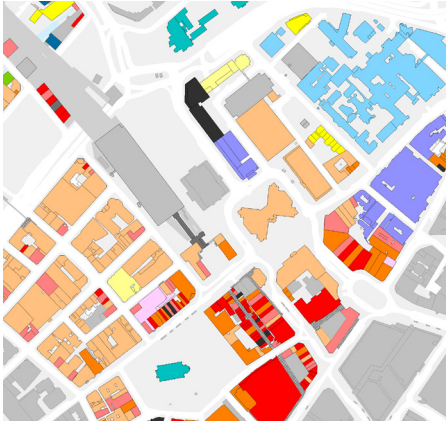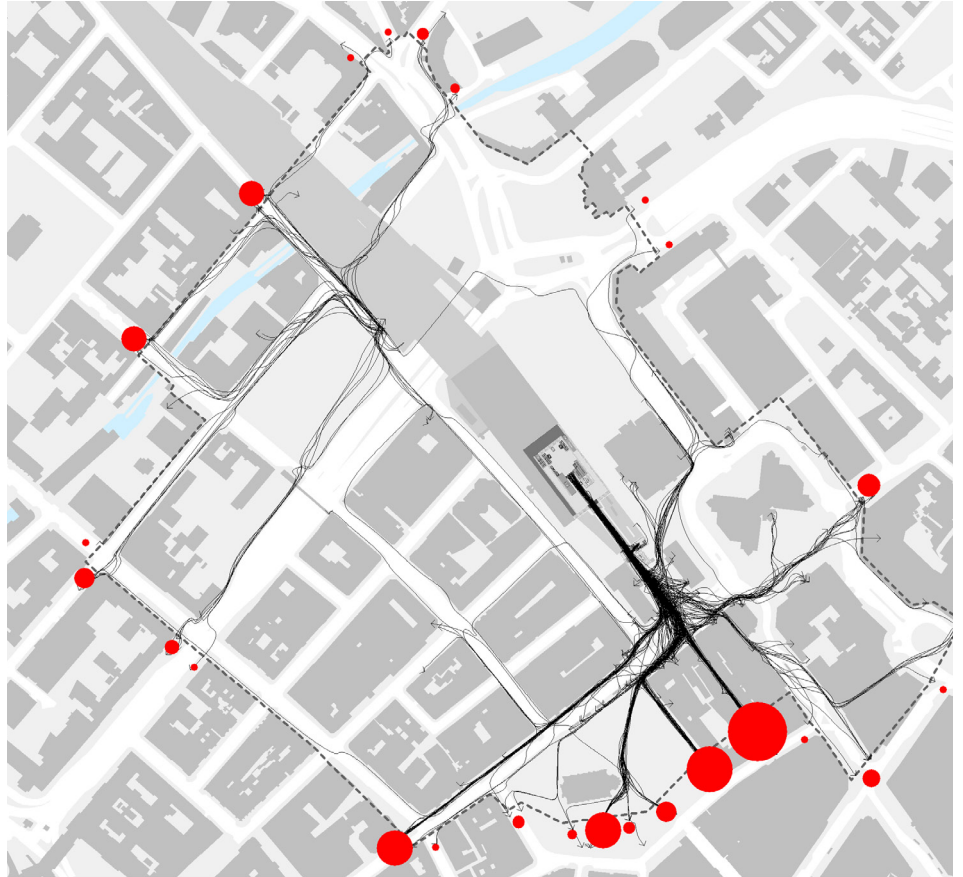# Case study **Snow Hill Station Interchange Plan**
Birmingham

A

A
Land use survey revealing commercial land use of Colmore Business District and public institutions in the east.

B
Pedestrian traces diagram illustrating the pedestrian desire lines from Snowhill station exits.

