

Community-led Design for a new site in Lichfield

Lichfield
district council

Since April 2022, Lichfield District Council and designers Create Streets have been asking Lichfield residents and visitors how they would like the Birmingham Road Site to look and feel.

So far, we have received over 6000 responses online and in-person at different events.

We have been asking residents and visitors: what do you think is best about Lichfield?

What would you like to copy and adapt to ensure new development appeals to Lichfield's residents? How can it be as good as the city's historic and beautiful townscape?

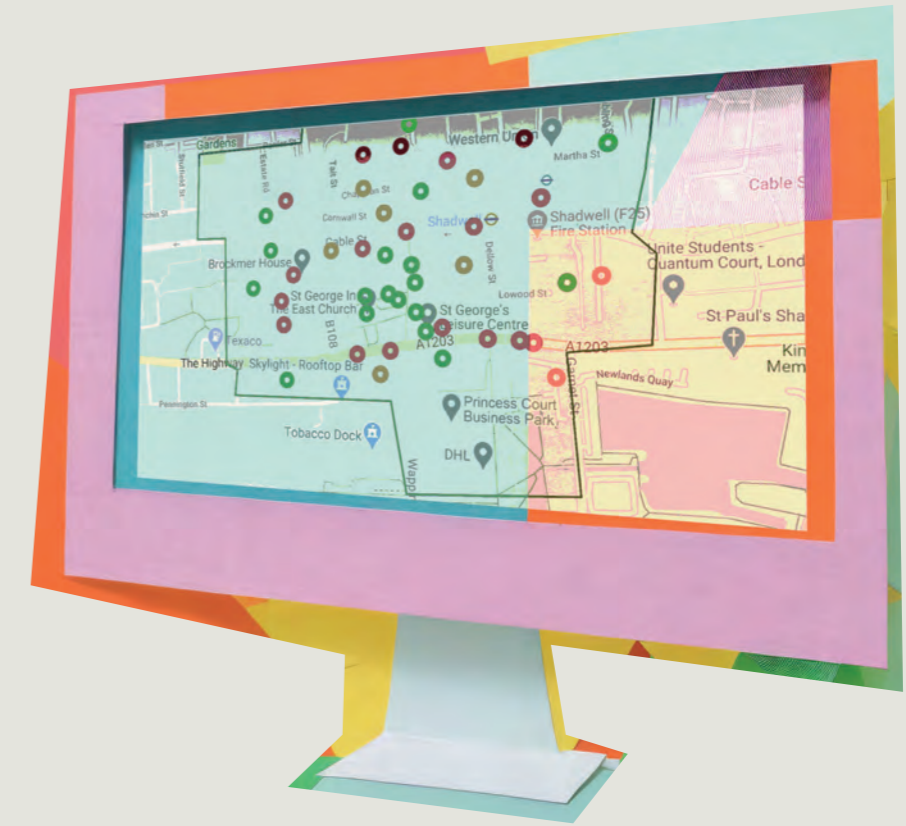


We wanted to encourage Lichfield's community and residents to help design and shape the future for the site. The site has laid empty for over ten years. It is time to de-risk development and let it move forward.



In our first engagement phase we received **5,747 online responses** on residents' favourite, and least favourite places.

The most popular places in Lichfield are Bird Street, Minster Pool and The Hub at St Mary's...



What we have heard...

We spoke to **over 300 people** at three drop-in events between October and February, attending the Christmas Fayre, Three Spires Shopping Centre and South Staffordshire College.

We asked again what were your favourite and least favourite places and what you would like to see on the Birmingham Road Site. From the answers we received and the points you raised, **5 major themes emerged:**



