**Collaborations in place-based** creative practice: artists and residents and neighbourhood planning in urban regeneration contexts



## Placemaking...

- Cultural vision
- Current context
- Masterplanning & policy
- Operations & coordination
- Investors & Finance

- Case studies:
  - Edgbaston
  - Jewellery Quarter
  - Smithfield
  - Druids Heath
  - Perry Barr
  - Stechford
  - Longbridge
  - Peddimore



### STIRCHLEY STREET & BOURNVILLE until 1904

(The Relievy Station Enthesigen Association)

Collaborations in place-based creative practice: Birmingham Public Art Strategy 2015-2019



### **Cultural vision**

- Birmingham's public artworks should bring people together to celebrate the city's heritage, and speculate on its future through distinctive good quality temporary and permanent work.
- Birmingham will improve the quality of the public art portfolio within local neighbourhoods and the city centre.
- Becoming a world leader in cultural democracy where people come together to co-create, commission, lead and participate in a wide range of locally relevant, pluralistic and community driven cultural ventures.

Birmingham's public artworks, both new and old, should be:

valued relevant ambitious inclusive innovating provoking transformative challenging artistically-strong stimulating inspiringrisk-taking bold surprising unifying

### Strategy objectives

### one

# Commissioning practices for public art

to improve the practice of commissioning and developing public art in Birmingham.

### **two** Funding new public art

to improve the funding base for commissioning public art.

### four

# Supporting artists and a collaborative public art ecology

to improve the information, advice and support available to local artists engaged in public realm working.



# **Current Context**

### Place making

### Introduction

4.18 Creating an economically successful, safe and healthy City where people choose to live and work will be underpinned by the successful delivery of well designed development and places.

### Why we have taken this approach

4.19 The quality of development and the ability to create well designed places will be central to how Birmingham is perceived and functions as a City in the future. For the City to compete in the international arena and secure investment, attention needs to be focussed on the design, quality and function of places.

4.20 The existing character and context of Birmingham will be an intrinsic component and consideration for any new development. New development and reuse of existing buildings has a significant visual, amenity and psychological impact on the people who will use them. It is essential to ensure the creation of places that are fit for purpose, attractive and sustainable.

4.21 The form a development takes will depend on the context. character, assets and constraints of a site, which in turn will be affected by its location within the City. Development will largely take place within the existing built up area. reusing land, buildings and spaces to best effect within a modern context. Further understanding of the context within which new development will take place will be provided by the Historic Landscape Characterisation Study which the City Council is undertaking in conjunction with English Heritage.

4.22 This policy sets the scene for how development should be brought forward and further detail is provided through the relevant thematic policies which follow. SPDs that have or will be produced to guide future development provide detailed guidance and policy advice on matters of design.

### Policy PG3 Place making

All new development will be expected to demonstrate high design quality, contributing to a strong sense of place. New development should:

- Reinforce or create a positive sense of place and local distinctiveness, with design that responds to site conditions and the local area context, including heritage assets and appropriate use of innovation in design.
- Create safe environments that design out crime and make provision for people with disabilities through carefully considered site layouts, designing buildings and open spaces that promote positive social interaction and natural surveillance.
- Provide attractive environments that encourage people to move around by cycling and walking.
- Ensure that private external spaces, streets and public spaces are attractive, functional, inclusive and able to be managed for the long term.
- Take opportunities to make sustainable design integral to development, such as green infrastructure, sustainable drainage and energy generating features.
- Support the creation of sustainable neighbourhoods (Policy TP27).
- Make best use of existing buildings and efficient use of land in support of the overall development strategy.

### Implementation

	Local/ National Funding	Partnerships	CPO	CIL/ Section 106	Planning Management	Other Local Plan/ SPD/Regeneration Framework
Policy PG3		1		1	1	1



Park Central

### Culture on our Doorstep (COOD) Commissioning Criteria

We want more adult Birmingham residents to participate in high quality arts activities in their local neighbourhood. The 2019-20 Culture on our Doorstep commissioning focuses on engaging residents from areas of high multiple deprivation<sup>4</sup> who haven't taken part in this type of activity before.

### We are seeking to support arts activities located in areas with high levels of multiple deprivation that meet <u>one or more</u> of the following criteria:

- support positive change in individual and community mental and physical wellbeing including the prevention or reduction of social isolation and loneliness
- recognise, value and celebrate the assets and talents of local communities/ neighbourhoods and develop active citizenship
- explore, celebrate and share the cultural heritage of the neighbourhood you are working in and increase citizens' pride in where they live.

