



# Walsall Town Centre Masterplan



**Walsall Council**



# This is Walsall...



21 mins to Birmingham  
2hrs to London



15 million per annum  
combined Public Transport  
journeys



10 mins to M6  
20 mins to Wolverhampton



13 direct trains to London per day  
Direct passenger services to  
Wolverhampton



3 Million catchment population  
78th largest catchment nationally



University of  
Wolverhampton -  
Walsall Campus





SISTER DORA

LLO

## A great place to live, work and relax

People form lasting opinions of a place from their first encounter or point of arrival. These influence their behaviour and relationship with that place and determine its success.

Creating a safe, clean, active and enjoyable place with a series of well-connected attractive spaces will encourage people to stop and interact within a town. As a consequence their relationship with a place will be positive and they are more likely to return.

Healthy town centres balance the needs of their communities, places, people and businesses.

The Walsall Town Centre Masterplan aims to develop and define a Walsall Experience which encourages people to live, work and relax. The interventions proposed will transform the town centre by 2040; creating an improved and positive feel and an experience which generates a sense of pride in Walsall Town Centre.

A positive arrival experience at the rail and bus stations will welcome visitors and draw them through to legible, attractive and vibrant public spaces, encouraging them to spend more time in Walsall Town Centre.

The development proposals will create a healthy town centre with a high quality mix of leisure, retail, office and housing to meet the requirements of the current community while also attracting new visitors, businesses and residents in the future.

# Measuring success



Double the number of quality homes



Reduce vacancy rate by 70%



Become the healthiest town centre in the UK



Double the number of visitors



Seven times the number of street trees



Ten times the quantity of green links

**2019**

900 homes

>28% vacant

(Score -0.21)

Visitors - to be measured

70 Street Trees

500m Green Links.

