



THE JEWELLERY QUARTER NEIGHBOURHOOD PLAN

REG 14 FINAL DRAFT +
DESIGN IN THE JEWELLERY
QUARTER

INTRODUCTION TO THE JEWELLERY QUARTER NEIGHBOURHOOD PLAN

The Jewellery Quarter Neighbourhood Plan was initiated by the Jewellery Quarter Development Trust (JQDT) and has been proudly produced by the Jewellery Quarter community. People working in, living in and representing the Jewellery Quarter have created, contributed to and reviewed this Neighbourhood Plan, with help from professionals across Birmingham and beyond.

The JQDT started this process in 2014 and the intervening years saw a huge amount of evidence gathered including studies and surveys. Whilst the Jewellery Quarter has changed since 2014, the underlying issues remain and the evidence supports this. The goals of the Neighbourhood Plan remain the same in part because the planning rules haven't changed. This is the Jewellery Quarter's opportunity to change those rules.

Vision, goals and how they will be achieved

The Jewellery Quarter Neighbourhood Plan's vision is for the Jewellery Quarter to be a successful community of businesses and residents, with jewellery and designing/making at its heart. It will foster a creative approach to conservation whilst demanding the highest quality design for new development, and it will stimulate the vitality of the area by making it easier to get around and giving people a reason to stay.

The goals of the Neighbourhood Plan are:

- Enabling businesses and residents to co-exist and be successful together.
- Drive up the quality of new developments and avoid dereliction.
- Protect the heritage of beautiful buildings, jewellery and creative industries, and allied activities.
- Facilitate the wider projects needed to support the growth and vitality of the Jewellery Quarter.

These goals will be achieved through the following measures:

- Great weight is given to development which conserves the Jewellery Quarter's industrial heritage and its built heritage.
- Our industrial heritage will be conserved by creating a zone to protect the jewellery industry, based on where the jewellery industry exists as opposed to the conservation area zones which are based on architectural character. Development in this area will need to help the industry by preventing loss of workspace and providing new suitable workspace.
- Our built heritage will be saved by permitting investment that safeguards the ones in most need, and supporting enforcement where buildings are left to rot.
- Quality will be improved by requiring the design of buildings has to follow the requirements of 'Design in the Jewellery Quarter'. New buildings should be as good as our historic ones.
- The Jewellery Quarter's reputation as a creative district will be enhanced by providing space suitable for creative businesses involved in design, making and trading.
- New, high quality public spaces will provide focal points, making the area even more distinctive and easier to navigate, promoting opportunities for artists and creatives in public realm design. Developers will improve the public realm around them, reinforcing the area's identity and making the area much more accessible for those with mobility impairment.

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Introduction to the Jewellery Quarter Neighbourhood Plan

- What is a Neighbourhood Plan?
- How to use this document
- Vision, goals, and how they will be achieved
- List of policies & maps
- Related documents

The structure of the Neighbourhood Plan

- Part A – planning policies
- Part B – Design in the Jewellery Quarter document

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There are a set of basic conditions for a Neighbourhood Plan:

- Have regard to national policy;
- Contribute to the achievement of sustainable development;
- Be in general conformity with the strategic policies in the development plan for the local area; and
- Be compatible with EU obligations.

Neighbourhood Plans provide local communities with the chance to shape the future development of their areas. Once approved at referendum, the Jewellery Quarter Neighbourhood Plan becomes a statutory part of the development plan for Birmingham and will carry significant weight in how planning applications are decided. Along with the Birmingham Development Plan and Jewellery Quarter Conservation Area Character Appraisal & Management Plan, these 3 documents will be the starting point for development in the area.

As Neighbourhood Plans are part of the planning process, it means that there are important issues of interest to the local community that cannot be addressed in a Neighbourhood Plan if they are not directly related to planning. The Jewellery Quarter Neighbourhood Plan recognises that it can play a role in spearheading other initiatives and makes reference to these throughout this document.

How to use this document

This 'Reg 14' version of the Neighbourhood Plan looks like a work-in-progress and that is because it is. A huge amount of work has been undertaken by the local community to get to this point but it is not a finished article. We want to provide a document which has been carefully developed to a position where everyone has something to comment on and meaningfully participate in the consultation.

The next version you will see – a 'Reg 16' version – will look very different as it will be professionally published with lots of photos and a different layout. This 'Reg 14' version is simplified. Part A contains 4 sections grouped around 4 different themes:

- 1) Supporting and protecting the jewellery and creative industries;
- 2) The Jewellery Quarter as a creative, mixed-use quarter;
- 3) Moving around the Jewellery Quarter;
- 4) The Jewellery Quarter environment.

Each section has an introduction and context in plain English and then a group of planning policies in 'planning language' – this is necessary to make the Neighbourhood Plan as sound as possible. Accompanying each group of policies is a set of references – these are the evidence documents and supporting information for these policies and we've listed them in a separate document so that we don't clutter up this one.

Part B is a standalone document which deals with the design of buildings and spaces in the Jewellery Quarter - this cited in policy 4(a). Although it is aimed at land owners, developers and designers, it is written so that the public can understand it and play their part in driving up the quality of design in new development.

This Neighbourhood Plan has been written by the community, for the community. As most of the Jewellery Quarter is a Conservation Area, Birmingham City Council is legally required to produce a Conservation Area Character Appraisal and Management Plan. The Neighbourhood Plan 'Reg 14' issue references the current 2002 version of this but also works with the draft 2020 version which

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- Footfall, spending and investment will be stimulated by creating new routes into the cut-off and derelict parts of the Jewellery Quarter. Main routes through the Jewellery Quarter will have shops, workplaces and leisure premises on the ground floor to keep the streets busy and safe.
- More greenery in appropriate places will improve health and wellbeing by providing access to nature and increasing biodiversity.
- Nuisance will be dealt with by placing the onus is on the developer to identify and mitigate potential issues as part of their planning permission.

What is a Neighbourhood Plan?

The Localism Act introduced Neighbourhood Planning into the planning process in England, giving communities the right to shape their future development at a local level.

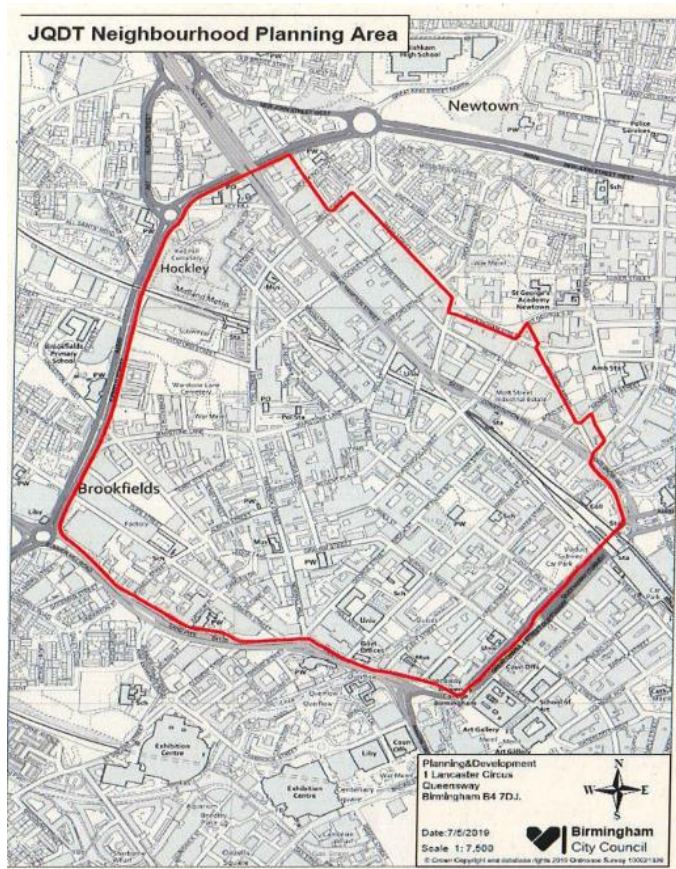


Figure 1: BCC's Jewellery Quarter Neighbourhood Plan area designation

In October 2019 Birmingham City Council formally designated the Jewellery Quarter Development Trust's Neighbourhood Planning Forum and Neighbourhood Plan Area. This includes the area formally recognised as the Jewellery Quarter, plus an industrial area to the north of Great Hampton St. We have been designated as a Business Neighbourhood Plan as the area is dominated by businesses but noting a significant residential population.

The Jewellery Quarter Neighbourhood Plan reflects community-wide comments, observations and concerns about its future. It brings them together with strategic and statistical evidence into a plan for the future that mirrors the community's overwhelming desire to help businesses and residents look after our heritage, improve the quality of new development and stimulate the projects needed to improve the vitality of the Jewellery Quarter.

This draft 'Regulation 14' plan has been produced by a Neighbourhood Planning Group including local business owners, local workers, local residents, local councillors, community volunteers and members of the Jewellery Quarter Development Trust. Regulation 14 of the Neighbourhood Planning Regulations requires a "pre-submission consultation" to be carried out by the Neighbourhood Planning Group, prior to it being submitted to Birmingham City Council for them to publish as a 'Regulation 16' consultation. Following that consultation and a review by an Independent Examiner, a referendum will be held for Jewellery Quarter businesses and residents to vote the plan in.

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will be out for consultation shortly. We expect to update some of the wording once this has been published by Birmingham City Council, and that is why you can see signposts for this throughout this 'Reg 14' document.

For more information on Neighbourhood Plans, visit <https://neighbourhoodplanning.org/>

List of policies and maps

The following planning policies contribute to the achievement of the Neighbourhood Plan's vision and goals. Planning applications should contain enough information to provide convincing evidence that these policies are being met. It is essential that the quality and integrity of developments is not watered-down through the process of discharging conditions or through the use of planning amendments.

1: Supporting and protecting the jewellery and creative industries.

- (a) Providing workspace suitable for the jewellery and creative industries in the Economic Character Zone.
- (b) Stimulating improvements in the Economic Character Zone.
- (c) New development and conserving industrial and built heritage in the Economic Character Zone.
- (d) A Jewellery Quarter Creative Incubator.

2: The Jewellery Quarter as a creative, mixed-use quarter.

- (a) Authenticity in the Jewellery Quarter.
- (b) Maintaining B1 workspace for jewellery and creative industries.
- (c) Major development providing new workspace for the creative industries.
- (d) Conserving designated heritage assets outside the Economic Character Zone.
- (e) Conserving non-designated heritage assets outside the Conservation Area.
- (f) Diversity in residential space including affordable housing.
- (g) Diversity in business space.
- (h) Meanwhile uses.
- (i) Avoiding nuisance.

3: Moving around the Jewellery Quarter.

- (a) Key Routes – active uses keeping streets busy and safe.
- (b) Nodes – pockets of high-quality public realm and active uses.
- (c) Accessibility - step-free access to new buildings.
- (d) Improving mobility around the Jewellery Quarter.
- (e) Development adjacent to the canal.
- (f) Improving permeability by creating new high-quality public routes.
- (g) Development studies for key parts of the Jewellery Quarter.

4: The Jewellery Quarter environment.

- (a) Design in the Jewellery Quarter.
- (b) Core design principles.
- (c) High-quality public realm adjacent to development.
- (d) Art.
- (e) Dereliction and vacancy.
- (f) Biodiversity in the Jewellery Quarter.
- (g) Signage and advertising.

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- (h) Provision of parking on development sites.
- (i) Promoting the development of vacant land.
- (j) Ensuring car parking does not prevent development.

Maps

- Map of Neighbourhood Plan area (BCC)
- Neighbourhood Plan Policies Map – the Neighbourhood Plan area with an overlay of all spatial policies.
- Map 1 – The Economic Character Zone.
- Map 2 – Key routes.
- Map 3 – New links.
- Map 4 – Nodes.
- Map 5 – Canalside development.
- Map 6 – Visioning studies.
- Map 7 – Vacant land.
- Map 8 – Heritage assets outside the Conservation Area.

Related documents

The following documents relate to the Jewellery Quarter Neighbourhood Plan:

Document	Status
Part B: Design in the Jewellery Quarter	Part of the Neighbourhood Plan
Jewellery Quarter Conservation Area Character Appraisal & Management Plan SPG (2002)	Current (extant) version of Birmingham City Council's document
Jewellery Quarter Conservation Area Character Appraisal & Management Plan (2020)	Emerging version of Birmingham City Council's document
Jewellery Quarter Biodiversity Strategy	Evidence and reference document
Jewellery Quarter Neighbourhood Plan – Plain English version	Explanatory note
Jewellery Quarter Neighbourhood Plan – FAQs	Explanatory note
Jewellery Quarter Neighbourhood Plan List of Evidence	Schedule of evidence and supporting information
Birmingham Development Plan (2017)	Part of Birmingham's Local Plan

Table 1: Documents related to the Neighbourhood Plan

THE JEWELLERY QUARTER NEIGHBOURHOOD PLAN – Part A

Section 1: Supporting and protecting the jewellery and creative industries

The Neighbourhood Plan seeks to support the industrial cluster which gives our area its name by:

- Giving greater weight to conservation of existing industrial and built heritage;
- Protecting against harmful development in the traditional core of the Jewellery Quarter, particularly all-residential development;
- Avoiding development which does not add to the character and vitality of the area;
- Stimulating the repair and re-use of underused heritage assets; and
- Supporting the provision of space suitable for the jewellery and creative industries.

1.1 - The Jewellery Quarter's economic character

The Neighbourhood Plan will support the economic character of the Jewellery Quarter by designating an Economic Character Zone – an area of special character defined by the economic activity carried out within it; namely the jewellery industry cluster and allied businesses. The Neighbourhood Plan gives special protection to the Economic Character Zone, identified on Map 1, which is home to an important concentration of character buildings and the jewellery and manufacturing trades. The buildings in this area designated as heritage assets include those on the National List, locally listed buildings and those recognised as making a positive contribution to the Conservation Area.

The justification for this approach is provided by:

Birmingham Development Plan 2031 (10th January 2017) – identifies the distinctive qualities of the Jewellery Quarter in Policy GA1.3 which states that *“New development must support and strengthen the distinctive character of the areas surrounding the City Centre Core raising their overall quality, offer and accessibility.”*

Jewellery Quarter Conservation Area Character Appraisal & Management Plan (2002 extant) – writing about the Golden Triangle locality, this states that *“Pressure for residential development in the industrial core of the Jewellery Quarter poses a serious threat to its traditional character”* and in the Industrial Middle locality *“There are some relatively small vacant buildings and sites and hence potential pressure for residential development.”* Its analysis concludes *“The most significant change in the land use pattern of the Jewellery Quarter has been the recent introduction of new residential development. On the periphery of the area these can encourage valuable new uses and significant regeneration. Farther in it leads inevitably to pressure for inappropriate residential development in the industrial heart of the Jewellery Quarter threatening the interdependent and increasingly fragile structure of the jewellery trade and diluting the character of the conservation area.”*

Jewellery Quarter Conservation Area Character Appraisal & Management Plan (new draft) – This recognises that residential uses can be a threat to manufacturing uses and makes the point that the best conserved areas of the Jewellery Quarter are those where the manufacturing is retained within the historic buildings that were built for that purpose. It states *“residential development of unsympathetic character and scale has in the past caused significant harm to the character of the conservation area, in terms of both architecture and the wider paraphernalia and activities which are particular to domestic rather than industrial uses”* and that *“Pressure for residential development also poses a threat to jewellery-making and related industry, as many properties occupied by these*

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trades represent attractive character properties; which, if converted, would command higher capital values as residential units than they would as industrial units.” [Wording to be updated when new CAMP published for consultation.]

