
Committee Date:	31/10/2013	Application Number:	2013/06142/PA
Accepted:	21/08/2013	Application Type:	Full Planning
Target Date:	16/10/2013		
Ward:	Ladywood		

Warstone Lane and Vyse Street, Land at corner of, Jewellery Quarter, Birmingham

Creation of 'Golden Square' to include event area, promenade, orchard, retail/information kiosk and associated public realm improvements

Applicant: Birmingham City Council
Planning and Regeneration, 1 Lancaster Circus, Birmingham, B4 7DJ

Agent:

Recommendation

Approve Subject To Conditions

- 1.1. This application is a resubmission of an application which was granted permission in 2010 under application reference 2010/02482/PA to create The Golden Square. The permission has not been implemented and has recently expired. This proposal includes minor changes to the previously approved application including the showcase centre being used as a retail unit with a simplified roof construction, lighting reduced, some seating removed and the materials of the seating changed.
- 1.2. The proposals for “Golden Square” have evolved through a design competition, stakeholder events and a public exhibition. The design concept behind the proposals is based on the 19th century Birmingham Guild of Handicrafts motto “By Hammer and Hand” and the Jewellery Quarters Arts and Designer Crafts Festival 2008 statement “Regeneration through art and artisan”. The aspiration is to create a visitor destination that builds on the culture of the Jewellery Quarter that attracts creative talent, innovation, develops the neighbourhood and increases footfall and tourism.
- 1.3. The proposal would involve extensive site clearance, removal of the existing car park and tourist information kiosk covering approximately an area of 4000sqm of public realm.
- 1.4. The proposed public square would be divided into three key spaces – the plaza, the orchard and the promenade. A retail unit and canopy would also be constructed at the back of pavement adjacent to the Rose Villa Tavern.
- 1.5. **The plaza** – on the site of the existing car park would be a fully flexible events space which could hold formal and informal activities such as concerts and farmers markets. It would essentially comprise a flat plateau which would be cut into the existing topography and framed by steps, seats and tree planting at back of pavement to Vyse Street. The principal material would be blue clay pavements with

gold, silver, diamond and ruby seams which would be made from laminated glass and light up at night with LED lighting and align with the Jewellery Quarters historical material sources and reference jewellery processes. A grille threshold which would cut through the square would be etched with Jewellery Quarter related poems. Lights would be suspended on wires above the plaza. Climbing plants would be attached to a stainless steel frame to the rear wall of the Rose Villa Tavern to give a pleasant green edge to the proposed square.

- 1.6. **The orchard** – would be created to the eastern side of the plaza and provide a softer green environment where users can meet, relax and eat lunch in contrast to the busy plaza. A series of raised steps extending from the seam alignment from the plaza would facilitate the change in levels from the proposed promenade outside the Big Peg to Warstone Lane, they would also provide seating opportunities between the flat mown grass lawns. An angled path would cut through the space which would provide access to the promenade and Big Peg from Warstone Lane. A number of traditional orchard trees would be planted alongside the path to define its alignment. The proposed grass lawn area at the eastern end of the square adjacent to Warstone Mews would be planted with bulbs which would flower during spring and winter in colours to pick up the colours of the seams in the plaza and their material sources.
- 1.7. **The promenade** – would wrap around the Big Peg and create a platform for access to the ground floor frontage of retail and café uses in the Big Peg. It would provide a vantage point to watch activities taking place in the plaza, an extension to the plaza and also, seating opportunities would exist adjacent to the stepped access down to the plaza. The promenade would be constructed of grey granite pavements and contain benches with timber top seating for people to meet and relax. At the western end of the promenade outside the existing post office a grassed area and trees would be provided to frame the sloping access from Vyse Street.
- 1.8. **The Retail Centre and canopy** – would contain an interactive digital screen allowing visitors to access information on the Jewellery Quarter. It would be located adjacent to the Rose Villa Tavern and reinforce the street scene to Warstone Lane. The detailed design of this is to be agreed. The canopy would be built from weathered steel with gilded finish steel plate and an oxidised steel edge. Cut into the oxidised steel edge would be the text “By Hammer and Hand” and “Through Art and Artisan”. The retail unit would be a frameless double glazed unit with polished stainless steel clad walls to the rear.
- 1.9. A co-ordinated range of street furniture including bins, benches, cycle stands, handrails, bollards, tree grilles and notice boards are proposed. They would be constructed mainly of steel and sustainable timber.
- 1.10. Replacement 24 semi-mature trees including “fruit” and “chanticleer” trees are proposed predominantly in the “orchard” and on the periphery areas of the site.
- 1.11. Lighting proposed includes suspended catenary lighting, LED strips to low walls, downlighting to handrails and benches, uplighting to trees and LED lights within the laminated glass within the paved areas.
- 1.12. Supplementary reports submitted with the application include a topographical survey, geoenvironmental factual and construction specification.

