Welcome

Soho Loop Limited intend to submit new planning proposals for the derelict Soho Loop site on Dudley Road.

The plans will provide a new neighbourhood in Birmingham, comprising approximately 680 residential units, alongside ground floor commercial uses and generous public open space.

What is the purpose of this exhibition?

We are in the process of preparing a full planning application, which will shortly be submitted to Birmingham City Council. Before we submit the application we would like to know what you think of our plans.

The plans are on display here today and members of the project team are available to answer any questions. Feedback forms are also available. In addition you will be able to view these exhibition banners on the consultation website: www.soholoopbirmingham.co.uk

Who are Soho Loop Limited?

Soho Loop Limited is a development partnership consisting of two national leading property developers Apsley House Capital PLC and Galliard Homes. Sites in Birmingham include The Timber Yard on Pershore Street and Camden Square and Harper’s Hill Works, both located in the Jewellery Quarter.
Soho Loop, Dudley Road

The site
The Soho Loop site is located approximately 1.5km west of Birmingham City centre. It is situated between Dudley Road (A457) to the north; the Birmingham Canal Old Line to the east; the mainline railway between Birmingham and Wolverhampton and the Birmingham / Wolverhampton canal to the south. The site is identified on the site location plan to the right.

Why is this site suitable for residential development?
The site is located to the immediate west of Birmingham city centre and is close to the services at Dudley Road Local Centre. The proposals will also include a link to a pedestrian and cycling route to Birmingham City Centre through the provision of a new bridge crossing the Birmingham Old Canal Line. This will help to create a connection to the city centre for new and existing residents in the area.

Contributing to the regeneration of the Greater Icknield area
The site forms part of the 342ha Greater Icknield area which is allocated in the Birmingham Development Plan (2017) for the delivery of 3,000 new homes. Soho Loop is identified in Policy GA2 to provide for a residential-led mixed use scheme west of the canal, and lies between City Hospital and Port Loop, which are both earmarked to deliver new homes, commercial and community uses.
Soho Loop, Dudley Road

Planning history
In July 2015, an outline planning application for the site was submitted to Birmingham City Council by City & Provincial Properties. The application was approved in December 2015, which established the principle of residential development of the site. A computer generated image of the previous proposals is included below.

Why are you updating the plans?
The Birmingham Development Plan (2017) sets out an ambitious target for housing delivery, identifying that an additional 51,100 homes are required up to 2031. The Greater Icknield area has the potential to play a major role in meeting this requirement.

In addition, there is an increasing demand for high-quality housing in a canalside environment taking account of good accessibility and proximity to existing residential neighbourhoods, job opportunities and leisure activities in the city centre.

The proposed development has been redesigned by Claridge Architects to help meet this demand and to provide the right type of housing for the area. The new plans, which are on display here today, include high-quality townhouses and apartment blocks to meet a wide range of needs.

The Soho Loop site is in need of regeneration. We believe that the proposed plans will provide much needed housing for key workers and young professionals in and around the city.
Proposed masterplan
The proposed masterplan has been designed to respond positively to opportunities and constraints of the site. The proposed masterplan is displayed to the right.

- **Soho Loop, Dudley Road**
- **Proposed masterplan**
  - The proposed masterplan has been designed to respond positively to opportunities and constraints of the site. The proposed masterplan is displayed to the right.
  - Townhouses have been located to the south to reduce any overshadowing impacts and keep separation from the busy Dudley Road.
  - Natural surveillance is promoted throughout the scheme by orientating streets to face the pathways, forming mews streets and small public squares.
  - Each townhouse has its own parking space and refuse collection point.
  - The larger apartment buildings and ground floor retail units will sit in the more public northern and eastern boundaries.
  - Generous well-landscaped public and private amenity areas will be provided.
  - A canalside public square with ground floor commercial unit will be provided.
  - A new bridge will be provided crossing the Birmingham Old Canal Line, linking to pedestrian and cycling routes to Birmingham City Centre.
Soho Loop, Dudley Road

Design Principles

The Soho Loop site is a significant part of the Greater Icknield Masterplan.

The site is located centrally among a number of proposed development sites including the City Hospital and Port Loop, providing an opportunity to help reinvigorate the area and the wider community. A number of principles have been considered in the design process. These include:

- **Landscape**
  - A high-quality urban landscape strategy has been created by establishing an appropriate balance between built form and a variety of green spaces. Communal spaces range from intimate green pockets and shared gardens to a large central meadow at the heart of the site. More details of the landscaping strategy are included on the next board.

- **Wayfinding**
  - To successfully link the site with the immediate area, pedestrian routes weave between urban blocks and connect with the existing network of established tow-path routes linking to the city centre. These range in scale from intimate and pedestrian to larger public urban spaces.

- **Height**
  - The main intersection of Dudley Road and the Birmingham Old Canal Line provides a landmark which defines the proposed development. From here moving west, the proposed buildings gradually step down, with the larger apartment buildings on the eastern boundaries and the smaller townhouse to the south.
Landscape strategy
The Soho Loop site is a brownfield site in need of regeneration. Its location provides opportunities for open space and public realm improvements both for existing residents and the local population passing through the site from nearby residential developments.

An extensive high-quality urban landscape strategy has been developed as part of the design process. This includes a number of communal spaces ranging from pedestrian friendly streets, public squares, equipped play spaces, informal seating locations and a terraced canalside space. The landscaping strategy is illustrated below and includes:

- Public open space adjacent to the Birmingham Old Canal Line. A new bridge across the canal will link the site to the surrounding area.
- A large canalside public square will be provided and be accessible to both new and existing residents.
- A comprehensive planting strategy including gateway space tree and shrub planting along with native species and habitat planting.
- Play space will be provided throughout the site for all ages including from toddlers to young people.
Soho Loop, Dudley Road

House types
The proposed development will provide a range of house types. These are profiled below.

Townhouses
A number of high-quality townhouses are proposed. These break free from the typical terrace street arrangement, with a rotated grid providing variety and improved outlook both inside the home and on an urban street scale.

The streets and spaces are considered holistically, creating pockets of communities across the site. Distinct routes provide safe and accessible pathways for all residents to navigate between their home and the waterfront.

Apartments
The eight high quality apartment buildings have been designed to respond specifically to each location within the masterplan. Smaller separate blocks will avoid large physical barriers across the site, providing variety among the ground floor streetscape with over 60% of homes across the scheme having double aspect.

Materials
All buildings will be designed in keeping with the local and wider area, with a refined material palette of warm complementary brick tones.

Images of the masterplan model
Soho Loop, Dudley Road

What happens next?
A full planning application will be submitted to Birmingham City Council in Spring 2018. Before we submit the application we would like to hear your feedback on our proposals.

How can I provide feedback?
Please take time to read the information and provide us with any comments or questions that you may have.

Please fill out a feedback form and post your response in the box provided. Alternatively you can provide feedback by using the details below:

@ soholoopbirmingham@turley.co.uk

www.soholoopbirmingham.co.uk

Freephone 0808 168 8296

Please ensure all comments are received by Tuesday 24th April 2018.