

Using digital tools to proactively identify potential development sites

Alexa O'Neill & Stewart Donohue

Principal Planning Policy Officers, Birmingham City Council




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Context



 Urban Intelligence

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The Challenge

- 2,555 dpa ⇒ c.7,000 dpa
- Build on existing SHLAA / ELAA
- Constrained by Green Belt
- Historically minimal response to call for sites
- No stone left unturned!



Place Maker in Birmingham

The screenshot displays the Birmingham City Council Place Maker interface. On the left, there are navigation tabs for 'Map' and 'Table'. Below these are search and filter options, including fields for Site ID, Site Name, CFS Reference, and Tags. A 'Suitable Site Area (ha)' range is set from 0 to 210. A 'Ward' selection list shows several wards with checkboxes, including Acocks Green, Allens Cross, Alum Rock, Aston, and Balsall Heath West. A 'Search Sites' button is at the bottom of this section.

The central map area shows a map of Birmingham with a 'Toggle layers' menu overlaid. The menu includes categories such as Ecological Layers, Economic Layers, Environmental Layers, Heritage Layers, Land Constraints, Local Facilities, Local Policy Layers, Other Constraints, Planning Applications, Rivers and Flooding Layers, and Safeguarded Layers. A search bar above the menu says 'Search for a location...'. The map itself shows various ward boundaries and numerous red dots representing suitable sites.

On the right side, there is a '660 Sites' list. Below the list, a 'View Site Details' button is visible. The details for a selected site (Site ID 1096) are shown in a table:

Site ID	1096
Site Name	Site 1096
Neighbourhood	Wesley & Selly Oak
Site Source	Land Registry Parcel Sites
Current Use	Use Class: Sui Generis
Potential Use	Residential
Site Area (ha)	0.11 hectares
Suitable Area (ha)	0.11 hectares
Estimated Residential Capacity	9 unit(s)
Suitability Assessment Result	Suitable
Estimated Delivery Period	Not Known
HAD Status	Assessment Verified
Tags:	Health, smarten-dando

Below the details table, there are buttons for 'View Site Details' and 'Show On Map'. Further down, the details for Site ID 2735 and Site Name Site 2735 are partially visible.

Birmingham Sites Dashboard | bcc-sites-dashboard.nw.r.appspot.com

Birmingham City Council | Alexa O'Neill

Map | Search and Filter

Search for a location...

Toggle layers

Site ID
Type site ID

Site Name
Type site name

CFS Reference
Type CFS reference

Tags
Select...

Suitable Site Area (ha)
0 - 210

Ward
Select/Deselect All

- Acocks Green
- Allens Cross
- Alum Rock

Show More

Area Type

Search Sites

0 Sites

No sites found

Place Maker in Birmingham

- 330,000 Land Registry Parcels
- c.660 suitable verified sites
 - Next steps – write to land owners, engage with BCC property services, feed in emerging evidence (e.g. open space assessment)
- 35+ call for sites submissions

Taking Opportunities Forward – Key Stakeholders

- ✓ Other planning teams – area masterplans
- ✓ Development Management:
 - Pre-application enquiries and planning applications
- ✓ Specialists – ecologists, tree officers, heritage, flood risk
- ✓ City Council owned sites:
 - Birmingham Property Services
 - Birmingham Municipal Housing Trust
- ✓ Private land owners and agents
- ✓ Senior Managers
- ✓ Elected Members

