

# Birmingham City Centre Vision for Movement



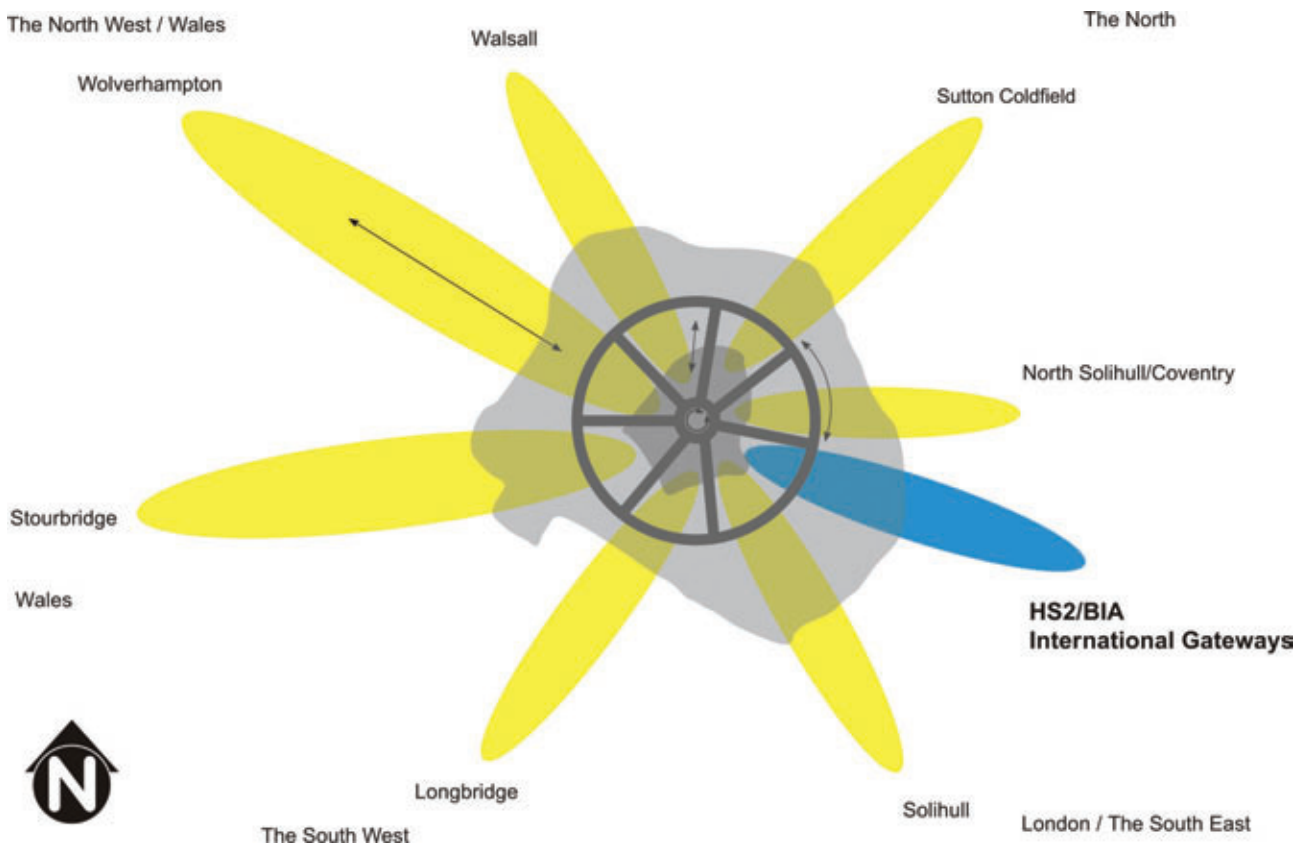
Laying the foundations for a vibrant and liveable global city

# INTRODUCTION

Major improvements are planned for Birmingham's transport networks including a number of imminent projects such as the transformation of New Street Station (Gateway Project), Metro extension and Centro's plans to 'transform bus travel'. In the longer term, High Speed rail and the runway extension at Birmingham International Airport (BIA) will substantially enhance access to the city centre.

