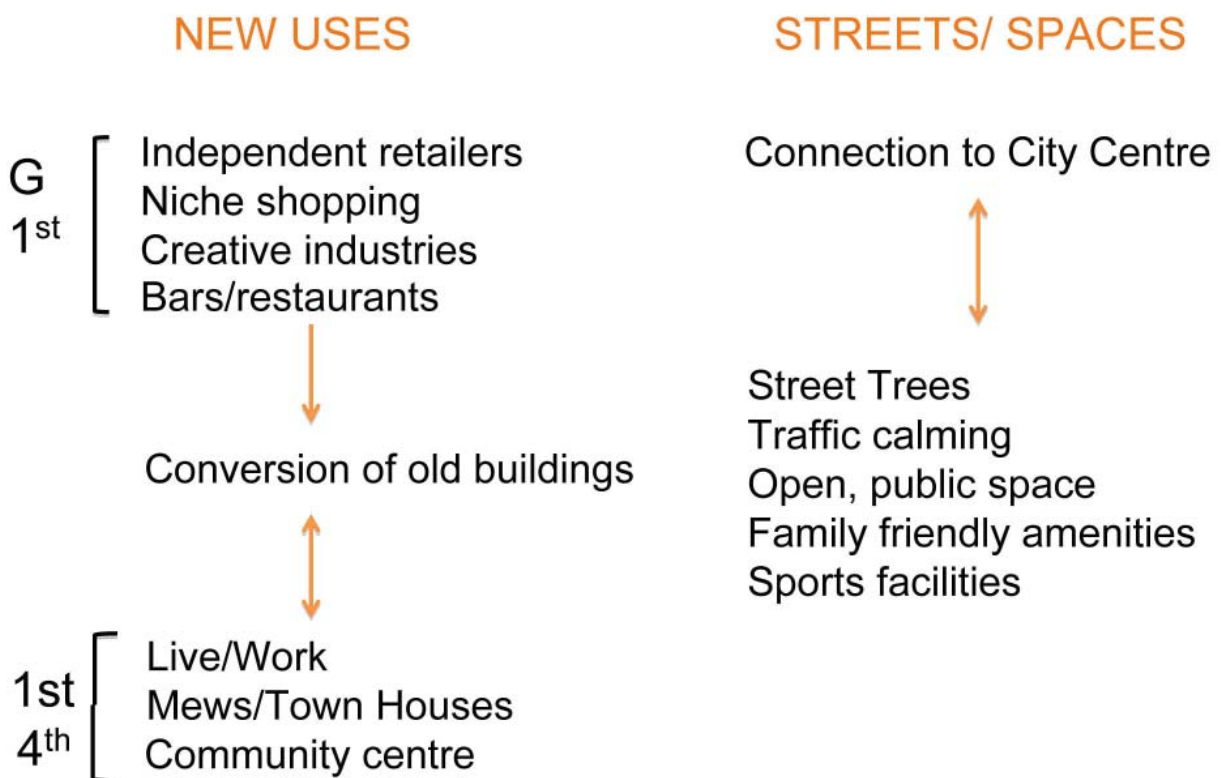
NEW USES

+

CONVERSION OF OLD HERITAGE BUILDINGS

=

MIX USES IN EXISTING HERITAGE BUILDINGS



SECTION 4 FRAMEWORK

The ‘natural centre’ of the whole JQ is in the Industrial Middle...

...but at present, because it lacks many active uses and has prominent empty and derelict properties, it is a blockage in the system.

Although the Golden Triangle is where jewellery retail has located over the years and is now the most vibrant part of the Quarter, it is not the centre of the heritage buildings and urban connections. This is the Industrial Middle, the area associated with jewellery manufacture. The Industrial Middle serves as a physical and psychological barrier separating the Golden Triangle from areas to the south that are increasingly seen as an extension of the city centre. In the interim, it's not so much about reinstating the historical links, but more about reinforcing the ones that are already there.

Cognitive research presented by Andreas Wessener shows that there at least are two different perspectives at work. Jewellers' identification is with Golden Triangle; their key gateway is at the Vyse Street / Great Hampton Street junction, on the north side, and they have little association with the south of the Quarter. Those working in creative industries have a much wider frame of reference, and look more decisively to the city centre to the south, focusing on the Newhall Street and Newhall Hill gateways.

There are no straight routes through the Industrial Middle to link the city centre and Golden Triangle area, so there are not clear sightlines to draw people to and through the area by choice. The attractions in the area are relatively dispersed across the whole quarter and as a consequence other means are needed to encourage people into the heart of the quarter, to the Golden Triangle and to explore the wider area.

This highlights a problem with the Big City Plan's only focus on the Ludgate Hill / St Paul's Square / Caroline Street route. St Paul's Square, with its adjacent streets, is perhaps the most emblematic space in the JQ, having a quality public realm, with coherent typologies and architectural language and all buildings in active varied use. However:

THIS ROUTE VEERS AWAY AT THE NORTH END AND DOES NOT CONNECT DIRECTLY TO THE GOLDEN TRIANGLE

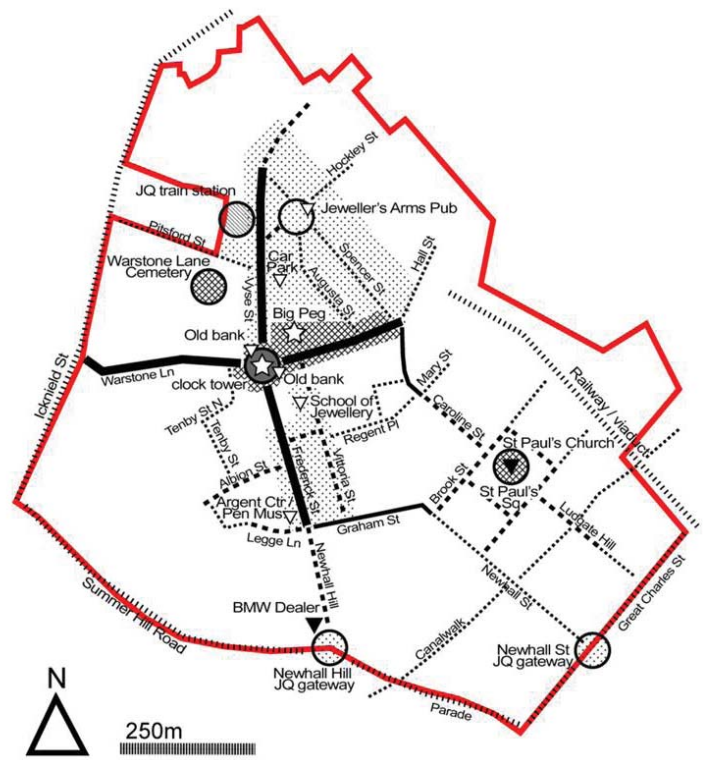
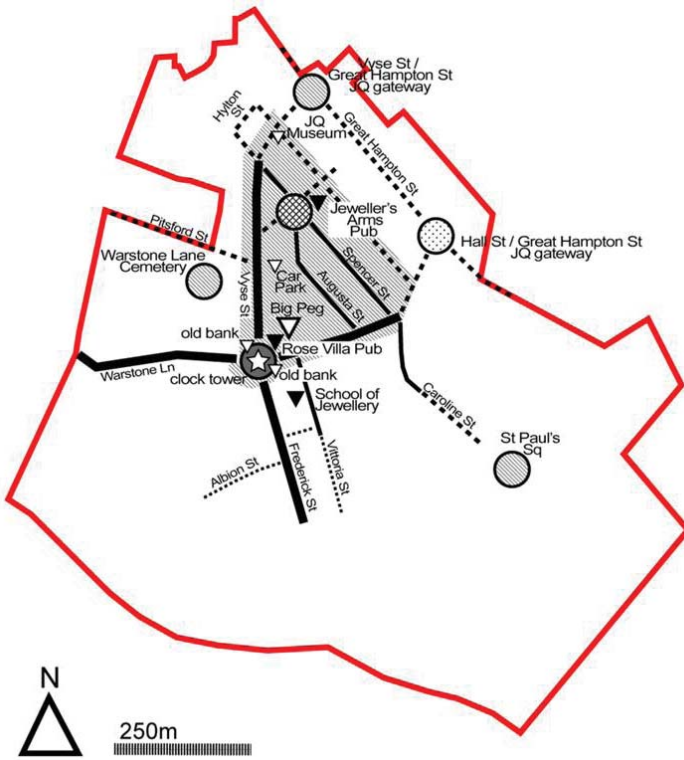
IT BY-PASSES THE INDUSTRIAL MIDDLE WHICH IS THE AREA MOST IN NEED OF ADDITIONAL FOOTFALL AND ACTIVITY

IN THE WIDER CITY CONTEXT, NEWHALL STREET AND FREDERICK STREET PLAY A MORE PROMINENT ROLE IN THE STRATEGIC MOVEMENT NETWORK PARTICULARLY FOR PEOPLE ON FOOT

THERE IS LITTLE IMMEDIATE PROSPECT OF BETTER CONNECTING LUDGATE HILL ACROSS GREAT CHARLES STREET WITHOUT THE NEED FOR A BRIDGE.

TOP SHOWING INDUSTRIAL MIDDLE. DIAGRAMS WITH COGNITIVE RESEARCH SHOWING AT LEAST TWO DIFFERENT PERCEPTIONS OF THE AREA. DIAGRAM SHOWING STRATEGIC CONNECTIONS.

BOTTOM; THE INDUSTRIAL MIDDLE COLOURED PINK SHOW HOW IT CAN BE EITHER BE THE HEART OR BLOCKAGE OF THE JQ.



4 FRAMEWORK

Our revised version of the Big City Plan framework diagram shows the St Paul's Square / Ludgate Hill route retained as important green link, but shifts the emphasis to the strategic routes and key gateways into the area.

It focuses on the Industrial Middle where key routes south-east and south-west towards the city converge, and which could join the existing hubs of activity in north and south of the quarter.

It draws in Golden Square and its environs as a key local centre, seeking to add value to the investment to taking place there.

It recognises the current role played by St Paul's Square as a focus of activity.

Newhall Street crossing and the south end of Newhall Hill (at the BMW garage) are highlighted as key gateways.

