

Heritage and the High Street: Which Way Now?

Planning Considerations: Jewellery Quarter, Birmingham

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Wednesday 6th December 2017



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**



CGI of Gilder's Yard design, a 156 unit apartment building incorporating grade 2* listed Ashford & Sons former factory and further heritage buildings at the rear

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