[Layout Plan](#)

2. Site & Surroundings

- 2.1. The application site is located at the heart of the Jewellery Quarter on the junction of Warstone Lane and Vyse Street, adjacent to recognisable landmarks of the Chamberlain Clock Tower and the Big Peg office building.
- 2.2. The site is currently dominated by car parking which wraps around the Big Peg with grassed areas filling gaps between car parking spaces. A number of mature trees are located around the fringes of the site. The 8 storey Big Peg office building on the northern boundary of the site contains mostly office space with ground floor uses that include jewellery retail, café, bar, hairdressers, convenience store, post office and local police station. The Rose Villa Tavern, which is Grade II Listed frames the corner of the site but turns its back on the existing parking area. A tourist information hut is located along the edge of the site fronting Vyse Street. The southern and western boundaries of the site are framed by Warstone Lane and Vyse Street, two of the main arterial routes through the Jewellery Quarter.
- 2.3. The site is within the “Golden Triangle” area of the Jewellery Quarter as designated in the Jewellery Quarter Conservation Area Character Appraisal and Management Plan. The immediate vicinity of the application site is characterised predominantly by jewellery retail and related uses.

[Location Plan](#)

[Street View](#)

3. Planning History

- 3.1. 06/08/2010 - 2010/02482/PA - Extensive site clearance, tree removal, demolition of existing information kiosk; and replacement with the 'Plaza', 'Promenade' and 'Orchard' to include hard and soft landscaping, tree planting, street furniture and lighting. Erection of associated canopy structure and showcase centre – Approved Subject to Conditions
- 3.2. 2012/02252/PA - Application to determine details of Conditions 1-8, 10 & 11 attached to previous planning approval 2010/02482/PA – Withdrawn
- 3.3. Current – 2013/06183/PA – Formation of car park with associated access

4. Consultation/PP Responses

- 4.1. Local Councillors, residents associations and nearby occupiers notified. Press and site notice posted. 1 letter of support from a nearby resident has been received.
- 4.2. West Midlands Fire Service – No objections.
- 4.3. West Midlands Police – No objections.
- 4.4. Regulatory Services – No objections.
- 4.5. English Heritage – Has recommended reducing the amount of new elements and range of materials and has raised concerns over skimming of existing brick wall and relaying of coping to the Rose Villa Tavern and the use of grey granite setts in conjunction with blue brick pavements.

- 4.6. Leisure Services – No objections.
- 4.7. Transportation Development – No objections subject to conditions for a package of highway measures and for no public right of way.
- 4.8. Severn Trent Water – No objections subject to conditions relating to drainage.

5. Policy Context

- 5.1. The Birmingham Plan 2005, Jewellery Quarter Conservation Area, adjacent Rose Villa Tavern (Grade II Listed Building), Jewellery Quarter Conservation Area Character Appraisal and Management Plan, Jewellery Quarter Design Guide, Lighting Strategy, Places for All, National Planning Policy Framework

6. Planning Considerations

- 6.1. The environmental strategy for Birmingham contained within paragraphs 3.8-3.14 of the UDP places emphasis on enhancing and protecting what is good in the City's environment and to improve what is less good. Improving the quality of the built environment is seen as one of the most important objectives of the UDP and can be achieved through the use of high quality design.
- 6.2. Paragraphs 3.25 and 3.27 of the UDP requires that the setting of listed buildings and character and appearance of the Conservation Area to be preserved and enhanced.
- 6.3. Paragraph 15.75 of the UDP notes that the retention of the industrial and retail heart of the Jewellery Quarter will assist the tourism potential of the area. The development of additional visitor attractions which respect the character of the heritage of the area will be encouraged.
- 6.4. Paragraph 3.3 of the JQCACAMP requires that strategies and policies for public realm improvements must pay special regard to the character of the Jewellery Quarter and paragraph 3.4 that new street furniture will be carefully designed or selected to enhance the unique character of the Jewellery Quarter Conservation Area.
- 6.5. The JQCACAMP in paragraph 3.5 states that consideration will be given to the development of appropriately landscaped spaces around the Big Peg on Warstone Lane in order to provide attractive focal points for these parts of the Quarter.
- 6.6. The Jewellery Quarter Design Guide is intended to provide clear guidance on the use of appropriate materials, styles colours in new developments. The guidance is also relevant to the treatment of the public realm and the use of blue brick courtyards within the Jewellery Quarter is positively encouraged.
- 6.7. Paragraph 57 of the National Planning Policy Framework states it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Paragraph 73 states, access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities.

