

SOLIHULL TOWN CENTRE PUBLIC REALM – PROJECT OBJECTIVES

ATTRACTIVE	Quality	Improve the public realm so that it reflects the quality, reputation and offer of Solihull	<p>Anticipated Long Term Outcomes</p> <p>Economic growth and prosperity We can begin to improve the public realm so that it helps to instil confidence in potential investors, attract inward investment and increase the rateable value of property</p> <p>Increase visitor numbers Increase visitor numbers, ensure the town centre remains competitive, people dwell longer, spend more and return more often in turn making Solihull an attractive place to invest</p> <p>Increased mode shift Enable visitors to access the town centre by active modes helping to ease vehicle congestion</p> <p>Health and wellbeing Deliver multiple health benefits associated with healthy lifestyles, and reduced carbon emissions.</p>
	Distinctive	Improve the public realm and ensure that it positively reflects local distinctiveness and enhances the local setting	
ACHIEVABLE	Affordable	The Public Realm Strategy (PRS) must set principles and approaches that are affordable to deliver and maintain	
	Deliverable	The PRS must set principles and strategies that are constructible and deliverable	
	Reduced conflict	The PRS needs to identify the best uses for each public realm space. Where there are multiple uses it needs to identify ways that these uses can co-exist without conflicting with or hindering each other	
	Adaptable	The PRS needs to set principles and strategies that create a public realm that works for different purposes at different times of the day, and the year. It should identify efficient ways of providing infrastructure to enable events, and needs to be able to adapt to changes in the use of the built environment surrounding it	
	Accessible	The PRS needs to identify ways that the public realm can be designed to make the town centre accessible for all users, including pedestrians, cyclists, businesses, residents, vulnerable road users, emergency services, utility providers and others	
	Built to Last	The PRS needs to identify materials and furniture that are suitable for the amount and type of use, and needs to be replaceable and repairable	
CONNECTED	Welcoming	The PRS needs to identify ways that the public realm can be improved to make the town centre more welcoming – to activate frontages and address the inward facing nature of the town centre	
	Intuitive & Navigable	The PRS must identify ways that the public realm can be used to make movement around the town centre feel seamless and intuitive. It must identify ways to improve wayfinding to encourage trips between the town centre and the greenspaces, residential areas, and train station on the periphery	
	Walking and Cycling	The PRS needs to identify ways public realm can help establish walking and cycling as a safe convenient way of accessing and moving around the town centre, and provide the infrastructure needed to support pedestrians and cyclists	
DESIGNED FOR TODAY, READY FOR THE FUTURE	A Place in its own right	The PRS needs to set principles and strategies that help the public realm become a place that people use and visit, rather than the space people pass through to reach other places. Somewhere people can be active, have fun, socialise, enjoy and relax	
	Exemplar	The PRS needs to clearly define our vision for the public realm and the quality we expect to see from public and private sector development. The design of the first phase scheme needs to demonstrate how the principles and strategies of the PRS can be applied to a real scheme	
	Fit for the future	The PRS needs to be considerate of how the use of public realm may change as a result of development proposed in the Town Centre Masterplan (2020), and make passive provision for changes in behaviours and services for example more click and collect, increase in residents, more emphasis on ‘experience’ , and the digitisation of high streets	
HEALTHY – FOR PEOPLE AND THE ENVIRONMENT	Sustainable	The PRS needs to set objectives and strategies that help to deliver the priorities of the Climate Change Prospectus and achievement of the net zero targets	
	Healthy	The PRS needs to identify ways that the public realm can be designed to help people recycle, to reduce litter and environmental damage, and to encourage healthy lifestyles	
	Green	The PRS needs to showcase how planting and landscaping can be incorporated in a meaningful and sensitive way, and used to create green corridors connecting the greenspaces surrounding the town centre	