

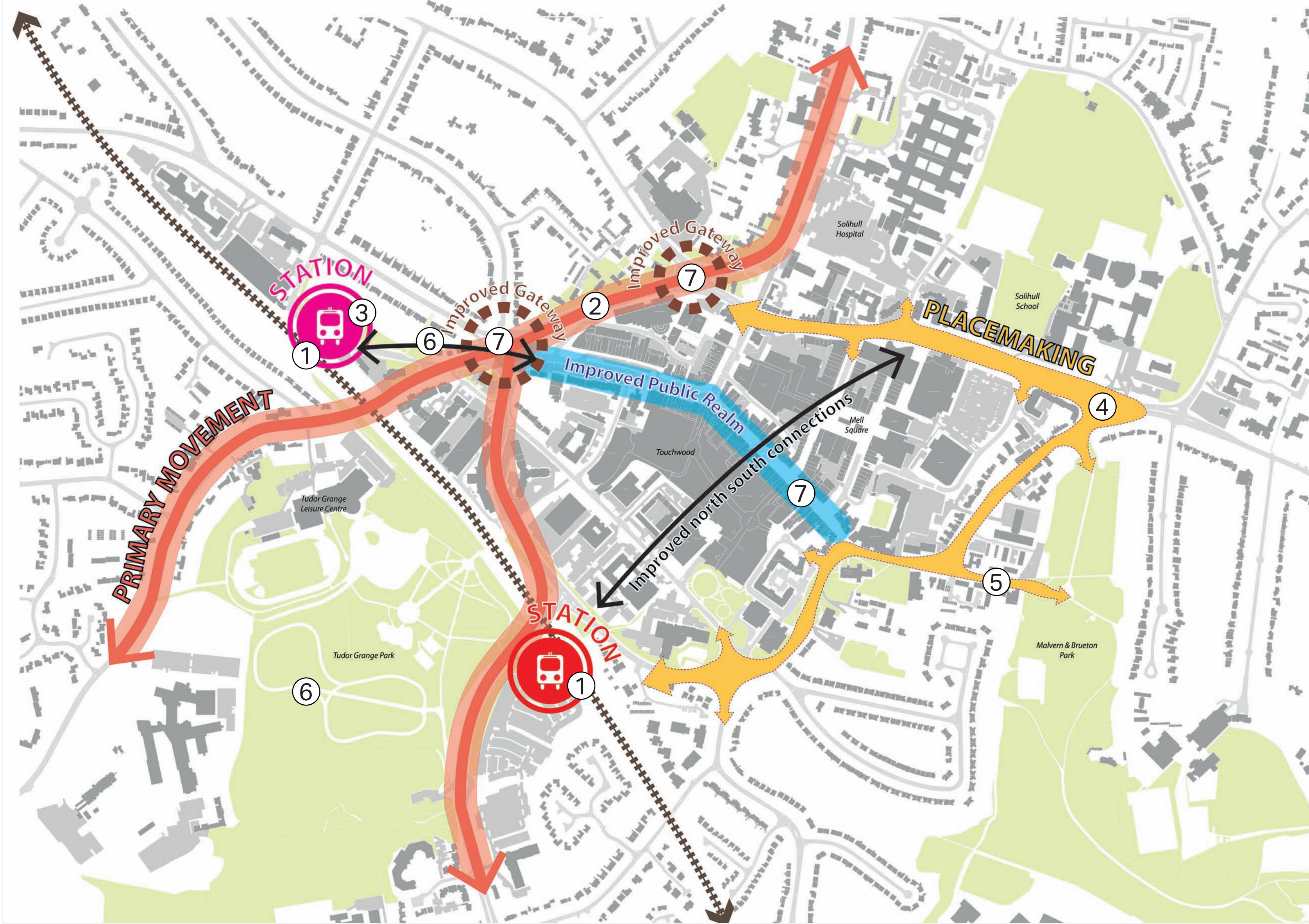
# Emerging Concepts

By gaining a clear understanding of the fundamental issues and ambitions for Solihull, three main themes emerge which hold the key to achieving the Solihull 2036 vision:

## 1. Connections

The connection strategy will seek to create an integrated town centre network which will:

- 1 Deliver a train station which serves as a major gateway into Solihull;
- 2 Maximise opportunities for sustainable travel through improved infrastructure that helps to reduce congestion in the town centre. Vehicular movement around the town centre will be focused along the western edge at Lode Lane and Prince's Way. This intervention aims at reducing vehicle movement in the east along Church Hill Road and New Road;
- 3 Create additional high quality cycle parking including a cycle hub at the railway station;
- 4 Enhance the public realm experience by softening the northern and eastern edges of the town centre to promote pedestrian movement;
- 5 Improve access between the town centre and surrounding neighbourhoods. Reducing barriers to enable and encourage more sustainable means of travel into town;