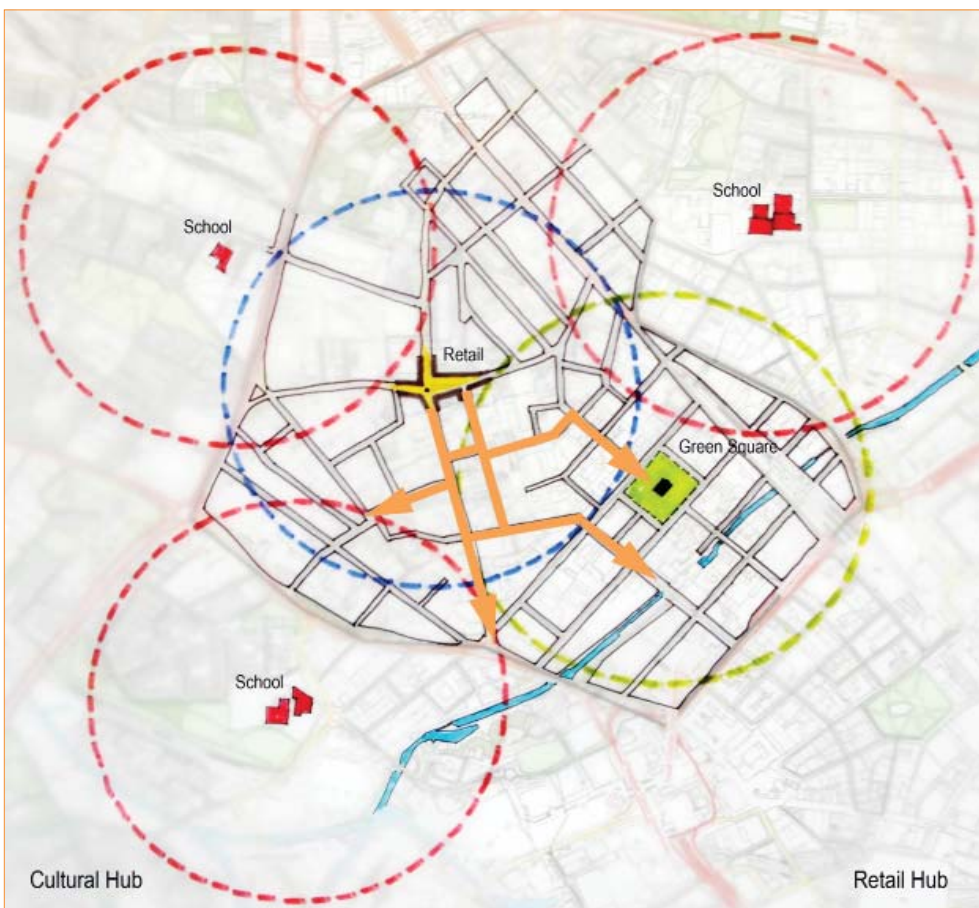
At the eastern edge, improved Metro links to the city centre and to outer neighbourhoods, will bring opportunities to connect the JQ better to other parts of the city, but they are not likely to supplant the importance of quick, visible links that local people use on foot or by bicycle.

The hubs of Golden Square and St Paul's Square are accessible to most of the JQ in five minutes' walk (400 metre walk-bands).

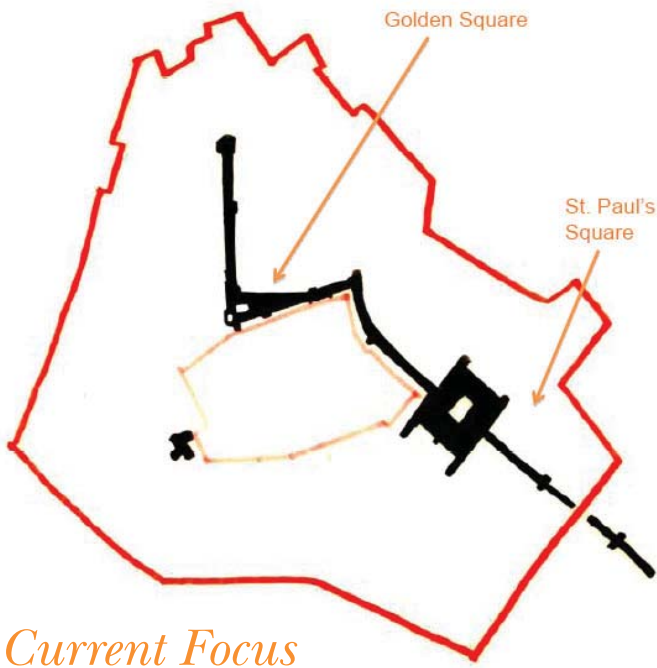
Some community facilities are lacking, but there is accessibility to schools in some parts of the JQ, a post office, supermarket, police station, health centre, pubs and churches.

(All suggestions in this report are in addition to the other schemes already taking place in the neighbouring Paradise Circus, Snow Hill and Newhall areas)

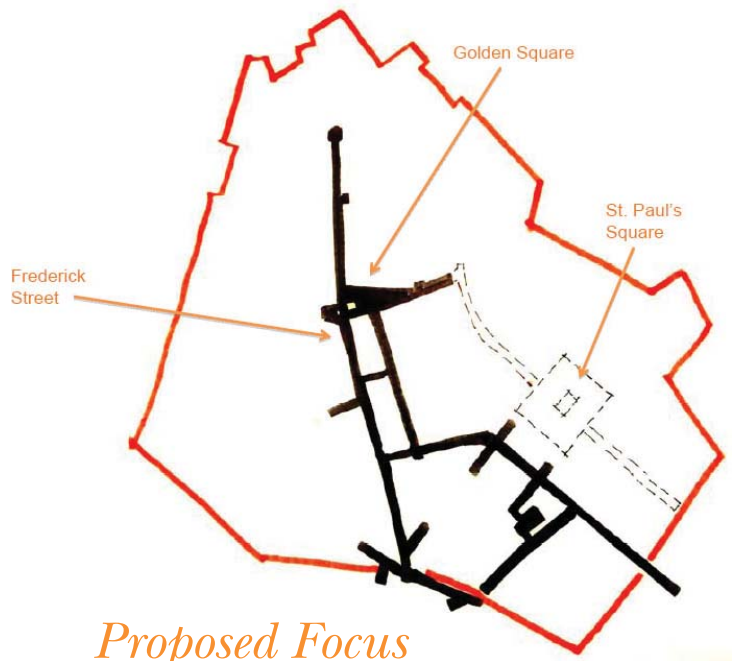
OPPOSITE FROM TOP; DIAGRAM SHOWING THE INDUSTRIAL MIDDLE BEING BYPASSED. DIAGRAM SHOWING HOW FOCUS ON KEY AREAS COULD HELP UNLOCK THE INDUSTRIAL MIDDLE. DIAGRAMS SHOWING THE FRAMEWORK PLAN WITH 5MIN WALKING RADII FROM KEY FACILITIES.