In addition, the Big City Plan has set out the ambition for Birmingham to be a global and liveable city, in which new jobs,

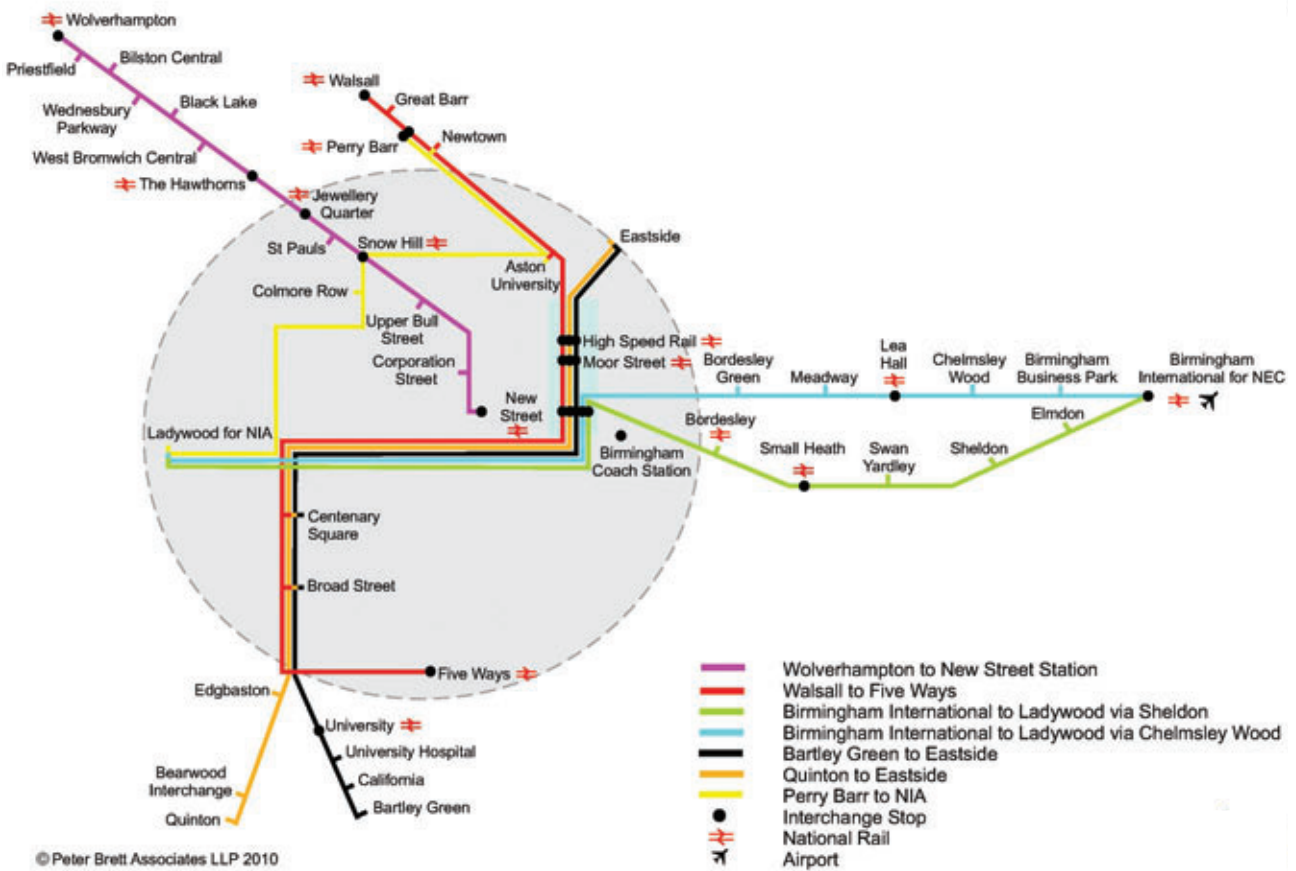
homes, and new cultural, civic and leisure opportunities are central to the city's future economic and social vitality. Positive economic growth will inevitably lead to increased demand for access into, out of, and around the city centre. Therefore it is essential that Birmingham responds to these major plans to ensure that people can arrive into and move around the city efficiently within an attractive, safe and welcoming environment. We must now set a new direction for travel to stimulate and support the planned growth of the city.