USE

- 6.8. The application site currently contains a private car parking area, an informal grassed area, trees, a tourist information kiosk and a wooden external seating area. The site has been identified in the JQCACAMP as a potential site for a major public space in order to provide an attractive focal point for this part of the Jewellery Quarter. The UDP supports the provision of additional visitor attractions which respect the character and heritage of the Jewellery Quarter. The proposed use as a public square would be in accordance with policy requirements. In addition, the Golden Square has previously been approved. I therefore consider the proposal to be acceptable in principle.

CONSERVATION AND SETTING OF LISTED BUILDINGS

- 6.9. The application site is within the “Golden Triangle” area of the Jewellery Quarter Conservation Area and is adjoined by the Rose Villa Tavern which is Grade II Listed. It is also in proximity to the Grade II Listed Jewellery Quarter Clock Tower on Warstone Lane and other Grade II Listed Buildings on the opposite sides of Warstone Lane and Vyse Street.
- 6.10. The principal materials proposed for the “plaza” would be blue clay pavements with gold, silver, diamond and ruby seams which reflect historical material sources and reference jewellery manufacturing processes. Whilst the concerns from English Heritage regarding the use of grey granite setts and blue brick pavements have been noted the Jewellery Quarter Design Guide favours the use of blue brick pavements for courtyards and public realm. In addition, no changes to these materials are proposed from the scheme previously agreed. The other concerns regarding the over skimming of the existing brick wall and relaying of coping to the Rose Villa Tavern have been noted. However, this would be to repair a rear boundary wall and not the Rose Villa Tavern. Therefore, I do not consider the proposals taken as a whole would have an adverse affect on the setting of the Rose Villa Tavern which adjoins the site or any of the listed buildings in the vicinity.

URBAN DESIGN AND LANDSCAPING

- 6.11. The proposals which have been developed in conjunction with officers from Conservation and the City Design Team would result in a significant area of new public realm/public open space being created within the heart of the Jewellery Quarter Conservation Area. The aspiration is to create a visitor destination that builds on the culture of the Jewellery Quarter and increases footfall and tourism. The proposed public square would be divided into three defined areas – the “plaza”, “promenade” and “orchard” with the retail centre/canopy at back of pavement adjacent to the Rose Villa Tavern. It is envisaged that its location and form would increase permeability and connections through the Jewellery Quarter and to the wider area.
- 6.12. I consider the amendments made to the original approved scheme which include reducing the lighting, removal of seating, materials of the seating and concept of the proposed retail centre is to be welcomed. However, a condition has been recommended for the detailed design of the retail unit and the proposed digital screen.

TREES

- 6.13. Preliminary works have commenced on site with the removal of 30 trees which would be mitigated by replacement tree planting which would be in keeping with the design concept and development proposals.

- 6.14. No objections are raised to the replacement tree planting scheme subject to conditions to secure replacements of appropriate species and maturity.

ENVIRONMENTAL

- 6.15. Regulatory Services have no objections to the details submitted with this application, I concur with this view and no further conditions have been attached.

HIGHWAYS

- 6.16. Transportation Development have no objections to the proposal subject to a condition for a package of highway measures to have been agreed. I concur with this view and have attached the condition accordingly. An application has been received, reference 2013/06183/PA for the formation of a car park on land off Augusta Street for 6 car parking spaces to accommodate the car parking spaces removed as a result of the creation of the Golden Square.

7. Conclusion

- 7.1. The Golden Square has previously been approved. This application includes reducing the lighting, use of the showcase centre to be used as a retail unit, removal of some seating and materials of the seating changed which are considered to be minor amendments which are in accordance with UDP Policy and supplementary planning guidance for the Jewellery Quarter.