Jewellery Quarter Industry Cluster Survey (September 2016) – This review of businesses in the area found “69% of the sample seeing the heightened focus on residential development similarly posing a further threat to the viability of the Jewellery Quarter Industry Cluster” and that “most businesses did not wish to relocate or were unable to relocate”.

The Jewellery Quarter Townscape Heritage project surveyed people living, working or studying in the Jewellery Quarter and found that “MOST people are MOST impressed with the rich industrial history”.

1.2 - Creative industries in the Jewellery Quarter

The government, through the Department for Digital, Culture, Media & Sport (DCMS) defines the creative industries as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”. The DCMS document ‘Sector Economics Estimates – Methodology’ updated 4th September 2019 includes the following Standard Industrial Classifications in Table 1:

Creative Industries sub-sector	SIC07	Description
1. Advertising and marketing	70.21	Public relations and communication activities
	73.11	Advertising agencies
	73.12	Media representation
2. Architecture	71.11	Architectural activities
3. Crafts	32.12	Manufacture of jewellery and related articles
4. Design and designer fashion	74.1	Specialised design activities
5. Film, TV, video, radio and photography	59.11	Motion picture, video and television programme production activities
	59.12	Motion picture, video and television programme post-production activities
	59.13	Motion picture, video and television programme distribution activities
	59.14	Motion picture projection activities
	60.1	Radio broadcasting
	60.2	Television programming and broadcasting activities
6. IT, software and computer services	74.2	Photographic activities
	58.21	Publishing of computer games
	58.29	Other software publishing
	62.01	Computer programming activities
7. Publishing	62.02	Computer consultancy activities
	58.11	Book publishing
	58.12	Publishing of directories and mailing lists
	58.13	Publishing of newspapers
	58.14	Publishing of journals and periodicals
	58.19	Other publishing activities
8. Museums, Galleries and Libraries	74.3	Translation and interpretation activities
	91.01	Library and archive activities
9. Music, performing and visual arts	91.02	Museum activities
	59.2	Sound recording and music publishing activities
	85.52	Cultural education
	90.01	Performing arts
	90.02	Support activities to performing arts
	90.03	Artistic creation
	90.04	Operation of arts facilities

Table 2: Standard Industrial Classifications used in Creative Industries sub-sector estimates (DCMS 2019)

The Jewellery Quarter has representation in, among others, 2. Architecture; 3. Crafts; 4. Design and designer fashion; 5. Film, TV, video, radio and photography; 8. Museums, galleries and libraries; and 9. Music, performing and visual arts.

Birmingham City Council defines “culture” as meaning “performing arts, visual art, craft, film, media (including digital media), combined arts, museums, heritage, libraries, public art, creative industries and tourism related activity” in its ‘Cultural Strategy 2016-2019 (Imagination, Creativity and Enterprise)’ [current but being updated].

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The use of the term ‘creative’ in this Neighbourhood Plan and its link to designing, making and trading, is deliberate as the jewellery industry is one of Birmingham’s oldest creative clusters which has continued by being innovative and dynamic. The Neighbourhood Plan cannot predict the next steps in the evolution of the creative cluster, but it can help provide the space needed to allow them to happen.

1.3 - Development should contribute to the vitality and heritage of the Economic Character Zone

The Evidence Base, particularly the Jewellery Quarter Conservation Area Character Appraisal & Management Plan, demonstrates both a distinct concentration of character buildings and trades and the risk from single use/majority-led residential development in the Economic Character Zone. This is reinforced by an appeal decision for Beverly Hall Court on Regent Place included in the Evidence Base (Planning Inspectorate reference APP/P4605/W/15/313839) which dismissed an appeal to convert B1 commercial space into C3 residential, stating “... *the appeal proposal would give rise to harm to the character and appearance of the Conservation Area, a designated heritage asset, the conservation of which should be given great weight as set out in paragraph 132 of the Framework. The harm identified to the Conservation Area therefore is not outweighed by the public benefits identified...*”

The boundary of the Economic Character Zone is provided in Map 1. It demarcates an area with a high concentration of jewellery and manufacturing trades. This approximately aligns with the Golden Triangle and Industrial Middle localities within the Conservation Area and also Big Peg in the new Conservation Area [check name in new CAMP when published for consultation] but also extends beyond them. The rationale for the Economic Character Zone boundary is provided by a major survey commissioned by the Jewellery Quarter Development Trust in support of the Neighbourhood Plan: Jewellery Quarter Plan – Mapping of Jewellery Sector by Vector Research. This report surveyed all jewellery-related business addresses and can be found in the Evidence Base.

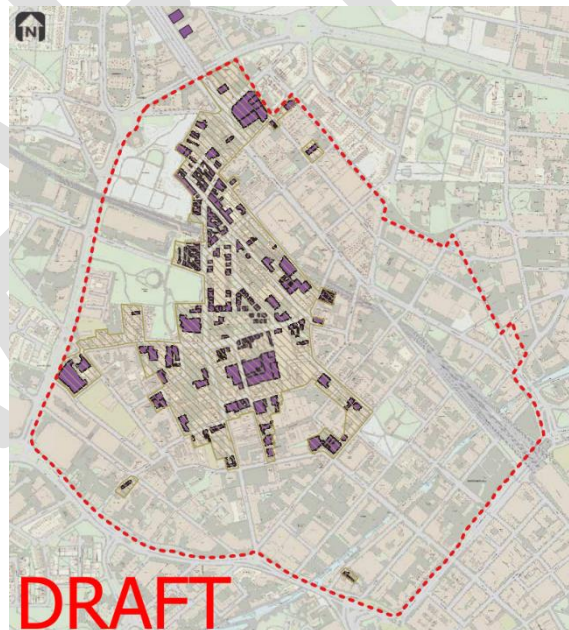


Figure 2: Economic Character Zone (Map 1)

1.4 - Stimulating improvements in the Economic Character Zone

There are significant opportunities in the Economic Character Zone to stimulate redevelopment of existing buildings that make no positive contribution to the area’s character and appearance while ensuring the retention of existing commercial uses and providing other public benefits. The Neighbourhood Plan encourages ‘additionality’ by supporting the provision of – through renovation, extension or redevelopment of these sites – additional use classes where it secures improvements to design, community infrastructure and/or the provision of commercial space more suited to the needs of the jewellery and creative industries. Development should maintain at least the existing quantum of commercial uses; any residential use is only permitted as ‘enabling’ the development and the quantum should be linked to the extent of the benefit, for example:

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- Addition of a 3rd storey to a 2-storey building that makes a negative contribution to the character and appearance of the zone (as defined in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan). This 3rd storey could be residential if it funds the improvements required to change the status from 'negative' to 'positive'.
- Reconstruction of a lost rear shopping wing with limited residential on upper floors if it provides workshops for the jewellery industry on the lower floors.
- Where present historically, reinstatement of a pitched roof and chimneys with an apartment contained within, thus restoring a lost aspect of the roofscape.
- Introduction of residential use which funds conservation work to a building on Historic England or Birmingham City Council's 'Heritage at Risk' register, thus removing it from the register.

NOTE: All such development is subject to other policies in the Neighbourhood Plan.

1.5 - Providing workspace suitable for the jewellery and other creative industries in the Economic Character Zone

The Jewellery Quarter is synonymous with its jewellery and creative industries. This unique trade and the wealth of interrelated industries have specific needs and it is recognised that appropriate and affordable workspace is key to allowing this to continue and to flourish. The Economic Character Zone plays an important role in providing for the specific needs of the jewellery and creative industries that lie at the heart of the Jewellery Quarter's story.

The requirements of the local jewellery trade have been identified in research Jewellery Quarter Industry Cluster Survey, September 2016 undertaken for the Neighbourhood Plan by Beverley Nielsen/Birmingham City University and by the National Association of Jewellers/Jewellery Quarter Development Trust Jeweller's Preview symposium, both of which can be found in the Evidence Base. These show that suitably-configured and affordable units provide an environment which can sustain local jewellery trade and creative businesses involved in designing and making.

This approach has been recognised by the Local Planning Authority when giving consent to the 'A E Harris' site redevelopment (planning application 2018/04482/PA) which specifies provision on-site of c. 17% of the total non-residential A1-A5, B1 & D2 uses as affordable workspace at a rent of 30% below the market rate, with a cap on service charges in perpetuity.

The Black Swan Jewellery Quarter Property Market & Employment Study (2013) found strong demand for small units, incubator units and small workshop space, and also states that *"..the business survey suggested unrestricted residential growth could have a detrimental effect on business, due to direct conflicts including noise and also by offering a comparatively higher return on sale and lettable values."* This is supported by the Jewellery Quarter Industry Cluster Survey 2016 which found *"85% of businesses interviewed felt that higher rents and rates posed a serious threat to the Jewellery Quarter Industry Cluster (JQ-IC) with 69% of the sample seeing the heightened focus on residential development similarly posing a further threat to the viability of the JQ-IC"*. More recently by the draft Jewellery Quarter Conservation Area Character Appraisal and Management Plan notes *"In recent years many traditional manufacturing businesses have closed or left the Jewellery Quarter. One factor in this decline is the trend for residential accommodation which has enhanced property values in the area and reduced the affordable workspace for traditional industries."*

In addition, the National Association of Jewellers/Jewellery Quarter Development Trust Jeweller's Preview symposium show there are common features to the kinds of spaces creative businesses

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require. Reference should also be made to the document '*Design in the Jewellery Quarter*' included with the Neighbourhood Plan:

- There is no overriding requirement for hi-spec space – simple, robust, flexible with all the basics is essential.
- Plentiful natural light.
- Small units or a shared larger space, depending on the tenants/purchasers.
- Communal amenities that can be shared among several businesses.
- Workshop environments for makers – i.e. craft and artisan businesses – reconfigurable, hard-wearing finishes.
- Studio environments for designers – flexible in layout, good distribution of power & data, hard-wearing finishes.
- An ability to make noise and vibration (tools and machinery) and not disrupt neighbours within the building or adjacent buildings.
- Access to extract ventilation (above that of office use) for some makers – i.e. craft and artisan businesses, including food.
- Three-phase electricity supply.
- Good quality broadband.
- For some, the ability to share/co-host a showroom or gallery space.
- For others, the ability to have their own retail/customer space (e.g. jewellery designer/makers, furniture designers, cake makers).
- Secure premises, especially when working at night.
- In many cases, awkward 'left over' spaces facing courtyards are suitable.

Provision of affordable workspace in the Jewellery Quarter should be in line with Birmingham City Council's equivalent proportion and rate for residential Major Development which currently translates to 35% of non-residential space available at 80% of the market rate. Flexible application of this has a local precedent for less space but at a more discounted rate, set in the Section 106 agreement for the consented 'A E Harris' scheme (planning reference 2018/04882/PA) which has a provision of 18% of the non-residential use space at 70% of the market rate.

1.6 - Supporting the next generation of jewellers and jewellery-related businesses

The Jewellery Quarter is fortunate in that it is home to the world-renowned School of Jewellery and an original industry cluster which gives the area its name. More needs to be done to develop and retain talent in the Jewellery Quarter and usher in the next generation of businesses and skilled workforce which will continue the tradition of jewellery design and manufacture.

The Neighbourhood Plan promotes the creation of a new Jewellery Quarter Creative Incubator that will act as both a physical space and organisational support for the next generation of craftspeople and business owners. The physical space may take the form of a single centre or a series of peripatetic spaces around the Jewellery Quarter. The Neighbourhood Plan supports an appropriate organisation coming forward to lead this vision to fruition.

Birmingham City Council's 'Cultural Strategy 2016-2019 (Imagination, Creativity and Enterprise)' reinforces this point, particularly in *Chapter 3: "A Creative City - supporting and enabling the growth of creative and cultural SMEs and micro-businesses and individuals through business support, skills and talent development and access to finance"* which has desired outcomes and actions including:

OUTCOMES:

- *“Creative and cultural businesses diversify their markets through cross-innovation and spill-over, leading to business growth.*
- *Creative and cultural businesses are more entrepreneurial with more resilient and sustainable business models.*
- *Spaces for creative and cultural businesses promote and enable clustering, creative networking, knowledge transfer and spillover innovation to support growth.*
- *The city’s young and diverse population develops skills necessary to enable creative and cultural businesses to grow.*
- *Residents have more and better opportunities in direct and indirect creative and cultural sector jobs.”*

ACTIONS:

- *“We will tackle identified sector-specific skills gaps in the broadcast, film and digital media sectors; business leadership, high level design/IT skills for digital media, line production and writing skills for film & TV, skills modernisation and business skills for the jewellery sector, uptake of creative courses at NVQ3.*
- *We will initiate a variety of programmes to develop core skills and establish the creative and cultural sector as a career option.*
- *We will develop low cost workspace for creative businesses and to support cross innovation.*
- *Develop a citywide programme to support business start-ups in the creative and cultural sector.”*

The Cultural Strategy 2016-2019 has further supporting actions and outcomes in Chapter 4: *“Our Cultural Capital - Cementing Birmingham’s role and reputation as a centre of imagination, innovation and enterprise, with local roots and international reach’:*

OUTCOMES:

- *“More artists, creators, makers, producers, performers and curators attracted to train, live and work here and contribute to Birmingham.*
- *Birmingham has a compelling, consistent and clear story about the quality, range and depth of its cultural ecology locally, citywide and internationally.*
- *Birmingham’s status and reputation as a cultural capital leads to improved opportunities for international partnerships and inward investment.*
- *Local confidence, identity and awareness of the cultural offer are improved with added “feel-good” factor.*

ACTIONS:

- *“We will promote the Jewellery Quarter as both a significant heritage site and visitor destination, and as a centre for contemporary making.*
- *We will support development of capital projects in the cultural sector with clear links to our strategic ambitions and outcomes including places for artist development and production, and for artists to live and work.*
- *We will support, develop and promote a range of arts and cultural festivals, established, growing and new that contribute to achieving economic, social and cultural impact for the city.*
- *We will encourage the city’s key property developments actively to enhance and support our cultural ambitions.*
- *We will ensure heritage is properly considered in planning and development processes.”*

Section 1: Policies

POLICY 1(a): Providing workspace suitable for the jewellery and creative industries in the Economic Character Zone

Development proposals in the Economic Character Zone shown in Map 1 should incorporate or contribute towards the delivery of appropriate and affordable workspace suitable for the local jewellery and other creative industries; including by:

- i. Provision of a range of unit sizes and configurations which are demonstrated to be suited to those industries' requirements;*
- ii. Provision of affordable workspace, configured to suit these industries, at rents maintained at least 20% below the market rate for the purposes of sustaining the business mix which contributes to the character and appearance of the Jewellery Quarter; and/or*
- iii. Retaining existing business uses in appropriate space in terms of type, specification, use and size in the completed development where they are at risk of displacement or otherwise demonstrating suitable alternative accommodation is available within the Neighbourhood Plan area and providing appropriate relocation support arrangements before commencement of new development.*

Key evidence: E1, E2, E3, E10, E11, E14, E15, E29, E30, E38, E42, S8, S30, S31, S32, S33

Additional evidence: E4, E5, E6, E7, E8, E9, E13, E18, E22, E23, E24, E25, E28, E35, E41, E44

Supporting information: S6, S7, S12, S14, S15, S16, S17, S18, S26, S40, S41

POLICY 1(b): Stimulating improvements in the Economic Character Zone

Development proposals shall be supported in the Economic Character Zone shown in Map 1 which provide for the more intensive use of existing buildings or sites not currently making a positive contribution to its character and appearance (as defined in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan). Such proposals should:

- i. As a minimum, maintain the same gross internal floor area for business use; and*
- ii. Comprise no more than 50% residential use by gross internal area; and*
- iii. Offer an improved design; and/or*
- iv. Provide business space more suited to the needs of the jewellery and creative industries.*

Applicants should also have regard to the Jewellery Quarter Conservation Area Character Appraisal & Management Plan which contains policies on residential uses which affect the Economic Character Zone.

