

Consultation Report

Lichfield City Centre Masterplan

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1.0 INTRODUCTION

- 1.1 A consultation process took place to enable local stakeholders, interest groups, residents and businesses of Lichfield and the surrounding area to have their say on the **Lichfield City Centre Masterplan**. Comments received as part of this consultation process have helped shape and evolve the Masterplan.
- 1.2 This Consultation Statement articulates the main issues raised by respondents as part of the consultation process and identifies how those issues have been addressed in the Lichfield City Centre Masterplan.

Consultation process

- 1.3 The draft Masterplan was informed by the feedback provided from previous stakeholder and community engagement exercises, particularly those which focussed on the Birmingham Road site in Spring 2019. This was supplemented with a number of one-to-one conversations with key officers, local elected members, members of the project group and key stakeholders.
- 1.4 The following stakeholders, identified by Lichfield District Council, anticipated to have an interest in the Lichfield City Centre Masterplan, were invited to engage in the consultation process:
 - Leader, Lichfield District Council (LDC)
 - Deputy Leader & Cabinet Member for Investment, Economic Growth and Tourism, LDC
 - Officer Working Group for the Lichfield City Centre Masterplan, including:
 - Assistant Director, Business & Enterprise, Staffordshire County Council (SCC)
 - Group Manager, Community Highway Liaison, SCC
 - Assistant Chief Executive, LDC
 - Head of Economic Growth, LDC
 - Policy Officer, LDC
 - Clerk of Lichfield City Council (LCC)
 - Economic Growth, Environment and Development (Overview & Scrutiny) Committee, LDC
 - Beacon Street Area Residents Association
 - Birmingham Chambers of Commerce
 - Leomansley Area Residents Association
 - Lichfield Arts
 - Lichfield Cathedral
 - Lichfield City Centre Strategic Partnership
 - Lichfield City Councillors
 - Lichfield Chamber of Trade and Commerce
 - Lichfield Civic Society
 - Lichfield District Councillors
 - Lichfield Garrick Theatre
 - Staffordshire University / South Staffordshire College
 - Three Spires Shopping Centre

- 1.5 The Draft Lichfield City Centre Masterplan report was subject to a four-week period of consultation with residents and secondary school students of, businesses and services in, and visitors to the city, as well as other stakeholders. Consultation on the draft Masterplan was open from 6th January to 3rd February 2020. During this time, the public were asked for their views on the content of the draft Masterplan, including the suggested Development Opportunities and Public Realm Priorities for the city centre.
- 1.6 The consultation was advertised in the Lichfield Mercury on 2 January 2020 and 16 January 2020 (copy of press advert available at **Appendix 1A**).
- 1.7 Copies of the draft Masterplan consultation document were made available for public inspection between the consultation dates, at the District Council House, Frog Lane, Lichfield, WS13 6YU. Copies of the draft Masterplan flyer (**Appendix 1B**) and leaflet (**Appendix 1C**), summarising the content of the Masterplan document were distributed to the following locations for wider information and dissemination:
- Lichfield Library, The Guild of St Mary's Centre, Market Square, Lichfield, WS13 6LG
 - Lichfield District Council House, Frog Lane, Lichfield, WS13 6YU
 - Lichfield City Council, Donegal House, Bore Street, Lichfield, WS13 6LU
 - Three Spires Shopping Centre, 12 Gresley Row, Lichfield, WS13 6JF
- 1.8 The public consultation involved a questionnaire survey which members of the public were invited to complete. An online interactive version of the questionnaire was made available at: www.lichfielddc.gov.uk/lichfieldmasterplan to make it even easier for people to give their views and to encourage a broad demographic of the local population to participate (screenshots of the online version of the questionnaire available at **Appendix 1D**). The online questionnaire was provided in addition to a downloadable Word version of the questionnaire (hard copy questionnaire available at **Appendix 1E**), for those who preferred to complete the questionnaire in the more conventional way.
- 1.9 Public drop-in events were held at Lichfield Library on Friday 17 January between 9am and 5pm and on Saturday 18 January between 9am and 4pm. The exhibition boards available at these drop-in events summarised the content of the Masterplan document (**Appendix 1F**). A team from David Lock Associates were available at the events to talk through the proposals and to answer questions.
- 1.10 An estimated 550 people visited the exhibition event on the Saturday, with a similar number of visitors on the Friday. This is calculated on the basis of the total number of people which entered Lichfield Library during the exhibition events (1,400 people), compared with the number of visitors to the Library on the previous Saturday (850 people).

