

## **CHAPTER 20 - SELLY OAK**

### ***General Character***

20.1 Selly Oak Constituency is located in the southern part of the City. It extends from the inner city area of Balsall Heath to the City boundary at Kings Norton where it adjoins Bromsgrove District. Northfield Constituency forms its western boundary whilst Hall Green and ~~[Sparkhill]~~ Sparkbrook & Small Heath lie to its east. The Constituency had a population of about ~~[95,000 in 1987]~~ 90,000 in 1991. Key statistics relating to the Constituency are included in the table at the end of this chapter.

20.2 Two roads on the Strategic Highway Network traverse the area: Bristol Road (A38) and Alcester Road (A435). These radial routes link the City Centre with Bromsgrove, Redditch, the M42, M5 and M40, ~~[part of which is already open to traffic.]~~ The Cross City railway line between Redditch and Lichfield also serves part of the Constituency.

20.3 Six shopping centres straddle or adjoin major roads. These include Kings Heath, the largest centre in the southern suburbs of the City and a major asset to the area. Other centres are at Selly Oak, Stirchley, Cotteridge, Moseley and Kings Norton.

20.4 Housing is the major land user. Pre-1919 terraced dwellings extend from Balsall Heath southwards into Kings Heath, Stirchley and Selly Oak. These are adjoined by large Victorian and Edwardian dwellings and extensive inter-war developments. At the southern end of the Constituency in Kings Norton, are a number of large post-war Council housing estates, where housing conditions are poor. There are also problems of poor housing and deprivation in the Balsall Heath area.

20.5 Industrial uses are concentrated along the railway line and include the Cadbury ~~[-Schweppes]~~ factory at Bournville. The service sector is a major source of employment. Major service sector employers include ~~[Selly Oak Hospital]~~ University Hospital Birmingham NHS Trust, ~~[which has been identified as one of the hospitals likely to expand its services and facilities as part of the Regional Health Authority's major restructuring of health services within the City,]~~ several ~~[large]~~ offices in the Moseley area, and, adjoining the Constituency, ~~[the Queen Elizabeth Hospital, Birmingham]~~ the University of Birmingham and the BBC at Pebble Mill. Generally, unemployment levels are below the City average, but there are pockets of high unemployment, for example in Balsall Heath and on the large Council estates.

20.6 The Constituency's high quality environment is a major asset. There are many attractive parks and linear open spaces such as Cannon Hill Park, Kings Heath Park and the Rea Valley Walkway. There are also numerous buildings and developments of architectural or historic interest including the model village at Bournville. The area also has several important visitor attractions, for example, ~~[the Patrick Collection at Kings Norton,]~~ the Nature Centre adjacent to Cannon Hill Park, and the Midlands Arts Centre.

## **Policy Statement**

### **Overview**

20.7 Much of the Constituency is unlikely to see any major changes over the Plan period. Development opportunities are largely confined to the Bristol Road Corridor (A38), Stirchley, and the edge of the City at Kings Norton. These can be summarised as follows:-

- The redevelopment of Kings Norton Business Centre is underway and ~~[is proposed to be]~~ has been designated a Simplified Planning Zone. This will provide new employment opportunities and contribute to the City's supply of industrial land.
- Selly Oak will provide opportunities for major new developments, including a new hospital, industry, retail uses, new housing and University facilities
- Highway improvements proposed ~~[on]~~ in the A38 corridor will help to improve the environment and traffic conditions in Selly Oak shopping centre and adjoining residential areas, and provide access to development sites.
- There is potential for high technology industrial development linked to the A38 Corridor Strategy, including opportunities at Selly Oak
- ~~[The development of a site at Longdales Road will provide around 130 dwellings to meet the requirement for new housing provision on the periphery of the City.]~~
- Land at Hazelwell Lane in Stirchley Centre is proposed for mixed-use (predominantly retail) development
- Land adjoining the Pershore Road (A441) at Dogpool Mills, Stirchley, is proposed for industrial development. Two other sites nearby, at Ten Acres, are proposed for housing.

20.7A The Birmingham to Worcestershire High-Technology Corridor (Central Technology Belt), which includes the A38 Bristol Road and Bristol Road South in Selly Oak, has been identified in Regional Planning Guidance (RPG11) as one of several High-Technology Corridors (see paragraphs 4.32A – 4.32C). Sites within the Central Technology Belt that fulfil the following criteria will be considered particularly appropriate for high-technology development in support of the Central Technology Belt strategy:

- Sites greater than 1 hectare in size;
- Sites that are capable of providing a high quality working environment;
- Sites that are attractive to high-technology/knowledge-led companies with an international/ national/ regional choice of location;

- Sites that are easily accessible to universities and other knowledge-led centres for technology transfer, education and training;
- Sites that have good accessibility by a range of transport modes, including public transport.