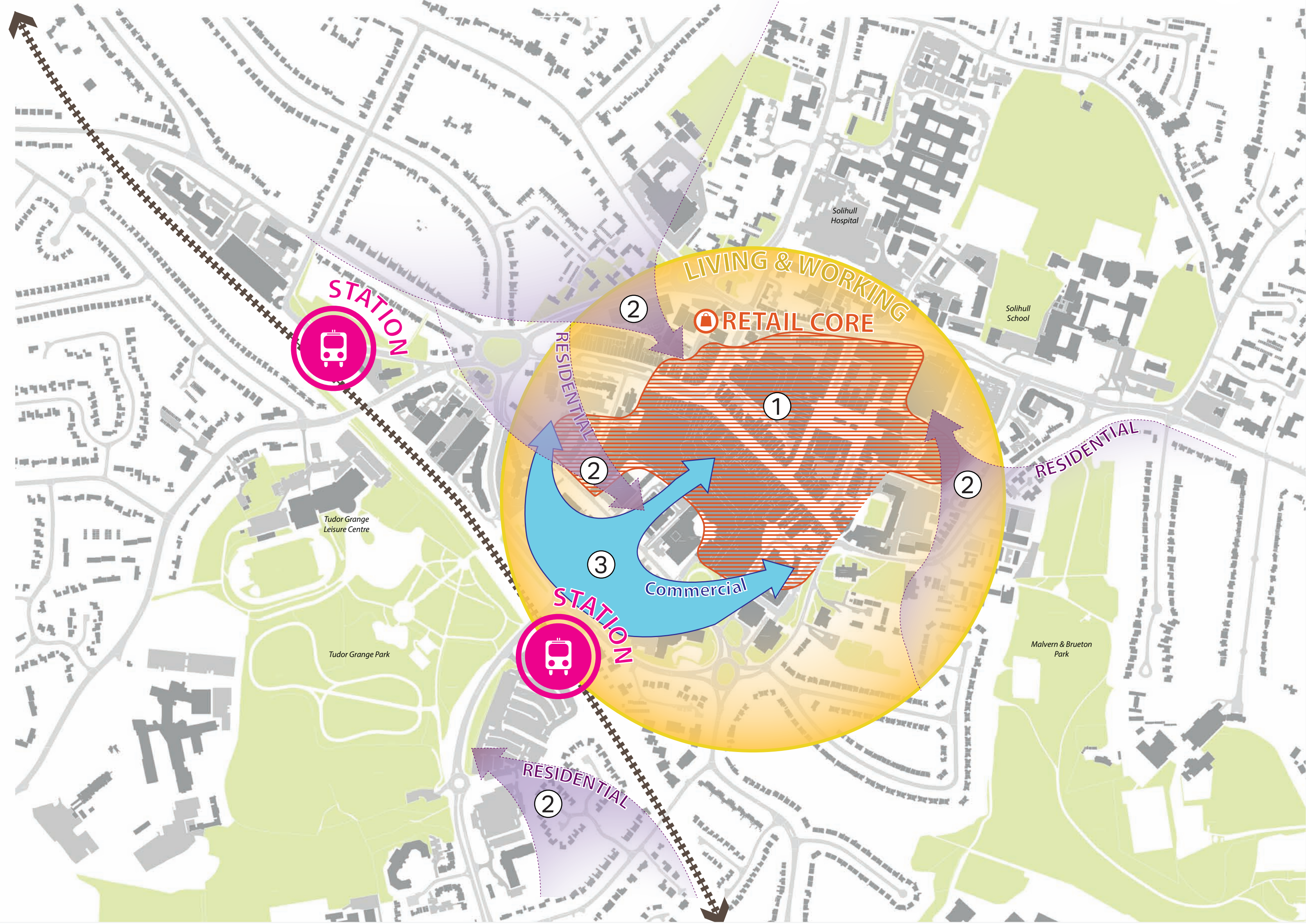
- 6 Improve pedestrian, cycle and bus connections to key destinations, this includes routes to Solihull Train Station;
  - 7 Better integrate key destinations within the town centre by upgrading key connections such as the High Street and Blossomfield and Lode Lane roundabouts;
- Consider consolidating car parking focussing traffic away from quality pedestrian routes; and
  - Support public transport operations to improve journey times, reliability and facilities.



## 2. Living and Working

Diversification is a central aim of the living and working strategy for Solihull Town Centre, helping to inform market and land use considerations. Central to this strategy is introducing residential uses and further office uses into the town centre to inject new vitality through a mixed offer of activities, economy, new buildings and extending time spent within the town centre. The strategy will:

- Buildings
- Car Parking
- Streets
- Parkland
- Living and Working
- Retail Core
- Residential
- Commercial
- Existing station potential refurbishment
- New station potential relocation



