



Lichfield District Council wants the city of Lichfield to continue to prosper as a vibrant, successful and valued place, by diversifying the range of uses and activities available and in making the most of the city's existing historic assets and character.

The masterplan is supported by a Delivery Strategy, to help ensure that proposals in the masterplan are both achievable and deliverable.

LICHFIELD

CITY CENTRE MASTERPLAN

The draft masterplan proposes the delivery of new development and public realm improvements which are designed to complement and connect with one another. The Council has appointed a team of town planning and urban design specialists, led by David Lock Associates, to produce the masterplan for the city centre.

The draft masterplan has been informed by an extensive analysis of the city centre which identified key issues and options. This analysis built on the feedback provided as part of the public consultation exercise held in Spring 2019, which focussed on the Birmingham Road site. The results have shaped the draft masterplan.

THE DRAFT MASTERPLAN IS **ASPIRATIONAL**, SETS OUT A CLEAR DIRECTION FOR THE FUTURE DEVELOPMENT OF THE CITY CENTRE, BUT IS ALSO **REALISTIC**, HAVING REGARD TO WHAT IS ACHIEVABLE AND, IMPORTANTLY, **DELIVERABLE**.

Lichfield
district council

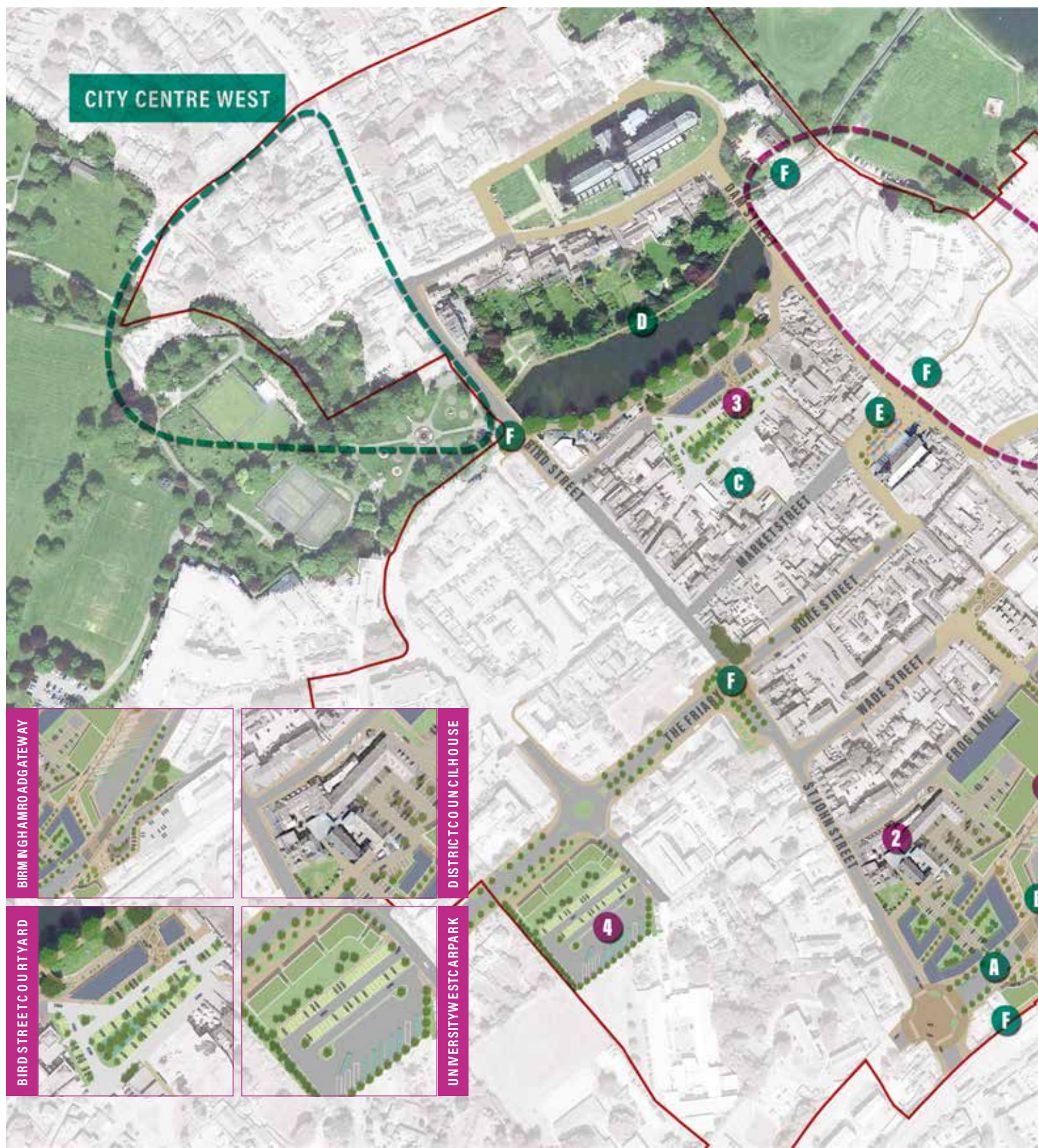
DAVID LOCK
ASSOCIATES

THE DRAFT MASTERPLAN STRATEGY: **FOUR CORE PROPOSALS**

The draft masterplan strategy focuses on four core proposals. These have been developed having regard to the analysis undertaken, which provided the insight as to the role, function and characteristics of Lichfield and also the issues that need to be addressed to maintain the city centre as a vibrant, successful and valued place.

One: Masterplan Objectives

Six masterplan objectives have been identified, to help capture and address identified issues in the city centre; and to help underpin projects set out in the masterplan.



Two: Masterplan Quarters

In order to better understand the city centre, and provide a means of focusing investment, the masterplan identifies four overlapping city Quarters:

- Gateway;
- City Core;
- Cathedral; and
- Business and Learning.



Three: Masterplan Opportunity Areas & Public Realm Priorities

The masterplan proposes projects which include new developments and enhancements to the public realm.

OPPORTUNITY AREAS

1. **Birmingham Road Gateway.** A mix of new uses alongside public realm enhancements to create a revitalised southern gateway to Lichfield.
2. **District Council House.** Providing enhancements to the District Council House to provide for additional commercial/community uses.
3. **Bird Street Car Park.** A mix of new housing and commercial opportunities to animate Minster Pool Walk alongside car parking.
4. **University West Car Park.** Parking for coaches and cars and new small-scale offices.

In addition, the draft masterplan identifies Transition Areas, located at the periphery of the masterplan area, and provide a future opportunity for enhancement. They comprise: City Centre East; City Centre West; and City Centre South.

PUBLIC REALM PRIORITIES

- A. **Birmingham Road Corridor.** The Birmingham Road forms a key element of the southern gateway to Lichfield.