Where a site becomes available for development that meets the above criteria, the City Council will consult the Central Technology Belt to establish whether the site is needed to support the strategy. Where this is the case, the City Council will support proposals involving the development of employment uses falling within Use Class B1 that involve high-technology/ knowledge-led development, for example, those identified in paragraph 4.32B. Offices falling within Class B1 (a) and warehousing/ distribution uses falling within Class B8 will only be considered acceptable if they are operationally linked to and/or ancillary to the high-technology uses. The City Council is likely to refuse permission for other uses on such sites.

20.8 Measures will be taken to improve housing conditions, for example, [in Peel Farm Estate] at the “Three Estates” in Kings Norton and at the Ingoldsby Estate.

20.9 At Kings Heath shopping centre there are opportunities for further small scale retail and mixed use developments which will further upgrade and enhance this important shopping centre.

20.10 Other important policies relate to:-

- the protection and enhancement of the extensive network of parks, open spaces, canals, etc, and of the built environment;
- encouraging the development of visitor and heritage attractions in selected locations.

~~20.11 [The completion of the M40 is likely to result in further heavy traffic pressure in this part of the City, particularly on radial routes to the City Centre. Further improvements to the Strategic Highway Network, particularly the Alcester Road (A435), may be needed in order to accommodate increased traffic flows. At the same time there is a need to minimise the effect of traffic flows on the environment and to encourage the use of public transport including the]~~ Some traffic demand management measures have already been undertaken in the Alcester Road (A435) corridor to give increased priority to public transport services and pedestrians. The possible reintroduction of local passenger services on the Camp Hill Line will be encouraged. [Any transport proposals including a] Possible light rail/light rapid transit [corridor] routes to serve the southern sector of the City [-] will also be [considered within the context of an integrated framework which also considers and makes proposals for the economic, environmental, housing and urban renewal issues in the area] investigated. The Millennium Cycle Route passes through the Constituency. Strategic cycle routes are also proposed along Bristol Road, between Moseley and the University of Birmingham, and along the Worcester and Birmingham Canal.

## **Selly Oak** **(part of Selly Oak Ward)**

20.12 This area is located at the north western end of the Constituency close to the Queen Elizabeth Hospital and Birmingham University. **There are a number of issues and opportunities within this area.**

**20.13 – see paragraph 20.17B**

**[20.14 In order to accommodate increased traffic flows over the Plan period and improve the environment, it is proposed to carry out further improvements to Bristol Road where it passes through Selly Oak shopping centre (i.e. between Edgbaston Park Road and Langleys Road) (T28). This, together with improvements in Northfield, will complete the dualling of this route from Priory Road to the City boundary.]**

20.15 **[Selly Oak shopping centre occupies a key position on the Bristol Road. There is a need to maintain its role in serving the day-to-day needs of the local community and a retail core policy will apply (S29). There is also a need to improve the environment of the centre, although the choice of appropriate measures will depend on the route chosen for the A38 improvements. Possible redevelopment opportunities include the bus depot on Harborne Lane which has potential for office or residential use, and The Dingle which has potential for commercial development and which can be linked by the Worcester-Birmingham Canal to the International Convention Centre, the University and other tourist attractions within the Constituency.] Selly Oak shopping centre (including shops at Bournbrook and the Oak Tree Lane Junction and the Battery Retail Park) should perform an important role in meeting the day-to-day needs of the local community. However, the centre suffers from a poor quality environment, particularly as a result of through traffic on the A38 Bristol Road, and new retail warehouse and foodstore developments at the southern end of the centre have not been well integrated with the original retail area. Congestion on the Bristol Road also leads to through traffic passing through the adjoining residential areas.**

**20.15A The Birmingham Health Authority has proposals for reorganisation of health care. These include a new hospital to replace Selly Oak Hospital and much of the Queen Elizabeth Hospital site.**

**20.15B There are major opportunities for development/redevelopment around Selly Oak centre, including sites within the Grange Road/Dale Road area, the Birmingham Battery site and land to the south of Vincent Drive (within Edgbaston Constituency). These sites and others have potential to help to meet the longer-term development needs of the University of Birmingham and the University Hospital Birmingham NHS Trust, as well as the City's need for employment, including the need for high technology development, as identified in the A38 Corridor Strategy. It is important that this potential is realised, whilst at the same time ensuring that opportunities are taken to resolve a range of access and environmental issues and regenerate Selly Oak shopping centre.**