Key evidence: E1, E2, E10, E11, E12, E14, E21, E28, E42, S30, S31, S32

Additional evidence: E3, E5, E6, E7, E8, E9, E13, E15, E20, E22, E23, E24, E25, E30, E38, E44

Supporting information: S3, S6, S7, S8, S12, S14, S26, S33

POLICY 1(c): New development and conserving industrial and built heritage in the Economic Character Zone

Development proposals in the Economic Character Zone shown in Map 1 for residential development by conversion of existing premises or new build will only be supported where:

- i. They are part of mixed-use developments which make a positive contribution to the Economic Character Zone's economic vitality by providing space suitable for the jewellery and creative industries, and*
- ii. They make a positive contribution to the character and appearance of the Conservation Area and/or significance of heritage assets, and*
- iii. In all cases residential uses shall not make up more than 50% of the gross internal area.*

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The residential element is supported as an 'enabler' which makes the development viable - the quantity of residential space shall be agreed on a case-by-case basis and linked to the extent of the benefit.

Where there is evidence of deliberate neglect of, or damage to, a building in order to secure alternative uses then this Policy shall not apply.

Applicants should also have regard to the Jewellery Quarter Conservation Area Character Appraisal & Management Plan which contains further policies on residential uses which affect the Economic Character Zone.

Key evidence: E1, E6, E10, E11, E15, E28, E38, E42

Additional evidence: E3, E4, E5, E8, E9, E12, E13, E14, E16, E19, E20, E21, E22, E23, E24, E25, E30, E33, E41, E44

Supporting information: S3, S8, S12, S13, S14, S15, S16, S17, S18, S26, S30, S31, S32, S33, S34

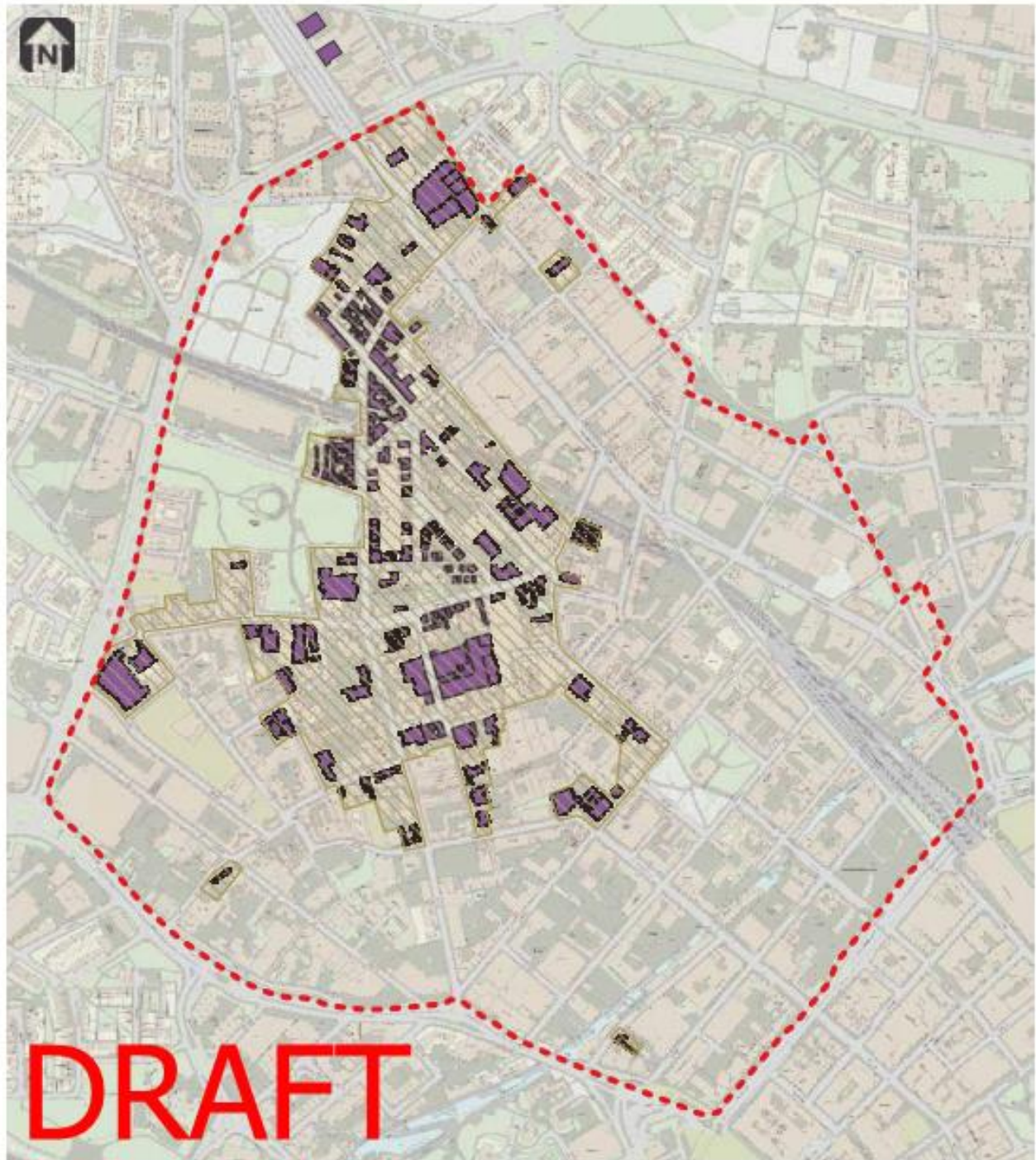
POLICY 1(d): A Jewellery Quarter Creative Incubator

Development proposals are encouraged for a new Jewellery Quarter Creative Incubator in the Neighbourhood Plan area which provides incubation space to support new entrants and start-up business in the jewellery and creative industries.

Key evidence: E6, E30, S40

Additional evidence: E1, E2, E5, E10, E11, E13, E15, E17, E21, E23, E24

Supporting information: S8, S15, S16, S17, S18, S32, S33, S41






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Map 1:

The Economic Character Zone

Key:

-  JQ Plan Boundary
-  Economic Character Zone
-  Jewellery-Related Businesses



Section 2: The Jewellery Quarter as a creative, mixed-use quarter

Creativity – designing, innovating, making and trading – is core to the Jewellery Quarter’s authenticity, whether carried out by web designers, musicians, breweries, make-up artists or, of course, jewellery-makers. The Jewellery Quarter possesses a high concentration of buildings and spaces suitable for creative businesses, and they remain an important aspect of its character. It is therefore important to retain existing, and encourage new, spaces suitable for creative purposes so that the Jewellery Quarter’s culture and ethos remains.

2.1 - Development across the Jewellery Quarter Neighbourhood Plan area

The Jewellery Quarter is an authentic section of Birmingham city centre which hasn’t been subjected to wholesale redevelopment. It has remained authentic because it has retained its character and integrity in several ways:

- Economic - the Jewellery Quarter possesses a 250+ year-old industrial cluster.
- Physical - building typologies provide an archaeological clue as to the history of the area and the major infrastructure interventions in the 18th, 19th and 20th centuries are highly visible.
- Culture - one of creativity, enterprise and innovation which has sustained it as an area for experimentation, designing and making for centuries. This is often expressed in the physical environment.

Arts Council England recognises that creativity is an expression of culture in their 2020-2030 strategy ‘Let’s Create’, stating:

“OUR DEFINITION OF CREATIVITY (ACE)

‘Creativity’ describes the process through which people apply their knowledge, skill and intuition to imagine, conceive, express or make something that wasn’t there before. While creativity is present in all areas of life, in this Strategy, we use it specifically to refer to the process of making, producing or participating in ‘culture’.”

They also go on to say (of culture):

“We also recognise that the traditional boundaries between and around cultural activities are disappearing as new technologies and other societal changes alter the ways in which many artists, curators, librarians and other practitioners work, as well as how culture is made and shared. We’re excited by these changes, which we expect to accelerate over the next decade – and in response, we will become more flexible about the range and type of cultural activities that we support over the years to come.”

Development is welcomed which supports all three of these characteristics – economic, physical and cultural – to reinforce the authentic nature of the Jewellery Quarter.

2.2 - Conserving and finding uses for empty and underused buildings designated as heritage assets

Ensuring listed and other buildings designated as heritage assets have an active use in today’s Jewellery Quarter is vital in order to prevent dereliction and potential loss. This is sometimes

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challenging when considering the financial liability that these buildings can pose, and the area contains a large number of listed buildings that have remained empty or underused for over five years, which also puts their heritage value at risk.

One building in the area is currently on Historic England's 'Buildings at Risk Register' (St Paul's Church, St Paul's Square), one is on the Victorian Society's 'Top Ten Most Endangered Buildings 2019' (Pelican Works, Great Hampton St).

The Black Swan Jewellery Quarter Property Market & Employment Study (2013) identified 89 buildings in the Conservation Area whose condition was either 'poor, very poor or derelict', 33 of which were listed and an additional 37 identified as 'historic' i.e. pre-WW2 including locally listed.

Three years later, the Rodney Melville & Partners 'Birmingham Jewellery Quarter Conservation Appraisal Review (2016)' identified sixty-nine individual buildings in poor or very poor repair and that *"the condition of historic buildings in the Conservation Area continues to deteriorate"* (para 20.6).

A 2020 review of the source data for the Black Swan study shows that some improvement has been made, but the majority of historic buildings identified as 'poor' or worse have no externally-visible signs of improvement, and some have been demolished or part-demolished. Table 2 below taken from the Black Swan study shows the situation in the Conservation Area:

Condition in 2013	Listed	Locally-listed	Other Historic (pre-WW2)	TOTAL	Condition in 2020
Derelict	10	1	15	26	14
Very poor	2	0	2	4	10
Poor	21	1	18	40	13
Unknown	n/a	n/a	n/a	n/a	9
Since demolished	n/a	n/a	n/a	n/a	4
TOTAL	33	2	35	70	50

Table 3: Condition of historic buildings following 2020 review of 2013 Black Swan study

<https://historicengland.org.uk/advice/heritage-at-risk/>

<https://www.victoriansociety.org.uk/news/victorian-society-top-10-most-endangered-buildings-2019>

2.3 - Conserving non-designated heritage assets outside the Conservation Area and inside the Neighbourhood Plan area

Parts of the Neighbourhood Plan area sit outside a Conservation Area and non-designated heritage assets outside the Conservation Area do not benefit from the protection afforded by the Conservation Area designation. Heritage and the historic urban environment are important characteristics of the Jewellery Quarter and the evolution of the area can be read in its buildings, therefore it is important to safeguard important buildings which tell the history of the Jewellery Quarter. A mixture of building types and ages also provides a variety of accommodation for businesses and residents, also providing diversity in lease costs. There is strong support from the local community for local heritage to be both conserved and positively used, as demonstrated in initial brainstorming exercises and then endorsed in the 2017 public review of the Neighbourhood Plan's goals.

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During a walking review of the Neighbourhood Plan area which sits outside the Conservation Area, carried out by Birmingham City Council and the Jewellery Quarter Development Trust, several heritage features which contribute positively to their surroundings were identified by the city's Conservation Officer using the criteria for positive buildings as laid out in the new Jewellery Quarter Conservation Area Character Appraisal & Management Plan [insert reference]. These are important to the area's identity despite not being designated heritage assets and should be conserved in any new development. An Article 4 Direction will be sought if these buildings are threatened with demolition.

The Neighbourhood Plan affords these buildings and features a degree of protection by identifying them as non-designated heritage assets in Map 8 and listed in Policy 2(e). Some of these buildings are proposed to be included within the updated Jewellery Quarter Conservation Area accompanying this Neighbourhood Plan. The Neighbourhood Plan supports these buildings being added to the local list and encourages research into which other assets should be considered for statutory or local listing.

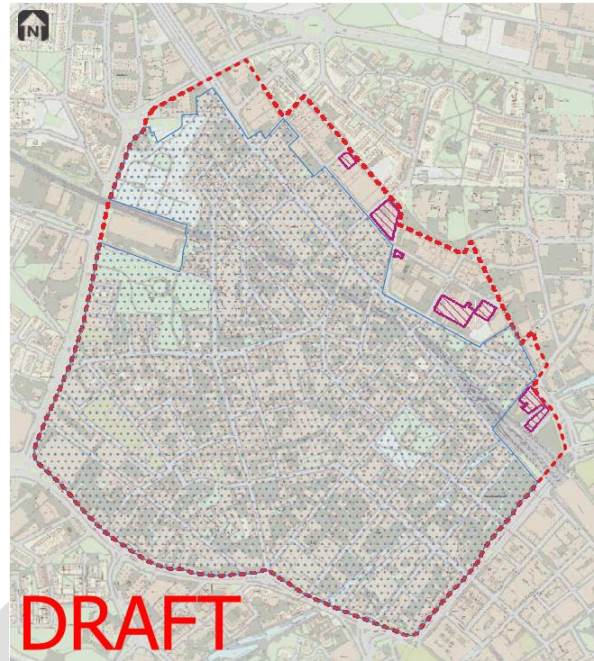


Figure 3: heritage assets outside the Conservation Area but inside the Neighbourhood Plan area (Map 8).

2.4 - Providing a residential and business mix

The Jewellery Quarter is an area where both residents and businesses co-exist. The community wishes to promote successful and mutually supportive residential and business growth throughout the Jewellery Quarter through better land use.

a) Residential development

When considering the current residential market, the majority of new developments comprise studios, one-bedroom and two-bedroom properties. Such accommodation can serve the young professional and retiree market well, but it may not adequately serve families and larger households. For the purposes of meeting the nationally described space standard and the planned mix of housing types and tenures in the Birmingham Development Plan, this Neighbourhood Plan treats studios as one bedroom dwellings.

As demonstrated in surveys such as the Jewellery Quarter Neighbourhood Forum Brainstorm (2013) and 'Shaping the Jewellery Quarter Survey (2014) there is community support for greater diversity in the residential market provision, and a desire to foster a greater sense of community ownership of the Jewellery Quarter through striking a balance of owner-occupiers, long-term renters and assured shorthold tenants.

The Neighbourhood Plan supports the policy approach in the Birmingham Development Plan, including Policies TP27, TP30, and TP31.

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b) Business development

The Jewellery Quarter's buildings are generally suited to small and medium sized businesses which benefit from the established network of creative trades, as well as the close proximity to the city centre. The jewellery industry gives the area its special character. Businesses in the Jewellery Quarter have become increasingly varied, ranging from traditional jewellery manufacturers to creative tech and design businesses. Ensuring that there is a good supply of fit-for-purpose spaces that are flexible to a greater diversity of businesses will help the Jewellery Quarter adapt to the ever-changing economic environment.

Design solutions for these businesses will evolve over time and therefore it is the responsibility of the applicant to justify their proposals. As the Black Swan Jewellery Quarter Property Market & Employment Study (2013) and National Association of Jewellers/Jewellery Quarter Development Trust Jeweller's Preview symposium show there are common features to the kinds of spaces creative businesses require. Reference should also be made to the document 'Design in the Jewellery Quarter' included with the Neighbourhood Plan:

- There is no overriding requirement for hi-spec space – simple, robust, flexible with all the basics is essential.
- Plentiful natural light.
- Small units or a shared larger space, depending on the tenants/purchasers.
- Communal amenities that can be shared among several businesses.
- Workshop environments for makers – i.e. craft and artisan businesses – reconfigurable, hard-wearing finishes.
- Studio environments for designers – flexible in layout, good distribution of power & data, hard-wearing finishes.
- An ability to make noise and vibration (tools and machinery) and not disrupt neighbours within the building or adjacent buildings.
- Access to extract ventilation (above that of office use) for some makers – i.e. craft and artisan businesses, including food.
- Three-phase electricity supply.
- Good quality broadband.
- For some, the ability to share/co-host a showroom or gallery space.
- For others, the ability to have their own retail/customer space (e.g. jewellery designer/makers, furniture designers, cake makers).
- Secure premises, especially when working at night.
- In many cases, awkward 'left over' spaces facing courtyards are suitable.