2.0 OVERVIEW OF CONSULTATION RESPONSES

Stage One: Baseline review and analysis

- 2.1 The first stage was analysis and review of all existing information about the city centre. This stage of the masterplan built on work already undertaken by the District Council, including issues identified through previous stakeholder and community engagement exercises, particularly those which focussed on the Birmingham Road site in Spring 2019.
- 2.2 The evidence base was supplemented by a number of initial one-to-one conversations with key officers, local elected members, members of the project group and key stakeholders. The 'Analysis, Issues and Options Report' is the culmination of the stage one work.

Stage Two: Draft Masterplan consultation

- 2.3 A total of 141 responses were received from local residents and local interest groups and organisations on the draft Masterplan consultation. 98 of these were received through the POP consultation app, 13 as completed questionnaires, and 30 by email (without a questionnaire).
- 2.4 In our experience, this is a typical level of response for a project of this nature, at the Draft Masterplan consultation stage. A greater level of responses are typically received earlier in the process, in response to the 'Issues' stage of a City Masterplan, with fewer responses at the 'Draft' Masterplan stage.
- 2.5 Most age groups were well-represented, with the under 18s providing the highest percentage of responses. All under 18 responses were received through the POP consultation app.
 - Under 18: 24%
 - 18-34: 6%
 - 35-64: 20%
 - 65+: 19%
 - Unspecified: 30% (no entry supplied, or organisation)
- 2.6 The number of 'under 18's' responding to the consultation is not typical for a consultation of this nature, which is very encouraging. This would suggest that the interactive nature of the POP consultation app was particularly successful in appealing to this younger demographic.
- 2.7 85% of respondents identified as residents, while 32% work in Lichfield. A significant 94% of respondents stated that they shop in Lichfield.
- 2.8 In undertaking the consultation questionnaire, no information was collected on individual names or personal addresses, in accordance with the Data Protection Act 2018.
- 2.9 Responses from specific groups/organisations comprised the following:

<ul style="list-style-type: none"> • Beacon Street Area Residents Association • Environment Agency • Friel Homes • Historic England • Leomansley Area Residents Association • Lichfield Cathedral • Lichfield City Council • Lichfield City Councillors • Lichfield Civic Society • Lichfield District Councillors 	<ul style="list-style-type: none"> • Lichfield District Council's Conservation Team • Lichfield District Council's Ecology Team • Lichfield ReCycle • Redleaf • Trustees of St Johns Hospital • SCC Economic Development • SCC Highways • Staffordshire Gardens & Parks Trust
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- 2.10 After this period of consultation on the draft masterplan, comments have been analysed and recommendations provided (see Appendix 1).

3.0 SCHEDULE OF KEY CHANGES TO THE MASTERPLAN

- 3.1 In undertaking consultation on the draft Lichfield City Centre Masterplan document, all responses have been recorded and reviewed. These responses have informed the final masterplan document, where appropriate and are summarised in **Appendix 2**.
- 3.2 Due to the Data Protection Act 2018, no personal information (including the names of individuals, groups or businesses) has been included within this Consultation Report and all comments set out in Appendix 2 remain anonymous.
- 3.3 The key changes made as a result of the representations received are summarised below.