**20.15C A detailed package of proposals for this area will be set out in the Selly Oak Local Action Plan which will be adopted as Supplementary Planning Guidance to this Plan. The main elements of the package are as follows:**

- **The implementation of measures to enhance the environment of the Selly Oak shopping centre and to enhance its local shopping function, including investment in new retail development. An “area of restraint” policy, whereby planning applications for public houses, restaurants/cafes and hot food takeaways will normally be refused, will apply in this centre (S29A). The need for a retail core area will be monitored (S29).**
- **The development of the Old Tramworks and adjoining land at Dale Road for housing (H35). Because of its location, this area is particularly suitable for student accommodation.**
- **The City Council may resist proposals for new-build student accommodation on the south-eastern side of the A38 Bristol Road**
- **The development/ redevelopment of a large area (partly within Edgbaston Constituency) extending from Metchley Lane Playing Fields in the north to Selly Oak Hospital in the south, for a mixture of uses (M32). Appropriate new uses will be:-**
  - **a new hospital which should be well-related to public transport;**
  - **high technology industry, business, research and development uses, related to the University and Hospital;\***
  - **mixed leisure, office and retail development/ redevelopment, integrated with the existing shopping centre, and not of a scale that would threaten the vitality and viability of the existing centre, or of any other centre in the area;**
  - **housing (not student accommodation) on the Selly Oak Hospital site, should this not be required for health-related uses, subject to the need to retain open space and sports pitch/playing field provision within this site;**
  - **new University facilities;**
  - **the site adjacent to Selly Oak railway station provides an opportunity for park and ride and will be protected for this use.**

20.16 The land between Harborne Lane and the Worcester and Birmingham Canal is a major crossroads for linear open spaces. It is essential that **[opportunities are taken to complete the missing links in] development provides for the extension of** the Bournbrook and Castle Walkways (E77 and E78), to link with the canal and protect their ecological and amenity value.

**20.16A Any new development in this area should also assist with the future reinstatement of the former Dudley No. 2 (Lapal) Canal. New development should also be designed so that it is well related to both the existing Worcester and Birmingham Canal, and the reinstated Dudley No. 2 (Lapal) Canal.**

**\* this proposal is also expected to make an important contribution towards the A38 Corridor Strategy.**

~~20.17 [The Cross City rail line serves this area, with a station adjacent to Selly Oak shopping centre. This line is to be upgraded by electrification and there is potential to develop a new station at Raddlebarn Road to serve Selly Oak Hospital and surrounding residential areas.] The implementation of any significant development is dependent on measures being taken to improve road access to the development sites, and to reduce traffic passing through the Selly Oak centre and adjoining residential roads. In order to achieve this, a new road is proposed between Harborne Lane and the Bristol Road (T28). The precise alignment of the road will be defined in the Selly Oak Local Action Plan.~~

~~20.17A Development as outlined in paragraph 20.15C above will only be permitted as part of a comprehensive package which ensures that the road is provided, and issues of land contamination are addressed. The overall package will also be subject to:-~~

- ~~• Environmental improvements, including the laying out of the linear open space walkways across the Birmingham Battery site (E77 and E78), improvements to the canal network and the creation of new public spaces, protection of the nature conservation value of the area around the Bourn Brook and environmental enhancements and other measures to revitalise the shopping centre.~~
- ~~• Public transport improvements, including improving conditions for buses on Bristol Road, improvements to Selly Oak station, park and ride facilities, a new public transport interchange at the University station and investigating the potential for a new station at Raddlebarn Road.~~
- ~~• The provision of satisfactory recreational/open space/allotment improvements to compensate for the loss of any allotments or open space as a result of development.~~

~~[20.13] 20.17B [Bristol Road (A38), part of the Strategic Highway Network, crosses the area providing many important opportunities for commercial development on frontage sites (C27). For example, the possible closure of the Woodlands Hospital presents an opportunity for office, hotel or mixed use development on the frontage, with housing at the rear of the site.] Development proposals on sites in the A38 Bristol Road Corridor which are not allocated for any particular use in this Plan, or in Supplementary Planning Guidance, will first be considered against the requirements set out in the A38 Corridor Strategy, with suitable sites being reserved for high technology industrial uses. Within the A38 Corridor, alternative uses will only be permitted if it can be demonstrated that the site in question is not suitable for high technology uses, and provided that the proposed development is consistent with other policies in the Plan or in Supplementary Planning Guidance.~~