Taking Opportunities Forward - Masterplans

- Our Future City Plan – Central Area Framework



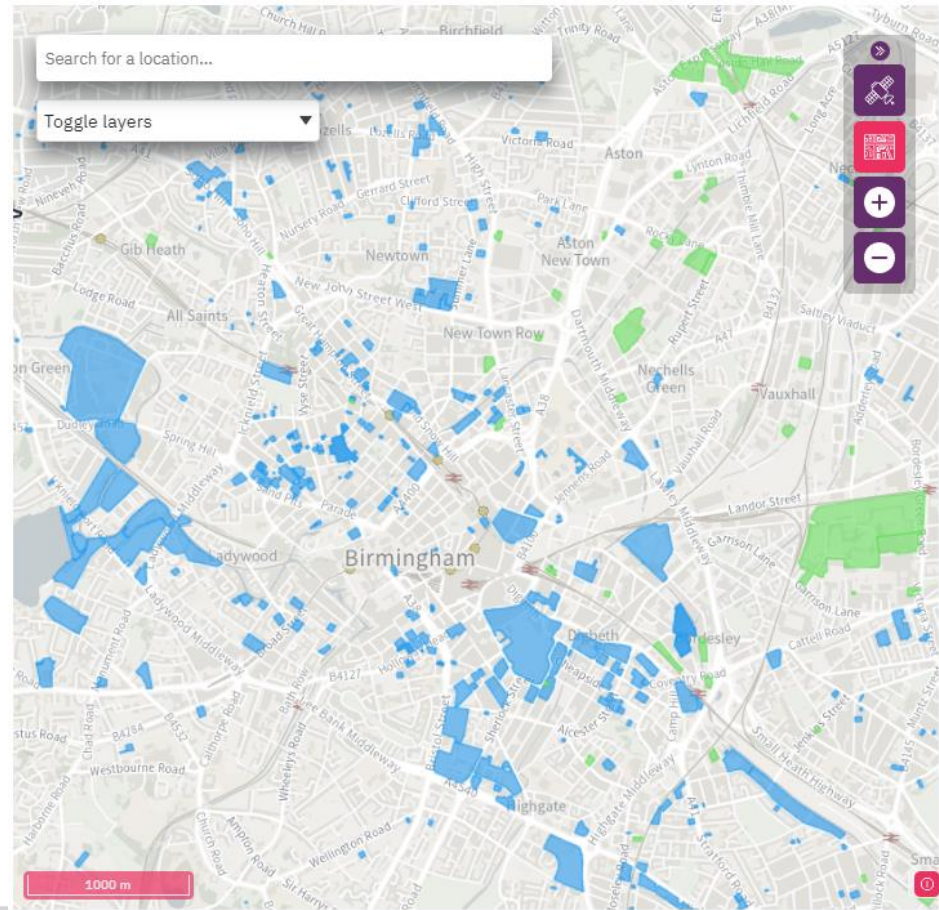
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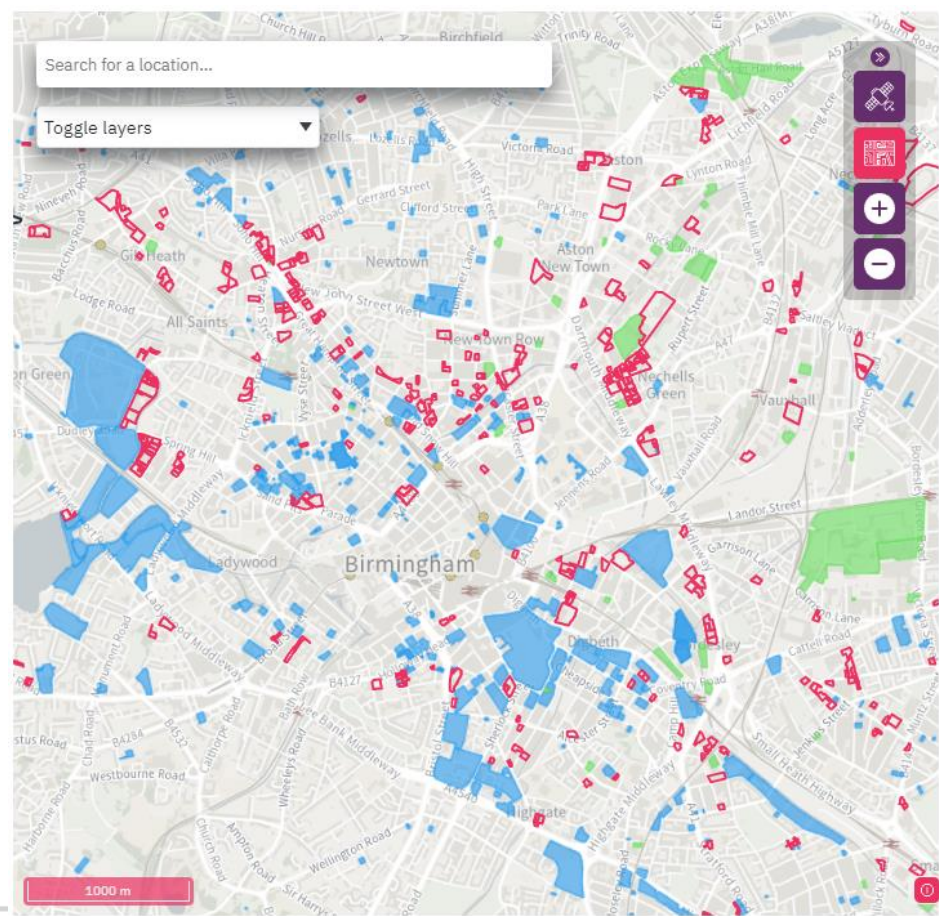
Central Area Framework

