Areas of Change

1. Western Gateway
   - **Challenges**
     - High level of car parking with poor movement and clarity
     - Inadequate frontage to support retail and local public transport
     - Weak urban form and limited pedestrian movement
     - Inadequate cycle provision;
     - Poor quality of existing north-south connections
     - Car parks perceived as better quality
     - Passive maintenance of existing rail station
     - Focus on short-term station improvements
   - **Opportunities**
     - Improved high speed rail service
     - Improved quality of infrastructure at the railway station interchange to encourage use of rail services
     - Improved connections
     - Potential new landmark development
     - Improved urban experience
     - Potential frontage

2. Southern Gateway
   - **Challenges**
     - High level of car parking with poor movement and clarity
     - Inadequate frontage to support retail and local public transport
     - Weak urban form and limited pedestrian movement
     - Inadequate cycle provision;
     - Poor quality of existing north-south connections
     - Car parks perceived as better quality
     - Passive maintenance of existing rail station
     - Focus on short-term station improvements
   - **Opportunities**
     - Improved high speed rail service
     - Improved quality of infrastructure at the railway station interchange to encourage use of rail services
     - Improved connections
     - Potential new landmark development
     - Improved urban experience
     - Potential frontage

3. Business & Commercial Quarter
   - **Challenges**
     - High level of car parking with poor movement and clarity
     - Inadequate frontage to support retail and local public transport
     - Weak urban form and limited pedestrian movement
     - Inadequate cycle provision;
     - Poor quality of existing north-south connections
     - Car parks perceived as better quality
     - Passive maintenance of existing rail station
     - Focus on short-term station improvements
   - **Opportunities**
     - Improved high speed rail service
     - Improved quality of infrastructure at the railway station interchange to encourage use of rail services
     - Improved connections
     - Potential new landmark development
     - Improved urban experience
     - Potential frontage

**Solihull Town Centre Masterplan**

Public Consultation
Areas of Change

4. Northern Approach

Challenges
- Physical approaches to the northern approaches create an uninviting and potentially unsafe experience for residents and visitors alike.
- The high street is perceived as too busy and potentially unsafe for children.
- Pedestrian movement is limited along the north side of the town.

Opportunities
- Improved pedestrian access along the northern edge of the town.
- Improved connection of high street and railway line.
- Improved urban experience through a new landmark building.

5. Heart of Solihull (retail core)

Challenges
- Some of the existing public realm is tired and fails to provide an attractive frontage along Warwick Road.
- The retail core is underused.
- The footfall is not to distract from other areas.

Opportunities
- Improved urban experience through an attractive new urban living and/or car parking development.
- Improved connection of high street and railway line.
- Improved operational efficiency.

6. Solihull Living

Challenges
- The distinct lack of development within the north of the town.
- The inability to provide an attractive frontage along Warwick Road.
- The quality of the surrounding amenity buildings and open spaces.

Opportunities
- Improved urban experience through an attractive new urban living and/or car parking development.
- Improved public realm.
- Improved connectivity along the northern edge of the town.

7. St Alphege Quarter

Challenges
- The lack of attractive rearage along the town edge.
- The footfall is not to distract from other areas.
- The quality of the surrounding amenity buildings and open spaces.

Opportunities
- Improved urban experience through an attractive new urban living and/or car parking development.
- Improved public realm.
- Improved connectivity along the northern edge of the town.

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