### (Essential) Activities must:

- connect Birmingham residents (cohesion) and foster civic pride
- demonstrate genuine partnership development by working in partnership with other groups and organisations
- provide at least one paid shadow artist/cultural leader opportunity (aged 19+) to work alongside a professional artist/cultural leader
- showcase and celebrate artistic outputs developed and produced by project participants

### (Desirable) We particularly welcome applications for activities which:

- make imaginative use of a wide range and type of spaces (outdoor, indoor and digital) improving citizens' perception of feeling safe outside in their local area
- have the potential to be embedded in the cultural offer of the locality beyond the lifespan of the project and contribute to the Commonwealth Games cultural programming

### 2019

### Working Together in Birmingham's Neighbourhoods

Policy Statement (White Paper) January 2019



- Pioneer wards sharing learning
- Strengthening local partnerships
- Improving ward forums ulletand plans
- Encouraging citizen • empowerment

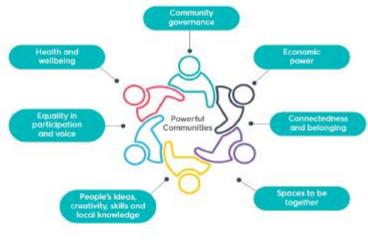
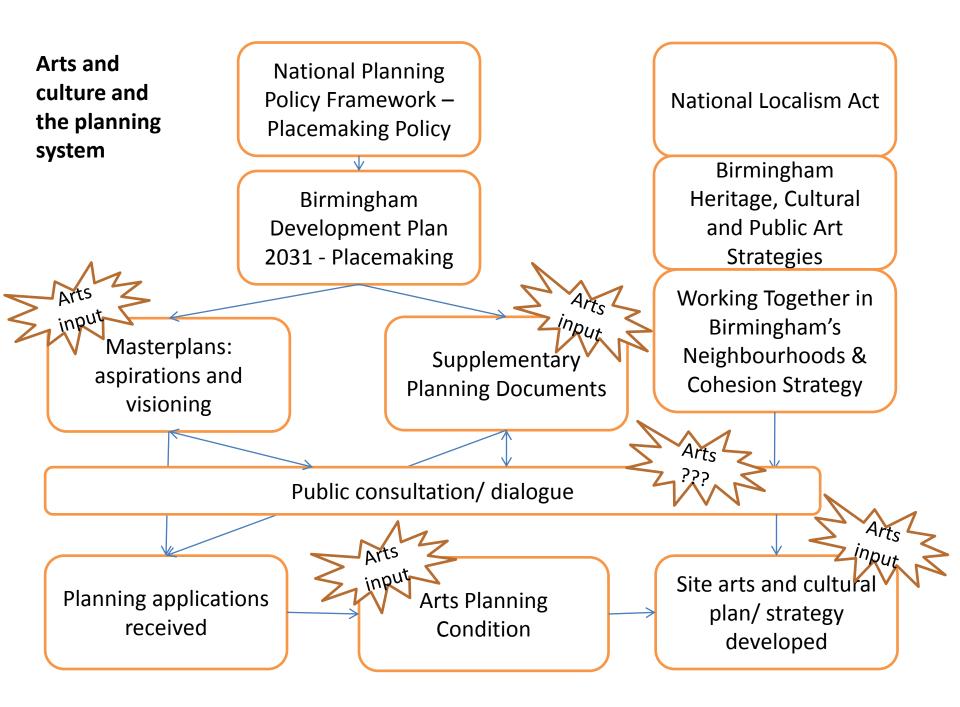


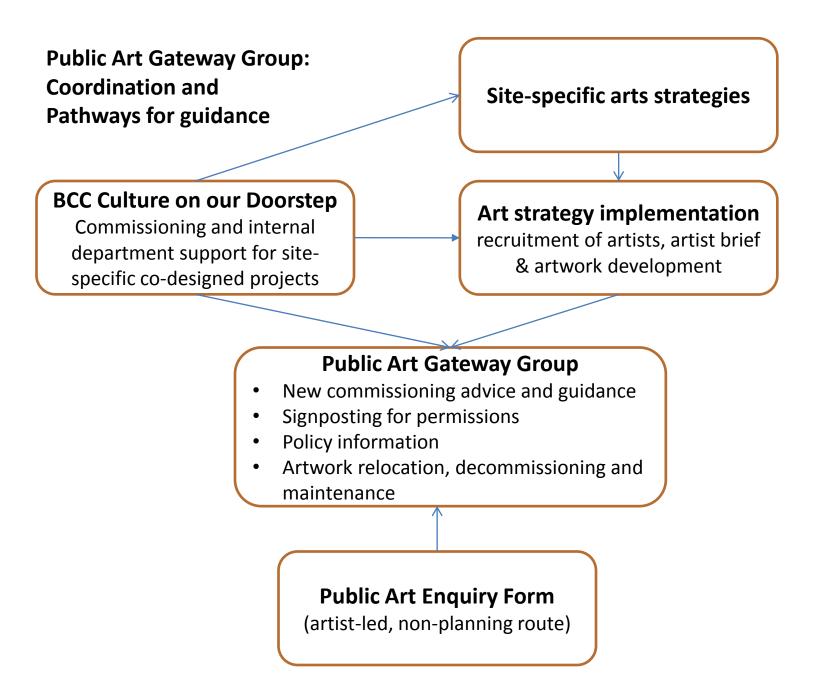
Fig 1. What are the sources of community power?