- B. **Lichfield Transport Hub.** Presenting a first impression of Lichfield, as people transition from being a passenger to a pedestrian.
- C. **Bird Street Passage.** Environmental enhancements to be made to this important pedestrian link between Bird Street and Market Street.
- D. **Circular Minster Pool Walk.** Providing a new footpath to the north of Minster Pool to facilitate a circular walk.
- E. **Pedestrian priority streets.** Interventions within the pedestrianised areas of the city to improve pedestrian safety.
- F. **Pedestrian walkways and linkages.** Enhancements to pedestrian movement within focused areas of the city.
- G. **Signage and wayfinding.** Clear and consistent signage and wayfinding across the city centre.

Four: Masterplan Design Principles

The masterplan design principles have been devised to help ensure that development coming forward in the city centre achieves high levels of quality commensurate with its outstanding historic character.

1. **Architectural design quality** – new development to reinforce the city's historic character and identity, whilst not precluding high-quality contemporary architecture.
2. **Materials & detailing** – a restrained palette of high-quality materials to firmly establish the character and identity of the masterplan area.
3. **Attractive & usable public realm** – new public realm to offer ease of movement for pedestrians and be designed to feel safe and pleasant to use by all.
4. **Designing for health** – promoting an active and healthy city centre, to deliver health and wellbeing benefits.

DELIVERY

The draft masterplan identifies sites for future development and public realm improvements to complement and connect with one another. The masterplan will shape the future growth of the city centre of Lichfield as a means of enhancing what is already a strong and vibrant centre.

The masterplan is supported by a Delivery Strategy, to help ensure that projects in the masterplan are both achievable and deliverable.

The Delivery Strategy sets out how the projects identified in the draft masterplan will be achieved through the short, medium and longer term. Potential infrastructure funding sources are identified to help facilitate their delivery.

The masterplan will be considered as part of the Local Plan review process and any future Development Briefs for specific sites.



GETTING INVOLVED

A full copy of the draft masterplan can be downloaded from <https://www.lichfielddc.gov.uk/city-centre-regeneration/consultations> together with an on-line interactive questionnaire. Alternatively, a questionnaire can be downloaded, completed and emailed to lichfieldmasterplan@davidlock.com.

Consultation on the draft masterplan will be open from 6th January to the 3rd February 2020.

There is a public exhibition for you to come and talk to the team. Details of the exhibition are provided below.

Friday 17 January

9am – 5pm | Lichfield Library

Saturday 18 January

9am – 4pm | Lichfield Library

After this period of consultation on the draft masterplan comments and recommendations will be analysed and the final version of the document prepared and presented to the Council.