The Jewellery Quarter Urban Village Framework (revoked 2013) sought to establish managed workspace and identified two forms of provision. This guidance is still relevant:

- *"Additional small managed space for smaller and micro-businesses, at affordable rents and possibly geared to jewellery trades and related businesses – providing units starting from 50 sq.m to 150 sq.m.*
- *Managed premises in the range of 200-500 sq.m for 'second-step' businesses graduating from starter-space."*

The following policies seek to ensure the provision of workspaces suitable for jewellery, design, making and creative industries and prevent the unnecessary loss of existing workspaces.

2.5 - Identifying and mitigating nuisances at design stage

One of the special characteristics of the Jewellery Quarter is the close proximity of residential and commercial uses to each other. The community wants to ensure that existing commercial premises are not jeopardised by incompatible land uses and that new businesses are suitable to be located next to existing residential developments. As such, developers and applicants are the “agents of change” and should be responsible for identifying and mitigating foreseeable local conditions that may cause nuisance (including but not limited to noise, smells, vibration, traffic, installations (existing or proposed), gulls and vermin) to neighbours and existing or future occupiers of the proposed development. This might include mitigating at source. This approach is consistent with the expectations of National Planning Policy Framework (2019) which states *“the applicant (or ‘agent of change’) should be required to provide suitable mitigation before the development has been completed”* (paragraph 182).

In particular, it should be ensured that:

- New commercial or residential uses do not inhibit existing trades;
- New bars, restaurants, cafes, etc. do not have a negative impact on existing residential uses;
- New residential uses do not have a negative impact on existing bars, restaurants, cafes, etc.; and
- Steps are taken as part of new development to discourage gulls, pigeons and vermin from the Jewellery Quarter, such as limiting access to food sources by securing bin stores and reducing the number of viable nesting sites e.g. bare flat roofs.

2.6 - ‘Major Development’ in the Jewellery Quarter

Major Development as defined by ‘The Town and Country Planning (Development Management Procedure) (England) Order 2015’ of 1,000 square metres or more or on a site having an area of 1 hectare or more is required to be mixed-use (except within the Economic Character Zone shown in Map 1, where uses can be commercial-only i.e. use classes A or B) and in accordance with the various policies within the Neighbourhood Plan.

Most Major Development given planning consent in the Jewellery Quarter between 2015-2020 is residential-led i.e. greater than 50% residential by net floor area. Given the importance of start-ups, independent and creative industries to the Jewellery Quarter and wider city-centre economy, residential-led Major Development is required to dedicate 50% of the commercial space proposed to these types of businesses. Provision should be demonstrated through the physical configuration and specification of the units, and a proportion of them should be affordable. This is similar in approach to Camden Council’s planning requirements for Hatton Garden, London’s equivalent to the Jewellery Quarter, as set out in ‘Camden Planning Guidance – Employment Sites & Business Premises (2018). In Hatton Garden *“Local Plan Policy... requires that 50 percent of additional floorspace in Hatton Garden to be provided as affordable jewellery sector workspace...”*.

Where there is commercial-led Major Development, affordable workspace should be provided. This should be in line with Birmingham City Council’s equivalent proportion and rate for residential Major Development which currently translates to 35% of non-residential space available at 80% of the market rate. This compares favourably with the approach taken by Camden Council for affordable workspace where 20% of the workspace is to be provided at 50% of comparable market values. Flexible application of this has a local precedent for less space but at a more discounted rate, set in

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the Section 106 agreement for the consented 'A E Harris' scheme (planning reference 2018/04882/PA) which has a provision of 18% of the non-residential use space at 70% of the market rate.

Flexible application is encouraged where:

- a commercial Major Development is proposed by and to be mostly occupied by a jewellery industry business, or
- where the Major Development exceeding its obligations in providing a wider benefit for the Jewellery Quarter as outlined in this plan, e.g.
 - exceeding the minimum requirement for affordable housing,
 - contribute to the delivery of a local 'node' described in Policy 3(b),
 - restoring an 'at risk' designated heritage asset.

2.7 - Meanwhile uses

Many start-up, creative, leisure and cultural businesses benefit from short-term leases and events spaces which allow them to establish before seeking longer-term arrangements. There are also numerous gap sites and vacant/partly vacant buildings in the Jewellery Quarter which have a negative impact on the area and the buildings themselves. One solution to both issues is to allow 'meanwhile' i.e. temporary uses in buildings and plots, which contribute to the economic, physical and creative vitality of the area.

It is important there are a range of opportunities for artists and creatives to have space to relevantly respond to the area's unique character, history and future, as well as contribute to social, economic and spatial placemaking. Meanwhile use is one approach within a spectrum of varying approaches. Temporary uses and resultant opportunities can be particularly favourable for new and emerging creatives and supporting spaces for experimentation alongside creative sector growth.

Meanwhile uses are relatively short term as the plot or building will be pending redevelopment, upgrade or a long-term use. They do not involve permanent installations or modifications to sites. The Neighbourhood Plan encourages appropriate meanwhile uses whether on vacant plots or in vacant buildings as they help keep buildings secure, and rental income can pay for essential maintenance. Meanwhile uses may include pop-up shops or bars, markets or exhibition space – other uses will be considered but are subject to the policies in the Neighbourhood Plan and guidance in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan e.g. nuisance.

Meanwhile use permission should be limited to 12 months in order to avoid a temporary use preventing a permanent use, unless there is compelling evidence that proposals for the site are under development, in which case longer periods are acceptable.

Section 2: Policies

POLICY 2(a): Authenticity in the Jewellery Quarter

Development in the Jewellery Quarter Neighbourhood Plan area must be authentic i.e. retain and maintain its historic and cultural character and integrity relevant to its site and context. It can do this in several ways:

- *Economic - where development takes place inside the Economic Character Zone, it provides space appropriate for the demands of the jewellery and creative industry in the 21st century.*
- *Physical - building typologies reflect their uses and provide innovative, site-specific design which responds to the history of the site and its surroundings.*
- *Cultural – provision of space for creativity, enterprise and innovation and which is often expressed in the physical environment.*

Development should contribute to the Jewellery Quarter's unique character and function, and demonstrate how it respects, conserves and enhances the existing scale and grain of the built environment, and the unique mixture of uses present. Proposals which support and enhance the variety of jewellery, design and making uses is encouraged.

Key evidence: E5, E15, E38, E42, S8, S41

Additional evidence: E1, E2, E7, E10, E11, E12, E13, E14, E20, E21, E23, E24, E25, E30, E41

Supporting information: S3, S6, S7, S14, S15, S26, S30, S31, S32, S33, S40

POLICY 2(b): Maintaining B1 workspace for jewellery and creative industries

Development proposals that involve the loss of existing B1 workspace for jewellery, design/making and other creative industries should:

- Ensure that an equivalent amount of B1 space appropriate (in terms of type, specification, use, and size) is re-provided in the proposed scheme, incorporating existing businesses where possible, or*
- Demonstrate that suitable alternative accommodation (in terms of type, specification, use and size) is available in reasonable proximity to the development proposal and where existing businesses are affected, that they are provided with appropriate relocation support arrangements before the commencement of new development.*

Development that does not deliver these requirements will not be supported.

Key evidence: E1, E21, E30, E42, S6, S7, S8

Additional evidence: E2, E5, E6, E7, E10, E11, E13, E14, E15, E25, E38, E41

Supporting information: S6, S7, S8, S9, S10, S14, S15, S16, S17, S18, S26, S30, S31, S32, S33, S40, S41

POLICY 2(c): Major development providing new workspace for the creative industries

Major Development proposals should provide flexible workspace suitable for creative industry businesses. This suitability should be demonstrated by providing amenity, size and configuration suitable for these occupiers, and be provided on-site wherever possible or otherwise within the Neighbourhood Plan area.

Residential-led Major Development should allocate 50% of the commercial space proposed to creative industry businesses. Commercial-led Major Development should provide affordable workspace in line with Birmingham City Council's equivalent proportion and rate for residential Major Development [which at the time of publication of this plan translates to 35% of non-residential space available at 80% of the market rate].

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For the purposes of this policy Major Development is as 'The Town and Country Planning (Development Management Procedure) (England) Order 2015' or its subsequent revisions and is currently defined as 1,000 square metres or more or on a site having an area of 1 hectare or more.

Key evidence: E5, E6, E21, S6, S7, S8, S30, S31

Additional evidence: E1, E3, E7, E13, E14, E15, E23, E24, E25, E30, E38, E42

Supporting information: S9, S10, S14, S15, S16, S17, S18, S32, S33, S40, S41

POLICY 2(d): Conserving heritage assets outside the Economic Character Zone

For the area outside the Economic Character Zone shown in Map 1, development proposals which enable conservation and re-use of designated or non-designated heritage assets will be supported.

Where the asset is 'at-risk' (as defined by the Local Planning Authority and/or Historic England) and viable uses for the building are contrary to policies 2(b) and 2(c), these uses may be supported where it can be demonstrated that the proposed use causes less than substantial harm to the significance of the asset, which is outweighed by the public benefit of the proposal. This is to be judged on a building-by-building basis and not as an assembled development site.

Applicants should also have regard to the Jewellery Quarter Conservation Area Character Appraisal & Management Plan which contains policies on residential uses.

Where there is evidence of deliberate neglect of, or damage to, a designated heritage asset in order to secure alternative uses then this Policy shall not apply.

Key evidence: E1, E25, E32, E33, E38, E44

Additional evidence: E8, E10, E11, E12, E13, E15, E20, E41

Supporting information: S14

POLICY 2(e): Conserving non-designated heritage assets outside the Conservation Area

Non-designated heritage assets outside the Conservation Area are indicated on Map 8 and are listed below. These contribute positively to the Neighbourhood Plan area and should be conserved in any future development proposals.

- i. 6 to 11 Mott Street, a mid-19th century terrace.*
- ii. 89 to 91 Constitution Hill, a mid-20th century factory in the Moderne-style,*
- iii. The former The Hampton public house 15-17 Great Hampton Row, an early 19th century pub.*
- iv. 30 Smith Street and 123 Hockley Street, a 1950's concrete framed factory with tiled elevations.*
- v. The block formed by Harford Street, Barr Street and Great Hampton Row.*
- vi. The block bounded by Lionel Street, Old Snow Hill, Water Street and the viaduct.*

Key evidence: E34, E38

Additional evidence: E5, E6, E15, E20, E25, E41, E42, E44

Supporting information: S6, S7, S8, S14

POLICY 2(f): Diversity in residential space including affordable housing

In line with the Birmingham Plan 2031 (2017) and any subsequent version, residential development which contributes to providing a wide choice of housing sizes, types and tenures catering for a range of affordability needs and ages will be supported.

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The gross floor area of all dwellings shall meet the nationally described space standard as a minimum, and for these purposes studio flats shall be considered as one bedroom dwellings. This may be relaxed where it pertains to a listed building and compliance would lead to compromised accommodation being provided in adjacent dwellings.

Key evidence: E5, E6, S6, S7, S8

Additional evidence: E1, E2, E13, E14, E16, E19

Supporting information: S11, S13, S37

POLICY 2(g): Diversity in business space

Development proposals which provide a range of sizes and types of buildings for business use will be supported and the inclusion within developments of units within the B1 use class, especially B1(c), which are of a size and configuration suitable for start-ups, creative, design and making industries will be encouraged.

Key evidence: E21, E30, S30, S31

Additional evidence: E1, E4, E5, E6, E13, E14, E25, E38, E41, E42

Supporting information: S6, S7, S8, S14, S40

POLICY 2(h): Meanwhile uses

The Neighbourhood Plan encourages appropriate 'meanwhile' i.e. temporary uses whether on vacant plots or in vacant buildings, which will contribute to the vitality of the Jewellery Quarter, especially where it can be demonstrated that the use helps safeguard a building e.g. security through occupation, or providing essential maintenance.

These uses should not require harmful alterations to heritage assets, and if located within the Conservation Area their impact on the character and appearance of it will be a consideration.

Key evidence: E31, E32, E33, E34

Additional evidence: E1, E2, E3, E5, E6, E10, E11, E13, E14, E15, E23, E25, E30, E35, E36, E38, E44

Supporting information: S6, S7, S8, S14,

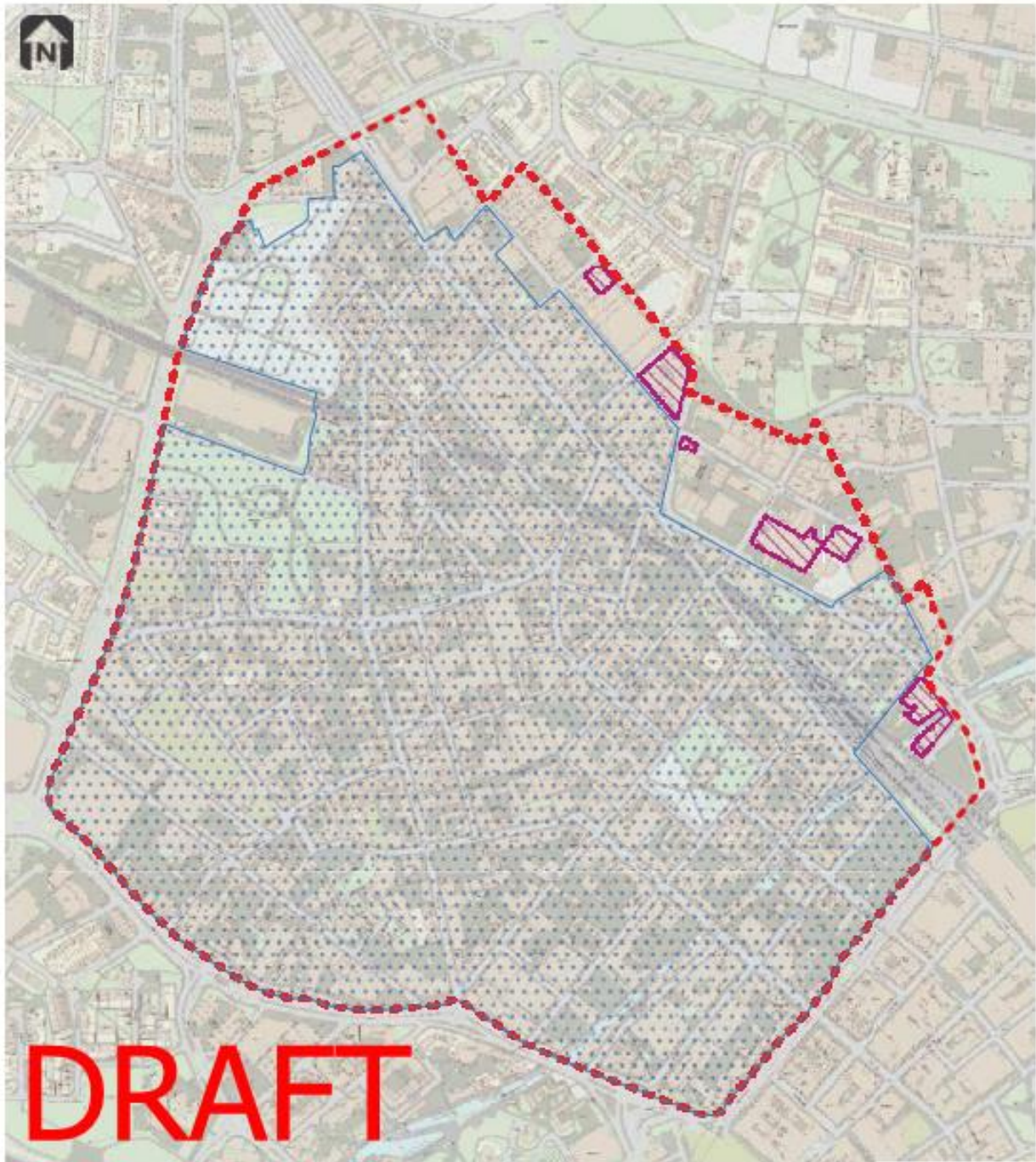
POLICY 2(i): Avoiding nuisance

In order to safeguard the amenity of occupiers of new developments and to prevent new or intensified uses from causing harm to existing established businesses or dwellings, planning applications should identify potential nuisances at the design stage and provide evidence as to how any nuisances will be mitigated, taking into account use, frequency and operating hours. Mitigation measures should be in place before the development is completed.