Making a positive difference every day to people's lives

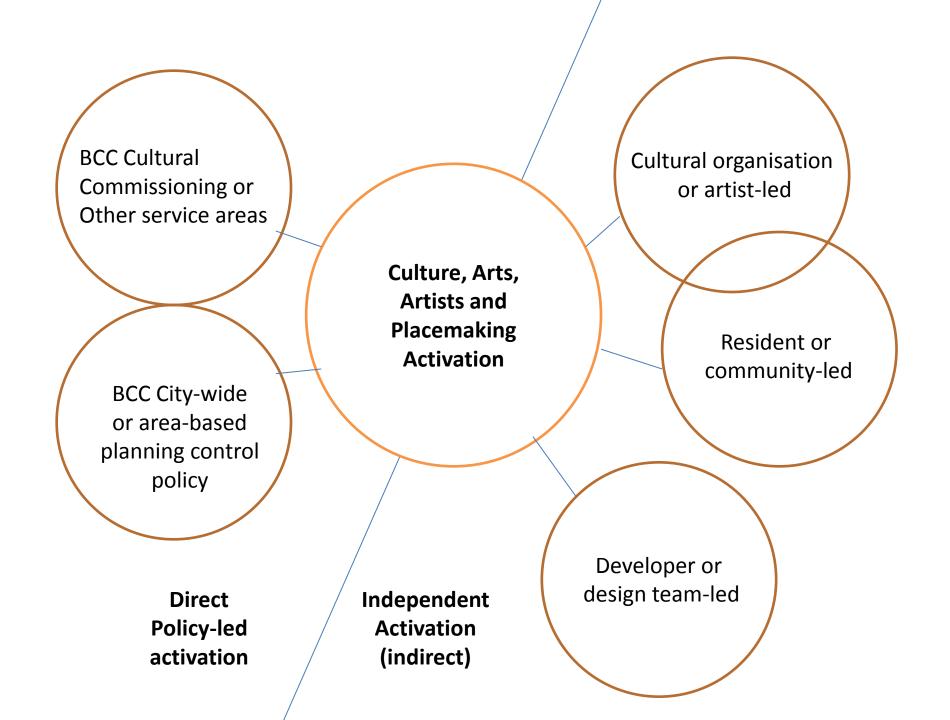


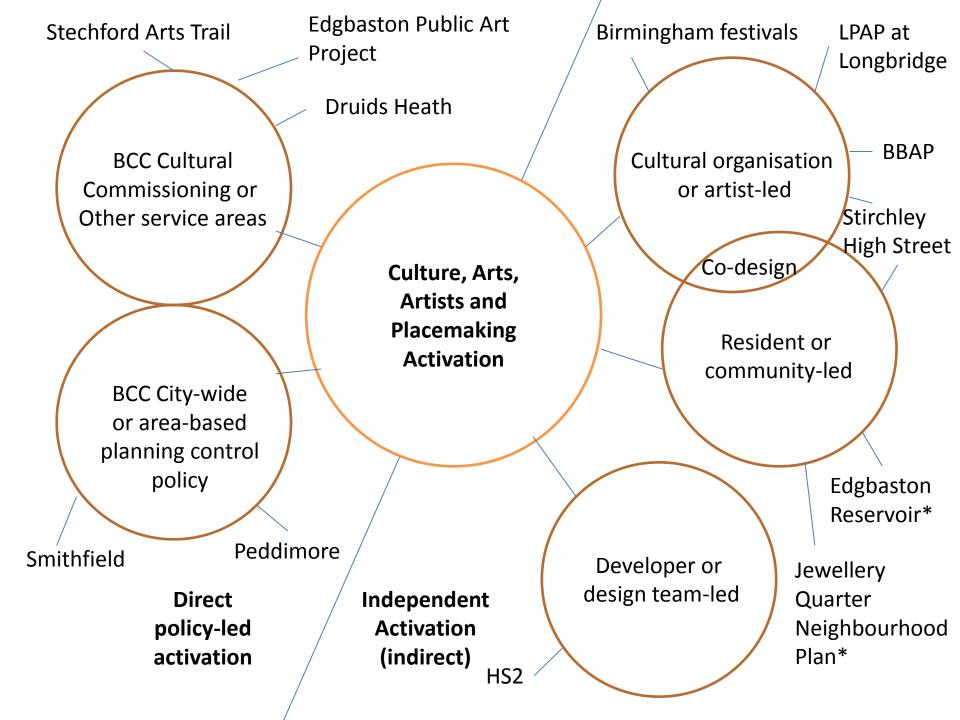












### **Case Studies**

- Good Practice examples:
  - Jewellery Quarter & JQ BID/ Development Trust
  - Edgbaston Reservoir & Eat, Make, Play & Artscoop Central
  - Birmingham Smithfield & Friction Arts
  - Longbridge Public Art Project & WERK
  - Peddimore & Castle Vale Active Arts
  - Stechford Arts Trail & Arts in the Yard
- Learning and challenging contexts:
  - Druids Heath & Place Prospectors
  - Perry Barr & Punch Records & ...

# Jewellery Quarter Draft Neighbourhood Plan



# Edgbaston Reservoir Masterplanning

# EDGBASTON RESERVOIR

### A COMMUNITY-LED VISION

Compiled by A Community Consortium - July 2019

SATURDAY 13TH JULY 12PM-4PM

# 

Join us on the **Playing Field** next to Edgbaston Reservoir! 12pm-4pm Saturday 13th July 2019

EAT great food from The Real Junk Food Project Birmingham, or bring your own picnic. MAKE music in the open mic tent, knit and natter, arts and crafts activities for children and adults, horticulture. PLAY football, tug of war, obstacle course, tai chi, led bike rides, children's exercise sessions. PLUS loads more for all ages!

For more information contact Eva on 07944 520 001 or visit facebook.com/EatMakePlayB16





COMMUNITY GATHERING ON THE PLAYING FIELD

Eat, Make, Play

Next to Edgbaston Reservoir, Gillott Road entrance

## **Birmingham Smithfield**

- A once in a generation opportunity to create a truly transformational development that will drive the city's international standing and reputation
- Arts and culture embedded from the start, recognised as a catalyst for transformation
- Council land
- Consideration through design meetings with an arts professional to be part of the team and develop an arts strategy for the site