Changes to draft Masterplan

- 3.4 The responses received as part of the public consultation on the draft Masterplan document has informed the final Masterplan for Lichfield city centre. The key representations which helped shape and evolve the draft Masterplan include:

Masterplan Context & Analysis

- Amendment to Masterplan Objective 5, to ensure that public realm improvements (Quality Accessible Environment) ensures that any such improvements are sensitive to existing residents with respect to noise and light pollution;
- Correction of typographical error referring to 'Rectory Lane' rather than 'Reeve Lane';
- Amendment to emphasise the need for any future development proposed within the City Centre East Transition Area to not harm the significance of heritage assets;
- Amendment to wording to provide for heritage assets being 'protected' rather than 'preserved';
- Amendment to wording to replace references to listed buildings with the fuller description of heritage assets;
- Spires of St Michael's Churches to be referenced, in addition to those of St Mary's (and the Cathedral);
- Biodiversity Net Gain to be referenced under Masterplan Objective 6 (The Green and sustainable City); and
- Road names added to Masterplan Quarters, for clarity.

Development Opportunities:

1. Birmingham Road Gateway

- Development to be designed to manage the interface between the proposed restaurant/café offer and the bus station at the Birmingham Road Gateway Development Opportunity;
- Additional text to emphasise the need for any new development in close proximity to Lichfield City Railway Station to be subject to negotiations with Network Rail;
- The Trustees of St John's Hospital to be added as a consultee as part of future development proposals at the Birmingham Road Gateway Development Opportunity site with LDC; and
- Correction of leaseholder status of existing multi-storey car park on Birmingham Road.

2. District Council House

- Removal of reference to the future use of the Council Chamber as a wedding/occasion venue, to allow for more flexible use of the space; and
- Use of the Council House car park in the evenings and weekends to be clarified as being maintained, where practicable.

3. Bird Street Courtyard

- Environmental enhancements at the Bird Street Courtyard to be emphasised within the short-term, with a longer-term opportunity for a more comprehensive development of the site and available adjacent buildings;
- Additional reference to improvements to the strategic cycle network through Bird Street Courtyard along the Sustrans route, to include new surface treatment to provide a clearer and safer route;
- Clarification to be provided in relation to proposed storey heights at Bird Street Courtyard, to identify that whilst 3-storeys on this site might be difficult to achieve due to the sensitivity of the setting, a cross-check viability assessment reducing the development as currently configured to 2-storeys, indicates that a reduced height scheme on the same footprint would be marginally unviable. If 3-storeys are deemed unacceptable, reviewing the design or including further landownerships may be necessary to improve the viability position;
- Clarification to be provided in relation storey heights within Bird Street Courtyard; heights to be established through detailed design work, whilst maintaining vistas of the Cathedral spires;
- Clarification that the majority of the retained car parking spaces within Bird Street Courtyard would be prioritised for blue badge holders;
- Clarification that Historic England and SCC's Historic Environment team would be consulted on any planning application at Bird Street Courtyard;
- Wider landownerships of LDC and SCC around Bird Street Courtyard added to illustrative masterplan extract plan for added clarity;
- Cross-reference made to the 2010 Development Brief for Bird Street Car Park; and
- Additional reference to new cycle parking facilities across the city centre at key locations, including at Bird Street Courtyard.

4. University West Car Park

- Amendment to potential uses as part of the University West Car Park Development Opportunity, to allow for educational uses or commercial business space.

A. Birmingham Road Corridor

[no change proposed].

B. Lichfield Transport Hub

[no change proposed].

C. Bird Street Walk

[no change proposed].

D. Circular Minster Pool Walk

- Amendment to Circular Minster Pool Walk to emphasise that the proposed northern route would be a footpath-only route to retain the tranquillity of this area.

E. Pedestrian Priority Streets

[no change proposed].

F. Pedestrian Walkways & Linkages

[no change proposed].

G. Signage and Wayfinding

[no change proposed].

Delivery Strategy

- Delivery Strategy to be corrected in relation to the anticipated phasing for the Birmingham Road Gateway Development Opportunity;
- Private landownership of the Garden of remembrance, in relation to the Circular Minster Pool Walk to be referenced within the Delivery Strategy; and
- Status of transport funding from SCC in relation to the Birmingham Road Corridor (including improvements for sustainable transport) to be clarified.

Other Comments

- Reference to the need for LDC to prepare a Car Parking Strategy for the city centre; and
- Enhanced reference to the importance of the Cathedral in the context of the City Centre Masterplan.