20.18 To either side of Bristol Road are major residential areas. These include the pre-1919 housing area at Bournbrook, [much of which has been improved recently, although the area] which suffers from a shortage of local public open space. In addition, there is a need for strategies to improve housing conditions and to deal with the problems associated with the high concentration of privately rented properties and houses in multiple occupation, many of which are occupied by students. Much of the area on the south-eastern side of Bristol Road is included within an Area of Restraint (Hi2A) within which planning permission may be refused for further houses

**in multiple occupation and purpose-built student accommodation.** The residential areas of Selly Park/ Bournbrook and Weoley Hill are important from a conservation point of view, and it is proposed to include these within Conservation Areas (E101 and E103). ~~[The site at “The Davids”, Hole Lane will be developed for housing (H37A).]~~

### **Bournville** **(part of Selly Oak Ward and** **part of Bournville Ward)**

20.19 Bournville comprises the Cadbury [~~Schweppes~~] factory, extensive residential areas and a range of small parks and open spaces.

20.20 The area benefits from its high quality environment and much of it is included in two Conservation Areas: Bournville Village and Bournville Tenants. It includes the factory and model village developed by George Cadbury [~~for his workers~~], and now internationally recognised as one of the most important examples of early town planning. ~~[Factory road access is a source of regular complaints and a preferred route to the A38 needs to be identified and encouraged.]~~

20.21 **The importance of the Cadbury factory at Bournville to the economy is recognised. The City Council will work with the company to assist future site efficiency.** Cadbury World, based on the factory, is a major tourist attraction. The development of [~~a range of~~] additional tourist and heritage attractions [~~including Cadbury World which is based on the factory,~~] will be encouraged (To6). However, **[such] any** development needs to conserve and enhance the character of the **[village] Conservation Area**, and should also ensure that the amenity of local residents is not adversely affected [~~(To6)]~~. Opportunities also exist to provide an interpretation centre and improve the environment and parking facilities for the model village. The Worcester and Birmingham Canal ~~[will]~~ links these with other attractions in the City (E76).

20.22 Open spaces further enhance the quality of the area. A walkway is being developed to link the canal with Bartley Reservoir and open space beyond the City boundary. Missing links on this walkway will be laid out as opportunities arise (E95). A second walkway links Bournville with Northfield shopping centre (E109). The area also includes two Sites of Importance for Nature Conservation which will be protected. These are the grounds of Woodbrooke (E104) and Stocks Wood (E105).

### **Kings Norton (North) and Cotteridge** **(part of Bournville Ward and** **part of Kings Norton Ward)**

20.23 This area covers the districts of Cotteridge and the northern part of Kings Norton. It contains residential areas with a range of housing types including Nineteenth Century terraced properties and Council estates. The area around Middleton Hall Road and Bunbury Road contains many larger properties which have

been converted into “institutional” uses and other non-residential uses, for example hotels, hostels, day nurseries, nursing homes, houses in multiple occupation and flats. This area is identified as an Area of Restraint within which planning permission may be refused for non-family dwelling uses such as those listed above on the grounds that further hostels, residential care homes and other similar uses would adversely affect the character of the area (Hi3).

20.23A Regeneration of the Ingoldsby Estate, to the south of Bunbury Road, is proposed (HR29). This involves a Joint Venture scheme to clear and redevelop the worst of the existing properties. A possible station on the Cross-City railway line at Popes Lane is to be investigated. The Wychall Farm Estate, south of Wychall Road, will also be the subject of a housing regeneration initiative, which will include the clearance and redevelopment of existing unfit properties (HR29A).

20.24 To the south of the Cross City line, adjacent to the station, Kings Norton Business Centre forms part of a sizeable industrial area - which benefits from proximity to the M42, M5 and M40. The inclusion of the whole Business Centre in a Simplified Planning Zone (SPZ) will facilitate the regeneration of the area and encourage further sites to come forward for development (IR5). The SPZ [will] grants advance planning permission primarily for business, industrial and warehousing uses (Classes B1, B2 and B8). [~~The SPZ will be the subject of separate consultation and adoption procedures~~]. Proposed improvements to Lifford Lane and Melchett Road will help to improve access to this industrial area and to the Patrick Collection (T35).]

20.24A The former Burmans factory site off Wychall Lane provides an opportunity for industrial redevelopment (I66). Access to any development will be from Eckersall Lane. Redevelopment of the site should enable and contribute to the development and improvement of the Rea Valley Walkway and Millennium Cycle Route (T29). The development should also have regard to the archaeological importance of the site.

20.24B It is proposed to provide additional park and ride facilities on land at Kings Norton railway station. In addition, the land is of sufficient size to offer potential for the development of a railfreight facility.