**2040**

1800+ homes

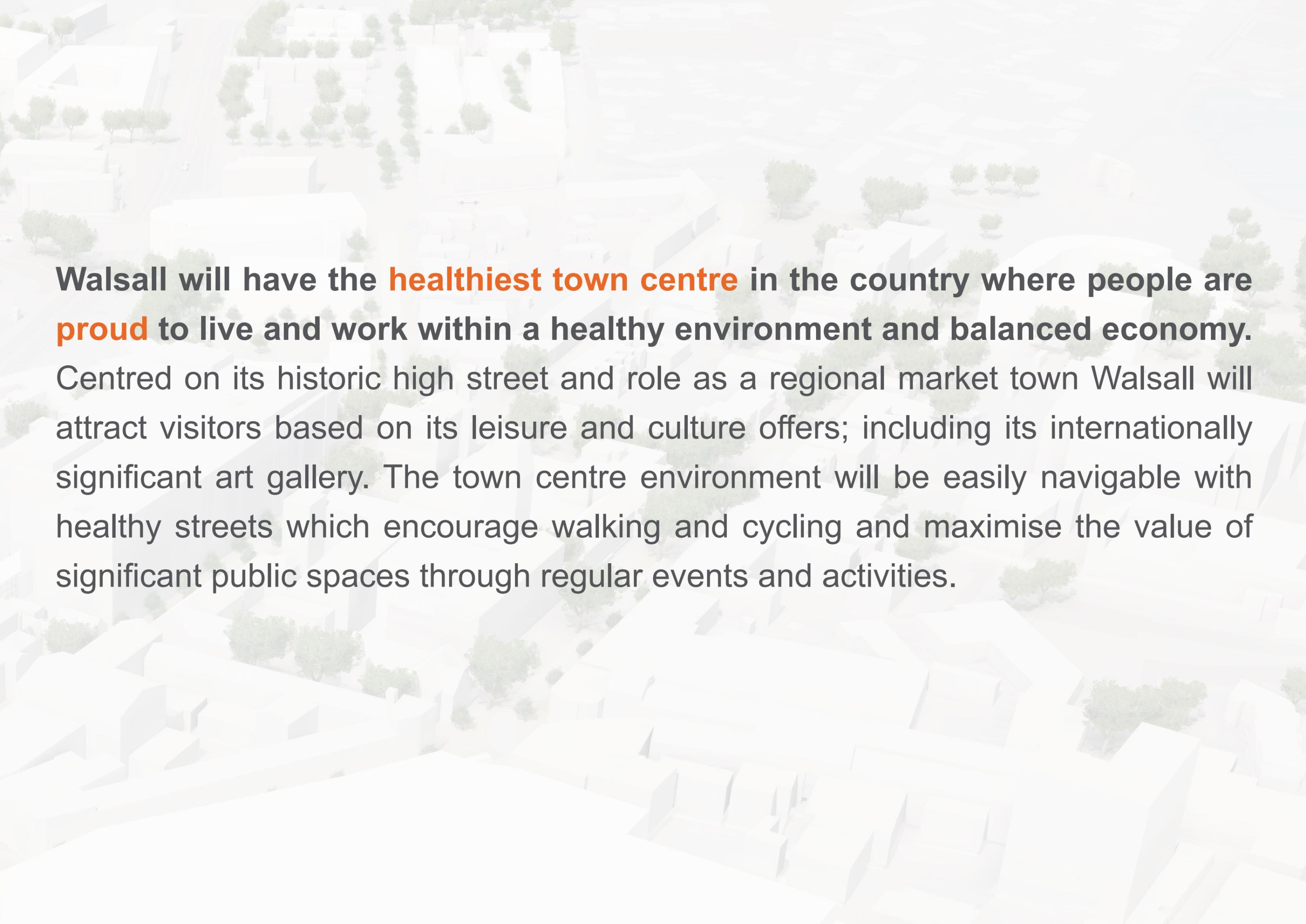
<5% vacant

Healthiest (Score 0.34)

100% increase in visitors

500 Street Trees

5km Green Links

An aerial, top-down view of a town center. The buildings are rendered in a light, semi-transparent style, showing their footprints and some internal structures. Green trees are scattered throughout the urban layout, particularly along streets and in open areas. The overall scene is bright and clean, representing a modern, healthy urban environment.

**Walsall will have the **healthiest town centre** in the country where people are **proud** to live and work within a healthy environment and balanced economy.** Centred on its historic high street and role as a regional market town Walsall will attract visitors based on its leisure and culture offers; including its internationally significant art gallery. The town centre environment will be easily navigable with healthy streets which encourage walking and cycling and maximise the value of significant public spaces through regular events and activities.

# The Masterplan

**3** Create strong visual and physical links between transport hubs and key town centre locations



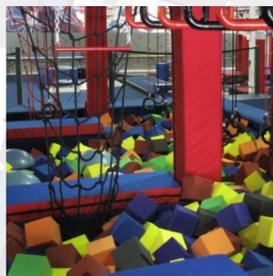
**4** Re-define highways to provide better pedestrian and cycle connectivity between town centre and key facilities



**2** Centralise the retail core



**1** Quality leisure and cultural experiences



**6** Balanced residential offer which meets the housing need



**5** Linked series of quality public spaces which improve legibility and provide a range of public uses





EDUCATION/  
COMMERCIAL

OFFICES

MULTISTOREY  
CAR PARK

OFFICES

HEALTH  
CENTRE

RESIDENTIAL

RESIDENTIAL

RESIDENTIAL

RESIDENTIAL

RESIDENTIAL

TAIL/MIXED USE

ART  
GALLERY

RETAIL  
PERFORMING  
ARTS

BUS STATION

RETAIL  
PERFORMING  
ARTS

TRAIN  
STATION

STATION

SADDLERS  
SHOPPING CENTRE

LEISURE/MIXED USE

VICTORIAN  
ARCADE

RETAIL/  
FOOD HALL

RESIDENTIAL



COUNTY BOROUGH OF WALSALL  
TO THE GLORY OF GOD AND IN LOVE AND  
GRATITUDE TO THE MEN OF THIS BOROUGH  
WHO GAVE THEIR LIVES FOR THEIR COUNTRY  
IN THE GREAT WORLD WAR 1914-1918  
THIS MONUMENT ERECTED 31 OCTOBER 1921  
THEIR NAME LIVETH FOR EVER MORE

THIS MONUMENT IS ALSO DEDICATED TO THE MEN  
AND BOYS OF THE BOROUGH



1887  
VICTORIAN JUBILEE



New Art Gallery



# Transforming the Town Centre





9

7

6

3

8

2

1

4

5

10

# Catalytic Interventions



## 1. A Greener Public Realm

To green the town centre creating a high quality and attractive environment which promotes wellbeing and encourages people to dwell. Creating a quality public realm will have direct and significant impact on retail spend in the town centre. This town centre greening will be incorporated in a wider landscape and public realm strategy. Urban greening elements promote biodiversity and sustainable design and include tree planting, raised planters, areas of grass, and green walls.



