Heritage and the High Street: Which Way Now?

Planning Considerations:
Jewellery Quarter, Birmingham

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Blackswan & Our Work With Heritage

• **Development Manager**
  - Client development function
  - Public and Private Sector

• **Advisory**
  - Viability for projects
  - Public and private sector

• **Jewellery Quarter**
  - 4 projects in Jewellery Quarter, all with heritage items (listed buildings, other heritage buildings, conservation area)
  - Total value circa £200m

Ashford & Sons Grade 2* listed former gilt toy factory on Great Hampton Street
Design With Heritage

• **Approach – adversarial or co-operative**
  - Winners and losers

• **Goals**
  - Realistic – early on establish must-haves vs. nice-to-haves
  - Targeted – focus on the major achievements as opposed to every detail
  - Compromises – set goals which can be agreed

• **Design**
  - New design should be complementary not a copy
  - Be prepared to compromise to safeguard assets and main goals

• **Reward co-operation**
Viability With Heritage

• **Where and What**
  - Location - London and South East and the rest
  - Type of developer - have realistic expectations

• **Planning**
  - Set out policies early – profit, s.106, save or replace
  - Decide on order of preferred outcomes - restoration of heritage building, s.106, affordable housing
  - Take detailed approach, and test developer assumptions

• **Development**
  - Take action – viability changes over time
  - Offer joint wins – what can developer and planning win on?
  - Grants – red herring or useful?
Time & Heritage

• **Enemy of Heritage Projects**
  - Loss of momentum
  - Change of funding
  - Recession

• **Momentum and Speed**
  - Correspondences and responses
  - Surveys
  - Legal