20.25 At the junction of Pershore Road and the A4040 lies Cotteridge shopping centre. Congestion and environmental conditions within the centre are a matter of concern, and traffic management measures are proposed. Further along Pershore Road South, Kings Norton is a smaller centre and focal point of the Kings Norton Village Conservation Area. Both shopping centres have an important role in meeting the day-to-day shopping needs of the local community, and their main shopping function will be protected. Primary retail frontage policies will apply in Cotteridge (S33).

20.26 [~~The Patrick Collection is developing as a tourist attraction of regional importance. Other~~] Potential tourist attractions in the area include Kings Norton Conservation Area and the Lifford Reservoir area. Proposals to develop tourist and heritage attractions will be encouraged in this area subject to the need to protect its amenity (To7). The Worcester and Birmingham and Stratford-on-Avon Canals have a



high tourist potential linking these attractions with others in the City and beyond its boundary.

20.27 The Rea Valley Walkway is one of the City's major open space walkways linking Balsall Heath and the City boundary. Missing links in the section between Lifford Lane and Wychall Reservoir will be laid out which will enable extension of the Rea Valley cycle route (E79) as part of the Millennium Cycle Route (T29). Several Sites of Importance for Nature Conservation will be protected at Wychall Reservoir (E98), north of Wychall Lane (E110), Mercroft Pool (E111) which is also a Local Nature Reserve, and Kings Norton Playing Fields (E112).

### **Kings Norton (South)** **(part of Kings Norton Ward)**

20.28 This part of Kings Norton is located on the southern boundary of the City and benefits from proximity to the M42, M5 and M40.

20.29 Housing is the main land user, and there are several large post-war Council estates in this area. Some of these estates suffer from poor housing conditions, poor environment and shortages of local open space. In particular, the "Three Estates" (i.e. Hawkesley, Primrose and Pool Farm) will be the focus of attention to improve housing conditions and encourage local employment opportunities. A strategic regeneration strategy will also address current issues on the estates. On the Pool Farm Estate a Joint Venture initiative with public and private investment is [planned] being implemented in response to these problems (HR21). This [is likely to] involve the release of land [(including the site listed below, together with some smaller sites)] and a comprehensive strategy for improving housing and environmental conditions. [The development of the site at Longdales Road for housing (H39) will also help to meet the requirement for new housing provision in the City.]

20.30 The possible rationalisation of West Heath Hospital presents an opportunity for development. This site would be suitable for new housing.

20.31 Adjacent to the City boundary is a narrow belt of open land which extends into the rural area of Bromsgrove District. It is proposed to designate this land as Green Belt. This definition recognises the value of the ridge in screening existing development, and of Longdales Road/Icknield Street/Walkers Heath Road as a physical barrier to development.

20.32 There is a large area of underused land at Parsons Hill, which requires reclamation before it can be developed. The site may have long-term potential [Should it become available during the Plan period, opportunities may exist] for [high quality business or industrial] development within Class B1 (b) and (c), with provision of open space linked to the canal and extensive landscaping. Any development proposals will be subject to the need to address problems of contamination within the site, and gas migration onto adjacent land, and to protect the amenity of residents, including measures to discourage traffic from passing through residential

areas. ~~[Improvements to access to the site, including the Parsons Hill/Ardarth Road junction and canal bridge, will be required].~~

### **Stirchley/Selly Park** **(part of Selly Oak Ward and** **part of Bournville Ward)**

20.33 This area extends either side of Pershore Road (A441) from Cannon Hill Park to the ~~[Outer Ring Road]~~ A4040.

20.34 The area includes many pre-1919 terraced dwellings. Although much of the housing has been improved, many dwellings in Stirchley need to be the subject of strategies to improve housing conditions. There is also a need to consider opportunities to minimise the impact of industrial uses on adjoining dwellings and to improve the general environment of the area including linking it with the adjoining open space, for example the Rea Valley Walkway.

20.35 Stirchley shopping centre has an important role in providing for the day to day needs of the community. There is a need to improve its environment and ~~[maintain]~~ enhance its shopping function ~~[through the identification of a retail core (S31). The decision not to include Pershore Road on the Strategic Highway Network provides the opportunity to concentrate on local environmental improvements.]~~ The centre is also in need of investment to ~~[maintain]~~ enhance its status. ~~[Limited retail warehouse development on Pershore Road within and immediately adjacent to the centre will be supported (S32).]~~ The Stirchley Framework, which has been adopted as Supplementary Planning Guidance, provides detailed guidance for future investment and development in Stirchley, and has defined a retail core area (S31). Land at Hazelwell Lane is proposed for mixed-use development, but with a substantial retail (Class A1) element, given the site's location within the core of Stirchley Centre (S40). Any retail proposals should complement and improve the range and quality of the existing shopping facilities within the centre, and should be of an appropriate scale in relation to the centre. In addition to the majority A1 use, other town centre uses, such as financial and professional services (Class A2) and leisure/ community uses (Class D2) will be considered acceptable in principle on part of the site. Any existing leisure or community facilities that would be displaced as a result of development will be expected to be replaced either within the site or elsewhere within Stirchley Centre. More detailed guidance for the development of this site is set out in a development brief.