Flow diagram showing why Vittoria Street, Frederick Street and Regent Place are key to unlocking the Industrial Middle



Current Focus



Proposed Focus



SECTION 5 SUMMARY OF RECOMMENDATIONS

A summary of our five recommendations below.

1. WORK WITH BCC ON APPROPRIATE POLICY MECHANISMS

There is a feeling in many quarters that comprehensive policy relaxation across the JQ is needed to address a stasis that has been in place for 14 years.

We need to be open to allowing change of use, conversion to residential, including reconfiguration or rebuilding of listed properties behind a retained façade. However, it is also accepted that allowing large areas to be converted entirely to residential use would not be desirable – it would remove any future prospect of bringing the area ‘back to life’ in terms of other uses.

Our analysis suggests that a resolution to this stasis should be about striking the right balance between introducing some flexibility in a carefully selected area and retaining policies that help to conserve the character of the Quarter. Our recommendation is to focus a relaxation of uses along Frederick, Vittoria Street and surrounding street specifically to link Golden Square to the City Centre’s cultural and retail districts. If successful, it can then be repeated in other areas.

JQDT and other local partners need to continue the dialogue with Birmingham City Council’s planning department about appropriate mechanism to support this change. This should not mean that the Conservation Area Management Plan is challenged but opportunities within existing policy for appropriate changes should be explored. BCC have already indicated that they are happy to host an initial workshop to draft the appropriate changes between JQDT and BCC to explore options for allowing an Opportunity Zone in the Industrial Middle, and a collaborative group should be formed. In the Conclusion we suggest a timeline of events to support this collaboration. BCC have agreed to commission a study of property issues across the JQ in order to investigate issues around vacancy and dereliction. BCC could consider stronger enforcement orders for those listed buildings which have been derelict for more than 10 years in order to stimulate redevelopment. It might also be decided that for a limited period of 2 years other uses (dynamic uses in well designed schemes) will be accepted in listed buildings in the opportunity area where there is evidence that the space has been vacant for more than 5 years. Funding streams to help with this should be explored including HLF/EH.

The diagram on the opposite page shows a suggested relaxation zone around Frederick and Vittoria Street - to be explored in further detail. People are keen to protect certain uses, including the jewellery trade, and to introduce more creative businesses and niche retail. They don’t want to see derelict buildings. We suggest to address the wish for new uses and conversion

2. FOCUS ON FREDERICK AND VITTORIA STREET, REGENTS PLACE

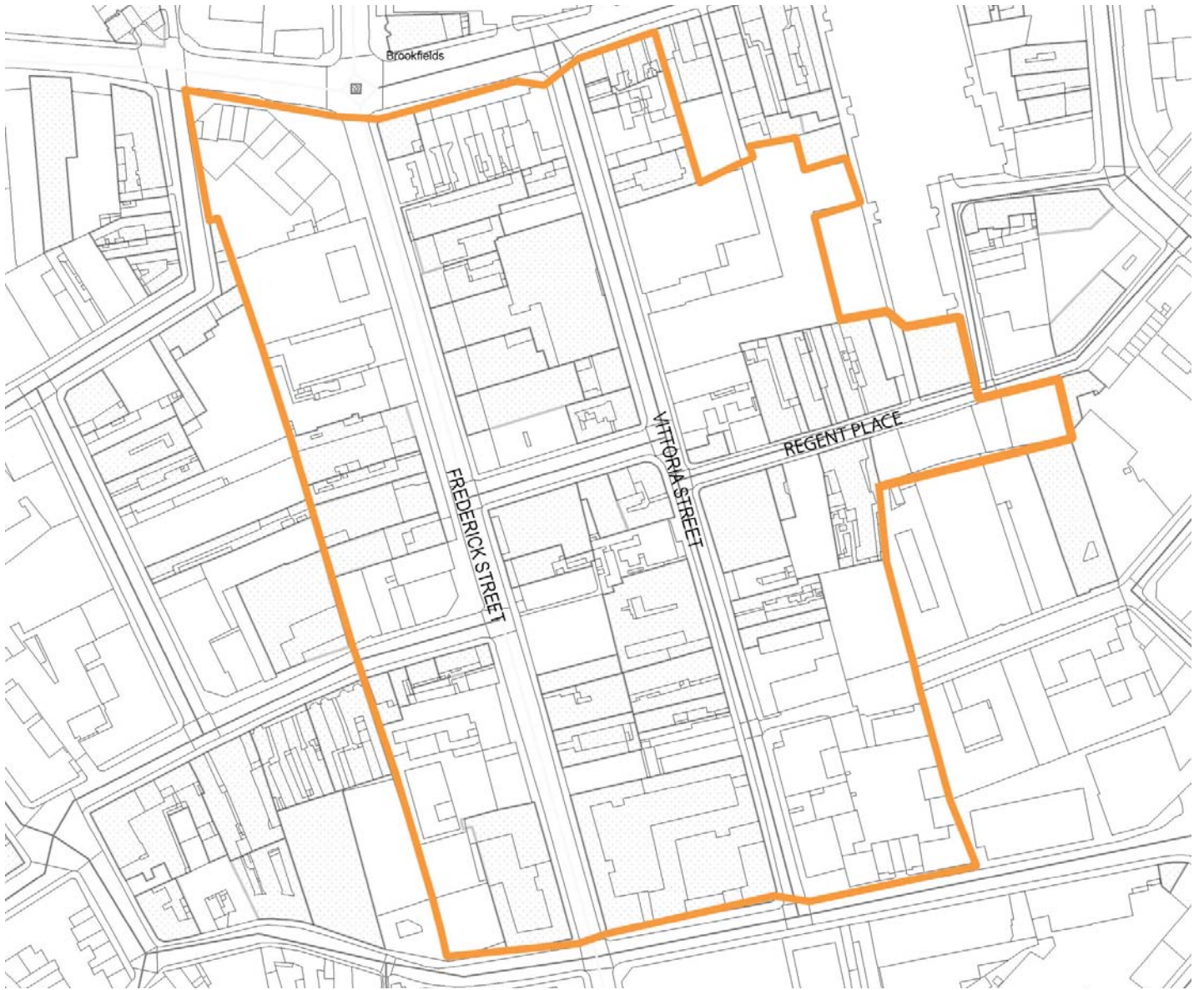
Engaging with residents, business owners and manufacturers in the quarter reveals a convergence of interests when it comes to reusing existing buildings.