4.0 CONCLUSIONS

- 4.1 This Consultation Statement sets out the consultation process which has taken place to enable local stakeholders, interest groups, residents and businesses of Lichfield and the surrounding area to have their say on the Lichfield City Centre Masterplan.
- 4.2 Public consultation was undertaken on the draft Lichfield City Centre Masterplan between 6th January to 3rd February 2020. In undertaking this public consultation, every response received has been recorded and considered. These responses have informed the final masterplan document, where appropriate, to provide a delivery mechanism tool to enable Lichfield District Council to help bring forward new development and the stated ambitions for the future city centre of Lichfield.

Appendix 1A Press adverts

2 LICHFIELD MERCURY THURSDAY, JANUARY 2, 2020 www.lichfieldmercury.co.uk

Mercury
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 Managing Director: Sarah Pullen
 Advertising Manager: Andrew Robinson
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 Email: mercury@lichfieldmercury.co.uk
 Sportsdesk: 01827 548490
 Sports Editor: @lichamercury
 News/Sport Fax: 0845 600 8384
 Advertising Distribution: 01827 476666
 General Enquiries: 01827 548896

Register to have say on council's plan for the next four years

LICHFIELD District Council is appealing for residents to register to take part in a focus group to give your feedback on a four-year plan that will set its priorities.

The authority is putting together its strategic plan that will set out its vision for the council from 2020 to 2024.

LDC says it will help focus on what is important locally and direct resources and budgets where they will have the most benefit for local people and businesses.

The council says it now needs to know if it has selected the right priorities for the district. These are "to enable people, shape places, develop prosperity and be a good council that innovates and puts its customers at the heart of all it does".

The district's residents will have the chance to give their views about the emerging plan at two focus groups on Thursday, January 9.

The first focus group will be at District Council House on Frog Lane in Lichfield from 2pm to 4pm. The second will take place at Burnwood Memorial Institute from 5pm to 7pm.

Member for Customer Services & Innovation, said: "This is your chance to tell us what you think of our priorities and to give us your ideas."

"We hope plenty of people from right across the district will get involved in helping us to develop our strategic plan."

To register your interest in attending one of the focus groups, please email: allison.bowen@lichfielddc.gov.uk or call 01543 306129.

To find out more, go to www.lichfielddc.gov.uk/draftstrategicplan

Councillor Andy Smith, Cabinet

Chance to give views on city's masterplan

LICHFIELD residents have a "great opportunity" to have their say on what the city looks like in the future by participating in the masterplan consultation.

David Lock Associates - specialists in town planning and urban design - has produced a draft masterplan for Lichfield City Centre on Lichfield District Council's behalf, supported by Springboard - city centre characterisation specialists - and Integrated Transport Planning.

The council says it will shape the future growth of the city centre, set out opportunities for enhancing the quality of the environment and the range of different uses it offers, and provide a prospectus for investment in Lichfield.

In partnership with the district council, David Lock Associates is running a public consultation on the draft masterplan from Monday to February 3.

There will also be public drop-in events at Lichfield Library on Friday, January 17, between 9am and 5pm, and on Saturday, January 18, between 9am and 4pm. A team from David Lock Associates will be available at the events to talk through the proposals and answer questions.

Councillor Iain Eadie, Lichfield District Council's Cabinet Member for Investment, Economic Growth & Tourism, said: "This consultation offers a great opportunity for people to have their say on what Lichfield looks like in the future."

"We know people have been commenting online about the early release of the masterplan, so this is the chance to directly influence what the final plan looks like."

"The masterplan sets out four key developments for the city centre, while being mindful of the historic character and identity of the city."

Some of these may sit well with lots of our residents and businesses in the city, while I am sure others might generate a lot of different points of view.

"It's important we hear from a good range of people, and I hope plenty of our residents, visitors and stakeholders will join us and the team from David Lock Associates at one of our consultation events to find out more and give their views."

Once the consultation closes, the council says feedback will be collated and reviewed with appropriate changes made to the masterplan before it is considered by councillors in the spring.

To read the draft Lichfield city centre masterplan and give your views, visit www.lichfielddc.gov.uk/lichfieldmasterplan. The plan is also available on request at District Council House on Frog Lane.