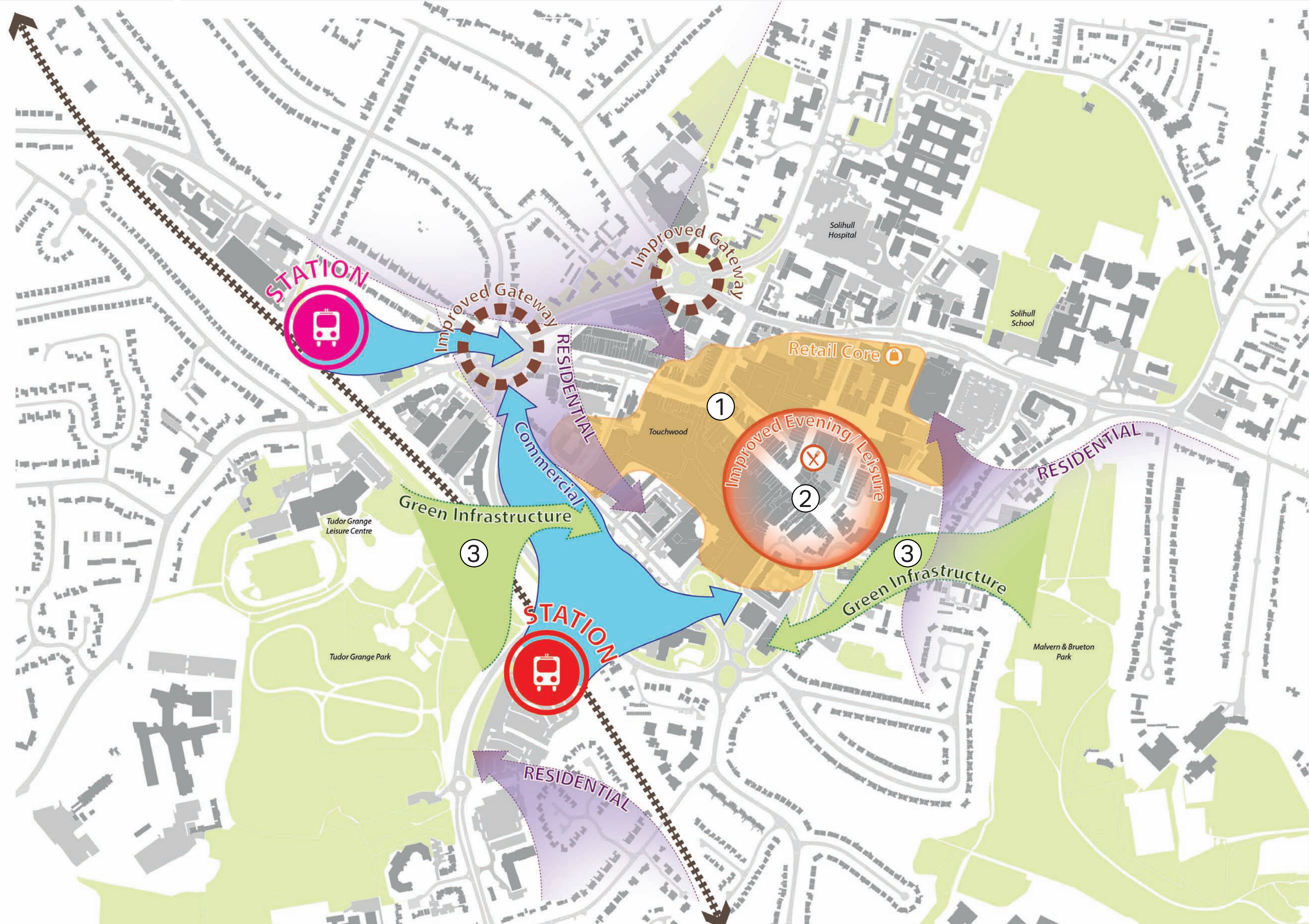
- 1 Strengthen the centre's retail core to reinforce Solihull as a unique retail destination;
- 2 Encourage residential uses into the town centre, particularly in areas around the eastern and western periphery of the retail core. This will create a mixed use residential and commercial environment, which will encourage activity in the town centre beyond retail trading hours and help open the market to evening economy and leisure opportunities; and
- 3 Promote the development of high quality new office development with positive frontages overlooking key routes. This will consolidate and build upon the existing office offer, and provide opportunities to improve north-south connections.



## 3. Experience and Place

The experience of being in Solihull Town Centre is a crucial component of creating an appealing environment to live in, work in and enjoy. The experience strategy will:

- 1 Reinforce the retail appeal of Solihull by maintaining a retail precinct focused around the High Street;
  - 2 Provide new opportunities to enhance the town centre's evening and leisure offer, which can be focused around the High Street and Mell Square;
  - 3 Enhance green links into the town centre tracing from Tudor Grange Park and Malvern Park through additional tree planting and wayfinding;
- Promote high quality and sustainable developments and public spaces which Solihull can be proud of;
  - Build upon the town's existing assets including its heritage, to create a distinctive place to shop, work and live; and
  - Upgrade key public spaces within the town centre such as the High Street and Mell Square.



- Buildings
- Car Parking
- Streets
- Parkland
- Green Infrastructure
- Evening/Leisure
- Retail Core
- Residential
- Commercial
- Existing station potential refurbishment
- New station potential relocation
- Improved Gateway



# Solihull Town Centre Masterplan

## Public Consultation