## 4. St. Matthew's Quarter

Activate St. Matthew's Quarter to act as a footfall anchor to the east of the town drawing shoppers through the retail core and encouraging more people in to the town centre. An ambitious re-development to create a destination by introducing a leisure led mixed use development. Redefine the space at The Bridge to create a greener environment and to allow dwelling and footfall retention.



## 7. Challenge Block

Provision of new health centre located in close proximity to town centre, public transport interchange and Council offices. Replacement multi-storey car parking located next to the ring road. The uses in the central part of the Challenge site will be market and demand led.



## 2. A prominent Walsall Railway Station

Create a modern, attractive and memorable railway station arrival which incorporates the needs of the railway station along with convenience retail, cafes and restaurants within a station concourse. To include entrances, signage and quality spaces. Improve the prominence of the station in the town centre with new and spacious station entrances on Park Street, Bradford Street and Station Street. Redesign the Saddlers Centre to improve the retail and leisure offer, increase footfall, and enhance its town centre setting.



## 5. Enhance the Market

Enhance the outdoor market and give it a clear role and location in the future of the town centre. Sitting in a quality public space in harmony with and supported by the proposed surrounding uses. Provision of a new indoor market which supplements and supports the future of the outdoor market. Create a sustainable retail offer in the Victorian Arcade which encourages independent businesses and creative communities.



## 8. St Paul's Square

Development of a new bus interchange and public space which greatly improves the experience for bus users and town centre visitors by creating an attractive and safe space with high quality passenger facilities. A public space which enhances the heritage buildings within its perimeter and presents an opportunity for a tranquil, calm and green St Pauls Square.



## 3. Connected Hubs

Improve links between the railway station, St Paul's bus station and Bradford Place interchange to improve the interchange experience and encourage more people into the town centre. Using public realm improvements create stronger visual links and more clear and legible pedestrian movements across the town which will increase footfall.



## 6. Waterfront Square

Create a quality, multi-use public space which ties together the retail core, the Waterfront and Walsall New Art Gallery. This new space will create a physical and visual link between the town centre and Crown Wharf retail park to encourage people to move between the two. Designed to incorporate a Waterfront leisure area which provides a greener character and puts the Gallery at the heart of the space.



## 9. Crossing the Ring Road

Footfall will be improved between the town centre and the economic assets of the Walsall College and Gigaport by creating new crossings at strategic points along the ring road. The improved connectivity will increase the attractiveness of Gigaport to potential investors and will encourage a greater number of people to walk to the town centre from the college and north of the town.



## 10. Cenotaph Square

Create an attractive new space - Cenotaph Square - as a key public square and place for remembrance. Creation of a new, purpose built, user friendly bus station which improves the Walsall Experience. The new square will offer opportunities for a variety of social and community uses as well as creating an enhanced access in to Saddlers Centre.

# 1 | A Greener Public Realm



**We will create a green, vibrant and attractive public realm which provides opportunities for people to pause and enjoy the town centre experience. Greening the town centre will improve air quality, encourage social interaction, improve quality of life and directly impact upon the economic health of the town.**

- Introduce a series of attractive, green public spaces across the town centre
- Enhance Park Street with well designed public realm that draws people through the town centre
- Create green streets which naturally link the key town centre locations including Walsall College
- Bring the Arboretum in to the town centre with the greening of Lichfield Street creating an attractive pedestrian route
- Introduce a new cycle network around the town centre

## 2 | A Prominent Walsall Railway Station



**Walsall Railway Station will maximise its prominent location in the town centre and the connectivity which Walsall has with Birmingham, Birmingham International, London and beyond.**

- Create a spacious, welcoming station concourse in the Saddlers Centre
- Introduce convenience retail along with cafes which serve the needs of commuters and visitors
- Ensure the opening hours of the station concourse help to encourage a day and night economy
- Link platform 1 directly to the concourse with ramps and steps
- Drive footfall to the Saddlers Centre