of heritage buildings by mixing new uses in converted heritage buildings on Vittoria Street, Frederick Street, Regent Place, Regent Street, Albion Street and Legge Lane.

The biggest concentration of heritage buildings, and therefore uniqueness of place, coincides with some of the most serious problems of dereliction in the vicinity of these streets. This also happens to be the obvious focus for activity once you look at strategic movement through the area. They

are also adjacent to places where investment in improved public realm is taking place. An initiative to work with building owners and other stakeholders, and to find ways to unlock real or perceived barriers to redevelopment, could have a transformative effect on the whole Quarter. Commercial uses will work if they’re in the right place and what we heard and studied in the workshop have convinced us that this area is the right place to focus attention.

ANTICLOCKWISE FROM TOP; MAP WITH SUGGESTED RELAXATION ZONE - TO BE EXPLORED FURTHER. PHOTO ALONG ONE SIDE OF FREDERICK STREET. PHOTO OF VIEW DOWN VITTORIA STREET



Suggested relaxation zone



Frederick Street



Vittoria Street

5 SUMMARY OF RECOMMENDATIONS

3. THREE YEAR CHANGE, FIVE YEAR VISION

It is important that such an initiative is in a defined area and is time-limited, so that it is seen as a ‘window of opportunity’ rather than a complete relaxation of policy.

This is the best way to generate focused activity. JQDT should be clear with owners and stakeholders elsewhere that this is an approach that could, in the future, be extended to and rolled out in other parts of the quarter if those owners were willing to work with them proactively to make it happen. Other areas could include Legge Lane, Great Hampton Street as well as other listed buildings in the area.

The best way to kick-start redevelopment would be for JQDT to be proactive in supporting a short-term ‘pilot project’ showing how mixed use could work in an existing building. Many people are keen to take on the listed buildings, if expectations of all parties were clear on acceptable uses. If a transfer of assets from one of the main institutional property owners could be negotiated, this would be the ideal way to begin visible change. It could also be a good way to bring in the skills and expertise of built environment professionals who work in the area – developers and surveyors as well as architects – and get them behind what JQDT is trying to achieve.

4. CREATE A MORE LEGIBLE AND INVITING JEWELLERY QUARTER

There is much to gain simply from making the JQ more inviting to people who may walk or cycle from the city centre or from other parts of the canal network.

The JQ’s attractions are spread over a wide area, and they are not generally apparent from the edges of the Quarter, from its gateway. Coherence is needed, which is partly about ensuring that people can access the Quarter through safe and inviting routes, and partly about providing a network of streets that encourage people to explore the SW cultural quarter, the SE retail quarter and the canal.

5. IMPROVE CROSSINGS AND REMOVE ONE-WAY STREETS

Engaging with Birmingham City Council’s Highways department to improve the pedestrian experience in the JQ could contribute to meeting many of the aspirations of local residents and businesses.

Removing one-way streets, reconfiguring two important junctions, improving pedestrian crossing facilities, and improving existing signage from the city centre to the JQ would lead to much greater pedestrian footfall, add value to investments in public realm in the Quarter, and give new shops and other businesses much greater prospect of surviving on passing trade.



ANTICLOCKWISE FROM TOP;
PHOTO OF A REDEVELOPMENT
OPPORTUNITY ON VITTORIA
STREET. VIEW TOWARDS ST. PAUL'S
CHURCH WHICH ALSO MARKS AN
ENTRANCE FROM GREAT CHARLES
STREET TO THE JEWELLERY
QUARTER.



Opportunity for conversion

SECTION 6 IMPROVING THE KEY CONNECTIONS

Accessibility to the area via the existing connecting streets needs to be improved.

The main entry and exit points should be improved to make the quarter more accessible to those arriving on foot or by bicycle. This would add value to the investment the city council is already making in public realm along Ludgate Hill. A traffic Study of the area would be extremely helpfull to support existing and new proposals.

