

JQNF Brainstorm for Neighbourhood Planning of the Jewellery Quarter

Our Vision for the Jewellery Quarter:

- *The most distinct, vibrant and dynamic quarter in the city centre in which people want to invest their time and money.*
- *Home to the jewellery and precious metal industry; creative, hi-tech and design industries; independent and startup businesses and outstanding education facilities.*
- *Sustaining a long-term residential population and embracing the needs of a diverse community.*
- *A tourist destination of national and international importance.*
- *Recognised for an intelligent approach to fostering the culture of the quarter – one of design excellence, innovation, heritage and productivity in a high quality environment.*

The Jewellery Quarter originally developed as a residential area for the expanding town of Birmingham. In the time since it has been industrialised, accommodated the introduction of the canal network, the railway and the Queensway, then partially de-industrialised and become a retail destination and urban village. One of the key characteristics of the Jewellery Quarter is that it provides for these changes without losing its soul.

The Neighbourhood Plan for the Jewellery Quarter will reinforce the vision and set a framework to guide the evolution of the Quarter and will help inform a revitalised Design Guide which places the emphasis on creativity and design review rather than strict rules and a 'painting-by-numbers' approach to architecture and urban design.

The Jewellery Quarter Neighbourhood Plan will turn up the colour in the Jewellery Quarter. It will be different to a 'masterplan' - it will describe how the Jewellery Quarter will feel, sound, smell and look like. It will be specific where a specific need has been defined by the community and it will provide guidance on other areas that will allow creative solutions to flourish. It will talk about the economic, social and environmental make-up of the quarter.

To do this we have identified 7 'Golden Themes' – different aspects of the Jewellery Quarter that should be addressed by the Neighbourhood Plan and any proposals for development in the Jewellery Quarter. Simply put, everything done in the Jewellery Quarter must be done to improve it.

1. CONNECTION AND MOVEMENT
2. HERITAGE
3. SUSTAINABILITY
4. PEOPLE
5. MY SPACE
6. OUR SPACE
7. OUR PLACE IN THE CITY

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1. CONNECTION AND MOVEMENT

“Connecting with the city centre”... “unifying the Quarter”

Walking, buses, trams, trains, cars, bicycles, canals & towpaths, crossing the road, moving through the quarter, the red bridge, Gt Charles St Queensway, Paradise Circus, parking, internet.

BRAINSTORM:

- Highlight bus routes – JQNF blog?
- Better pavement conditions.
- Get rid of the scary bits of the canal paths so you can walk there as a single woman.
- More info on/at bus stops.
- Cemetery path regeneration (may also be heritage) – lighting.
- Buses into the Quarter?
- More public realm – lighting, congregation space.
- Make more of canal.
- Dayus Square road signage (clarified as: to help comprehend junction)
- Map!
- More signs!
- Paradise Circus unintended consequences.
- Use this frontage more productively (NB: Charlotte St/UCB area).
- Street lighting on Caroline St.
- Entrance feature to the JQ – where do people go from here?
- Great Charles St bridge.
- Better connection between canals & St Paul’s/JQ signage.
- Lose underpass (NB: Gt Charles St.)
- Change the red bridge to a green bridge so you walk over a meadow. Make the access a slope, not stairs.
- Improve gateways - Paradise, Newhall St, red bridge, Snow Hill, Spring Hill, BMW, Red Lion/Warstone Lane.

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2. HERITAGE

“Heritage is culture” ... “industrial beauty” ... “evolution is a heritage characteristic” ... “the jewellery industry” ... “2019 Bicentenary of James Watt’s death” ... “flagship for industrial tourism”

Building materials, listing, conservation area, lampposts, cobbles/paving, painting, blue plaques, windows, stained glass, jewellery making, industry, church, street patterns, back of footpath, cemeteries, dereliction, protected views, use, museums, canals & towpaths, Anchor tunnels, artwork, squares & streets, open space.

BRAINSTORM:

- Spencer St although in use is full of prefabs that could be developed.
- Bernard C Lowe on Spencer St – keep ✓ (NB: this was made BEFORE the fire but still applies).
- Cemetery regeneration/refurb.
- George & Dragon.
- Vittoria Steet ✓
- We ♥ the foxes on Legge Lane! And the abandoned buildings.
- Vyse St needs to be cleaned/painted!
- Get a blue plaque for George St for the birthplace of democracy (Demos before 1834 Act giving working men the vote).
- Lloyds TSB (NB: Gt Hampton St).
- Regent Place, narrow attractive street.
- Less ‘derelict’ space (cleaner).
- BT Tower ✓
- Tell the new library we can see the 4th side of the cube! They seem to think people only see the “front” (clarified as: Library of Birmingham has a panoramic video screen on top floor but it misses the JQ off!)
- Priority to get buildings back into use.

3. SUSTAINABILITY

“Sustained and sustainable community” ... “self sufficient” ... “local power”

Stable population, biodiversity, green roofs, solar panels, rainwater harvesting, insulation, Combined Heat & Power, district heating, central heating, gas vs electricity, walking & cycling, public transport, recycling, gardens, ground/air source heat recovery, composting, managed estate, new industries, new intake for jewellery-making.