# CENTRAL BIRMINGHAM CONNECTIVITY

Key public and private sector stakeholders in Birmingham's prosperous future recognise this need, and have begun the process of preparing a transport strategy which will guide the future development of the city centre. This document sets out the **Vision for Movement** around and within the city centre and provides the key guiding principles that will underpin this strategy. The Vision will support the economic growth and development aspirations set out in the Big City Plan and provide an attractive and convenient travel experience. The resulting Strategy will contribute towards the development of Birmingham's Core Strategy currently being prepared by Birmingham City Council.

The strength of intent set out in this Vision is derived from the nature of the partnership which has developed it: for the first time the private sector, represented by the three city centre Business Improvement Districts, Birmingham City Council, Centro and National Express have worked together to agree a shared vision for movement designed to benefit all users of the city centre. Whilst setting out a long term Vision to support the objectives of the Big City Plan over a 20 year timeframe, the Vision and emerging Strategy also seek to prioritise key projects that are deliverable in the short to medium term.



# VISION



Visionary images for 'An Efficient City' (top), 'A Well Connected City' (bottom left) and 'A Walkable City' (bottom right)

# VISION PRINCIPLES

Our vision is of a city centre which is served by a range of high quality transport choices where economic growth is stimulated and maintained by sustainable means of travel into, out of, and around the city, which are attractive, safe and easy to use.

Our vision is based on the following three priorities:

## **A WELL CONNECTED CITY**

Delivering a world class, easy to use, integrated public transport system into and around the city centre, to provide additional capacity for regeneration and economic growth.

## **AN EFFICIENT CITY**

Making best use of the existing highway network with an appropriate hierarchy of priority for public and private transport including cycling, to reduce our dependence on the private car and keep the city moving.