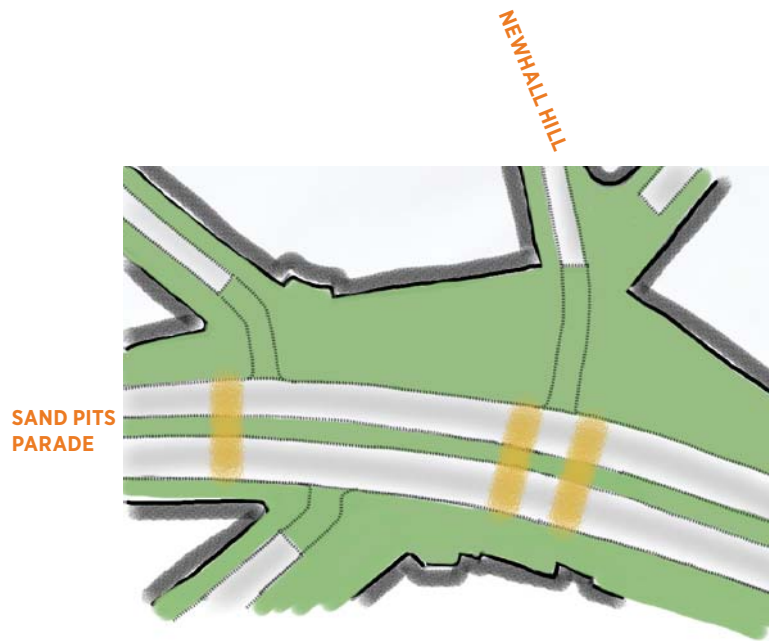
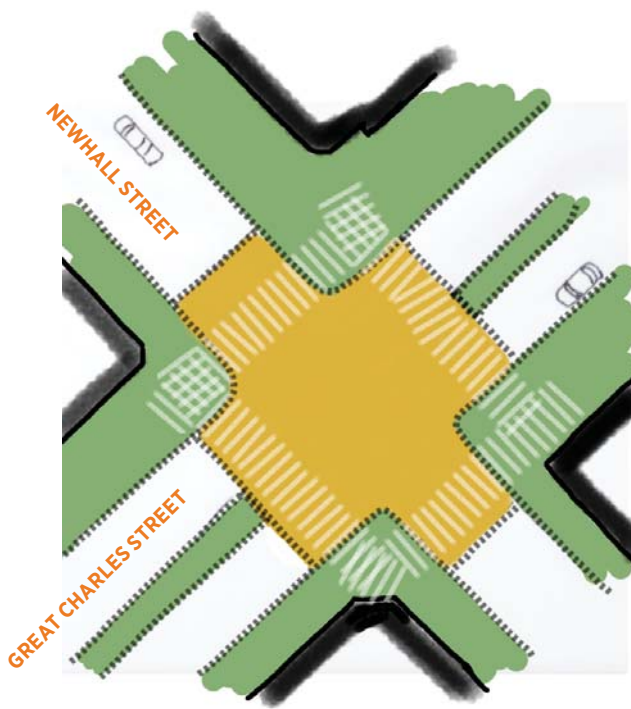
Better pedestrian priority is needed at the Newhall Street / Great Charles Street junction, making surfaces more consistent and even, removing barriers, providing level access, widening crossings and improving signal phasing in favour of people on foot. This would offer great value for money, announcing the entrance to the JQ.

The Newhall Hill / BMW garage junction is over-elaborate and virtually entirely prioritised in favour of vehicle movement. It is really little more than a T-junction between Frederick Street and Sand Pits. The expansive layout of the existing road carriageway encourages faster vehicle speeds particularly at times of lower traffic flow and, as a consequence, increases the hazard to street users. It could be remodelled relatively straightforwardly as another key gateway to the JQ. By reallocating road carriageway space to footway a higher quality, lower hazard public realm can be established, recognising the importance of the entrance to Frederick Street.

The whole quarter is dominated by one-way restrictions on vehicle movement. This encourages higher vehicle speeds through the area because people driving perceive themselves to be in lower hazard conditions. It increases the clutter of signage since the one-way restriction must be signalled regularly. It leads to people on bicycles to disobey the one-way restriction, to avoid unnecessarily convoluted journeys. And it makes access for vehicles serving the area more complex than necessary. If traffic were allowed to move through more democratically, the behaviour of vehicles would be less intrusive to many other uses and far more appropriate to a quarter that aspires to a more interactive and humane public realm. Removing the one-way restrictions and introducing 'no-priority' junctions would allow the streets to be used in a more straightforward and less hazardous way by people negotiating the space as they move through. Re-routing southbound buses away again from Vittoria Street and back onto Frederick Street by upgrading the junction with Graham Street and increase turning circles, would have advantages.

Signage and way-finding could be significantly improved between the city centre and the quarter and this could help in generating activity and inviting people to explore the area. Signs on the most direct route from New Street via Bennetts Hill particularly in New Street itself, would be usefull as it is a route which is not obvious to people not familiar with the area, is not prominent enough and easily missed.

ANTICLOCKWISE FROM TOP;
DIAGRAM SHOWING IMPROVEMENTS
TO THE JUNCTION BETWEEN GT.
CHARLES AND NEWHALL STREET.
DIAGRAM OF IMPROVEMENTS TO
THE JUNCTION BETWEEN NEWHALL
HILL AND THE BMW GARAGE.
DIAGRAM EXISTING ONE-WAY
RESTRICTIONS IN THE AREA.



A focused initiative to revitalise a specific area within the Industrial Middle could have an important catalytic effect on the whole JQ.

It would be the best way to capture the value and the attraction that the JQ has for potential investors, business owners, visitors and future residents.

Frederick Street / Vyse Street goes through the heart of the JQ and is its busiest street. The clock tower and associated junction is one of the most vibrant places within the Quarter, and will no doubt continue to be so as the future Golden Square will further enhance this area.. However, at the southern end of Frederick Street, where the public realm quality is poor and there are few active ground floor uses, these qualities are not apparent to many people venturing from the city centre.

Vittoria Street runs parallel to Frederick Street but does not integrate in the same way because of the T-junctions at either end. Despite the remarkable number of heritage buildings in the Industrial Middle, Vittoria Street is arguably the most intact group as a coherent composition. When combined with the heritage listed buildings along the northern part of Frederick Street, it is an extraordinary cluster by any standards: a remarkable unrealised potential. The connection between Place and Identity is fundamental to many creative industries and they search for it endlessly. But it has to be promoted and facilitated particularly in order to give confidence to those who are willing to pioneer: the risk aware.