1 Lichfield's Georgian streets and buildings are very popular.

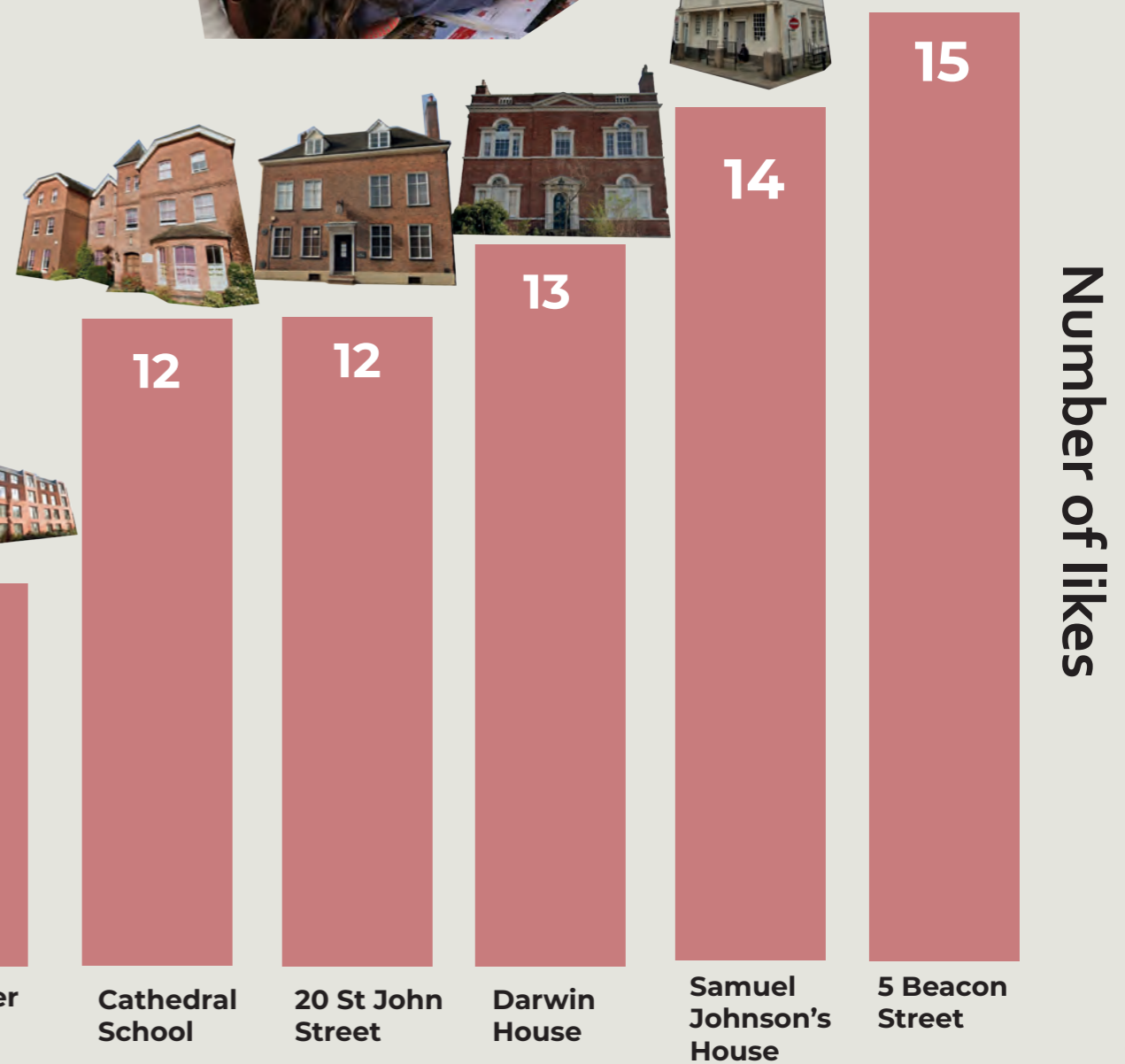
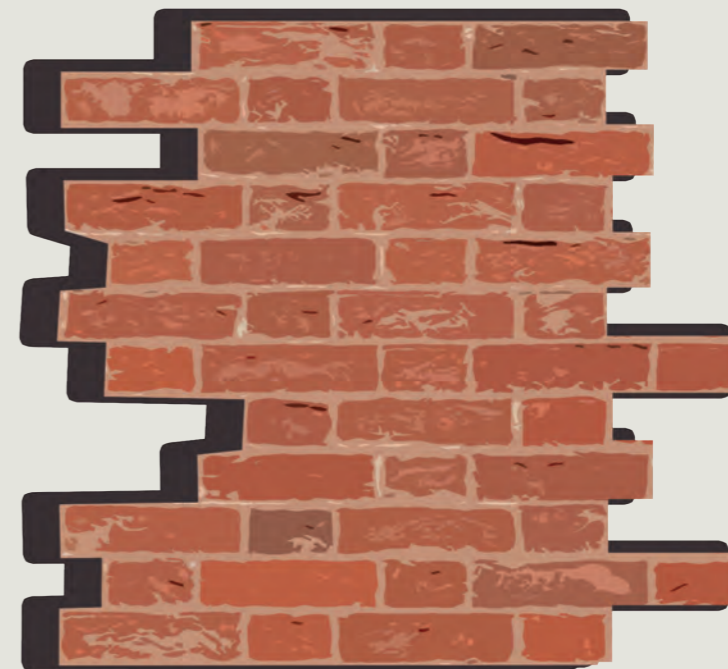