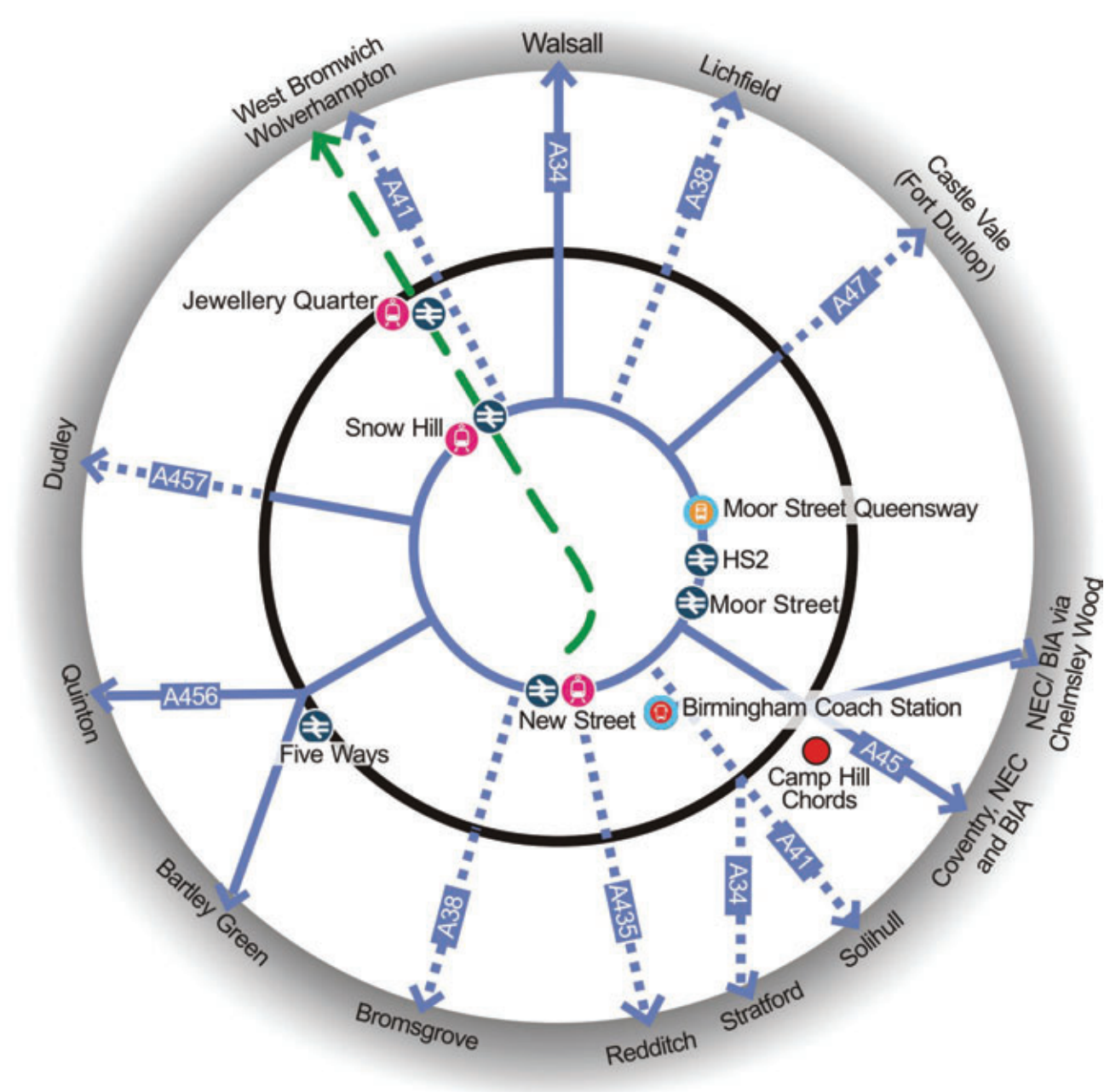
## **A WALKABLE CITY**

Creating an outstanding pedestrian environment that is well connected, safe and a pleasure to use, putting the needs of pedestrians at the heart of the movement strategy for the city centre.

These objectives provide a framework for future improvements to our transport systems that will ensure that transport becomes a real stimulus for change and achieving the sustainable growth envisaged by the Big City Plan.

# A WELL CONNECTED CITY

An integrated public transport system



KEY			
	Ring Road		Bus Routes
	Rapid Transit Priority		Metro
	National Rail		Metro Stops
	Coach Interchange		Bus Interchange
	Heavy Rail Improvements		

## KEY OBJECTIVE:

Provide additional capacity for regeneration and economic growth in the city centre.

Increase the quality and capacity of Birmingham's rail network into the city centre.

The Gateway Project and construction of the Camp Hill chords to open passenger stations along the line between Kings Norton and Tamworth are key short term goals. The principle of High Speed rail in to the city centre is a longer term goal.

Deliver high quality Rapid Transit routes into and around the city centre to create a step-change in the quality and convenience of public transport.

**Metro** remains at the heart of this strategy, extended to New Street Station and, over time, beyond to provide access to and from high demand destinations.

**Birmingham Sprint**, a new network of bus rapid transit corridors will be developed to support regeneration objectives in the city centre, and provide an incremental step towards the delivery of Metro. The routes along Broad Street and to the International Rail and Air Gateways at Birmingham International are two priorities for early delivery.

Transform bus travel into and around the city centre to make it more attractive to potential users.