Key evidence: E21, E30, E43, S26,

Additional evidence: E2, E5, E6

Supporting information: S19, S20, S39






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Map 8:

Heritage assets outside the
conservation area



Key:

-  JQ Plan Boundary
-  Jewellery Quarter Conservation Area
-  Heritage Asset

Section 3: Moving around the Jewellery Quarter

3.1 - Key routes

Key routes through the Jewellery Quarter are those which have the highest footfall and are main pedestrian navigation routes (or will be upon implementation of the new links proposed in the Neighbourhood Plan). These are identified in Map 2 following work commissioned for the Neighbourhood Plan, including a University of Birmingham study 'Reshaping the Quarter' and subsequent street syntax analysis by Systra (October 2019). Development proposals on these routes are expected to contribute to 'comings and goings' with active frontages at street level which provide vibrancy from morning to evening. This aids navigation around the Jewellery Quarter and contributes to a sense of safety and security. A 'monoculture' of uses along key routes is undesirable as they will likely contribute to ebb and flow at peak times rather than continual activity throughout the day.

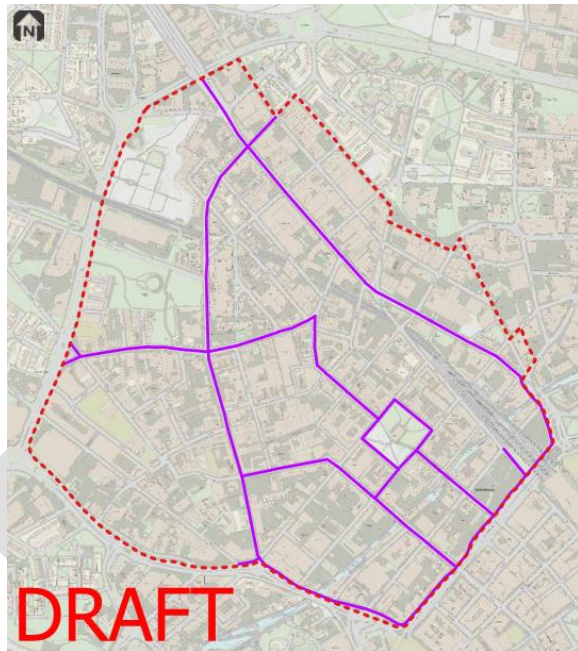


Figure 4: key routes (Map 2)

3.2 - Improving permeability of the Jewellery Quarter

Public consultation supported by research into the permeability of the Jewellery Quarter has shown that parts of the area are isolated and difficult to access on foot or by car without taking long diversions. Some of these areas are subjected to antisocial behaviour and squatting and many are derelict. Some routes are dead ends.



Figure 5: new routes (Map 3)

A number of locations for improved permeability are identified in the evidence base, including the 2012 Princes Foundation report 'Unlocking the Industrial Middle', Birmingham City Council's Big City Plan (2010), the consented and built scheme St George's Urban Village (planning reference 2015/00775/PA) and planning refusal on 50 Hylton St (2017/05421/PA) for reasons including "the development of this site in isolation from adjoining land would prejudice the wider regeneration of the area to the detriment of the Jewellery Quarter Conservation Area...". These opportunities for improvement are shown in Map 3. The benefit of providing these routes is demonstrated in the space syntax analysis.

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The Jewellery Quarter also provides opportunities for public realm interventions which will help permeability and navigability of the area, and provide much-needed pocket squares, parklets and public spaces. These will further enhance the Jewellery Quarter's sense of place and as such deliver policy PG3 of the Birmingham Plan 2031 (2017). They are identified as 'Nodes' on Map 4 and are typically gateway locations or significant route confluences. Some of these are already partially complete e.g. Dayus Square and Golden Square. This network of nodes will help create hyper-local identities, aiding navigation and providing spaces to meet and dwell for those visiting, working and living in the area.

Nodes present diverse opportunities for site-specific, contextual, creative/ artistic practice and collaboration at the earliest stages of design pre-planning application. Creative practitioners' contributions to place making, through a range of integrated approaches throughout a scheme timeline (from innovation and design through to construction and beyond) should be valued, embedded and budgeted for. Opportunities should allow creative practitioners to respond to all aspects of a development, including, but not limited to, local character assessments and considerations; participation and community dialogue; social and cultural narratives and infrastructure; heritage and the historic environment; connectivity, wayfinding and wider public realm enhancement; biodiversity and sustainability.



Figure 6: public realm interventions 'nodes' (Map 4)

3.3 - Accessibility

The townscape of the Jewellery Quarter can be a challenge for those with mobility difficulties, especially access into older buildings which were frequently designed with steps up to the ground floor. Despite Building Regulations stating "*reasonable provision must be made for people to: (a) gain access to; and (b) use, the building and its facilities*", there are instances of recent new-builds such as Mint Phase 8A on Icknield St, Beverley Hall Court on Regent Place not providing step-free access to ground floors.

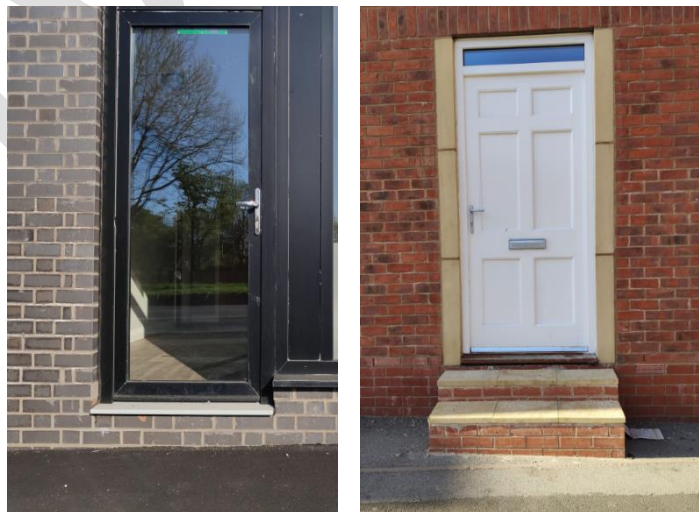


Photo 1: new development without step-free access

In addition, much of the streetscape creates obstacles for wheelchair users, those with walking aids, and those with pushchairs. These obstacles include:

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- Badly-set cobbles (due to age and/or poor repairs by utilities companies).
- Lack of dropped kerbs and inconsistent locations of dropped kerbs.
- Clutter e.g. signage and lighting mounted on different columns/posts.
- Signboards, refuse collection bins and loose chairs/tables on narrow pavements.
- Vehicles protruding into the footway when parked on forecourts.

As cycle use increases, chained bikes are also anticipated to contribute to street clutter.

The Neighbourhood Plan therefore supports measures to improve accessibility across the Jewellery Quarter by requiring step-free access to all new-build development. Improvements to the public realm should assume step-free road-crossings, and the Neighbourhood Plan strongly supports the inclusion of 'raised beds' (where the road surface is raised to pavement level) which provide level crossing from pavement, indicate pedestrian priority at road junctions, and calm traffic.

The Neighbourhood Plan also encourages businesses and dwellings to follow a code of conduct when placing items on the pavement, to ensure that wheelchairs can pass freely. Birmingham City Council and West Midlands Police will be supported in enforcement action where necessary.

3.4 - Acknowledging the canal network

Currently it is not always obvious that there is a canal passing through the Jewellery Quarter. Redevelopment of areas around Brindleyplace and The Mailbox has shown how the canal can be transformed into an asset for the city. The canal provides important habitat as well as navigability; pedestrian and cycle routes in turn provide significant public health benefits. The canal is also heritage asset and development along it should reflect this. The Neighbourhood Plan establishes the Canalside Development Area in which new development should acknowledge its presence, promote the use of the canal, improve wayfinding potentially through the use of art, provide a safe and attractive environment and, where possible, provide new access routes between the canal and the street network. The Canalside Development Area relates to any plot of land which touches the canal and is shown in Map 5.

The lost canal arms are also shown in Map 5. Development should also contribute positively to biodiversity and support delivery of the Jewellery Quarter Biodiversity Strategy, referenced in Section 4.

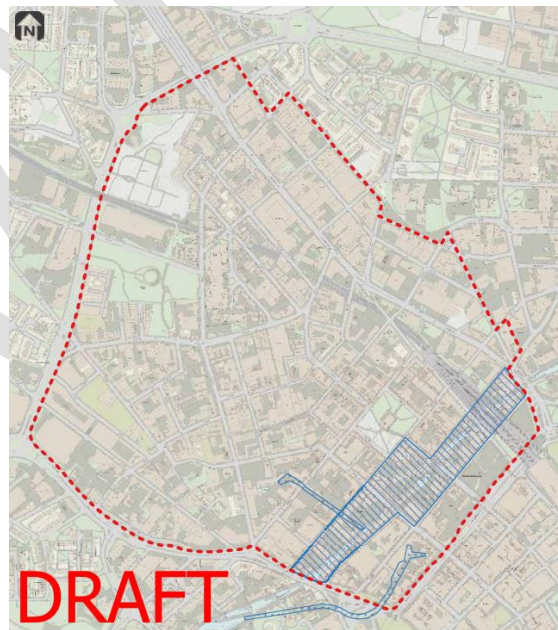


Figure 7: Canalside Development Area (Map 5)

3.5 - Development studies for key parts of the Jewellery Quarter

JEWELLERY QUARTER NEIGHBOURHOOD PLAN

The Neighbourhood Plan recognises that in order to achieve some of the improvements in movement around the Jewellery Quarter, it will be necessary to undertake some small-scale visioning and masterplanning exercises to avoid piecemeal development jeopardising its aims. These development studies should capture the Neighbourhood Plan policies at a micro level, and should indicate appropriate uses, scale, public realm and highways changes. Dependent on the nature of the area, an arts and creativity plan could be appropriate, dovetailed with the wider area visioning, for example where there is a particularly interesting history, context of narrative to share, or interesting aesthetic considerations that have potential for reactivation. Support will be given to efforts by the Jewellery Quarter Development Trust, Birmingham City Council and local landowners, developers and businesses to undertake these. See Map 6 showing suggested areas.

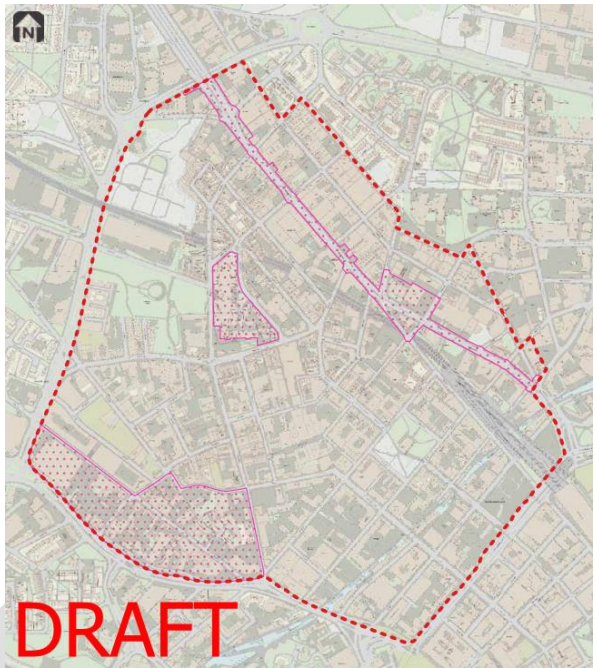


Figure 8: development study areas (Map 6)

Section 3: Policies

POLICY 3(a): Key Routes – active uses keeping streets busy and safe

Development proposals along the Key Routes shown in Map 2 and listed below should add to the variety of uses in the vicinity and should incorporate active frontages at ground floor level:

- i. Summer Row.
- ii. Parade.
- iii. Sandpits (eastern end).
- iv. Newhall Hill.
- v. Frederick St.
- vi. Vyse St.
- vii. Well St (southern end).
- viii. Hockley Hill.
- ix. Great Hampton St.
- x. Constitution Hill.
- xi. Old Snow Hill.
- xii. Great Charles St.
- xiii. Livery St (southern end).
- xiv. Ludgate Hill.
- xv. St Paul's Square.
- xvi. Caroline St.
- xvii. Hall St (southern end).
- xviii. Warstone Lane.
- xix. Graham St.
- xx. Newhall St.
- xxi. Charlotte St (northern end).

Key evidence: E5, E6, E15, E21, E26, E30, E35, E36, S3, S6, S8

Additional evidence: E1, E2, E3, E13, E23

Supporting information: S4, S7, S14, S23, S29

POLICY 3(b): Nodes – pockets of high-quality public realm and active uses

All Major Development proposals, and development proposals adjacent to or with a significant impact on any of the nodes shown in Map 4 should deliver, or contribute towards the delivery of their nearest node. These nodes should be pockets of high-quality public realm surrounded by a mix of uses with active frontages. Where possible appropriate amenity space should be provided, and enhanced building design and publicly-accessible art should be considered.

The nodes occur in the following strategic locations, based on the following urban design criteria:

- *Gateway node: an arrival point into the Jewellery Quarter on a key route.*
- *Internal node: intersections between key routes within the Jewellery Quarter.*
- *Green node: intersections of key routes with a large public space and extensive greenery.*

Green nodes – large public spaces featuring extensive greenery and planting:

- i. St Paul's Square.
- ii. Golden Square.

Gateway nodes – arrival points into the Jewellery Quarter:

- iii. Junction of Vyse St/Hockley Hill/Great Hampton St.
- iv. Jewellery Quarter Station.
- v. Warstone Lane/Ickniel St junction.

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- vi. Newhall Hill/Sandpits/Parade junction.
- vii. St Paul's tram stop on Constitution Hill.
- viii. St George's St/Hampton St/Howard St junction.
- ix. Snow Hill Station (Jewellery Quarter entrance).
- x. Newhall St/Great Charles St junction.
- xi. Congreve St/Great Charles St/Summer Row junction.
- xii. Church St/Ludgate Hill/Great Charles St junction (after A38 downgraded).

Internal nodes – confluences within the Jewellery Quarter that aid navigation:

- xiii. Hockley St/Spencer St/Northampton St junction outside the Jeweller's Arms.
- xiv. Chamberlain Clock – junction of Vyse St/Frederick St/Warstone Lane.
- xv. Caroline St/Warstone Lane/Spencer St junction.
- xvi. Constitution Hill/Great Hampton St/Great Hampton Row/Kenyon St junction.
- xvii. Mott St/Hampton St junction.
- xviii. Old Snow Hill/Constitution Hill/Summer Lane/Water St junction.
- xix. Graham St/Newhall St junction and the consented Harper's Hill route.
- xx. Newhall Hill/Frederick St/Legge Lane/Graham St junction.
- xxi. Dayus Square.