BRAINSTORM:

- Living walls.
- Urban garden.
- GAS!! ✓✓✓
- More bike racks.
- Electric car charging points.
- Bike racks.
- Rain catchers.
- Income generation.
- Rooftop allotments.
- Blocks of flats have very poor energy ratings – shocking for such new buildings. Tell the planning committee to stop giving permission to cheapo developers.
- Re-use of derelicts as community spaces!
- GREENSPACE community garden project.
- Walk to work – don't drive!
- Dig up car parking spaces and turn them into herb & flower gardens.
- Solar panels?
- Beekeeping.
- More family housing e.g. townhouses.
- Rooftop/urban gardens.
- Living space you want to stay in.

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4. PEOPLE

“Mixed use within the Quarter and within buildings” ... “affordable housing & affordable workplace” ... “community spirit”

Accessibility, affordable housing, lifts, step-free access, heritage buildings, local amenities, gated communities, managed estate, rent or buy, health, education, public transport, neighbours/community, social media.

BRAINSTORM:

- Visitors.
- Tourists.
- Better library! (Clarified as: Spring Hill)
- Schools.
- Guerrilla community clean up via social media.
- Promotion of events.
- Mixed economy – business – resident – urban village.
- More boutiques.
- Houses – more.
- More affordable houses.
- Buildings for community – community centre!
- Navigation to JQ from town/New St.
- More DDA info – don't know where is accessible.
- Design buildings and neighbourhood so you can meet your neighbours.

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5. MY SPACE

“Your investment in the Quarter”... “something different” ... “Conversion over new-build”

Character, fit for purpose, flexible, noise, internal space planning, public transport, warm/cool, acoustics, property value, cost of rent/mortgage, city centre living, uses, neighbours/community, views, security.

BRAINSTORM:

- I have gas central heating, separate kitchen but it doesn't look pretty!
- Avoid intrusion of alarms/noise etc.
- Staying unique! JQunique!
- Balconies! (Clarified as: desirable)
- BIG PEG – vertical gardens.
- More shops.
- Affordable housing/grant to help people design & build.
- NOISE! Don't put flats next to bars with 4am licence – use offices/shops as buffer zones.
- Keeping it light! Not cramped! Open!
- Services that I need.
- (A very loose sketch of a bird, presumably a gull, with the word EVIL next to it)
- Communal gardens.
- JQ balcony garden competition.
- Don't make it ugly or too tall.
- Balcony/shrubbery/flower competition – JQ in bloom.
- Character, not High St, Anytown or shoebox flats.

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6. OUR SPACE

“Mediocrity will not be tolerated” ... “use MADE as a design review panel” ... “conversion over new-build” ... “turn up the colour in the JQ” ...

Internal space planning, architecture, urban design, uses, heritage, industry, local amenities, open space, squares and streets, soul, vibe, artwork, vibrancy, neighbours/community, markets, pubs, bars & restaurants, jewellery-making, creative industries, suppliers, green space, trees, street lights.

BRAINSTORM:

- Facilities meeting day to day needs.
- Variety of outdoor spaces for all ages/seasons.
- Bakery/village shops.
- Independent food e.g. butchers etc.
- Somewhere for kids to play.
- Encouraging design in unusual places. Crochet on bollards! Painting on abandoned buildings!
- Our own individual High St – uniques!
- More exhibitions like Findings.
- Heritage conversions that work well – retain attractive qualities.
- Living walls.
- Recycling centre.
- More trees.
- Invest in quality.
- How many betting shops and Tescos do we need? NONE – real shops only.
- BT tower – observation tower.
- More varied local shops – local bakery, deli etc (clarified to include better promotion of existing shops also.)
- Seagulls MY GOD PLEASE!
- More boutique shops.
- Pockets of greenery – allotments/gardens? Locked at night?

7. OUR PLACE IN THE CITY

“A part of the city centre but apart from the city centre”... “real city living”

Local amenities, housing, commercial, industrial, open space, leisure activities, public transport, tourist attraction, jewellery making & retail, destination, hotels, offices, parking, connection to city core, investment, village hall, education, health, local ownership, creative industries, museums, tourism, city living, jewel in the crown, character, independent.

BRAINSTORM:

- More promotion in city centre and at stations in Warwickshire.
- More signs to the JQ especially on bus stops.
- Encouraging filming. We need a cinema.
- More fun stuff to do and getting it out there. Spontaneous!
- Encouraging design/media. Green industries.
- Our village! Open spaces, relaxed by excitement.
- Passport to Pimlico.
- ‘New start-up’ place to be.
- Signposts to the hospital.
- Maintain distinctiveness – not swallowed by CBD.
- Camberwell not Hoxton.
- Variety to keep people interested.
- A destination people know about before visiting, and then know how to get there!
- The cool part! Urban village.
- Cool destination – jewellery & design & must-see in Time Out guide.