DEVELOPMENT PRINCIPLES Three site-wide development principles will, alongside the big moves, be at the forefront of creating a sustainable, green and inclusive place. The delivery of these development principles will ensure that Birmingham Smithfield becomes an exemplar development and legacy for future generations, with a distinctive sense of place and identity.

The overriding development principles are set out over the following pages:

**Connectivity** The development will deliver radical The development will deliver radical improvements to accessibility and reconnect the site to the wider city. The enhancement of walking, cycling and public transport, and the creation of a consistent, high quality public realm, that incorporates trees of otherwited fortherme will be argented. and other natural features will be central to the transformation of the area and the realisation of its huge potential.

Activity Birmingham Smithfield will be defined by its dynamic mix of uses that create a major cultural and leisure destination, business space and new residential communities.

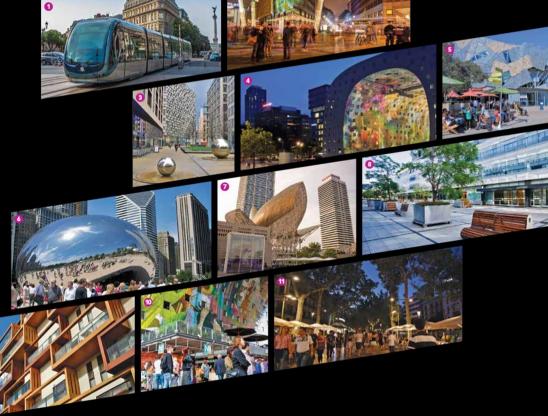
Design The approach to the design of the site, its buildings and spaces will need to be focused on the delivery of the highest quality place set within a network of green infrastructure and the most sustainable form of development.

Bordeaux Tram, France. Festival of lights Potsdamer Platz, Berlin, Germany.

- Sheffield City Centre, United Kingdom. Rotterdam Markethal, Netherlands. Federation Square, Melbourne, Australia.
- Millennium Park, Chicago, United States. Marina Village, Barcelona, Spain. Buenos Aires mixed use development, Argentina.

0

- Example of city centre apartments. 10 Shoppers in the Rotterdam Markethal, Netherlands.
- 11 La Rambla, Barcelona, Spain.