Development proposals which identify, justify using the criteria above, and enable delivery of additional nodes will be supported.

Key evidence: E3, E6, E26, E35, E36, S24

Additional evidence: E1, E2, E5, E12, E13, E15, E23, E30, E40, E41

Supporting information: S3, S4, S6, S7, S8, S14, S23, S25, S26, S27, S29

POLICY 3(c): Accessibility – step-free access to new buildings

All new-build development should incorporate step-free access to the ground floor. Development of existing buildings which incorporate step-free access in a manner sensitive to its character and significance will be supported.

Key evidence: See introduction to this section.

Additional evidence: E1, E3, E5, E10, E11, E12, E14, E15, E18

Supporting information: S3, S4, S6, S23, S26

POLICY 3(d): Improving mobility around the Jewellery Quarter

Proposals to improve the streetscape by removing or rectifying obstacles are encouraged where they also achieve compliance with other policies in the Neighbourhood Plan and Jewellery Quarter Conservation Area Character Appraisal & Management Plan. Obstacles typically include:

- Badly-set cobbles.
- Lack of dropped kerbs and inconsistent locations of dropped kerbs.
- Clutter e.g. signage and lighting mounted on different columns/posts.
- Signboards, refuse collection bins and loose chairs/tables on narrow pavements.
- Vehicles protruding into the footway when parked on forecourts.
- Chained bikes in the footway.

Key evidence: E3, E38

Additional evidence: E1, E5, E12, E13, E25, E26, E35, E36

Supporting information: S3, S4, S6, S23

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POLICY 3(e): Development adjacent to the canal

Development proposals in the Canalside Development Area shown on Map 5 should contribute to the recognition and improvement of the canal environment, including by:

- i. Reinforcing existing and reinstating public access routes from street to towpath, and creating new access points where possible at:
 - i) Newhall Street*
 - ii) Charlotte Street*
 - iii) Near 32-35 Water Street*
 - iv) Junction of Constitution Hill and Lionel Street**
- ii. Making provision on the sites of lost canal arms shown on Map 5 for:
 - i) reinstating canal arms as an extension to the canal system where possible, or otherwise providing publicly-accessible routes mimicking them; and/or*
 - ii) indicating the location of the former canal arm in the landscaping of proposed development.**
- iii. Ensuring development does not ‘turn its back’ on the canal, allowing occupants visual amenity and providing natural surveillance while respecting the historic pattern of development around canals.*
- iv. Promoting a biodiverse canal ecosystem which supports delivery of the Jewellery Quarter Biodiversity Strategy, including by using bat friendly lighting, and providing new or enhanced areas of leisure and amenity space which supports wildlife.*

Key evidence: E3, E37, S4, S6, S29

Additional evidence: E2, E5, E6, E10, E11, E15, E25, E26, E35, E38

Supporting information: S3, S4, S5, S7, S8, S21, S22, S24, S26, S27

POLICY 3(f): Improving permeability by creating new high-quality public routes

Development proposals including, or having a significant impact on, any part of the following sites as shown in Map 3 should include new high-quality public routes to adoptable standards where possible:

- i. “B1” site (50 Summer Hill Rd) from Camden St to Summer Hill Rd within the southern half of the site.*
- ii. Newhall Hill to Sloane St (adjacent 50 Newhall Hill) and Arthur Place – a new route.*
- iii. Charlotte St to George St along the historic canal route.*
- iv. Northwood St (southern end) – re-opening the AE Harris route connecting James St with Vittoria St.*
- v. From the junction of Graham St and Newhall St through to the re-opened Northwood St (southern end).*
- vi. Hylton St to York Terrace, with consideration to improving the link to Key Hill Drive.*
- vii. Livery St (Jewellery Quarter) to Livery St (City Core) across Great Charles St Queensway, reinstating the pre-Queensway route at grade.*
- viii. Ludgate Hill to Church St across Great Charles St Queensway, reinstating the pre-Queensway route at grade.*
- ix. Through the Big Peg from Northampton St through to Golden Square, aligning with Vittoria St.*
- x. Between Regent Place and Warstone Lane, adjacent to Heritage Court – reinforcing this alleyway as a pedestrian route.*

Key evidence: E3, E26, E35, E36, E39, S14

Additional evidence: E2, E5, E10, E11, E13, E21, E25, E29, E30, E38, E40

Supporting information: S3, S6, S7, S8, S23, S26, S27, S29

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POLICY 3(g): Development studies for key parts of the Jewellery Quarter

Development proposals based on visioning studies and mini-masterplans which support delivery of the Neighbourhood Plan's vision and goals for the following areas (shown in Map 6) will be encouraged:

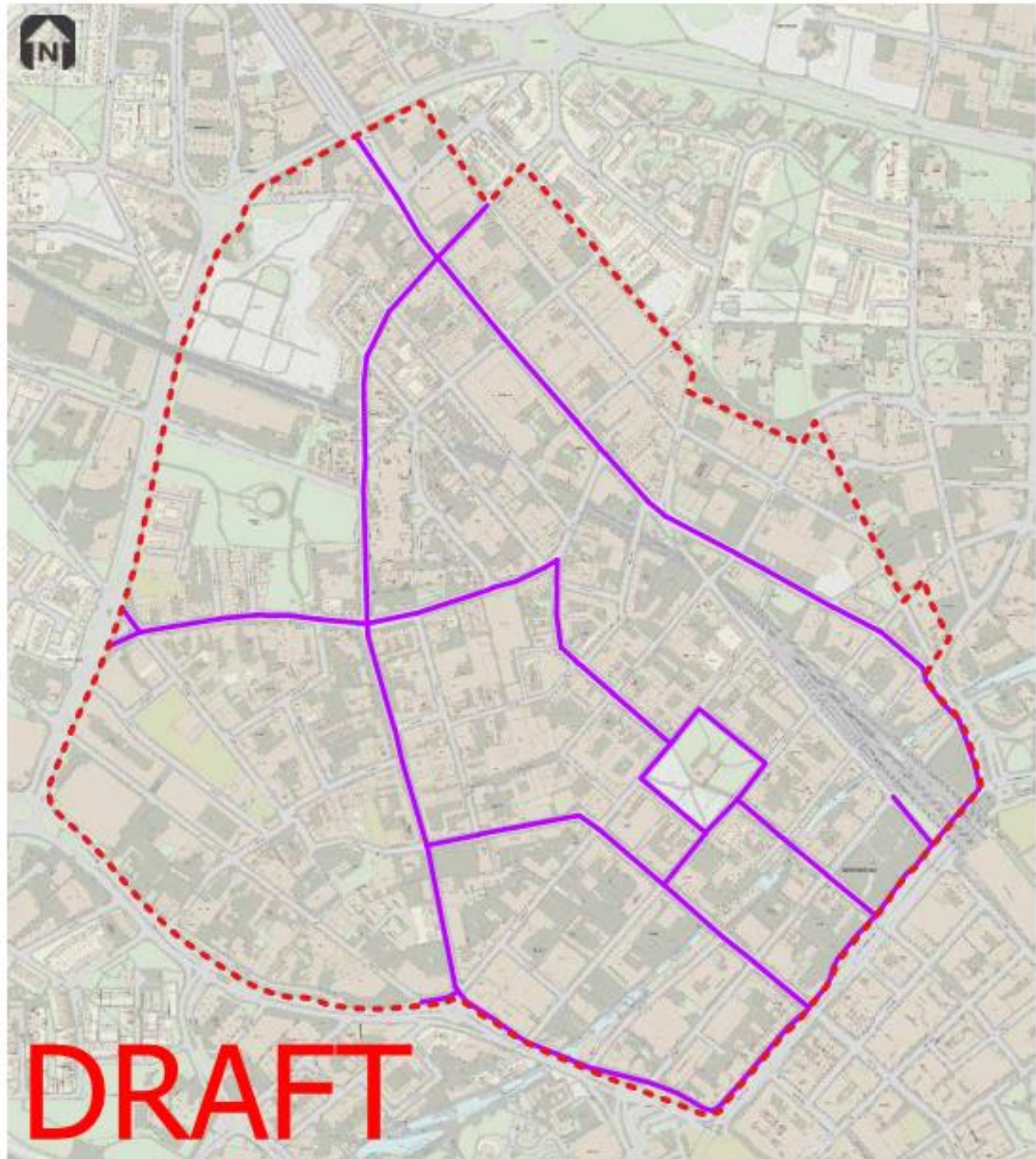
- i. The 'Big Peg' locality identified in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan, in particular the area to the north of the Big Peg, incorporating the new link through the Big Peg and the node at Hockley Square.*
- ii. Hockley Hill – Great Hampton St – Constitution Hill.*
- iii. Camden St (north and south) and Camden Drive.*

These may be carried out by any interested party but should achieve support from Birmingham City Council and the Jewellery Quarter Development Trust.

Key evidence: E26, E31, E35

Additional evidence: E1, E2, E5, E6, E10, E11, E13, E15, E25, E38, E39, E40, E44

Supporting information: S3, S6, S7, S8, S23, S26, S27, S29





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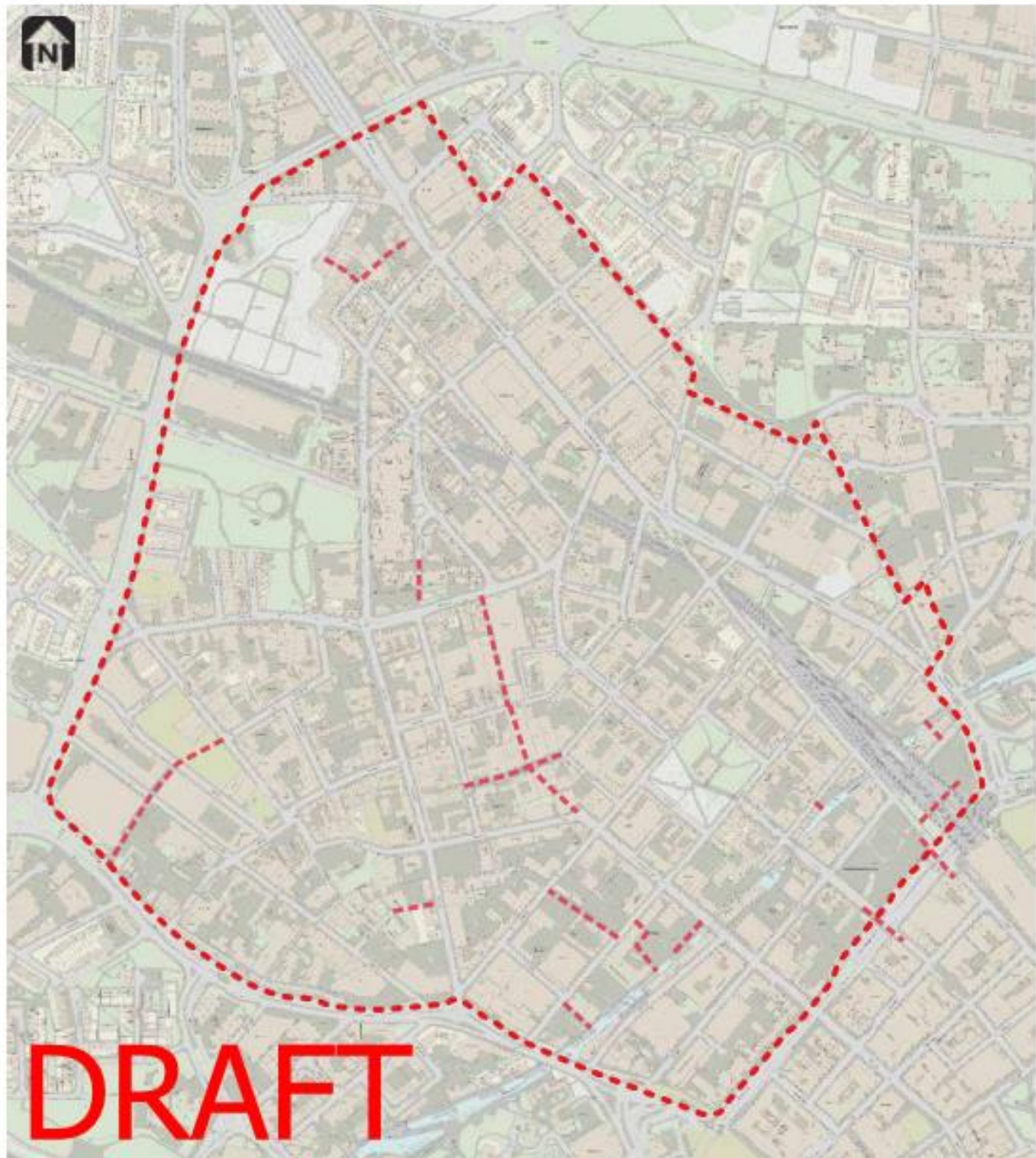
Map 2:

Key Routes

Key:

-  JQ Plan Boundary
-  Key Route







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Map 3:
New Routes

Key:

-  JQ Plan Boundary
-  New Routes





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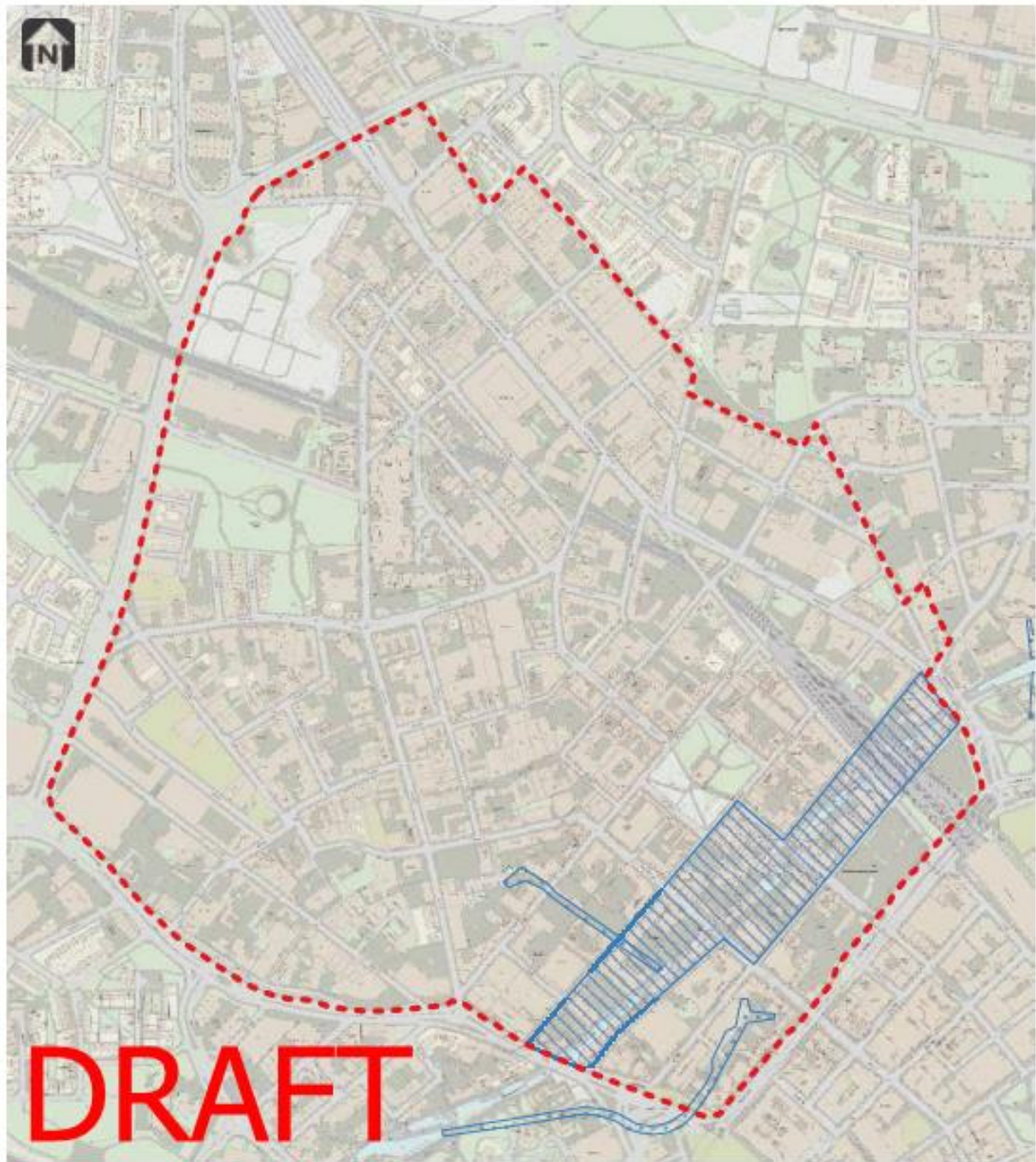
Map 4:

Nodes



Key:




- JQ Plan Boundary
- Internal Node
- Gateway Node
- Green Node



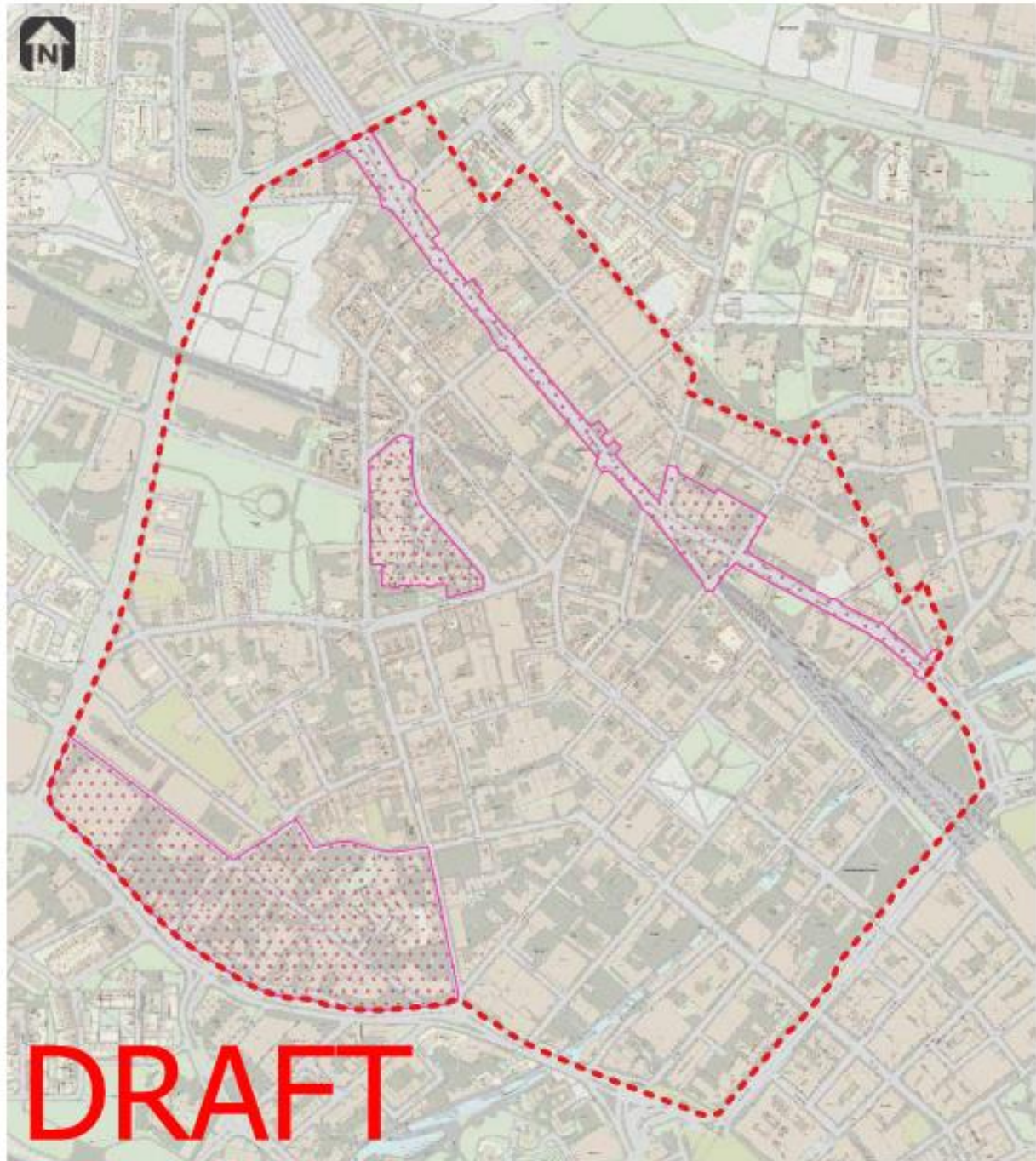
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Map 5:
Canalside Development

Key:

-  JQ Plan Boundary
-  Canalside Development Zone
-  Former Canal Arms







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Map 6:

Visioning Studies

Key:

-  JQ Plan Boundary
-  Visioning studies



Section 4: The Jewellery Quarter environment

4.1 - Design of the built environment in the Jewellery Quarter

In the same vein as its historic buildings, the Jewellery Quarter should be a place for building designers to do their best work. To do this, the community wishes to give designers and developers sufficient flexibility to design and build exceptional buildings of the highest quality, whilst ensuring that they are sensitive to the character and appearance of the Jewellery Quarter, its needs and environment.

The Jewellery Quarter Neighbourhood Plan and Birmingham City Council developed the principles behind the document '*Design in the Jewellery Quarter*' which forms a key component of this Neighbourhood Plan. It establishes that new development in the Jewellery Quarter should be of the highest quality and enhance the surroundings through innovative and coherent design. *Design in the Jewellery Quarter* has been subject to public consultation as part of this Neighbourhood Plan. For sites within the Conservation Area, *Design in the Jewellery Quarter* should be read along with the Jewellery Quarter Conservation Area Character Appraisal & Management Plan.

The document *Design in the Jewellery Quarter* may be updated or replaced during the period of the Neighbourhood Plan and the most recent version shall apply for the purposes of Policy 4(a).

4.2 - Creating high-quality public realm

Areas within the Jewellery Quarter already possess public realm that is a distinctive part of the area's identity; namely blue brick pavings (with heritage value in some cases) and granite kerbs. In addition to these there have been recent projects to create high quality pockets of public realm such as Dayus Square and Caroline St boulevarding. These have been by way of publicly-funded intervention including using Section 106 funds.

Some of the largest developments in the Jewellery Quarter have upgraded paving, however this is not sufficient to deliver a Jewellery Quarter-wide upgrade of the public realm. Therefore where there is a need or desire for an upgrade, new development should contribute to its adjacent public realm e.g. by replacing paving that is not blue-brick, or creation of a parklet. New developments should have high quality public realm that respects the heritage and culture of the Jewellery Quarter. Where original or old pavement or road surfaces are present e.g. beneath asphalt, then they should be exposed – in some cases it will be necessary to salvage and re-lay them. This will directly benefit the development and can enable a multitude of uses, such as markets, community events, relaxation space and areas for wildlife, so spaces and streets can be enjoyed by residents, workers and visitors.

4.3 - Arts and creative practice within the public realm (and beyond)

There is enormous potential in the Jewellery Quarter for professionals from a wide range of creative disciplines to collaborate with other creative built environment professionals to maximise opportunities for unique collaboration, which in turn can lead to a unique, vibrant high-quality public realm. Different forms of arts, culture and creativity, from temporary installations or events to permanent artworks and designs, bring people together to transform space and perspectives of place. In the Jewellery Quarter, creative approaches to public realm provide additional visibility for current and future creative industries that contribute to the life and energy of the quarter.

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Active engagement of a diverse range of creative practices in the delivery of the Neighbourhood Plan is key in achieving its ambitions. Approaches for early engagement could include the development of site arts plans to consider strategic opportunities; artists/ designers/ makers appointed within design teams; artist residencies on site and working alongside communities; or specific design briefs and commissions. A considered and supported engagement of experienced creative practitioners will lead to high-quality and unique outcomes, reflecting the area-wide character, identity, context, culture, history and narratives.

4.4 - Making provision for publicly-accessible art

The Jewellery Quarter has a wide range artwork that is publicly-accessible. This helps reinforce identity of the area as a creative district and often references the traditions of the area. The current repertoire includes heritage-related art such as James Brindley on Brindley House, brass pavement plaques on Frederick St and steel pavement plaques on Newhall St. The pavement plaques also provide a navigational use as do the 'nests' on lampposts on Newhall St, Vyse St and Warstone Lane. Art incorporated within development can also enhance the public experience of the Jewellery Quarter. Art can be striking (e.g. Matter Of Opinion on Livery St) or subtle (paving insets on Golden Square).



Photo 2: art motif on the 'Temple of Relief' on Vyse St



Photo 3: pen nibs imprinted into blue brick paving on Golden Square

[Insert photos of a selection of the following:

- Clock in train station.
- Brass plaques in pavement.
- Nests.
- Motif on building/urinal.
- Painted sign.
- Angel on Jam House.
- Gates to the Jewellery Business Centre.
- A Matter Of Opinion.
- Dayus Square plaque.
- Banksy.
- Padlock at Newhall Hill.
- Painted building signage. "Ghost signs".
- James Brindley.
- Golden Square poetry & inset bricks.]

It is important that art integrated into the design of developments should be part of the design process. It should not be a 'bolt-on' afterthought. All development, and in particular Major Development, presents diverse opportunities for site-specific, contextual, creative/artistic practice and collaboration at the earliest stages of design pre-planning application. Creative practitioners' contributions to place making, through a range of integrated architectural and artistic approaches throughout a scheme timeline should be valued and embedded. Opportunities should allow creative practitioners to respond to all aspects of a development, including, but not limited to, local character assessments and considerations; participation and community dialogue; social and cultural narratives and infrastructure; heritage and the historic environment; connectivity, wayfinding and wider public realm enhancement; biodiversity and sustainability.

Consideration may be given to publicly-accessible temporary art as part of a 'meanwhile use' on a site where the artistic endeavour is sustained for 6 months or more.

4.5 - Dereliction and vacancy

There are large parts of the Jewellery Quarter which are blighted by buildings in varying states of disrepair, many of which are listed. This not only negatively affects the Conservation Area and jeopardises the heritage of the area, it can also deter visitors and investment. The Neighbourhood Plan encourages efforts to tackle dereliction and vacancy, providing a framework by which derelict or vacant buildings can achieve occupancy whilst making a positive contribution to the Jewellery Quarter.

The Neighbourhood Plan also encourages appropriate 'meanwhile' i.e. temporary uses whether on vacant plots or in vacant buildings as they help keep buildings secure, and rental income can pay for essential maintenance. Meanwhile uses should not cause harm to the character or appearance of the Conservation Area.

The Neighbourhood Plan supports the creation and maintenance of a Jewellery Quarter 'Heritage at Risk' register by Birmingham City Council and/or Historic England. It also supports enforcement action where owners of sites, plots and buildings allow their properties to deteriorate and fail to take meaningful steps to secure their buildings, especially those on the 'at risk' register. Buildings

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with heritage value that are allowed to decay to such an extent that they have to be demolished in full or in part should expect to be required to reconstruct them.

The Neighbourhood Plan encourages speedy action, including Urgent Works Notices, Repairs Notices and Compulsory Purchase Orders if necessary, when listed buildings fall into dereliction and dilapidation. The Neighbourhood Plan emphasises that owners should not be rewarded with the benefit of alternative uses if they allow their buildings to fall empty and degrade whilst waiting for time periods to elapse.

4.6 - Biodiversity in the Jewellery Quarter

Access to nature and the biodiversity that forms it is good for individual well-being, and Public Health England's 'Spatial Planning for Health: an evidence resource for planning and designing healthier places, 6th July 2017' document states *"access to, and engagement with, the natural environment is associated with numerous positive health outcomes, including improved physical and mental health, and reduced risk of cardiovascular disease, risk of mortality and other chronic conditions"*. Coupled with the air quality benefits of greenery and its ability to mitigate the effects of an urban heat island, there is a strong case for nature-based interventions in the city centre.

The 'Jewellery Quarter Biodiversity Strategy (2017)', prepared for the Neighbourhood Plan by Dr Stefan Bodnar, identifies that biodiversity resource within the Jewellery Quarter is limited and there is little scope to increase the resource substantially, however with more appropriate and suitable management of the existing green resource and with effective mitigation and compensation for post-industrial sites that are lost, overall biodiversity of the area can be sustained and enhanced. This can be done by planting appropriate species, and through design of buildings incorporating habitat and biodiversity features.

Notable biodiversity features within the Neighbourhood Plan area are the canal corridor, railway corridor and St Paul's Churchyard. They also include Warstone Lane Cemetery and Key Hill Cemetery, which are the only city centre areas of semi-natural habitat in Birmingham City Council's Green Living Spaces Plan. Protected species present include Black Redstarts, Peregrine Falcons and Common Pipistrelles.

The Neighbourhood Plan intends to create a network of biodiversity links which will connect the key features within the Jewellery Quarter, and also connect them to features outside the area. This will be delivered by requiring all new development involving the construction of new buildings or extensions to existing, to make a net positive on-site contribution to biodiversity. Development which involves e.g. replacing signage, installation of new windows, or minor internal reconfiguration, is not obliged to do this.

The extent of contribution should be proportionate to the scale of development, and the solution should not cause harm to the heritage value of the development and its surroundings. These measures also provide an opportunity for artists whose practice is themed around biodiversity, thereby contributing to the delivery of Policy 4(b) - Art.

Detailed biodiversity advice can be found in the 'Jewellery Quarter Biodiversity Strategy (2017)'. Examples include:

- Bird and bat boxes and bricks.
- Brown and green roofs.
- Insect houses.

- Native species planting, especially pollen- and fruit-bearing plants.

The Green Roof Organisation's 'Green Roof Code of Best Practice 2014' states *"A green roof is created when a planting scheme is established on a roof structure. The roof can be at ground level, often with an underground car park beneath, or many storeys higher. Green roofs can be designed as recreational spaces to be enjoyed by people, as visual, sustainable or ecological features to support wildlife or a combination of both."* It goes on to state *"Extensive green roofs designed specifically to create habitats for plants and animals can be termed Biodiverse (or Brown) roofs. These types of roofs are becoming increasingly specified in urban areas in order to recreate habitat lost by the development"*, and *"Extensive green roofs are normally intended to be viewed from another location as visual or ecological features, and are usually not trafficked."*

Flat roofs provide opportunity for biodiversity enhancement measures through the use of extensive green roofs, and these are encouraged on all new development. There is an added benefit that they provide water attenuation and a deterrent to nesting gulls. Where in heritage-sensitive areas, visibility from the street needs to be considered and the locations of these should be agreed with the Local Planning Authority.