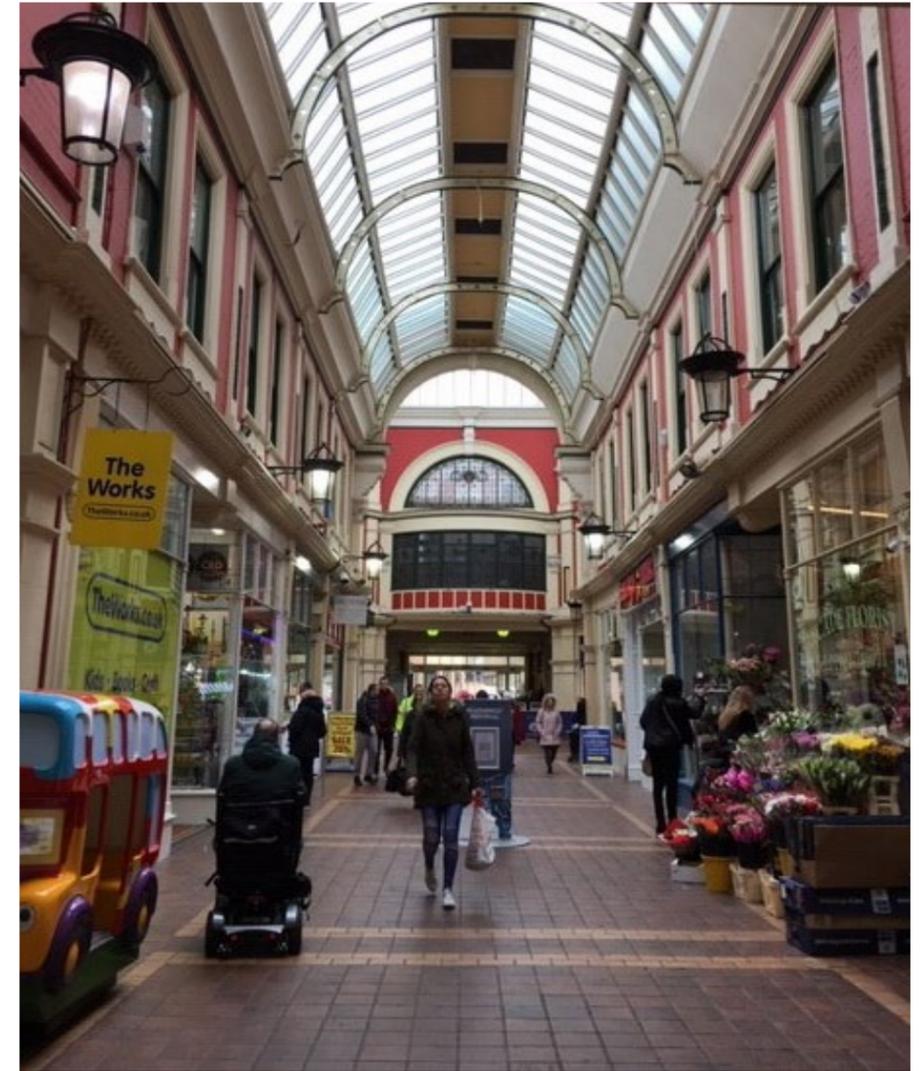
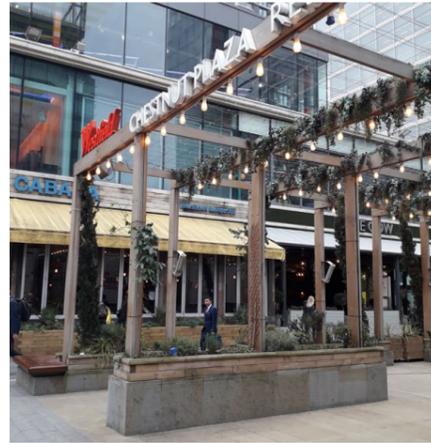
### 3 | Connected Hubs



**Clear, legible links between the 3 key transport hubs will facilitate movement through the town centre and maximise the potential created through 15 million passenger journeys per year.**

- Using quality public realm and intuitive wayfinding to guide people through the town centre
- Clear pedestrian links between the railway station and bus stations
- Opening key views to create a legible and connected town centre
- Create a space in which people dwell and enjoy their surroundings