Chart from visual preference survey at Lichfield Christmas Fayre on 20.11.22



2

Bricks Please! Residents expressed a desire to see materials in keeping with Lichfield's existing palette with **50 per cent** of all survey preferences for Lichfield's historic 'Staffordshire' red brick in Flemish bond.



3

Concerns about recent buildings. Recently constructed buildings in Lichfield were less popular. In visual preference surveys, **just 26 per cent of preferences** were for buildings finished in the past 20 years.



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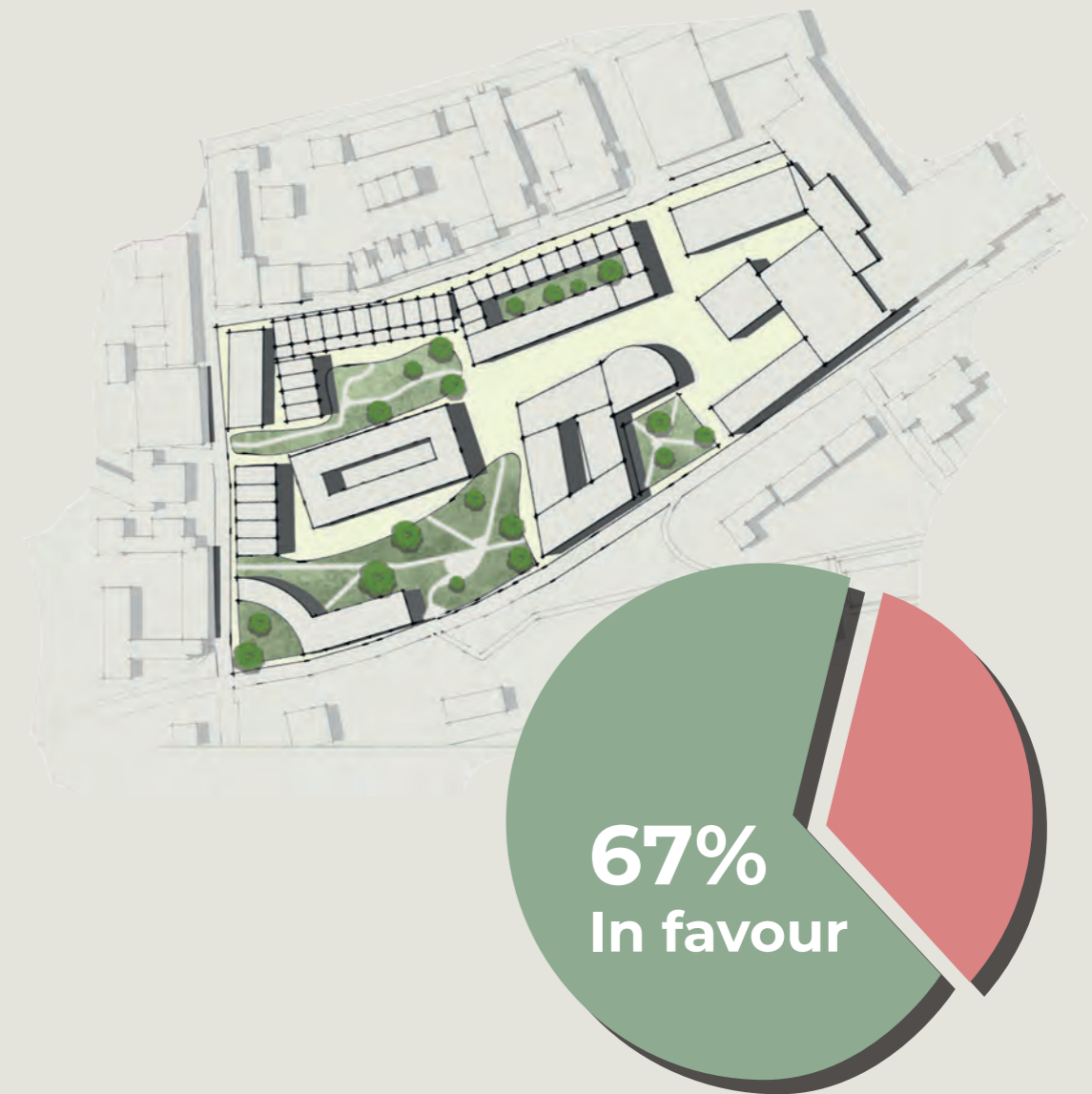
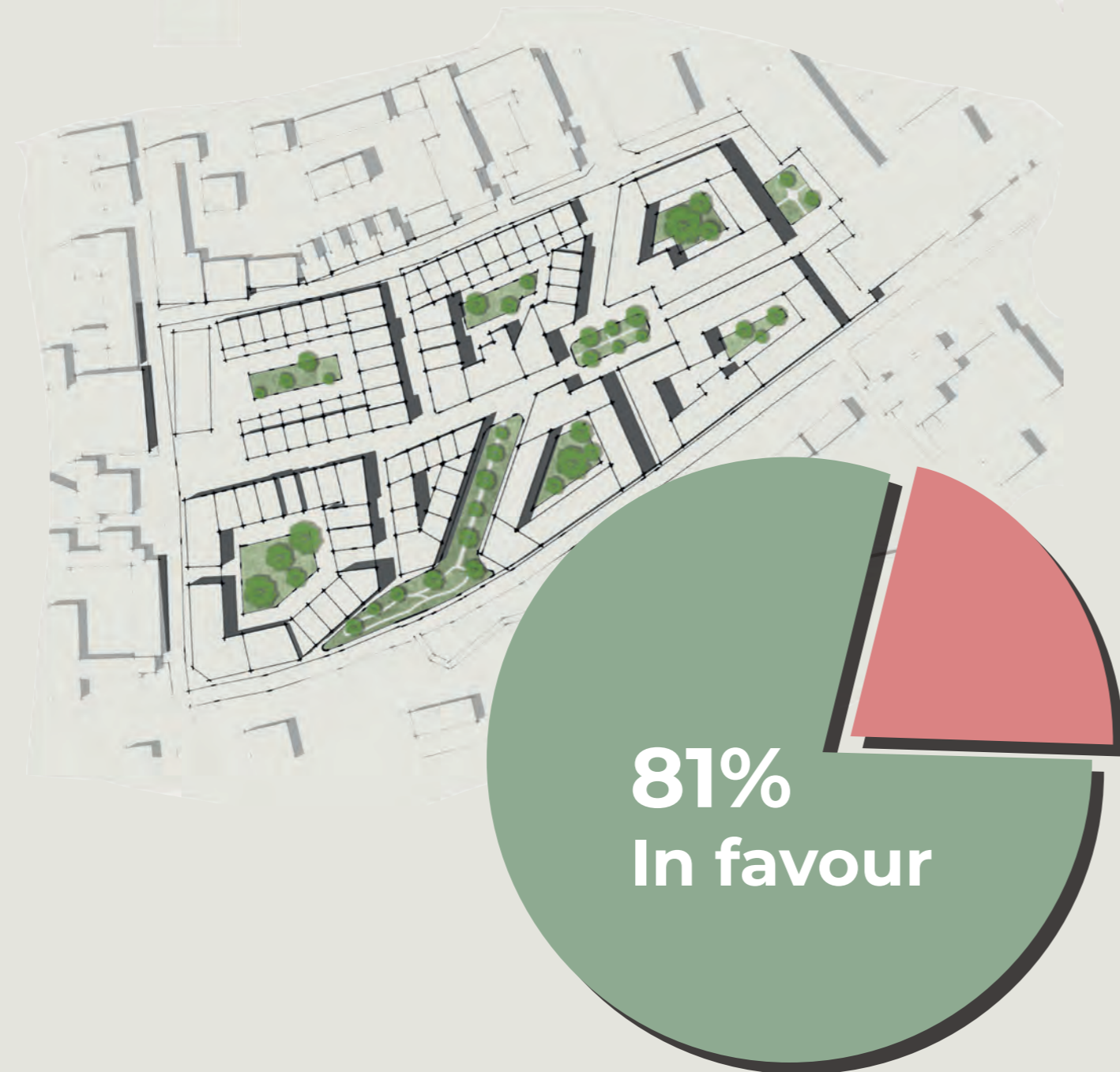
Places for young people. Houses and flats for younger generations were desired as well as a wish to see more leisure and amenities for younger age-groups.