Council leader hits back over criticism of hoardings

THE Leader of Lichfield District Council has hit back at criticism of the new hoarding images displayed around the Birmingham Road development site from the leader of the Labour Group.

Councillor Steven Norman has said that the pictures are "disappointing" and had believed that the £23,000 cost "was for artworks rather than commercial advertising poster images".

"I accepted that because the site was at the entrance to the city and may still be vacant for another decade something needed to be done to show that the site was to be developed when economic conditions allowed," he said.

"However, I don't think I was alone in thinking that these would be paintings of some kind rather than the confusing jumbled up posters they appear to be - 36 images in fact at a cost of £839 each."

"The so-called 'enabling works' for the site has increased by £105,000 to £3,180,000 and is already over budget."

"It is not a great start to 2020 but at least Lichfield City is getting over its moony throw-up at the project that has been 20 years in the making while Burnwood Town's council taxpayers wait for their share."

The Leader of LDC Cllr Doug Pullen has challenged Cllr Norman's comments.

"I'm sorry that they aren't to Cllr Norman's personal taste - we've also had lots of positive feedback," said Cllr Pullen.

"There's zero 'commercial advertising' on the hoardings, just plenty of images from across Lichfield District, chosen to promote Lichfield, Burnwood and our rural areas."

"Things are moving on at pace with this site - short-term improvements will start this month and the Draft City Centre Masterplan is out for consultation next week."

"Please do engage with us on this draft masterplan - even if it's only to critique the art"

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Lichfield Mercury, 2 January 2020

12 LICHFIELD MERCURY THURSDAY, JANUARY 16, 2020

www.lichfieldmercury.co.uk

Something for everyone in spring season opener

REVIEW

KEITH DONNELLY
Lichfield Guildhall

WITH a varied career that has seen him playing all around the world, writing songs for the likes of Jasper Carrott and Phil Coul, and keeping thousands of people entertained at festivals large and small, Keith Donnelly opened Lichfield Arts Spring 2020 season in his own inimitable style.

With a set that ranged from broad comedy, to well-crafted songs, some intricate guitar play-

ing, and parodies and spoofs of some classic rock and pop songs, there was something for everyone.

Whisky Town was a solid opening, a love song, but Pagliarini Blues took elements of so many other songs, using the chord progression that underlined them all to make a point about originality, and how everything borrows from everything else.

The spoof songs were well thought out with Simon and Garfunkel's The Sounds of Silence becoming the children's songs The Sounds of Pina, and the mega-long, slapstick Ghost Riders in the

Sky being a new version of Johnny Cash's Ghost Riders in the Sky.

Politics were never really far from Donnelly's mind, with issues at the Airport being a pointed attack on Donald Trump, whilst The Girl on Platform Three was another love song, this time with a happy ending.

He succeeded with a series of spoof songs, that took in songs by the likes of Leonard Cohen, James Blunt, Warren Zevon, and Daft Punk, allowing the audience to look at familiar songs from a different viewpoint.

BEN MACHAIR



Keith Donnelly



Collin Weston collects for Mummy's Star

You're all Stars, says grateful fundraising couple

A LICHFIELD couple have thanked generous shoppers after collectives they held for charity raised more than £1,206.

Collin Weston and Elizabeth Jones dressed up as Santa and an elf respectively at The Plant Plot, and as The Incredible Hulk and Leonardo from the Teenage Mutant Ninja Turtles

at the city's Tesco Extra store to collect for Mummy's Star.

Mummy's Star supports women, and their families, affected by cancer during pregnancy or within 12 months of giving birth.

Collin told the Mercury he wanted to see if he and Elizabeth could help fundraise for "such a worthy cause".

"In total we raised £1,206.37, which is incredible, considering the short period of time, that we did it in," he said.

"It was only thanks to the exceptional generosity of those wonderful people visiting both Tesco and The Plant Plot, plus the venues' support, that we reached the figure that we did. "People would come and

share with us their very personal and touching stories.

"I can't thank everyone enough for their support.