Investment in high quality, green vehicles has already started, and there are proposals to improve bus facilities including a new interchange on **Moor Street Queensway**. Investment in 'on-board' and roadside travel information will also be a key component of this strategy.

**Quality Bus Partnerships** may be a useful method to optimise the future performance of the bus network as a whole as rapid transit routes are introduced.

Provide safe and convenient cycle routes to and within the city centre to encourage cycling as a realistic alternative for short journeys

**Cycle routes** with dedicated cycle lanes and better connectivity to the canal network will be developed to encourage cycling to and within the city centre.

Proposals will be developed for the provision of secure cycle hubs around the city centre which will include cycle storage, hire, repair and changing facilities, as well as improved cycle facilities at railway stations.

Provide Park and Ride facilities to increase the capacity of routes into the city centre.

Existing **Park & Ride** proposals have been most successful along railway corridors, but there are also opportunities for Park & Ride associated with the developing Rapid Transit and cycle corridors to reduce demand for car journeys into the city centre.

Simplify the convenience and connectivity of the public transport network to make it easier to use.

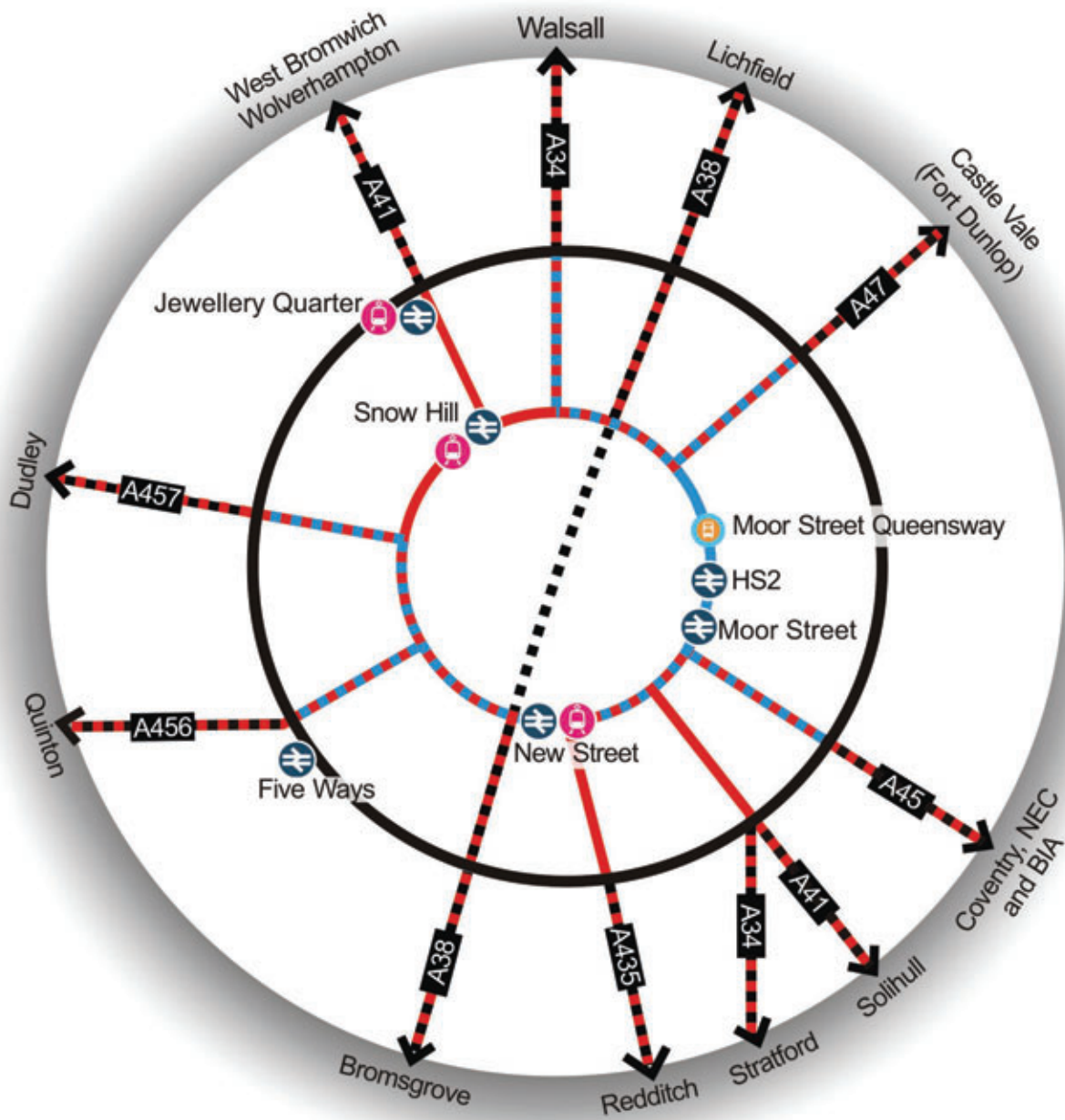
A new priority route for public transport around the city centre, together with a new interchange at Moor Street Queensway provide opportunities to dramatically improve the legibility of the public transport network.