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Create 'Lego' streets not 'Duplo' lumps!

More people wanted 'fine-grained', tree-lined streets connecting Lichfield City Station to central Lichfield than a more 'lumpy' approach.

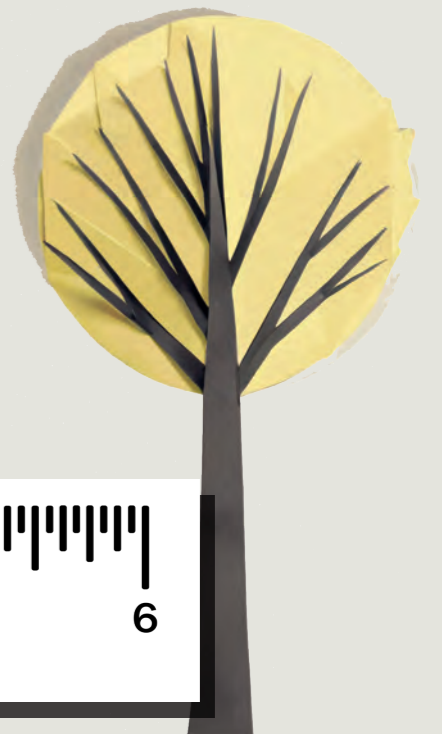
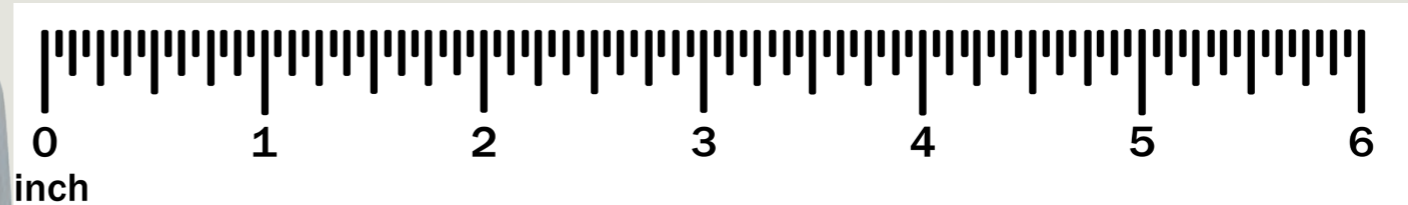
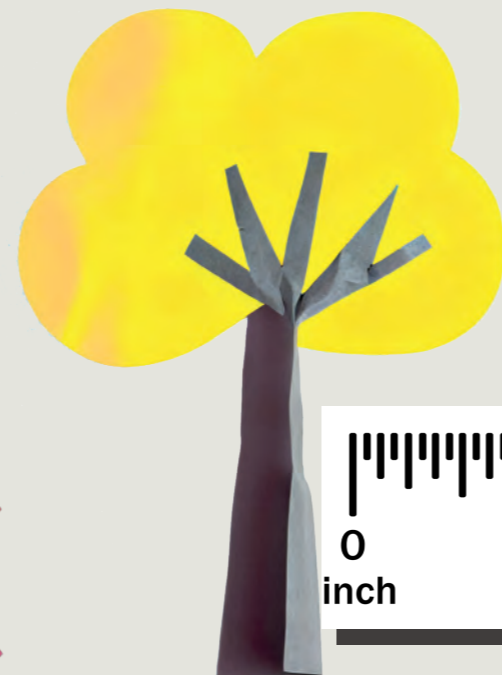
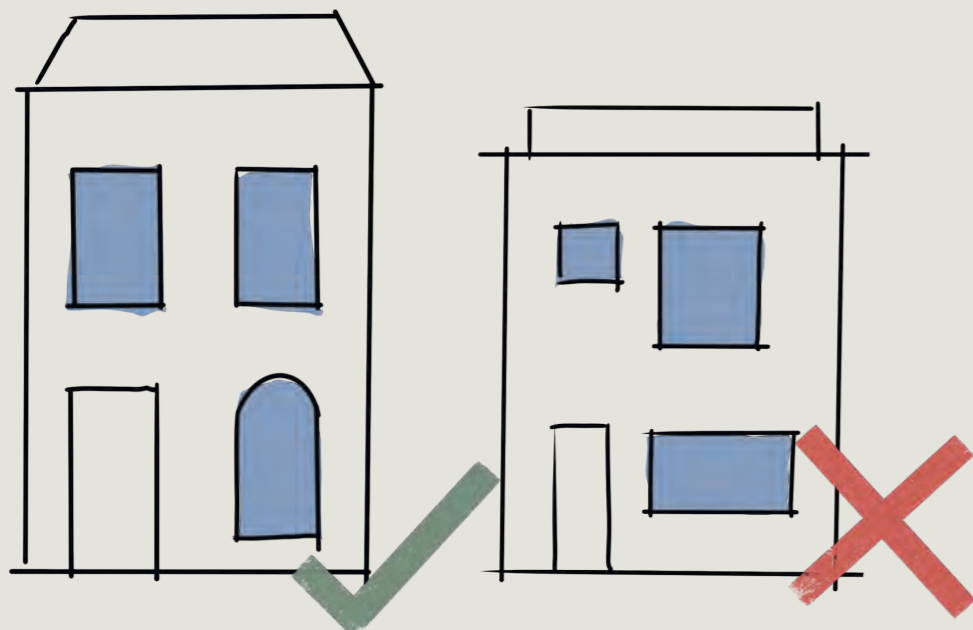
The illustrative example of a fine-grained 'lego' type masterplan received **81 per cent** support from respondents in our visual preference surveys.