20.36 ~~[Opportunities for development also exist at Dogpool Mill. Applications for light industrial use will be considered favourably. This may provide the opportunity to improve open space links to the adjoining Rea Valley Walkway.]~~ The Stirchley Framework has also identified opportunities for development in the Ten Acres area, to the north of the shopping centre. The majority of the former Dogpool Mills site at Dogpool Lane is proposed for industrial development (Good Urban) (I67). Two other sites at Ten Acres are proposed for housing development (H54). Improvements to the junctions on the Pershore Road will be required in accordance with the Stirchley Framework. All three developments will be expected to contribute towards the

**improvement of the adjoining Rea Valley Walkway and cycle route. Detailed guidance for the development of all of these sites is set out in a series of development briefs.**

20.37 This area includes open space along the Rea Valley and at Cannon Hill Park. A cycleway ~~[is being]~~ **has been developed** along the Rea Valley ~~[to link]~~ **linking** the City Centre with the Lifford Reservoir area and beyond. **This will form part of the Millennium Cycle Route** (T29). ~~[Further open space is proposed at River Brook Drive (E106).]~~ Cannon Hill Park is the City's main ornamental park and a major recreation and tourist attraction. Proposals to develop this and other tourist and leisure attractions in this area will be supported (To5), for example the Nature Centre and the Midlands Arts Centre offer potential for further development.

~~[20.38 Two sites are available for a joint residential/open space development. These include part of Brockley Grove off Moor Green Lane (H36), and the land at Umberslade Road (H37) where some allotments will be retained.]~~

### **Moseley/Kings Heath** **(Moseley Ward)**

20.39 This area is located in the north-east corner of the Constituency on its boundary with Sparkbrook **and Small Heath** and Hall Green. It is bisected by the Alcester Road (A435), which forms part of the Strategic Highway Network. **The reintroduction of local passenger rail services** ~~[may be reintroduced]~~ on the Camp Hill Line **will be encouraged**. (See also paragraph 20.11).

20.40 This predominantly residential area includes the pre-1919 terraced housing in Balsall Heath (which has been the focus of renewal activity in recent years) and Kings Heath. Moseley also contains many larger properties dating from the late 19th Century, many of which are included in two Conservation Areas (Moseley and St. Agnes). Both the area between Oxford Road ~~[and]~~ **Woodstock Road/Valentine Road/Springfield Road\*** (Hi4) (partly within Sparkbrook **and Small Heath** Constituency) and the area west of Alcester Road/Moseley Road (Hi5) contain many larger properties which have been converted into hostels or residential care homes and/or flats, and/or are in multi-occupation. These areas are identified as Areas of Restraint within which planning permission may be refused **for non-family dwelling uses such as those listed above** on the grounds that further development of such uses would adversely affect the character of the area.

**\* N.B. This policy refers to Springfield Road, Moseley, not Springfield Road, Sparkhill**

20.41 At the heart of Moseley Conservation Area is the compact Moseley shopping centre. This has suffered from its proximity to the expanding Kings Heath centre. Its local shopping function will be protected (S38). In addition to the need to protect and maintain a local shopping function, its future prosperity may lie in providing for high quality specialist uses. Proposals for the enhancement of the centre and detailed guidelines for development in the centre, are contained in the Moseley Village Action Plan, which has been adopted as Supplementary Planning Guidance. A special shopfront design guide for Moseley centre has also been prepared. Adjacent to the centre on Alcester Road there is scope for change of use of premises and small scale development for office purposes of a character compatible with the Conservation Area subject to the need to ensure that the amenity of local residents will not be adversely affected (C24).

20.42 Kings Heath shopping centre, which straddles the A435, [~~ranks fourth in the City and~~] includes a sizeable proportion of durable goods floorspace. It is the largest centre in the southern suburbs of the City and its catchment area extends well into Hall Green Constituency. This buoyant centre has attracted considerable investment in recent years and a number of redevelopment schemes have taken place. Further redevelopment schemes and improvements to its shopping function will be encouraged. Primary retail frontage policies will apply (S30).