/ masterplan

masterplan / birmingham smithfield



## Longbridge Public Art Project

- Regeneration of a 468acre site where in 2005 6,000 people lost their jobs from the car industry, one of Birmingham's biggest employers
- secured £555,000 from section 106
- Worked long-term with 10 artists in residents plus 54 guest artists local, national and international
- 40 artist project generating 97 artworks including 10 permanent artworks
- 11,000 audiences and engagements
- <u>http://www.artsandplace.org/case-studies/LPAP/</u>







### WE'RE LOOKING BACK WHILE GOING FORWARD

# Longbridge

### Every passing moment is renewed







## Peddimore

- 71ha employment park for mainly large scale and some small scale enterprise. The site adjoins Langley SUE where approx. 6,000 homes will be built
- The value of arts and culture was recognised early for this site's context
- Cultural services supported the developer with recruitment of a community arts facilitator using creative consultation techniques (brief development and shortlisting), support with the development of the arts plan and negotiated planning conditions



April 2019



#### Design

The design of Peddimore will be a defining feature to create the highest quality of development. The approach will produce a business environment that is functional, distinctive, safe, sustainable and integrated with the surrounding landscape and green infrastructure networks.

A site-wide masterplan, informed by preapplication discussions and design review, will be required to visualise and develop a common understanding of the place that Peddimore will become. It will make the most of the sites topography, retain and enhance existing valuable landscape and heritage assets, and consider and create a series of interesting views.

The layout of Peddimore must be within the developable area of the site (71ha). including all employment land uses. The BDP requires a minimum of 40ha to be safeguarded for general and light industrial uses (Use Class B1(c) or B2), and it is envisaged that this will be delivered through both phases of the scheme. There is no limit on the amount of floorspace that development can bring forward. either on a plot by plot basis or overall, as long as it follows the principles set out in this SPD and the BDP, including meeting the requirements of the Best Quality Employment Land Portfolio (BDP Policy TP17).

Ancillary uses which serve and support the creation of a high quality and attractive environment for business staff and visitors will be supported where they are of an appropriate scale, in suitable locations and coordinated with provision on Langley SUE. Other enabling works (including utility requirements, infrastructure and landscaping) can fall outside the developable area where they relate to

peddimore / vision

measures to ensure the successful delivery of the site, are appropriately sited and mitigate visual impacts. The detailed locations for the requirements of this SPD will be agreed as part of the determination of planning applications.

#### Building design

New buildings at Peddimore will need to be designed to the highest and safest standard. contributing to a quality environment. They will need to be of high architectural and sustainability standards, with active elements, such as offices, reception areas and stairwells, forming strong features that animate and add interest to the public realm. Glazing areas should be maximised to allow views in to and out of buildings that enhance how it relates to its setting. This is most applicable to office elements, however it can also improve the work environment in other parts of the building and, by allowing views in, add interest to the surrounding public realm. Architectural detailing and use of materials should provide additional interest, particularly through innovative design of offices and entrance features. The images in this SPD illustrate how different design approaches can create architectural interest. Design will need to be considered in line with BDP policy TP3 on sustainable construction.

Whilst buildings will be visible from some places around the site, the layout of Peddimore will need to utilise measures to soften the appearance and break up the scale of buildings to reduce the visual impacts of the development. Subject to topography and local context, buildings should not stand more than 20m high to haunch (giving a clear internal height of 20m) and not more than 23.5m to the appex of the roof (measured from the floor level). In the central parts of the site, taller buildings may be acceptable subject to addressing any adverse impacts, including visual amenity and historic environment considerations.

The use of green and brown roofs will be strongly encouraged to integrate the roofscape into the landscape, and to support ecology networks and sustainable water management.

Plot layouts should be designed so that buildings generally hide service yards from public view, with additional screening provided by structure planting. Service yards will need to allow articulated vehicles to manoeuvre and leave in a forward direction. The need for security fencing should be minimised, and, where required, it should be of a relatively unobtrusive design (such as green mesh), kept as low as possible, set back as significant distance from streets and public spaces, and integrated with landscape treatment to mitigate its visual impact.

#### Heritage assets

Heritage assets around Peddimore include listed buildings at Forge Farm House, Wiggins Hill Farm, Birmingham and Fazeley Canal and Peddimore Hall, where the moat and associated land is a Scheduled Ancient Monument. There are also known and potential archaeological deposits in the area. The design of the development will be required to protect and enhance archaeological features and the character and setting of heritage assets, in line with national policy and BDP policies TP12 and GA6. Archaeological excavations will be required in advance of development, followed by analysis of the results and publication of reports.

#### Lighting

Lighting will need to be appropriate to its purpose to meet the needs of occupiers, and must minimise impacts on the surrounding area, ecological receptors, landscape and visual amenity. It will need to utilise good quality 'dark sky' fittings, directed downwards and with no spillage above the horizontal to avoid light pollution. Consideration should be given to using responsive and low/zero carbon lighting on walking and cycling routes.

For access roads and car areas, all mounting heights for lighting should be between 8m to 10m. For HGV loading, access and docking areas, all mounting heights should be between 10m to 12m. All units will have flat glass and mounted horizontally. Lighting will also need to comply with national lighting standards and best practice.