"Finally, Louise at Mummy's Star has been such a support and a constant source of help, so a big thank-you to her, Mummy's Star, a thank-you to everyone else, especially my partner Liz."



PUBLIC CONSULTATION RUNNING UNTIL 3 FEBRUARY 2020

The draft Lichfield city centre masterplan sets out a clear direction for the future development and public space improvements of the city centre. The council, in partnership with David Lock Associates, is consulting on the masterplan and needs your feedback.

LICHFIELD CITY CENTRE MASTERPLAN

Public consultation: drop-in events

Friday 17 January

9am - 1pm | Lichfield Library

Saturday 18 January

9am - 4pm | Lichfield Library

HAVE YOUR SAY

To read the draft masterplan and complete an online survey go to: www.lichfield.gov.uk/lichfieldmasterplan

Lichfield
district council

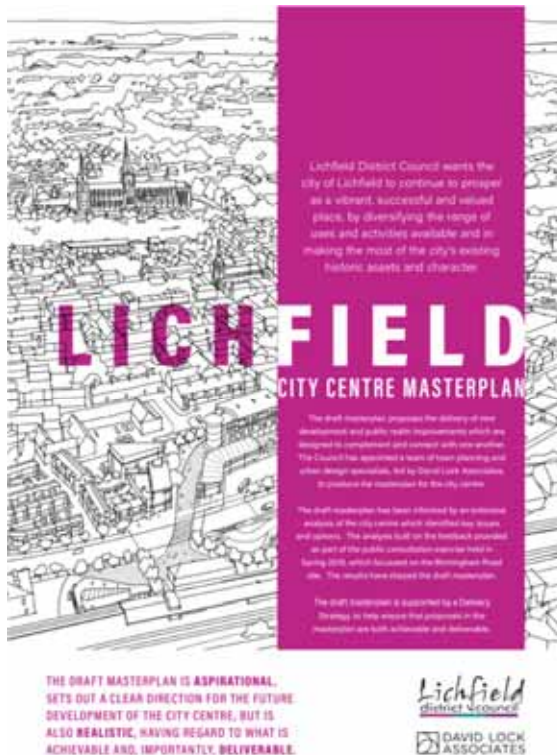
DAVID LOCK
ASSOCIATES

Lichfield Mercury, 16 January 2020

Appendix 1B Consultation flyer



Appendix 1C Consultation leaflet



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 making the most of the city's existing historic assets and character.

LICHFIELD CITY CENTRE MASTERPLAN

The draft masterplan proposes the delivery of new development and public realm improvements which are designed to complement and enhance existing infrastructure. 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 concerns. The analysis built on the feedback provided at part of the public consultation exercise held in January 2019, which focused on the Birmingham Road site. The results have shaped the draft masterplan.

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

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

DELIVERY

The draft masterplan identifies ideas for future development and public realm improvements to complement and enhance existing infrastructure. The draft masterplan will shape the future growth of the city centre of Lichfield as a means of addressing what is already a vibrant and valued place.

The draft 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 draft masterplan will be considered as part of the Local Offer review process and any future Development Plan for the city.

GETTING INVOLVED

A full copy of the draft masterplan can be downloaded from www.lichfield.gov.uk/development/masterplan together with an interactive development **map of the city centre**. Alternatively, a questionnaire can be downloaded, completed and returned to lichfieldmasterplan@lichfield.gov.uk.

Consultation on the draft masterplan will be open from 1st January to the 31st February 2020.

There is a public exhibition for you to come and look at the main details of the masterplan are provided below.

Friday 17 January
10am - 5pm | Lichfield Library

Friday 18 January
10am - 5pm | Lichfield Library

After this period of consultation on the draft masterplan, the final masterplan will be produced and the main details of the masterplan will be provided to the Council.

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

The masterplan objectives have been identified to help inform and address identified issues in the city centre, and to help inform 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 Masterplan Quarters.

- 1. City Centre
- 2. City Centre East
- 3. City Centre West
- 4. City Centre South

THREE: MASTERPLAN OPPORTUNITY AREAS & PUBLIC REAL PRIORITIES

The masterplan proposes a series of public realm improvements and opportunities in the city centre.