## 4 | St Matthew's Quarter

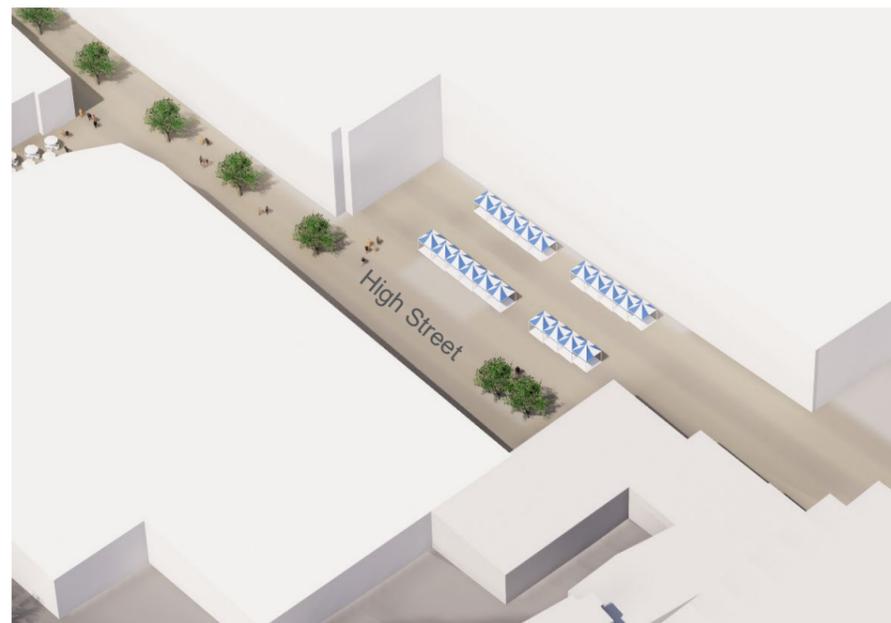


**St Matthews Quarter will become a hub of activity focussed around retail experiences and leisure uses including the street market, a new food hub and further mixed use development that will act as an attraction drawing footfall through the town.**

- Introduce leisure uses to transform the St Matthews Quarter
- Vacant and underused heritage assets brought back in to vibrant and long term use
- Encourage independent and creative uses to occupy Victorian Arcade and other historical buildings
- Introduce an indoor food court to Digbeth with a broad range of independent food and drink outlets



## 5 | Enhance the Market



We will support the long term, sustainable future of the Walsall Market by locating it within a high quality public space where it benefits from increased footfall attracted by the surrounding experience retail and leisure uses. The market will further enhance the attraction created in St Matthews and will benefit from its location adjacent to the proposed indoor food hall.

- Create a quality public square in which the market sits
- Use the location to maximise the benefits to the market of the increased footfall created by leisure uses, retail experience and the new food court
- Encourage a broader market offer, regular specialist markets and events

## 6 | Waterfront Square



**A new multi-functional public space which connects the edge of town retail to Park Street through physical and visual links which draw people in to the town centre. This high-quality space will put the Walsall New Art Gallery at its heart and create a strong relationship between the waterfront and the main retail core.**

- Create a quality, green public square which provides areas to play, pause, meet and hold outdoor events
- Introduce a water feature which “extends” the canal into the square
- Encourage greater use of the canal for boats and other activities
- Address the micro-climate through strategic planting to create a pleasant and relaxing environment