8. Recommendation

- 8.1. Approve Subject to Conditions

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| 1 | Requires the prior submission of a mobility access scheme |
| 2 | Requires the prior submission of sample materials |
| 3 | Requires the prior submission and completion of works for the S278/TRO Agreement |
| 4 | Requires the prior submission of a landscape management and maintenance plan |
| 5 | Requires the prior submission of hard and/or soft landscape details |
| 6 | Requires the prior submission of hard surfacing materials |
| 7 | The development of the retail unit and digital screen shall not take place until details submitted |
| 8 | Requires the scheme to be in accordance with the listed approved plans |
| 9 | Limits the approval to 3 years (Full) |
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Case Officer: Anh Do

Photo(s)

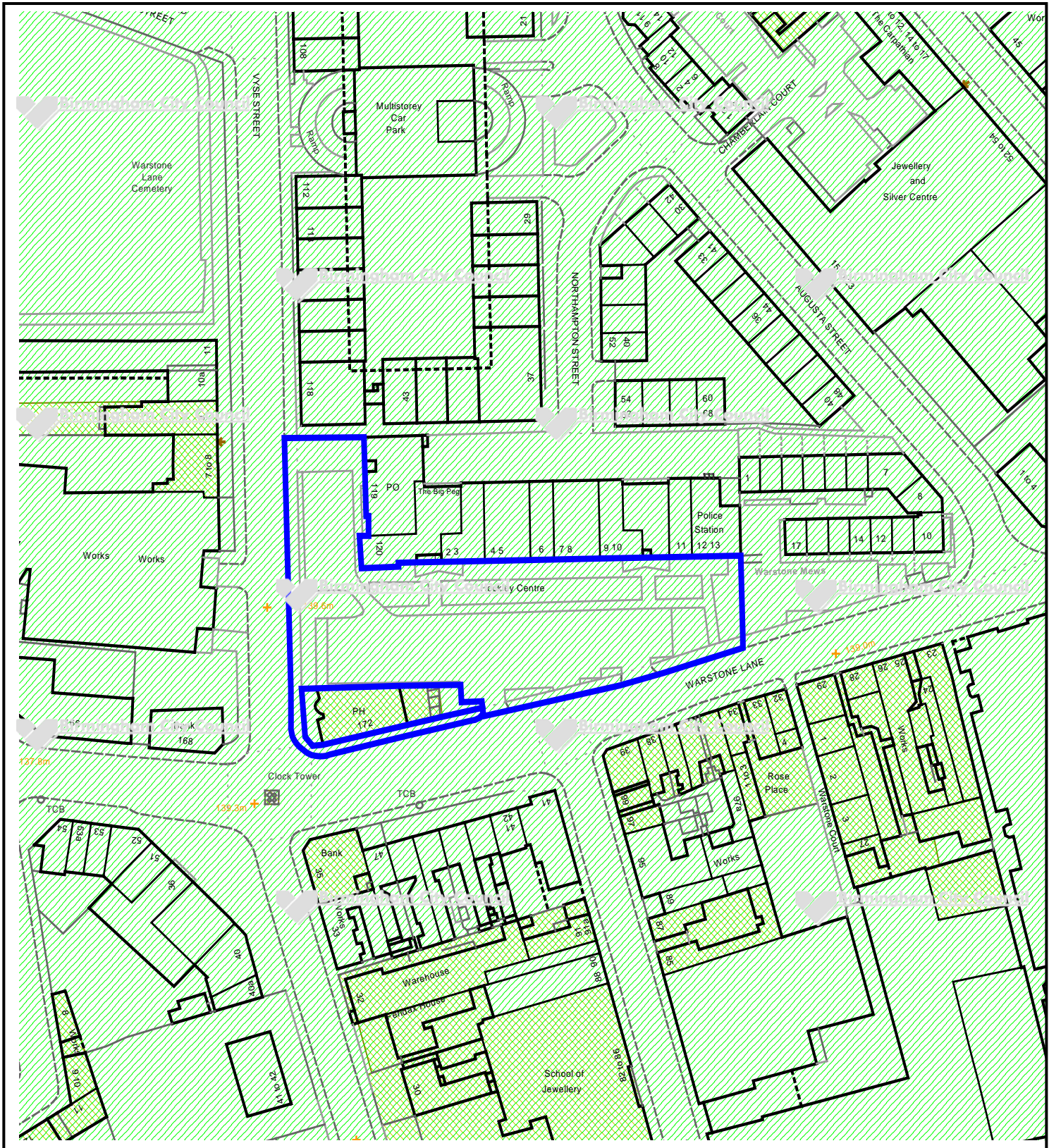


Fig 1 View from Vyse Street



Fig 2 View from Warstone Lane

Location Plan



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