#### Public art

Public art can play a strong role in shaping places and contributing to local identity, supporting the implementation of BDP policy PG3. On Peddimore, public art will need to add to the development's identity, with key opportunities on the A38 gateway and integration into the landscape to mark footpaths and cycleways within and around the site. Feature lighting can be used to highlight building frontages and other site features.



#### Peddimore Public Art framework

#### Themes and Outcomes

All new public art commissions should contribute to the following six overarching outcomes from Birmingham's Public Art Strategy, and linked themes and outcomes specific to Peddimore. These themes and outcomes have been developed through a discussion with BCC officers in Planning and Development, alongside discussion with representatives of the developer.

Citywide overarching public art outcomes	Peddimore public art themes	Peddimore public art outcomes
Help to strengthen Birmingham's communities and place-shaping	<ol> <li>Encourage wellbeing and keeping active, creating playful, interactive and intellectual stimulus that people will want to revisit</li> </ol>	<ul> <li>1a. Improved wellbeing for residents of the surrounding area and the local business community</li> <li>1b. Increased physical activity of residents and other future site users through play, interaction and connectivity with the</li> </ul>
	2. Connect people to the rural landscape, ecology and local heritage, creating a sense of identity and importance of place	natural environment, generating repeat visits 2. Increased learning and understanding of local ecology, wildlife and local heritage within and surrounding Peddimore, and celebrated regionally
Enable Birmingham residents (including young people) to experience creativity, and	3. Nurture local emerging artistic talent alongside local, national and international professional artists	<ol> <li>The development of a stronger workforce of local professional artists with increased knowledge, skills and experience of working on public realm projects</li> </ol>
have the opportunity to develop as creators, participants, audiences and leaders in the cultural field	4. Empower communities through place-based arts engagement: creative co-design and co- delivery of aspects of arts programming, as well as wider creative participation opportunities to value the voices of future employees, employers, visitors and neighbouring residents in Peddimore's development	4. Future employees, employers, visitors and neighbouring residents, interest groups and other future site users will have had involvement in the development of the area, with a strong sense of ownership and pride in Peddimore
Improve Birmingham's reputation as a desirable location where people and businesses want to be	5. Celebrate and explore <u>Peddimore's</u> links with global manufacturing, logistics and e- commerce, and types of employment opportunities that could be available	5a. Increased learning and improved understanding of the skillsets and significance of manufacturing, logistics and e- commerce, and their relevance in people's everyday life
		5b. More local young people and unemployed people will know about the types of jobs on offer at Peddimore, and how they could benefit from them
		5c. Faster take up of units as Peddimore is a great place to locate business and promote as a company base, with units



### Peddimore Public Art Strategy 2019 - 2025





### A Place-based Co-designed Strategy

This strategy will aim to meet the needs of all stakeholders culminating in high quality, co-design and place-making.

To deliver the vision there are two strands to the strategy:

- IM identified opportunities through the planned development e.g. landscaping, furniture, way-finding, café/flexible space etc.
- Community partnerships: working with organisations and groups locally to either
  - a) jointly fundraise and implement ideas
  - b) enable groups to access the assets on site for self-led activity through own financing
  - c) enable groups/organisations benefiting through Social Value activity to access the assets on site for self-led activity

This approach will ensure the greatest level of activity and flexibility in achieving the ambitions for the site.

Three forms of Public Art will be explored and drawn on for delivery

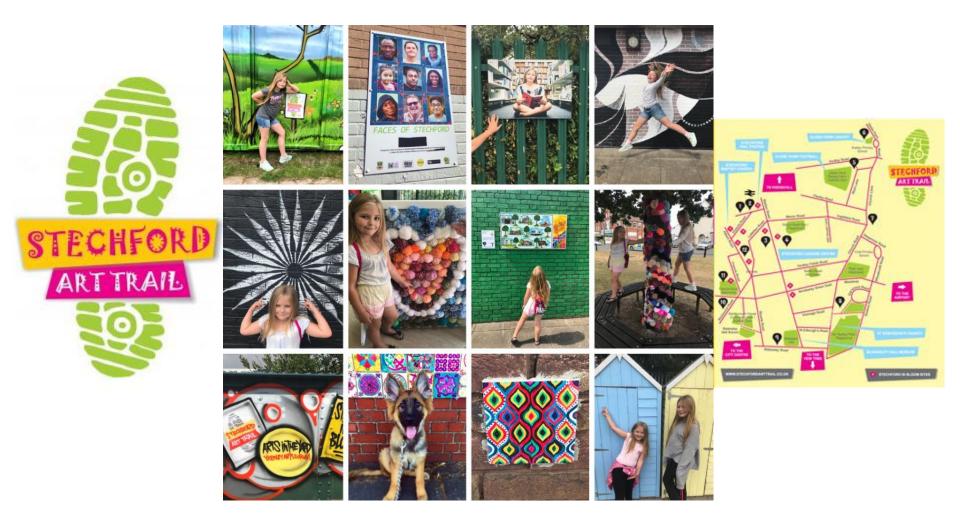
- Visual Art e.g. sculptures, 2D pieces, interactive structures
- Digital Art technology-based art e.g. projections/lighting, films, interacting with social media/personal devices