Creating a Design Code

Using what we heard from you, we commissioned the social enterprise, Create Streets to write a clear visual brief (or '**design code**') to embed these preference in what happens next.

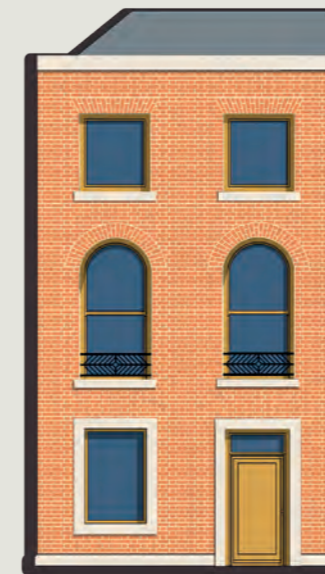
Design Codes are a set of **clear visual 'rules'** on what can and cannot be done. They can be used to help communities to strongly shape the look and feel of new development.



Buildings and identity

Drawing on Lichfield's design heritage. Inspired by Lichfield's historic core, buildings should be made with brick or render.

Buildings must have symmetrical facades, with vertically proportioned windows in keeping with Lichfield's existing buildings, as designed in these building types from the code.





Wooden doors and windows. Doors and windows must use natural, recyclable materials such as timber, rather than plastic uPVC materials.

High quality street furniture. Street furniture must follow Lichfield's historic types, with new street-lights, signs, benches and bins using quality materials such as metal and timber.