Designations such as the Industrial Middle and Golden Triangle have led, perhaps arbitrarily, to their being treated differently in relation to uses and development proposals. They were based on studies of character areas, not on distinctions of use. Focusing on a few streets and their immediate environs makes more sense in terms of generating a critical mass of activity than looking at a whole area. These initial points of focus would provide the basis on which things can grow over time.

The typology of a high street with parallel secondary street, linked by a number of cross streets, has proved to be a successful urban form in many places. Various circuits are possible, encouraging people to explore without going back on themselves, and therefore supporting active ground-floor uses. The central ladder of Frederick Street / Vittoria Street could function in this way.

Frederick Street already has some attractions, places of work and places to eat and drink. However, they are disparate, and separated by vacant and underused buildings. Moving north to south, footfall drops off rapidly after the clock tower – a series of buildings on both sides of the street with active ground floor uses, where setbacks are used for outside seating for example, could transform this major route and help connect the active jewellery retail area of Vyse Street back into the city.

In these streets, the negativity associated with the current presumption against residential needs to be replaced by a new kind of certainty.

This is about the positive and collective promotion of a regenerated mixed-use heritage street, but it has to be supported by policy changes to promote the vision. Absolute clarity is needed about what is meant by industrial; currently, it appears to be understood as shorthand for jewellery manufacturing. However laudable that may be, manufacturing can be many things that are worthy of the name but that still maintain a diverse and enterprising character. This includes small-scale jewellery manufacture.

Closely allied to this is the need for an honest assessment of the likelihood of ‘industrial’, as currently defined, returning to the upper floors of the heritage buildings. Not only is this an issue for the market but also involves the cost and practicality of contemporary health, safety, fire and other building regulations.

SECTION 8 IMPLEMENTATION AND THE ROLE OF JQDT

The very fact that the Trust exists gives confidence of a collective consciousness and care for Place.

It is concerned about the JQ's uniqueness and what it has to offer. Here things are not generic (yet!)

The Trust is keen to show and promote the true soul of the JQ. With proper funding it must be supported in taking the lead on how the place values and promotes its history, uniqueness, physical structures, culture and adaptive reuse of its built and public realm resources.

Unlocking investment is about demonstrating to potential investors that it's worth it. That means giving the right amount of certainty relative to the perceived risk. Although the Prince's Foundation is advocating a different approach for a tightly defined area – dealing with the unintended consequences of conservation-related policies by 'relaxing' restrictions on use – it would be wrong to see this as deregulation. It will actually require more, rather than less, proactive attention on driving the kind of development that will bring about the required change. It is shifting the emphasis away from a development control-led approach and towards a Development Trust-led initiative, actively supported by the city council.

JQDT ROLES

“People are motivated to care for a place and a community to the extent that their interest in it is direct, dependable and permanent.” (Wendell Berry)

Finding ways to encourage and support these pre-requisites to 'caring', a process of delegation and subsidiarity, is the first job of good governance.

The role of the JQDT is clearly a political matter, as are many aspects of the recent Localism Act. The JQDT aspires to manage community assets for the benefit of the community overall and have access to sufficient sustainable sources of funding to ensure the long-term management and development of the community and its assets.

In the fullness of time it may have the capacity to own property, have management responsibility over the delivery of some services, be the promoter and protector of design and the JQ's sustainability agenda. Most importantly it will deeply involve community members in its management and forge strong relationships with statutory bodies, public sector bodies service providers and special interest groups. Key to its role is to straddle the divide between private sector interests and city-scale governance. In terms of using local skills and experience to support this, surveyors and developers will be as important as design professionals.

JQDT needs to bring owners together to create economies of scale, triangulation and impact that would not otherwise happen for lack of co-ordination, programming and promotion. It should be the development promoter and coordinator of the regeneration of the two streets giving confidence and assistance to ALL owners. It needs to be proactive in getting deals to happen – face-to-face contact, bringing together all the property owners in one area in a single meeting or forum on a regular basis

The Trust needs to promote and market the area more decisively than the generic ‘Locate in Birmingham’ offered at present, particularly to the creative sector, ensuring that it sits alongside Eastside as an area of choice for people wanting to set up businesses, and highlighting the quality of environment it has to offer. It may be helpful for JQDT to refer to Richard Florida’s ‘Place Pyramid’ in planning how to attract people to settle in the Quarter. A successful and desirable place would be one that fulfils each of the five levels of the pyramid: a place that meets most people’s needs.

JQDT should also be the place to come for information and advice on the JQ, having the best data base of: ownerships, leases, tenants/uses, building condition surveys, heritage and conservation rules, information on business support and development grants, guidance on Building Regulations, current applications and the histories of failed applications.

ASSET TRANSFER

The detailed issues around the acquisition of assets for the JQDT are beyond the scope of this enabling exercise. But clearly it was a topic of considerable debate and importance to many attendees.

Assets may be owned or leased. JQDT needs to begin to leverage land and building stock in key locations, getting key partners on board to promote exemplary development, setting high standards for what follows, and further reinforcing the logic of asset transfer. If assets are made available it may then lead to secondary sources of income from those Community Assets.

JQDT CAPACITY & FUNDING

JQDT needs to be a focused, proactive body, with higher profile and a defined remit.

The recommendations suggest that JQDT needs to cover its overhead and be certain of income and look to employ professional staff at an appropriate time as opposed to purely volunteer staff.