**Performance Art, Events and Participatory Activities** – e.g. workshops that allows for skills to be developed, live music events, community days, activity that promotes enjoyment and social interaction to benefit individuals but also the operation of the park e.g. car sharing and sustainable transport

Peddimore Public Art Strategy 2019-2025

# see more do more be more peddi more

## **Stechford Arts Trail**



## **Urban Centres Framework**

#### 34 Stechford

Stechford Local Centre is focussed along a 300m stretch of Station Road, between the railway station to the north and leisure centre to the south. The shops generally form the ground floor of traditional 3 storey buildings, serving the day to day needs of the local community. On the western side of the street, shops are set well back behind car parking and open land, offering considerable potential to enhance the centre's character.

Stechford railway station provides fast connections into the City Centre and to Birmingham Airport. It is easily accessible from the centre, although there is potential to improve the entrance to the station. The centre is served by a number of bus routes including the outer circle, whilst the Metro extension will run along Bordesley Green East/Meadway, approximately 5 minutes' walk to the south of the centre.

The new leisure centre, including a swimming pool and café, is a key attraction within the centre. The site of the existing leisure centre will provide a number of development opportunities including retail and housing. The River Cole Valley is also an important asset for Stechford residents, providing a strategic green space and recreational route within 10 minutes walking distance of the centre.

The traditional centre is complemented by larger retailers at Stechford Retail Park located to the north of the centre. The two shopping areas are connected by a section of Station Road that would benefit from an improved appearance and a better walking and cycling environment.

Stechford is located in the City's Eastern Growth Triangle, which aims to deliver around 1,000 new homes, community facilities, economic growth and regeneration. Improvement of the centre as a destination, with a clear identity and that meets the retail, service and community needs of local residents and visitors, will be taken forward.

urban centres framework / centres for transformation

#### THE BIG MOVES

#### Distinctive, vibrant Local Centre

The centre will be defined by the landmark new leisure centre and opportunity for a distinctive new railway station which, along with refurbishment of key traditional buildings and selective redevelopment, will create a more attractive and usable public realm.

#### High quality homes

New high quality homes will be delivered on a range of sites in and around the centre, which will meet a range of local needs. More people living locally will help the centre become more vibrant.

#### Easily accessible local centre

Accessibility will be improved by all modes of transport, including an enhanced railway station and environs, along with upgraded pedestrian and cycle routes along Station Road.



#### CORE THEMES

#### Activity

- Refurbishment and redevelopment of buildings and remodelled public realm will create a new heart for Stechford and encourage more active uses that spill out in to public spaces.
- The new leisure centre will attract more people to Stechford. The former Cascades site has the potential to be redeveloped for a range of uses, including retail and housing, with an opportunity to provide new housing facing Manor Road recreation ground.
- New homes will help create more vibrant streets and public spaces. Possible development sites to the north of the centre include, Bulls Head Allotments, vacant land off Avocet Close and underused commercial premises to the west of Station Road between the railway line and the River Cole Valley.

#### Connectivity

- Remodelling of the spaces between buildings within the centre will accommodate vehicle movement, create more attractive public spaces that are easier to walk and cycle around, and reduce the dominance of roads.
- There is potential for the railway station to have a distinctive new building with a more prominent entrance, improved facilities and better access for all.
- Traffic congestion at the Station Road, Flaxley Road and Iron Lane junction (by the retail park) will be resolved by programmed highway works that will also incorporate new walking and

cycling routes to the River Cole Valley. Walking and cycling routes will also be provided along Station Road to improve connections between the retail park and the rest of the centre.

• The redevelopment of the former leisure centre site will provide improved access between Station Road and Manor Road recreation ground.

 Waymarking of walking and cycling routes between the centre and Stechford rail station will be improved.

#### Design and local identity

- The centre will be transformed into a destination with a strong identity and sense of arrival that attracts people to stop and use local shops and facilities. Key to this will be treatment of roads, parking and other open spaces to create a recognisable heart to the centre. This will include refurbishing significant buildings, such as the parade of shops at 195-231 Station Road, the former bank and masonic hall buildings and redevelopment of selected buildings and underused land.
- The centre's character will be strengthened by a well-designed, more prominent new railway station building connected to Station Road, enhanced public realm and the new leisure centre as an important landmark building.
- There is potential to develop and enhance land alongside Station Road between the railway and River Cole Valley to create an attractive approach to the centre from Stechford Bridge.