20.43 This area also has a number of high quality parks and other areas of importance for their nature conservation or landscape value which will be protected. These include the following:-

- The gardens of Highbury Hall and Park which have been listed in the National Register of Parks and Gardens of Special Historic Interest (E102).
- Moseley Golf Course Woodland and Pool (E107) and Moseley Bog (E108) both Sites of Importance for Nature Conservation.
- Moseley Bog and the adjoining former playing fields fronting Yardley Wood Road, which [~~is in the process of being~~] has been declared [as] a Local Nature Reserve (E108).

## ***List of Proposals***

This list provides a brief reference to the proposals indicated on the Proposals Map. It must be read in conjunction with the accompanying Constituency Policy Statement in the context provided by Chapters Two to Eight.

## ***Environment***

Conservation Areas will be declared at:-

- E101: Selly Park - para 20.18
- E103: Weoley Hill - para 20.18

The following Registered Park and Garden of Historic Interest will be protected:-

E102: Highbury Hall and Park - para 20.43

The following Sites of Importance for Nature Conservation (SINCs) will be protected:-

- E98: Wychall Reservoir - para 20.27
- E104: Grounds of Woodbrooke - para 20.22
- E105: Stocks Wood - para 20.22
- E107: Moseley Golf Course Woodland & Pool - para 20.43
- E108: Moseley Bog - para 20.43 \*
- E110: North of Wychall Lane - para 20.27
- E111: Merecroft Pool - para 20.27
- E112: Kings Norton Playing Fields - para 20.27

\* has also been designated as a Local Nature Reserve

The following proposals will form part of a network of linear open spaces across the City:-

- E76: Worcester-Birmingham Canal - para 20.21
- E77: Bournbrook Walkway - para 20.16 & 20.17A
- E78: Castle Walkway - para 20.16 & 20.17A
- E79: Rea Valley Walkway - para 20.24A & 20.27
- E95: Merritts Brook - para 20.22
- E109: Bournville - Northfield Walkway – para 20.22

~~[The following site will be developed as public open space:-]~~

~~[E106: River Brook Drive off Cartland Road – para 20.37]~~

## ***Industrial Regeneration***

Industrial Regeneration Initiatives will be encouraged at:-

IR5: Kings Norton - para 20.24 (several developments completed and SPZ designated)

## ***Industry***

The following sites will be developed for industry:-

~~[I49: Land at Kings Norton Business Centre (approx 1.9 ha)]~~

I49A: Land at Melchett Road and Pershore Road, Kings Norton Business Centre (2 sites, totalling 3.2 ha) Best Urban

I66: Wychall Lane (3.5ha) Good Urban - para 20.24A

I67: Dogpool Lane (4.2ha) Good Urban – paras 20.7 and 20.36

**In addition, land within the A38 Bristol Road/Bristol Road South Corridor will be developed for high technology industry, in accordance with the A38 Corridor Strategy – paras 20.7A, 20.15B, and 20.15C and 20.17B**

## **Commerce**

Office development will be encouraged in the following location:-

C24: Moseley Centre - para 20.41

~~[C27: Bristol Road frontages – para 20.13]~~

## **Mixed Use**

**The following area is identified for mixed use development:**

**M32: Selly Oak - between Metchley Lane Playing Fields and Selly Oak Hospital, to include a new hospital and high technology industry (para 20.15C).**

## **Tourism**

Tourist development at the following locations will be encouraged:-

To5: Cannon Hill Park and environs - para 20.37

To6: Bournville - para 20.21 (Cadbury World) (completed)

To7: Kings Norton - para 20.26

## **Housing Regeneration**

Housing Regeneration Initiatives are proposed in the following areas:-

HR21: The “Three Estates” (Hawkesley, Primrose Farm and Pool Farm [Estate] - para 20.29 (underway)

HR29: Ingoldsby Estate - para 20.23A (underway)

HR29A: Wychall Farm Estate - para 20.23A

## **Housing**

The following site[s] will be developed for housing:-

H35: Old Tramworks and adjoining land, Dale Road ~~[(1 ha – 72 dwellings)] – para 20.15C~~

~~[H37A: “The Davids”, Hole Lane (6.5 ha) – para 20.18]~~

~~[H39: Longdales Road (3.5 ha) H39 – para 20.29 (130 dwellings approx)]~~

The following sites will be developed for housing and open space:-

~~H36: Part of Brockley Grove, off Moor Green Lane (1.7 ha) – para 20.38]~~

~~[H37: Umberslade Road (1.5 ha) – para 20.38]~~

~~H54: Ten Acres, Stirchley (1.6 ha on two sites, about 50 dwellings) – paras 20.7 and 20.36~~