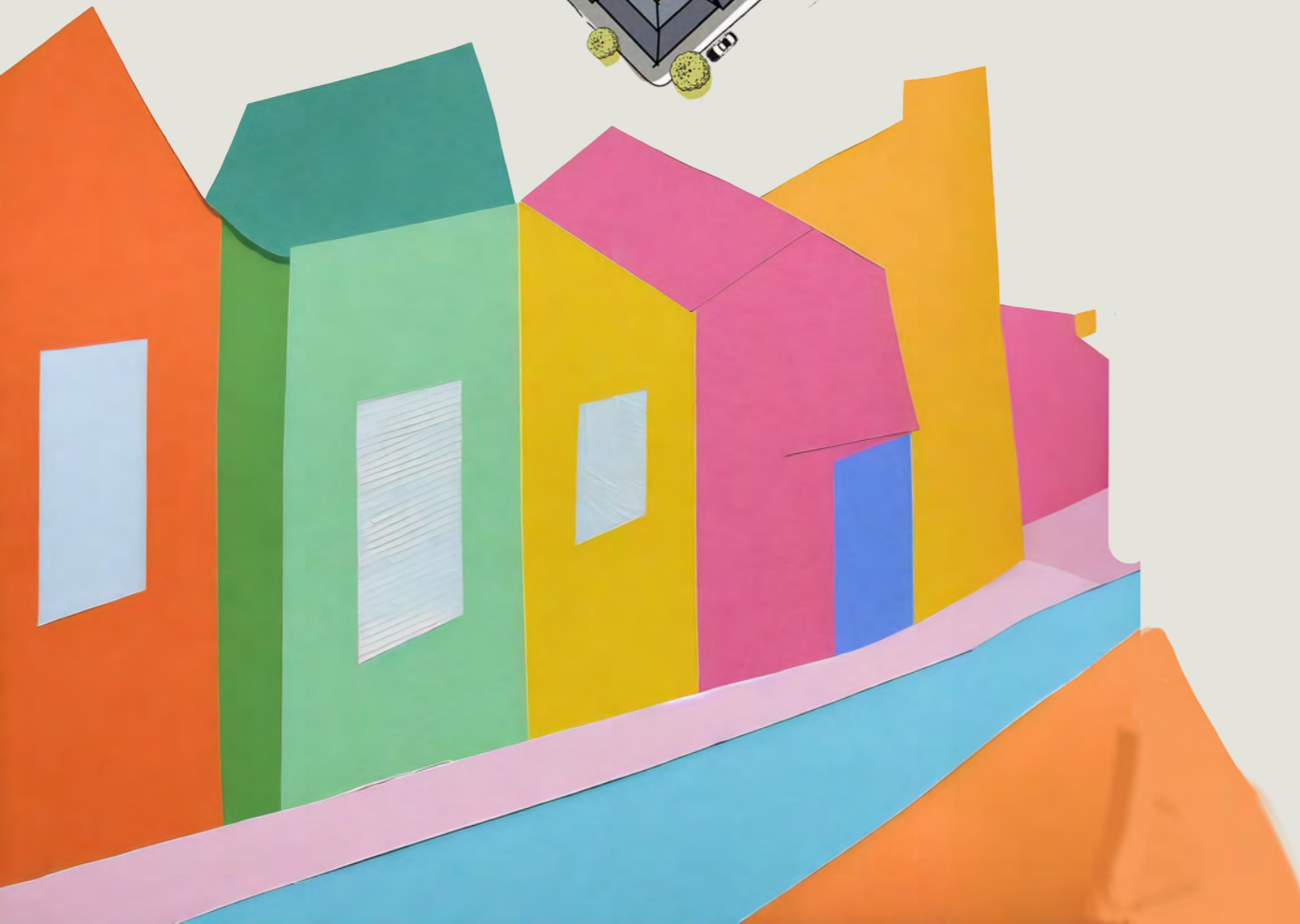
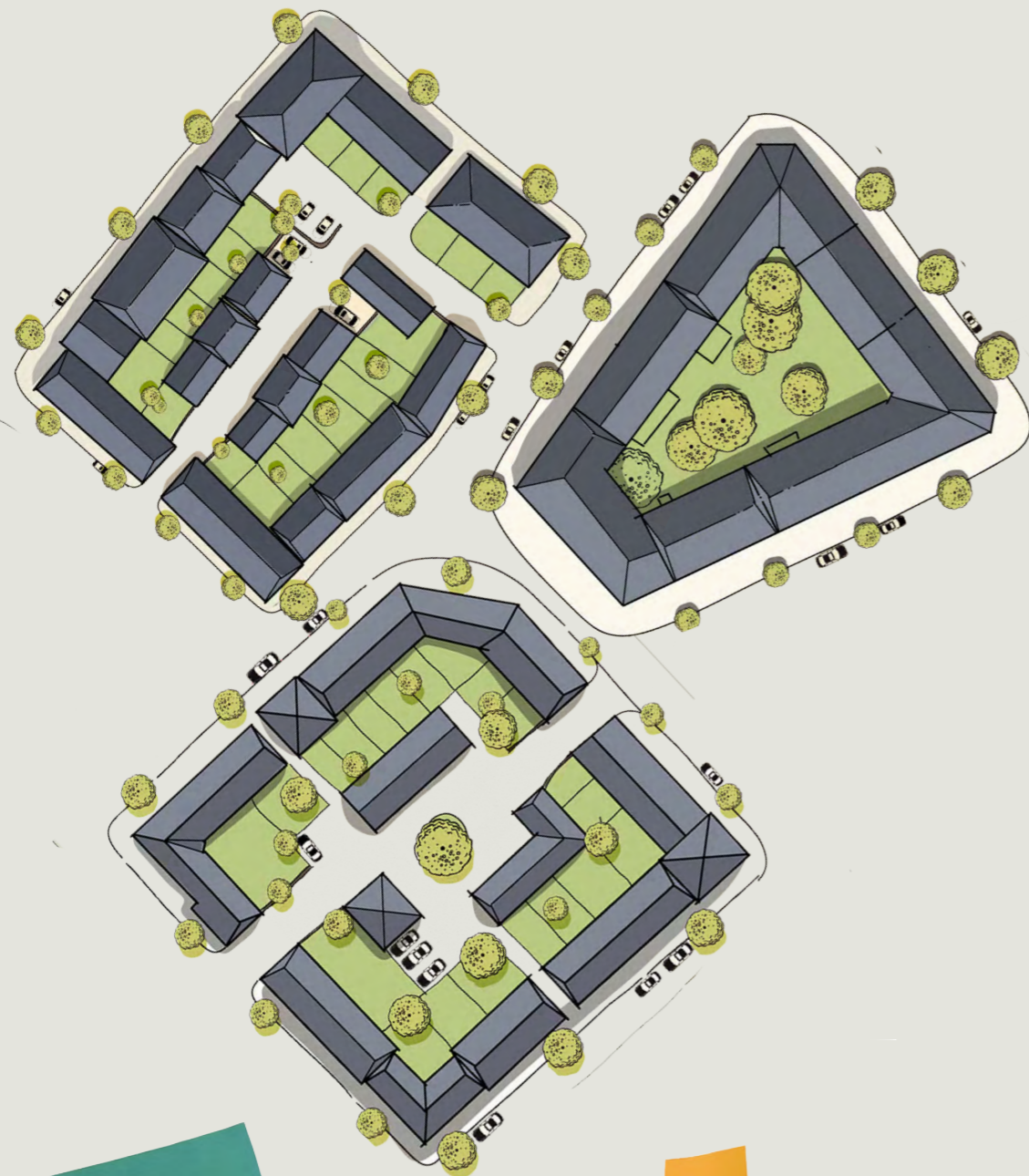
Fine Facades. New shops must be inspired by Lichfield's rich variety of commercial facades.





How will it be laid out?

Beautiful streets connected to Lichfield's centre. The Birmingham Road Site will restitch Lichfield's historic urban form of connected, walkable streets, with little traffic. **All streets must be lined with street trees.**



Buildings that respect heritage. Buildings must be limited to 3 storeys on St John Street and Frog Lane to protect the local heritage assets of St John's Hospital, and the Old Grammar School.

Getting Around...

Putting people first. The Birmingham Road Site must continue Lichfield's heritage as a walkable city, using low-traffic, pedestrian and shared streets.

Connecting the station to Lichfield. A new pedestrian crossing must connect Lichfield City Station to the centre of Lichfield, which preserves the view of the Cathedral.