OPPORTUNITY AREAS

1. **Birmingham Road Corridor** - an area of high potential for public realm improvements to create a vibrant urban gateway to the city.
2. **Central Square** - providing a vibrant environment in the City Centre.
3. **St. Martin's Square** - a high potential area for public realm improvements to create a vibrant environment in the City Centre.
4. **St. Martin's Square** - a high potential area for public realm improvements to create a vibrant environment in the City Centre.

A series of public realm improvements will be provided to the city centre. These include: City Centre East, City Centre West and City Centre South.

PUBLIC REAL PRIORITIES

1. **Birmingham Road Corridor** - an area of high potential for public realm improvements to create a vibrant urban gateway to the city.
2. **Central Square** - providing a vibrant environment in the City Centre.
3. **St. Martin's Square** - a high potential area for public realm improvements to create a vibrant environment in the City Centre.
4. **St. Martin's Square** - a high potential area for public realm improvements to create a vibrant environment in the City Centre.

FOUR: MASTERPLAN DESIGN PRINCIPLES

The masterplan design principles have been derived to help ensure that development coming forward in the city centre achieves high levels of quality and sustainability, with the following design principles:



1. **Architectural design quality** - new developments to reflect the city's historic character and quality, and to provide high quality contemporary architecture.
2. **Materials & detailing** - in new developments to reflect the city's historic character and quality, and to provide high quality contemporary architecture.
3. **Attractive & usable public realm** - new public spaces to offer a range of opportunities for residents and visitors to enjoy the city centre.
4. **Designing for health** - promoting an active and healthy lifestyle to deliver health and wellbeing benefits.

Appendix 1D Consultation questionnaire (online version)

The image displays four sequential screenshots of an online consultation questionnaire for the Lichfield City Centre Masterplan. The interface is set against a light wood-grain background.

- Top Left Screenshot:** The title "Lichfield City Centre Masterplan Questionnaire" is at the top. Below it, a message states: "This is your opportunity to comment on the draft Lichfield City Centre Masterplan. Consultation on the draft masterplan is open from 6th January to the 3rd February 2020." There are two input fields: "please enter your postcode" and "please select your age range" (a dropdown menu). A green "Start Questionnaire" button is below these. At the bottom, a small disclaimer states: "Lichfield District Council will only use the information provided in accordance with the Data Protection Act 2018 for the purposes of informing the Lichfield City Centre Masterplan. The information will not be shared with any third parties without your consent unless required to by law." A "POP Public Opinion Poll" logo is in the bottom left corner.
- Top Right Screenshot:** The title "MASTERPLAN APPROACH" is at the top. The main text reads: "Development opportunities & public realm priorities have been identified to help meet the six masterplan objectives." Below this is the question: "Do you think the overall strategy is correct?" with a green "overall strategy" in the original image. Navigation arrows (back, forward, and thumbs up/down) are in the center. The "POP Public Opinion Poll" logo is in the bottom left, and "Lichfield City Centre Masterplan Remaining Cards: 99" is in the bottom right.
- Bottom Left Screenshot:** The title "PUBLIC REALM PRIORITIES" is at the top. The main text asks: "Are there any additional Public Realm Priorities that should be considered?" over a faint map of the city. Navigation arrows are in the center. The "POP Public Opinion Poll" logo is in the bottom left, and "Lichfield City Centre Masterplan Remaining Cards: 1" is in the bottom right.
- Bottom Right Screenshot:** The title "Thank you for completing the questionnaire." is at the top. Below it, a message says: "If you have any further comments, please add them below." There is a large text area for comments. A green "Submit Answers" button is at the bottom. A URL "http://www.pop-dls.com/lichfield/zip/upload/answers.php" is at the very bottom.

Appendix 1E Consultation questionnaire (paper version)

Lichfield City Centre Masterplan Consultation Questionnaire

This is your opportunity to comment on the draft **Lichfield City Centre Masterplan** that is available via Lichfield District Council's website.