The following Areas of Restraint are identified:-

~~Hi2A: Bournbrook Area, Selly Oak – para 20.18~~

Hi3: Middleton Hall Road/Bunbury Road and environs – para 20.23

Hi4: Between Oxford Road ~~[and]~~ Woodstock Road/Valentine Road/Springfield Road - para 20.40

Hi5: Area west of Alcester Road/Moseley Road - para 20.40

## Transportation

The following road improvement~~s are~~ is proposed:-

T28: A38 Bristol Road, Selly Oak - new road - Para ~~[20.14]~~ 20.17

~~[T35: Lifford Lane and Melchett Road – para 20.24]~~

The following cycle~~way~~ routes will be developed:-

T29: Millennium Cycle Route, incorporating Rea Valley Route – paras 20.11, 20.24A, 20.27 and 20.37

~~T47: Bristol Road – para 20.11~~

~~T47A : Worcester & Birmingham Canal – para 20.11\*~~

~~T50: Moseley – University – para 20.11~~

~~\* part of proposed Lapworth Loop~~

The following key highway improvement lines will be protected:

- North and West of Bristol Road – Selly Oak
- Pershore Road – Dogpool Lane Junction

In addition ~~[the Cross-City Railway Line will be electrified and]~~ the Camp Hill Railway line may be reopened for suburban passenger services. The provision of new stations on the Cross-City Line at Raddlebarn Road and Popes Lane, and new public transport interchange at the University station, will be supported. New or expanded park and ride facilities are proposed at Selly Oak, Bournville and Kings Norton railway stations. Kings Norton also has potential for railfreight use. Some improvements to the A435 Alcester Road /Kings Heath High Street are [may-be] required. [In addition,] The southern sector of the City – which includes part of the Selly Oak Constituency – will also be investigated for [a] possible light rail/light rapid transit [corridor] routes to the City Centre (paras 20.11, 20.15C, 20.17A and 20.24B).

## Shopping

The following site will be developed with predominantly retail (Class A1) uses:

**S40: Hazelwell Lane, Stirchley – para 20.35**

A retail core policy will apply in the following centre:-

S29: Selly Oak – para 20.15C (Selly Oak Local Action Plan - need for policy to be monitored)

S31: Stirchley – para 20.35 policy adopted - incorporated into Stirchley Framework)

Primary retail frontage policies will apply in the following centres:-

S30: Kings Heath - para 20.42 (policy not yet prepared)

S33: Cotteridge - para 20.25 (policy adopted)

**Policies for non-retail uses will apply in the following centres:**

**S29A: Selly Oak (draft policy prepared – incorporated into Selly Oak Local Action Plan) – para 20.15C**

**S38: Moseley Village (policy adopted) - para 20.41**

**[Limited retail warehouse development will be encouraged at the following location:**

**S32: Stirchley Shopping Centre – para 20.35]**

NB With the exception of some commitments carried forward from adopted Local Plans the UDP only refers to land use proposals on sites of more than one hectare in size and highway improvements costing more than £1 million.

**SUPPLEMENTARY PLANNING GUIDANCE (SPG)\***

**LOCAL ACTION PLANS, DEVELOPMENT FRAMEWORKS AND STRATEGIES**

**Moseley Village Action Plan**

**Selly Oak Local Action Plan (draft)**

**Stirchley Framework (includes Retail Core Policy)**

**DEVELOPMENT BRIEFS**

**Former Dogpool Mills, Dogpool Lane, Stirchley**

**Pershore Road, Ten Acres, Stirchley (land and property east of Pershore Road)**

**Ten Acre Works Pershore Road, Ten Acres Stirchley (draft)**



**DEVELOPMENT CONTROL POLICIES**

**Areas of Restraint in respect of the location of institutional and non-family dwellinghouse uses in Middleton Hall Road and Bunbury Road**

**Areas of Restraint in respect of the location of residential care and nursing homes, hostels and non-family dwellinghouse uses within the Moseley Area**

**Cotteridge Policy for Non-Retail uses**

**Policy for Non-Retail uses in Moseley Village**

**ENVIRONMENTAL, DESIGN AND LANDSCAPE GUIDELINES**

**Bournville Village Conservation Area Design Guide**

**Moseley Shop Front Design Guide**

**\* This list was accurate at the time that the UDP Alterations were prepared early in 2001. An up-to-date listing of SPG currently in use and new Local Development Documents (LDDs) in preparation may be found in the current Local Development Scheme (LDS) for Birmingham.**

