Snow Hill Masterplan

The draft Snow Hill Masterplan has been developed by the City Council in partnership with Colmore Business District and in parallel with the Centro Snow Hill Interchange Plan (SHIP) and in the context of Birmingham Connected.

The Snow Hill district is identified in the Big City Plan as an Area of Transformation and the draft Snow Hill Masterplan is a non-statutory document which develops the principles of the Big City Plan to provide a clear development framework for the area, shared with local stakeholders, which will guide future development and investment decisions and maximise the potential of the area. The 20-year Masterplan provides a framework to create 10,000 new jobs, 4,000 homes, over 200,000 m² of new office space and boost the local economy by over £600 million each year.

Home to much of the City’s highly successful office district and a number of major Enterprise Zone development sites, the growth and revitalisation of the Snow Hill district is central to the City’s economic success and future growth prospects. The district takes in the Colmore Row and Steelhouse Conservation areas and many of the City Centre’s most prominent historic buildings. Snow Hill Station itself is a key transport interchange serving the City Centre which will be connected to the forthcoming Curzon HS2 via further extensions to the Midland Metro. The district has been chosen as the location for the HS2 Construction Headquarters, which will be at Two Snowhill immediately adjacent to Snow Hill Station.

The Masterplan identifies major changes to the area in terms of development and connectivity with the overall aim of creating of a world class location for business alongside flexible mixed use developments which will contribute to the diversity and vibrancy of the City Centre. A high quality network of public spaces and walking routes is proposed to deliver new connections within the district and onwards into surrounding areas. The Masterplan explores how a new identity will be created for the Steelhouse Lane area in the wake of the departure of the Children's Hospital and other major institutional uses, based around innovative new uses within landmark buildings.

The key proposals of the Masterplan are:

- The reconfiguration of Snow Hill Station through the removal of the multi storey car park and its replacement with new office development. A new concourse area will be created and new walking routes provided through the station.
- The reconfiguration of Great Charles Street Queensway to create new connections to adjacent areas and make new land available for development.
- The extension of the Central Business District around the station providing a sustainable supply of high-quality office space.
- The revitalisation of the Steelhouse Lane area following the departure of major institutions including the Children’s Hospital. This will be delivered through new development alongside the reuse of historic buildings.
- Major improvements to the public realm, cycling provision and integrated transport.

A six week period of public consultation on the Snow Hill Masterplan is underway and will run until 23rd March 2015. The strategy can be downloaded, and details of how to make comments can be found at www.birmingham.gov.uk/snowhillmasterplan