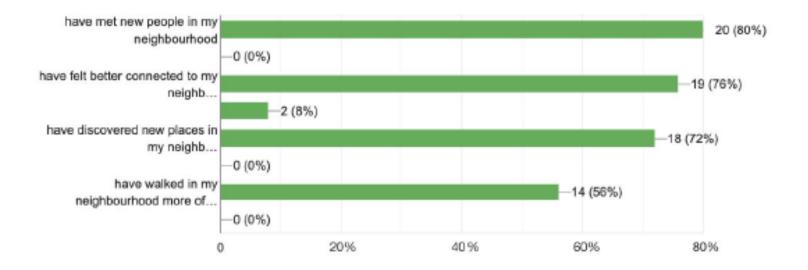
#### Key

- Proposed/upgraded public space
   Development opportunity
   Improved pedestrian and cycling link
   Streetscape/public realm improvement
   Landmark existing/proposed
   Rail station
   Waterway/Lake/Pool
  Sites/Opportunities
- Bull's Head allotments
- Highway improvements
- (3) New rail station building and forecourt
- Parade of shops at 195-231 Station Road
- (5) Remodelled/consolidated civic space
- 6 Former Cascades site
- New leisure centre
- (8) Land off Avocet Close

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My children and I have really enjoyed the Art Trail. From taking part in the activities to make the artwork to exploring the trail and discovering new places in our neighbourhood. We have also met lots of new people and made some lovely friends. I would love to take part in more workshops this year if the trail was to be expanded and would be happy to help in any way I can.



## **Druids Heath**

- Culture on our Doorstep/ Next Generation funded project £6,000 led to an exhibition and publication about the history of the area's planning
- Lead artist is now in dialogue with the Council's Housing department, City Design team and Landscape department about embedding learning and creative concepts into the new housing scheme through a co-designed approach with local communities
- BCC Municipal Housing development
- Successful in a second application to Arts Council England to continue the work with the developer

### **Druids Heath Regeneration**



Illustration from interactive model for public engagement on Druids Heath Regeneration Masterplan

#### **PROJECT SUMMARY**

We are currently working with Birmingham City Council and the Homes and Communities Agency to prepare a Masterplan and Options Investment Strategy for the Druids Heath area of Birmingham, an area identified as being in need of significant investment and transformational change. There are around 2,250 properties in the area with problems such as poor-quality stock/layouts and high levels of anti-social behaviour.



Illustration from interactive model for public engagement on Druids Heath Regeneration Masterplan

### PRACTICES:

CLIENT: Birmingham City Council

#### REGION: West Midlands

#### DISCIPLINES:

- 3D Visualisations
- Architecture
- Masterplanning
- Public Consultation
- Regeneration
- Streetscape Design
- Town Planning
- Urban Design

#### SECTORS:

- Residential Schemes
- Public Realm Design & Transport Planning
- Mixed Use Brownfield Regeneration

### CITY OF BIRMINGHAM Druids Heath Development

City Architect : J. R. Sheridan-Shedden Dip.Arch., F.R.I.B.A.

OFFICIAL OBENING CEREMONY BY The Rt. Hon. Richard Crossman P.C., O.B.E., M.P. MINISTER OF HOUSING & LOCAL GOVERNMENT on December 3rd, 1965.



## Perry Barr Masterplan

- The area will be undergoing huge transition pre-Commonwealth Games.
- Arts Council England's Creative People and Places initiative instigated an action research project on cultural provision and gaps, led by Punch Records
- Many public consultations on various infrastructure developments have fuelled negative feelings about the developments
- BCC developing an arts strategy brief to run alongside the masterplan of the area, as well as the public realm strategy





## **Example Investors**







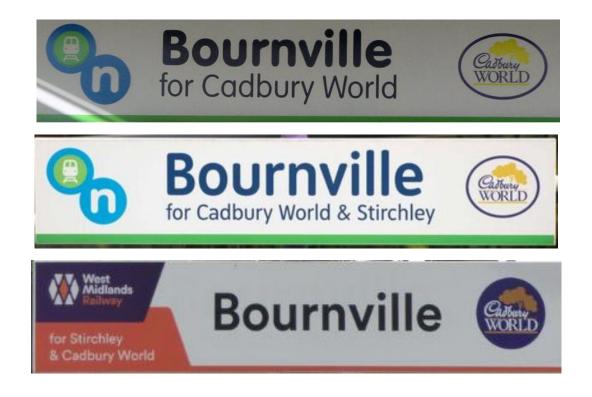












## Thank you & any questions? roxanna.f.collins@birmingham.gov.uk