Please provide your comments using the on-line interactive questionnaire. Alternatively, you can complete this questionnaire form and e-mail to Lichfieldmasterplan@davidlock.com

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

Lichfield District Council will only use the information provided in accordance with the Data Protection Act 2018 for the purposes of informing the Lichfield City Centre Masterplan. The information will not be shared with any third parties without your consent unless required to by law.

A. ABOUT YOU

(These questions are optional)

i. Please enter your postcode: _____

ii. Do you live in Lichfield? Yes ☐ No ☐

iii. Do you work in Lichfield? Yes ☐ No ☐

iv. Do you regularly shop in Lichfield (at least once every fortnight)?
Yes ☐ No ☐

v. Are you visiting Lichfield?
Yes ☐ No ☐

vi. What is your age range?
 Under 17 years old ☐ 45-54 years old ☐
 18-24 years old ☐ 55-64 years old ☐
 25-34 years old ☐ 65-74 years old ☐
 35-44 years old ☐ 75 years or older ☐

B. MASTERPLAN APPROACH

1) Development opportunities and public realm priorities have been identified to help meet the six masterplan objectives.
Do you think that the overall strategy is correct?
Yes ☐ No ☐ (If you responded 'no' please explain why)

2) Is it helpful to think about the city centre in terms of quarters?
Yes ☐ No ☐ (If you responded 'no' please explain why)

C. DEVELOPMENT OPPORTUNITIES

Development Opportunities have been identified to enhance the role and function of the key sites in the City Centre.

3) Do you think the 'Birmingham Road Gateway' development opportunity will help to improve the city centre?
Yes ☐ No ☐ (If you responded 'no' please explain why)

4) Do you think the 'District Council House' development opportunity will help to improve the city centre?
Yes ☐ No ☐ (If you responded 'no' please explain why)

5) Do you think the 'Bird Street Courtyard' development opportunity will help to improve the city centre?
Yes ☐ No ☐ (If you responded 'no' please explain why)

6) Do you think the 'University West Car Park' development opportunity will help to improve the city centre?
Yes ☐ No ☐ (If you responded 'no' please explain why)

7) Are there any additional Development Opportunities that should be considered?
Yes ☐ No ☐ (If you responded 'no' please explain why)

D. PUBLIC REALM PRIORITIES

Public Realm Priorities have been identified, to deliver improvements to patterns of movement within the city centre.

8) Do you think the 'Birmingham Road Corridor' interventions will improve pedestrian accessibility to the city centre from Lichfield City train station?
Yes ☐ No ☐ (If you responded 'no' please explain why)

9) Do you think the 'Lichfield Transport Hub' will enhance the arrival experience to the city by bus, coach, train and taxi?
Yes ☐ No ☐ (If you responded 'no' please explain why)

10) Do you think the 'Bird Street Walls' interventions will make this route safer and more welcoming?
Yes ☐ No ☐ (If you responded 'no' please explain why)

11) Do you think a 'Circular Minster Pool Walk' will encourage more people to use the Minster Pool area?
Yes ☐ No ☐ (If you responded 'no' please explain why)

12) Do you think the 'pedestrian priority streets' interventions will improve pedestrian safety?
Yes ☐ No ☐ (If you responded 'no' please explain why)

13) Do you think the improvements to 'pedestrian footways and linkages' will enhance pedestrian access and safety?
Yes ☐ No ☐ (If you responded 'no' please explain why)



DAVID LOCK
ASSOCIATES



Lichfield
District Council

14) Do you think 'clear and consistent signage' will make it easier for people to navigate their way around the city centre?

Yes ☐ No ☐ (If you responded 'no' please explain why)

15) Are there any additional Public Realm Priorities that should be considered?

Yes ☐ No ☐ (If you responded 'no' please explain why)

E. MASTERPLAN DELIVERY

16) Do you think the Delivery Strategy provides a sensible way forward for implementing the masterplan?

Yes ☐ No ☐ (If you responded 'no' please explain why)

17) Do you have any further comments?

Thank you for taking the time to
complete this questionnaire

Appendix 1F Public consultation boards



Appendix 2

**Draft Masterplan Consultation – Summary of responses
received**

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