- Existing SHLAA and ELAA sites



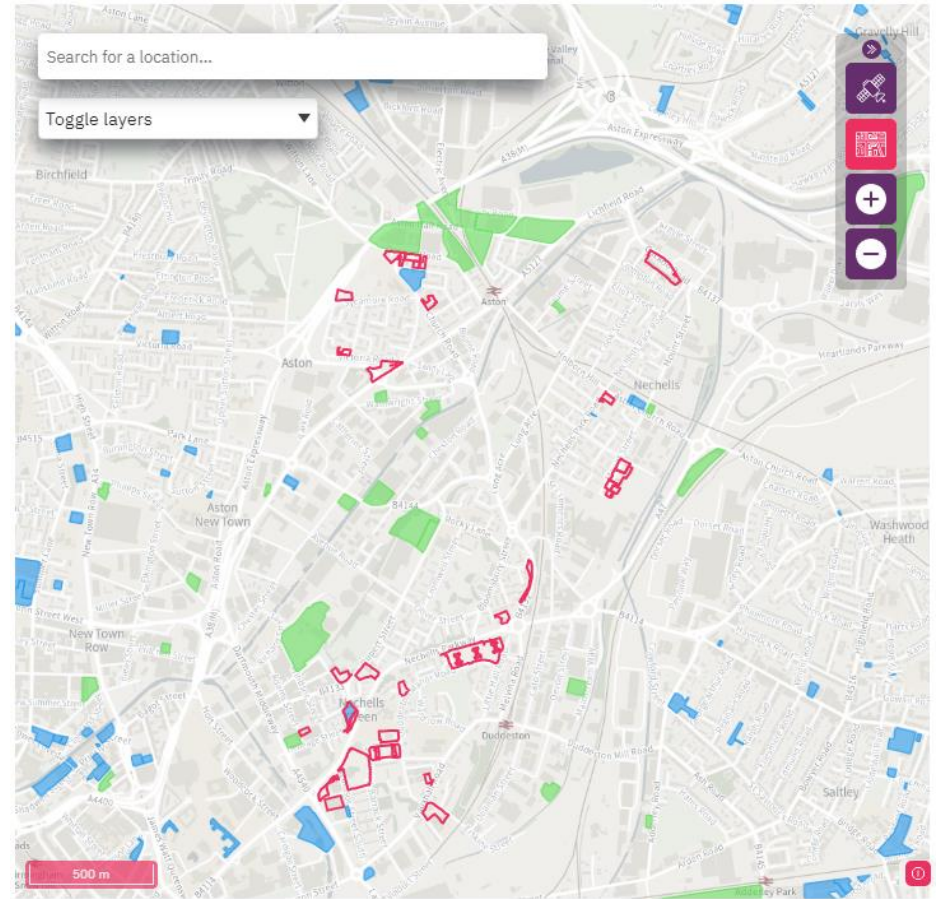
Central Area Framework

- Existing SHLAA and ELAA sites
- Additional potential opportunities identified through Place Maker



Taking Opportunities Forward - City Council Owned Sites

- Ongoing discussions with Birmingham Property Services
- Site identification for Birmingham Municipal Housing Trust
- Also links to Masterplans



Taking Opportunities Forward

- Engagement with private landowners and agents:
 - Letters sent out to landowners to find out development interest
 - Liaison with agents and DM officers where there has been a recent pre-application enquiry or planning application submitted
- Sites with confirmed developer interest to be taken forward for assessment in new HELAA

Final thoughts

- Positive experience overall
- No stone left unturned!
- LURB – standard for all LAs?





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