Planting will be expected to base the choice of species and aggregations of species on species (mainly native, though some non-native species are appropriate) with proven biodiversity benefits. Inside the more historic areas (e.g. Industrial Middle and Golden Triangle) visible planting may be inappropriate so could be on flat roofs or hidden in courtyards. Other areas may offer glimpses of planting e.g. inside courtyards, and visible planting may be acceptable where it doesn't adversely affect the historic areas at its perimeter. Street planting and planting at nodes is permitted outside areas of highest historic conservation value.

Reference should be made to the Bat Conservation Trust & Institute of Lighting Professionals Guidance Note 'Bats and Artificial Lighting in the UK' 08/18 (or subsequent version) <https://www.theilp.org.uk/documents/guidance-note-8-bats-and-artificial-lighting/> for all external lighting/replacement schemes. Typically these would be low lux, low level bollard type or on motion sensitive timers. In all cases lighting columns should be directional and cowled to avoid upward light splay. Particular attention should be given to specific corridors which wildlife use, particularly the rail/tram line and the canal areas.

4.7 - Ensuring signage and advertising respects its surroundings

Advertising within the Neighbourhood Plan area should respect the appearance and character of the Conservation Area and benefit the community. This can include, for example, the promotion of local businesses or community events or a percentage of display time being turned over to local artists. Care should be taken to ensure that only relevant advertising is displayed and is removed promptly when no longer required.

In order to promote a cohesive identity of the Jewellery Quarter and to recognise that the Neighbourhood Plan area is constituted from a Conservation Area and its buffer, signage and advertising across the Neighbourhood Plan area is subject to the same constraints as that within the Conservation Area: permanent signage should be an inherent part of a building's design and use appropriate materials; internally illuminated signage including neon and LED signage, is not permitted.

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4.8 - Development of surface car parks on vacant and derelict land

A significant area of the Jewellery Quarter is vacant or derelict land (as defined by the government's National Land Use Classification), much of it occupied by car parks on cleared plots of land – see Map 7. It is estimated that 2.5 hectares is currently used for these purposes. The Jewellery Quarter Conservation Area Character Appraisal identifies that vacant sites used for surface parking is a poor use of land, visually unattractive and can delay redevelopment. Plots on Caroline St, Northwood St and Vyse St all being used for parking despite development activity taking place around them. By extension, it also has a harmful effect on the parts of the Neighbourhood Plan area which are outwith the Conservation Area and form the buffer zone. The Neighbourhood Plan encourages the positive development of this land and discourages the creation of additional surface car parks.



Figure 9: vacant plots & land used for car parking (Map 7)

4.9 - Car parking provision

The 'Draft Birmingham Transport Plan (Jan 2020)' explicitly aims to reduce reliance on private cars, and states *"Where development potential exists, land currently occupied by car parking will be put to more productive use."*

Across the Jewellery Quarter, parking provision varies greatly and there are different levels of car ownership and usage. It is recognised that provision of an appropriate level of car parking may be desirable, in line with Birmingham City Council's guidelines for the city centre. Solutions that use the existing parking assets more efficiently and reduce the use of car parking spaces by commuters who work outside of the Jewellery Quarter will be supported. For more significant developments requiring a Transport Statement or Assessment it will be important to have details of the parking management plan as part of the expectation established in National Planning Practice Guidance for *"a description of parking facilities in the area and the parking strategy of the development"* (Paragraph: 015 Reference ID: 42-015-20140306). Management arrangements such as 'permit to park' as an alternative to designated spaces are welcome.

Section 4: Policies

POLICY 4(a): Design in the Jewellery Quarter

All development proposals in the Neighbourhood Plan area must have regard to the document 'Design in the Jewellery Quarter' (or subsequent versions) forming part of this Neighbourhood Plan and demonstrate how they follow and meet its requirements.

Key evidence: E2, E12, E38, S6, S26

Additional evidence: E1, E10, E11, E13, E14, E15, E18, E20, E21, E24, E25, E26, E30, E34, E35, E36

Supporting information: S3, S7, S8, S14, S18, S23, S24, S27, S30, S31

POLICY 4(b): Core design principles

The following design-related policies are applicable to the Jewellery Quarter Neighbourhood Plan area. These are derived from, and complementary to, the design-related policies in the Conservation Area Character Appraisal & Management Plan in order to maintain the distinct local identity and provide a continuous urban design approach to the Conservation Area and its buffer zone:

- i. The building lines on street frontages are to be maintained and respected.*
- ii. New development will respect and maintain the existing hierarchy of the historic street patterns.*
- iii. Historic plot boundaries will be maintained to preserve the historic grain of the area and reintroduced where they have been lost by previous cycles of development.*
- iv. Larger sites which historically would have been multiple properties should be developed as a series of individual buildings with a variety of heights, plans and roof forms to reflect the historic grain of the area.*
- v. New developments on sloping sites should be designed to step down the slope to reflect the topography of the area.*
- vi. New buildings shall use differing brick bonds to create variety in the elevations.*
- vii. New buildings will address the street; long blank walls at street level will not be accepted.*
- viii. The scale and mass of new buildings will respect the scale and mass of traditional buildings within the locality.*
- ix. New buildings are to respect the heights of traditional buildings within the streetscape and locality. Poor quality precedents set by excessively tall, unsympathetic developments that are uncharacteristic of the area are not to be followed.*
- x. The roof forms and rooflines of new buildings will respect and complement the roof forms and rooflines of the adjoining buildings. Variations in the number of storeys, ridge heights and eaves heights to create visual interest is encouraged.*
- xi. Materials proposed in developments should reflect those found in the in the surrounding historic buildings. Alternative materials will be considered where they are high quality, well-detailed and where they provide a deliberate sense of contrast which enhances the setting of nearby historic buildings.*

Key evidence: E38, S6, S26

Additional evidence: E1, E2, E5, E6, E10, E11, E12, E13, E14, E15, E18, E20, E24, E25, E26, E34, E35, E36

Supporting information: S3, S7, S8, S23, S24, S27

POLICY 4(c): High-quality public realm adjacent to development

Development proposals should contribute to the improvement of their surrounding public realm where appropriate. The required contribution will be proportional to the scale and impact of the proposed development and could include:

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- i. *Provision or restoration of blue brick paviers on the street frontage in line with the document 'Design in the Jewellery Quarter' and to Birmingham City Council's adoptable highways standards;*
- ii. *Upgrading of footways and crossings;*
- iii. *Reallocation of street space in favour of pedestrians and cyclists;*
- iv. *Additional outdoor leisure, open and amenity spaces for the community;*
- v. *Lighting and/or public art installation; and*
- vi. *Contribution to local 'Nodes' (see Map 4).*

Applicants are encouraged to carry out the work during the development, but in some instances (e.g. small frontages, multiple landowners adjacent) the Local Authority may accept a financial contribution to the fund a wider public realm improvement adjacent.

Key evidence: E3, E5, E6, E12

Additional evidence: E1, E2, E10, E11, E15, E23, E25, E26, E30, E35, E36, E38

Supporting information: S3, S4, S6, S7, S8, S21, S23, S24, S26, S29

POLICY 4(d): Art

Development proposals which provide or contribute to publicly-accessible art will be supported. Major Development should incorporate art or contribute to public art in its vicinity, including supporting the delivery of Key Routes and Nodes in the neighbouring area.

Key evidence: E12, E13, E15

Additional evidence: E6, E10, E11, E23, E25, E35, E38

Supporting information: S3, S6, S8, S24, S26, S40, S41

POLICY 4(e): Dereliction and vacancy

Where heritage assets have been allowed to deteriorate, the Neighbourhood Plan supports the use of enforcement powers to ensure the preservation of the asset and facilitate its repair, restoration and reuse. This especially applies to assets which are allowed to decay to such an extent that they have to be demolished in full or in part.

In the particular case of listed sites, deliberate vacancy and/or dereliction in order secure alternative uses is not acceptable and where this is in evidence, policies 1(c) and 2(d) shall not apply.

Key evidence: E1, E2, E3, E10, E11, E15, E25, E31, E32, E33, E34, E38, S6, S8

Additional evidence: E5, E6, E12, E13, E14, E21, E23, E30

Supporting information: S7

POLICY 4(f): Biodiversity in the Jewellery Quarter

All development in the Neighbourhood Plan area which involves the construction of new buildings or extension of existing buildings should provide a net positive contribution to biodiversity. They should do this by having regard to the Jewellery Quarter Biodiversity Strategy, and demonstrating how they will maintain and increase the existing level of biodiversity associated with the site.

As part of their biodiversity measures, Major Development featuring flat roofs should have Extensive Green Roofs installed (as defined in the Green Roof Organisation's 'Green Roof Code of Best Practice 2014') covering a minimum of 30% of the roof area, as per the Jewellery Quarter Biodiversity Strategy.

In order to establish a baseline, applicants should provide evidence of existing biodiversity extents.

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Impact on heritage assets needs to be considered and the locations of the biodiversity measures should be agreed with the Local Planning Authority. Solutions should comply with other policies in the Neighbourhood Plan and the Jewellery Quarter Conservation Area Character Appraisal & Management Plan, notably those around heritage.

Key evidence: E6, E15, E37, S27

Additional evidence: E1, E2, E3, E5, E10, E11, E12, E14, E25, E38

Supporting information: S3, S6, S7, S8, S21, S24, S26, S28

POLICY 4(g): Signage and advertising

Development proposals for advertising or signage, including property agents' signboards and billboards/hoardings, should have regard to the document 'Design in the Jewellery Quarter' and those which remove defunct, damaged or expired signage are encouraged. 'Ghost' signs and original/restored handpainted signs should be retained, and new ones encouraged where they make a positive contribution to the character and appearance of the area.

In order to reinforce the Jewellery Quarter's distinct identity, the Neighbourhood Plan subsumes the Jewellery Quarter Conservation Area Management Plan's policy on signage: [Wording to be updated when new CAMP published for consultation.]

- *Permanent signage should be an inherent part of a building's design.*
- *Internally-illuminated signage – including neon, LED and dot-matrix signage - is not permitted.*

Key evidence: E1, E10, E11, E12, E38

Additional evidence: E3, E14, E18, E25

Supporting information: S6, S26

POLICY 4(h): Provision of parking on development sites

Development proposals which make efficient use of land for parking is encouraged, including:

- i. *Emphasis on parking for cycles, mopeds and motorbikes, and*
- ii. *Through the provision of underground parking, and/or*
- iii. *Through management techniques such as 'permit to park', and/or*
- iv. *Provision of alternative facilities such as car clubs.*

Where planning applications are required to be accompanied by a Transport Statement or Transport Assessment this should include a parking management plan which is maintained and monitored post-construction.

Key evidence: E1, E2, E21, E30, E38, S6, S29

Additional evidence: E5, E10, E11, E12, E14, E15, E16, E19, E25, E41

Supporting information: S3, S4, S5, S7, S8, S12, S13, S14, S22, S23, S25, S26, S35

POLICY 4(i): Promoting the development of vacant land

Proposals which develop vacant land and/or removes existing surface car parks will be supported where they enhance the character and appearance of the Neighbourhood Plan area. Where forecourts have existed historically, proposals are encouraged which remove current forecourt parking and replace them with their original use or other amenity.

Key evidence: E1, E3, E5, E6, E10, E11, E38, S29

Additional evidence: E12, E14, E16, E19, E25

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Supporting information: S3, S6, S7, S8, S12, S13, S14, S15, S23, S24, S26, S30

POLICY 4(j): Ensuring car parking does not prevent development

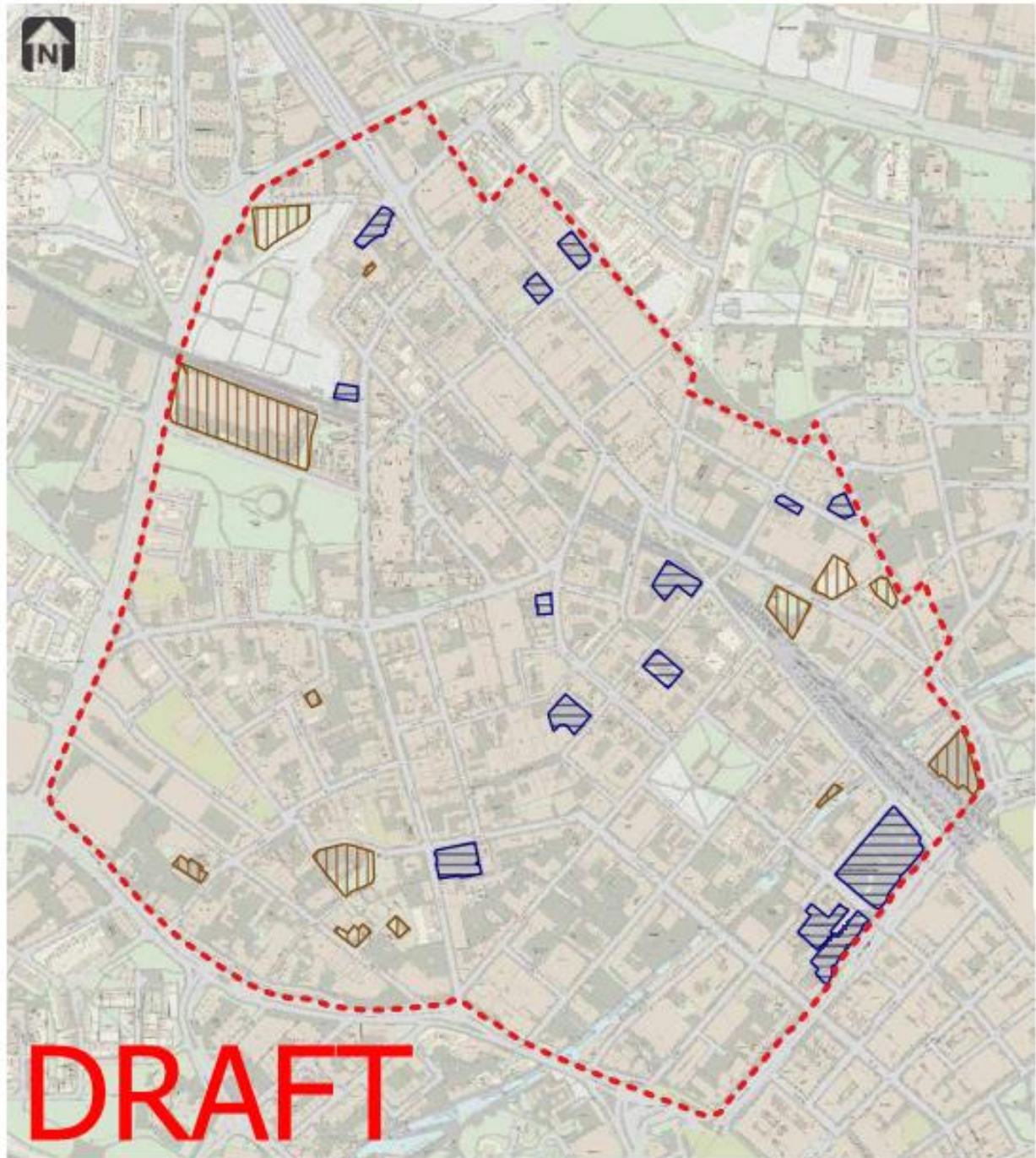
In order to deliver to aims of the Jewellery Quarter Neighbourhood Plan and the Birmingham Transport Plan, planning applications for the conversion of land to car parks, whether permanent or temporary, and the renewal of temporary car park use will not be supported.

Key evidence: E1, E38, S29

Additional evidence: E3, E5, E6, E10, E11, E16, E17, E19, E25, E40

Supporting information: S3, S4, S6, S7, S8, S12, S13, S14, S23, S24, S26, S30

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Ordnance Survey 0100031673

Map 7:

Vacant Land

Key:

-  JQ Plan Boundary
-  Surface Car Parking
-  Vacant Land