Client
Centro
Birmingham City Council
Colmore Business District

Duration
2012 - 2013

Professional team
JMP
Alan Baxter & Associates

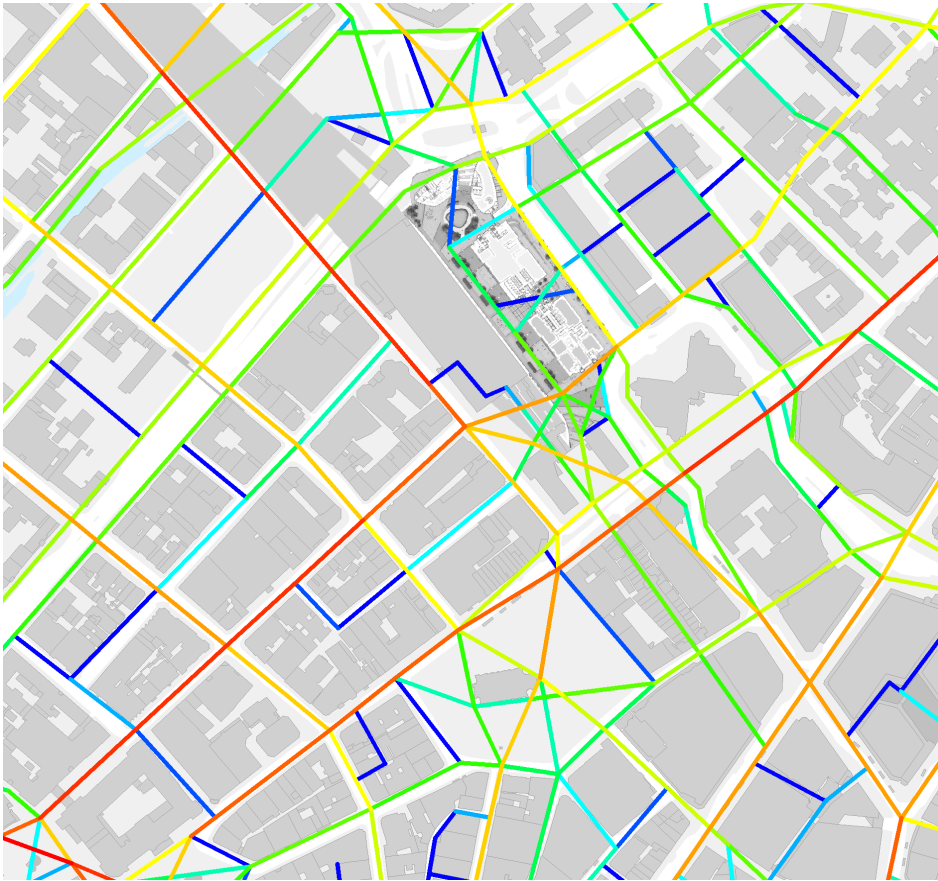**Our role**
Pedestrian movement consultant

Key features
Urban baseline study
Masterplan review
Pedestrian movement model
Design development

B

The opportunity

Snow Hill Station is at the heart of an established and growing business quarter in Birmingham. Diagonally opposite the key landmark of St Phillips Cathedral, it is one of three mainline rail stations with rail services to the Black Country, the Chilterns and London Marylebone and is the terminus for the Midland Metro.

Like other major transport hubs, Snow Hill generates high levels of pedestrian, bus, taxi and vehicular movement, all competing for the same space.

The growth of Snow Hill Station and the introduction of HS2 will increase activity in the city centre. The challenge is therefore to develop a city-wide approach to the integration of different transport modes.

Centro Midlands, Birmingham City Council and Colmore Business District appointed Space Syntax and traffic consultancy JMP to develop the Snow Hill Interchange Plan. Complementing the Masterplan Framework for the area, the project aims to enhance Snow Hill Station as a multi-mode public transport interchange hub and as a key destination in the city.

Space Syntax

C **Spatial accessibility analysis** for the
   emerging interchange plan design.

Our contribution
Space Syntax's detailed analysis
of street network connectivity and
pedestrian and cycling activity used
to produce a detailed Pedestrian
Movement Model for the area. This
model was the basis to develop, test
and prioritise key intervention projects
for the emerging Snow Hill Masterplan
and the Interchange Plan.

Our studies demonstrated that
Birmingham can only benefit from the
anticipated large scale interchange
activity if the right spatial strategies
are implemented at the local level.

These include embedding the station
concourse into both the wider and
local movement networks and
improving the public realm around
the ring road, which is currently a
blockage to pedestrian movement.

The outcome
In close collaboration with the
multidisciplinary consulting team, the
integrated multi-mode, multi-scale
forecast tools developed by Space
Syntax were used to develop a
strategic masterplan for a year 2030
scenario.

The strategic masterplan prioritised
a set of projects according to their
potential to improve active travel,
transport interchange potential and in
turn benefit the long term social and
economic viability of Snow Hill Station
and the Colmore Business District.

The creation of a pedestrian-led
environment will be the key to an
efficient and successful transport
interchange.

Our work was used at workshop and
stakeholder consultations to clearly
communicate and support strategic
design decisions across both the
multidisciplinary design team and the
three client groups.

The strategic masterplan is now
being used to develop detailed
proposals for Snow Hill Station.