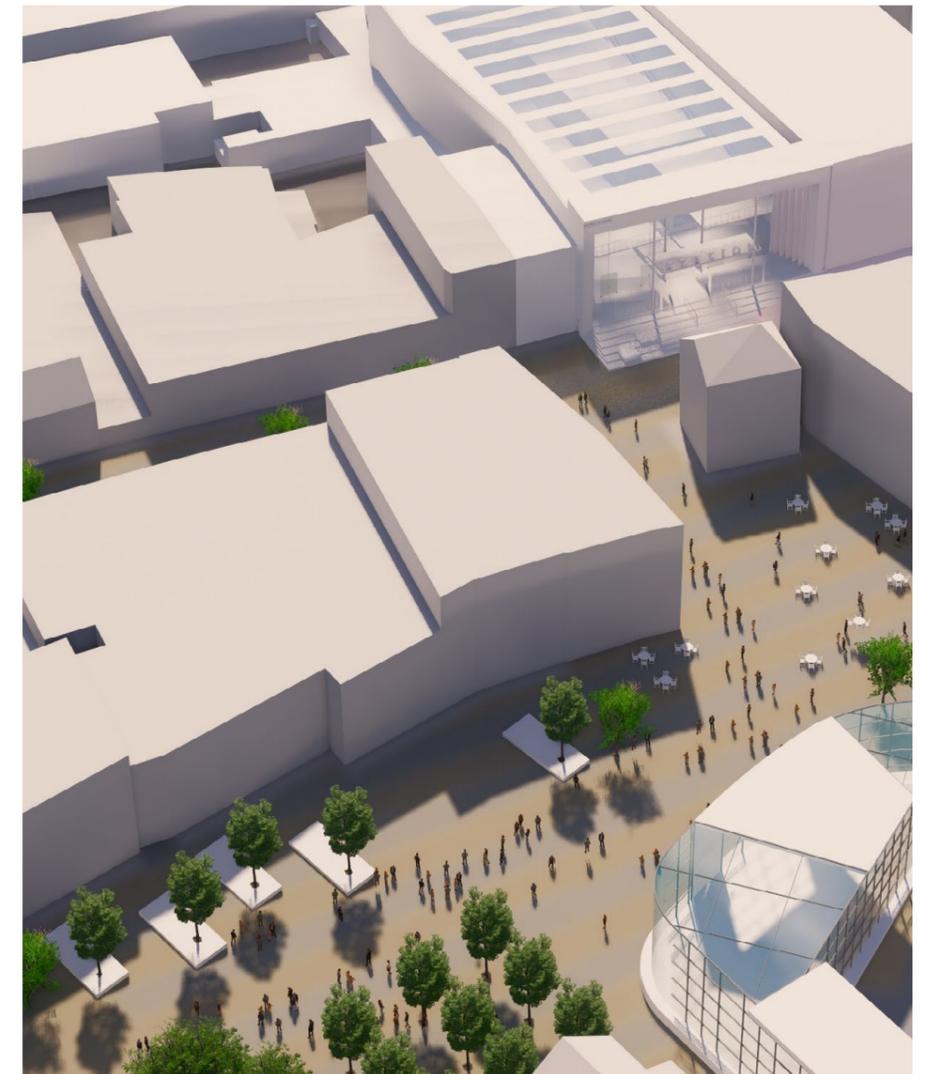
## 7 | Challenge Block



**We will promote the Challenge Block for a range of uses commencing with the development of a modern, quality health facility and a multi-storey car park. Further development will be flexible and market led with the possibility for office space or residential.**

- Develop a modern, fit for purpose health hub in the town centre which benefits from its location adjacent to the St Pauls bus station
- Develop an easily accessible multi-storey car park on the ring road
- Encourage private led development of office space or housing
- Connect the Challenge Block to the town centre through the green links intervention

## 8 | St Paul's Square



**We will reconfigure St Pauls Square into a pedestrian focussed public square which provides an attractive and welcoming point of arrival to the town. An improved, pedestrian friendly environment will make the space attractive, connected and green.**

- Create quality public realm surrounding St Pauls Church and bus station
- Remove vehicular access to the front of St Pauls Church
- Create new seating and café areas to meet the needs of pedestrians and bus users
- Tree planting to improve air quality
- The Sprint Bus to terminate at Darwall Street before recommencing its journey to Birmingham City Centre



## 9 | Crossing the Ring Road



We will maximise footfall into the town centre from Walsall College and the offices to the north of the town centre by improving the pedestrian connectivity across the ring road. The crossing from the Arboretum towards the town centre will also be enhanced.

- Enhance strategic crossing points across the ring road
- Connect the crossings to the green links into the town centre
- Improve pedestrian connections to and from the arboretum
- Increase the attractiveness of investment in this area to the north of the town centre

# 10 | Cenotaph Square



We will re-create Bradford Place as a new public space that reflects the importance of the historic assets within and around it. By removing buses and prioritising people this new square will enhance connectivity to the railway station.

- Reconfigure Bradford Place creating a fit for purpose transport hub which meets the needs of the future
- Prioritise people and remove clutter to create an attractive open space centred on the Cenotaph
- Create clear, legible connections to the train station and into the town centre



WALSALL STATION

STATION

TICKETS





## Walsall Council

Walsall Council are proud of the vision we have set out for our town over the next 20 years. We have identified clear principles and interventions that we will support and deliver to transform the town.

Working closely with our partners and communities Walsall will become a town which residents from across the borough are proud of. We will create an offer that attracts not only local residents, but also regional, national and international visitors.

Our heritage and an improved leisure and cultural offer, built on the success of the New Art Gallery, will be the cornerstone of our transformation. By creating new and improved open spaces, and a walkable and easy to navigate town centre, Walsall will be a more enjoyable place to spend time.

Improved and better connected transport hubs will make the most of the 15 million passenger journeys a year that already pass through Walsall Town Centre.

We will transform our town centre offer, more than doubling the number of people who live within it, whilst attracting new businesses and increasing the number of jobs.

We will make the town centre a better place to live, work and learn, helping make Walsall a location of choice for all.

A handwritten signature in black ink, appearing to read 'Mike Bird'.

**Cllr Mike Bird**  
**Leader of the Council**

A handwritten signature in blue ink, appearing to read 'Adrian Andrew'.

**Cllr Adrian Andrew**  
**Deputy Leader**



**Walsall Council**