The Gateway Project and High Speed rail close to Moor Street Station provide opportunities for new legible routes for interchange between the major rail hubs and other public transport connections. The use of new digital technology, **Smartcard ticketing**, consistent design, travel information, and branding of public transport will encourage greater use of public transport.








Improved facilities and training for taxi and private hire drivers will play a key role in providing connections between public transport and city centre destinations.

# AN EFFICIENT CITY

Making the best use of our roads



## KEY

- |   |   |   |                          |
|---|---|---|--------------------------|
|  | Ring Road   |  | Local Distribution Roads |
|  | Main Road Network - optimising capacity for all modes |  | Public Transport Route   |
|  | National Rail   |  | Metro Stops              |
|  | Bus Interchange                                       |   |                          |

## KEY OBJECTIVE:

Reduce our dependence on the private car and keep the city moving.

Improve the efficiency of the existing road network into and around the city centre.

Improvements to key junctions around the Ring Road will be required to reduce delays for public transport routes into the city centre, and encourage cross city car drivers to use the Ring Road. **Intelligent traffic management systems** will be used to optimise highway capacity and prioritise movement by public transport, cycling and walking into and around the city centre.

Provide priority access for public transport, pedestrians and cyclists at congested locations.

Delivery of '**Smart Routes**' will be considered for the major corridors into the city centre. These will take account of the needs of all road users and will optimise the efficiency of the network. Proposals will be developed to give pedestrians priority on key desire lines and access to public transport. Additionally the proposals will seek to improve cycle access by giving cyclists priority at junctions and providing segregation on major routes to create a safer and more attractive cycling environment.

Develop co-ordinated parking strategies to improve the efficiency of parking within and outside the city centre and support the effective use of available transport

The city council **Parking Strategy** has been updated to guide the provision and management of city centre parking and to support the management of available city centre highway capacity. Developers are being encouraged to consider developing co-ordinated parking strategies, to support regeneration objectives and to encourage effective use of city centre transport infrastructure. Encourage parking outside the Ring Road if this supports more efficient use of available highway capacity.

Promote and facilitate the provision and use of alternative fuels within the city centre.

Seek funding to support the provision of electric charging points at key locations within the city centre. Collaborate with potential local academic and industrial partners to develop new technology such as the use of fuel cells for road based transport.

Improve servicing and waste collection arrangements for premises within the city centre, and access for emergency services.

Co-ordinate servicing and deliveries through the development of a **Freight Quality Partnership** or other suitable mechanism. Consider the development of consolidation centres and the use of low/zero emissions vehicles in the city centre to reduce the volume and carbon emissions arising from service vehicles. Ensure that any changes to the highway network continue to provide the necessary level of service for emergency vehicles.

