

Indicative zonal plan

There are four edges to the site boundary that each have a different character. Each character area provides an opportunity to integrate with the existing built form and pattern and grain through relationships forming within the streetscenes, frontages, public realm and open spaces.

Create a perimeter block, that follows the earlier pattern and grain of Lichfield City Centre. Which can be illustrated to the block north of the site in between Frog Lane and Wade Street. The perimeter block has active frontages onto the three predominant edges on Birmingham Road, St John Street and Frog Lane.

Birmingham Road

The focal point of the site for arrival into the City by train. An opportunity for the creation of a gateway into the site, as well as drawing people through leading to a 'cultural quarter' type space to the northern boundary and into the Three Spires shopping centre.

St John Street

Create active frontage that has a positive outward relationship with the existing buildings adjacent, in particular the grade one listed building on the corner in the form of

The junction where St John Street and Birmingham Road meet, offers the potential for a 'gateway' building to mark the location and create a sense of arrival to the area, framed by an inviting open space / public realm area.

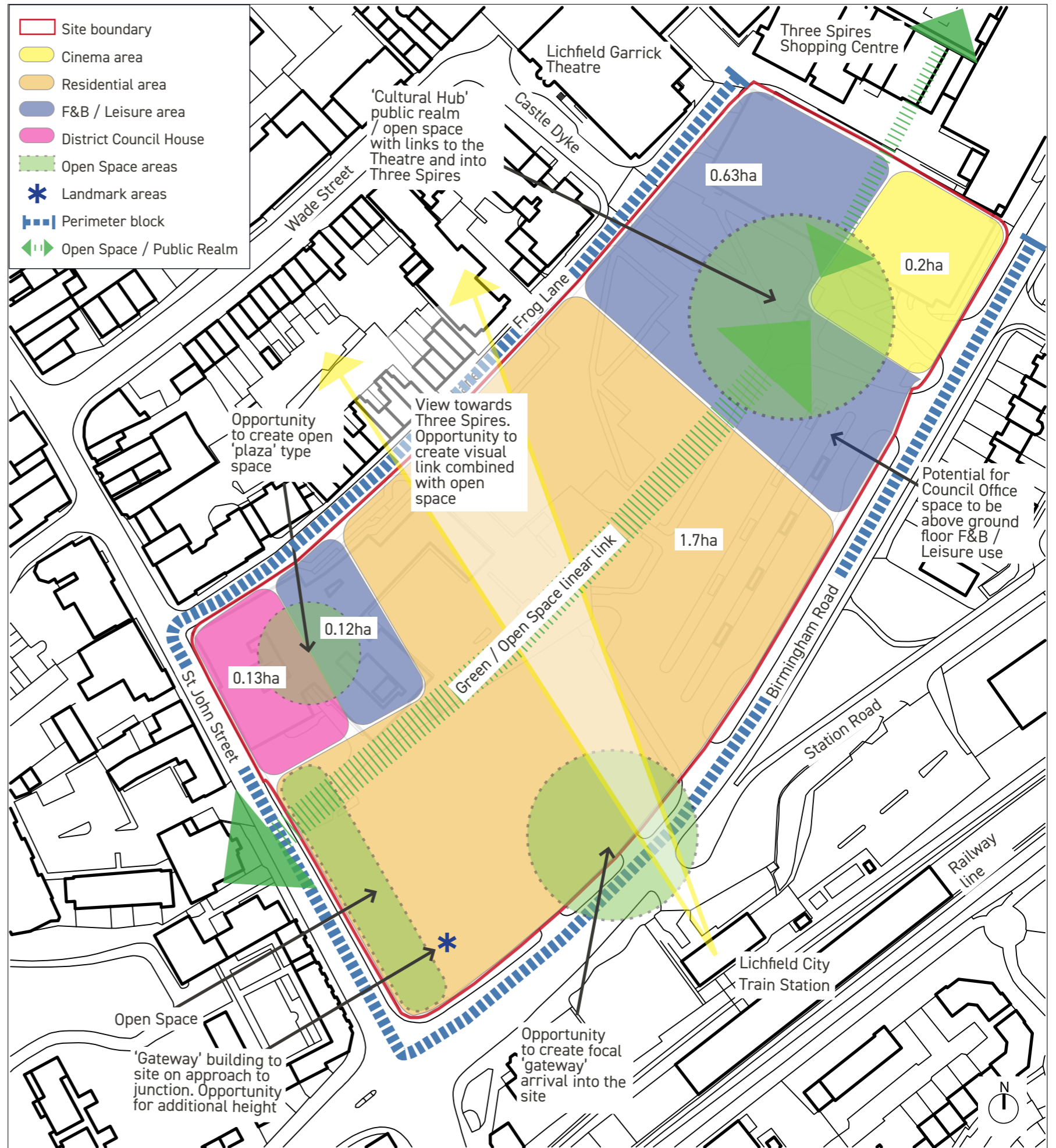
Frog Lane

District Council House located on corner in listed existing council office building, creating an opportunity to be linked with F&B/Leisure space with potential residential above. The proposed District Council House could also be a Boutique Hotel use. The space in-between the buildings creating an opportunity for open space, perhaps a 'plaza' type space for hotel guests, F&B/leisure users and residential.

Existing residential frontage on Frog Lane to be mirrored with residential frontage, creating a dense but pleasant streetscene with active frontages on both sides. Creating an inviting link down towards the existing Theatre and proposed Cinema site.

Three Spires Shopping Centre

Creation of a link through into the a new 'cultural quarter', where proposed cinema, F&B and potential new council offices are located. With a focal open space tying the area together.



Birmingham Road, Lichfield 1:1250 @ A3 indicative zonal plan

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