There is a reluctance to use BID funding on anything other than immediate visible, physical improvements to support local businesses, such as the tree-planting and street furniture in the BID proposal. However, gains from short-term measures across

8 IMPLEMENTATION AND THE ROLE OF JQDT

the entire quarter needs to be balanced against the long-term value from focused intervention on a smaller area that can help to kick-start investment elsewhere. The BID proposal also recognises that vacant buildings are a problem, and it sets out to tackle it in the long term. While it is accepted that BID funding cannot be used on capital projects, there is a case to be made for some of it to be made available to JQDT to drive initiatives to kick-start redevelopment around Frederick Street and Vittoria Street.

JQDT should also approach developers – who stand to benefit from the initiative – and act as a proactive conduit/clearing house and seek funding support from them. Drawing support from the Birmingham-wide CIL is a further possibility that should be explored.

POLICY MECHANISMS TO SUPPORT IMPLEMENTATION

JQDT already has strong links with BCC planners and is developing a better understand of how policy is currently being implemented and could be in the future in ways that give people more confidence and certainty.

The Localism Bill is now in place in order to assist local initiatives such as those concerning the JQDT. In truth, nobody is yet sure how these will progress, but the emphasis is undoubtedly on local design and planning decision-making. As discussed at the workshop, a Neighbourhood Development Order (NDO) could be a way for the Trust to steer the future of the area and get something going in 12 to 18 months. It would focus on a strictly limited area (eg. Frederick and Vittoria streets and a half-block back) and would grant planning permission for specific types or classes of development within this area.

An NDO has to meet some minimum standards and be approved by the community through a local referendum. If a majority of those who vote are in favour, it passes to the local authority, which will check that it has been properly consulted on and determine whether an Environmental Impact Assessment is required. It will then need to be assessed by an independent examiner before coming into force.

The NDO could potentially encourage and enhance the likelihood of the Frederick/Vittoria Street proposition but it does not replace the need for collective action initiated and promoted by an organisation such as the JQDT.

Though not essential, it may be useful for an NDO to be linked to a neighbourhood development plan. This would set out policies and plans for that area, like a development plan document but on a very local scale. If it can be produced in advance of an NDO, the fact that it has to conform to national policies as well as policies in the Birmingham Core Strategy will help it give greater legitimacy to any subsequent NDO.

The neighbourhood plan will not cover strategic issues, but will be able to guide local issues. For example the plan should be able to say which important green spaces will be protected, or could identify sites that are appropriate for new local shops or a small affordable housing development. The plan would also guide design standards in their area, making sure that new development is of a high quality. It would identify need and location, while the NDO applies a planning permission to the appropriate site or existing building.

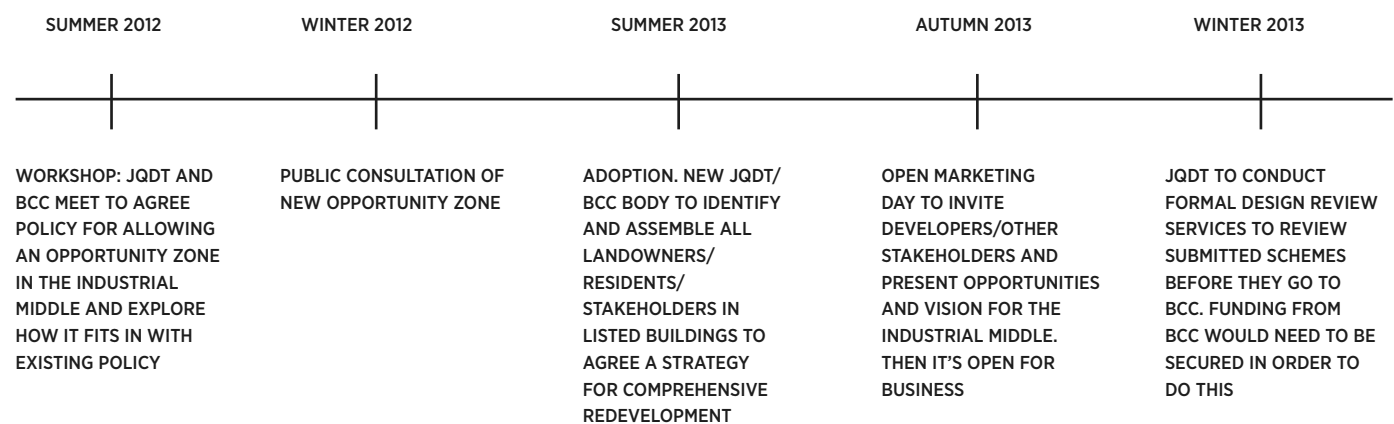
SECTION 9 CONCLUSION

We believe a relaxation of policy to mix use in the area around Frederick Street and Vittoria Street over a 3-5 year period will have the maximum transformational change.

JQDT and other local partners also need to continue the dialogue with Birmingham City Council planning department about appropriate mechanisms to support this change. For example:

1. BCC COULD DECIDE THAT FOR A LIMITED PERIOD OF 2 YEARS OTHER USES (DYNAMIC USES IN WELL DESIGNED SCHEMES) WILL BE ACCEPTED IN LISTED BUILDINGS IN THE OPPORTUNITY AREA WHERE THERE IS EVIDENCE THAT THE SPACE HAS BEEN VACANT FOR 5 YEARS.
2. BCC COULD CONSIDER STRONGER ENFORCEMENT ORDERS FOR THOSE LISTED BUILDINGS WHICH HAVE BEEN DERELICT FOR MORE THAN 10 YEARS IN ORDER TO STIMULATE REDEVELOPMENT.
3. IT WOULD BE WORTHWHILE TO EXPLORE THE POTENTIAL THAT NEIGHBOURHOOD DEVELOPMENT ORDERS OFFER IN THIS INSTANCE.

Below is a time line of events the Prince's Foundation suggests in order to tackle the challenge. We would also welcome follow up session with JQDT and BCC to discuss implementation of the proposal.





View down Newhall Street

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