Promote the use of sustainable travel options through existing residential and business communities

Travelwise has established projects to support the implementation of travel plans, car sharing, car pools and other smarter choice initiatives. These activities will be extended to provide integrated travel behaviour schemes.

# A WALKABLE CITY

Create an outstanding pedestrian environment



## KEY

--- Walkable City

--- Interchange Loop



Retail & Leisure  
Pedestrian Links

Commercial District

## KEY OBJECTIVE:

The needs of pedestrians will be at the heart of the movement strategy for the city centre.

Extend the city centre's network of high quality streets and public spaces to provide the urban framework for the development of a global, liveable city centre.

Proposals for the development of a walking network and key **public realm** improvements are being prepared for the retail and leisure area, and connections to the wider area.

Creation of high quality pedestrian links between the main transport interchanges and also to the city centre.

Transform the quality, safety and security of the city centre walking environment so that walking becomes the most enjoyable and convenient way of getting around a larger area of the city centre.

Enhancing the environmental quality of our streets and public spaces, together with a consistent approach to street design, street furniture and lighting will help to prioritise the needs of pedestrians within the public realm.

Removing barriers to direct, safe and secure movement on foot will improve the safety and security of pedestrians moving around the city centre.

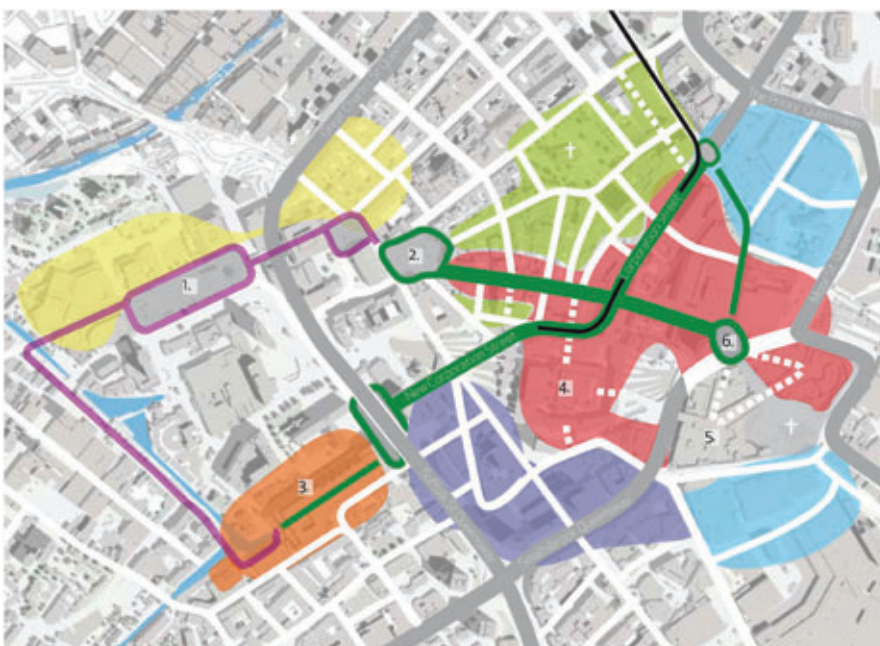
Create a simple and memorable 'mental map' of the city centre to encourage walking as a way of getting around the city centre and as part of an overall journey.

Developing new strategies through the existing ongoing Interconnect project to promote legibility and easy to navigate streets.

Adopt a consistent use of design and way-marking features to ensure that people can easily find their way to and from the key retail, commercial, civic, cultural, leisure and transport destinations.

Provide for the needs of elderly and mobility impaired people.

Design streets, public realm and transport interchanges with the needs of elderly and mobility impaired people in mind.



The Retail Birmingham Design Strategy



Wayfinding systems

This Vision for Movement has been prepared by Peter Brett Associates LLP on behalf of:



Working with:

