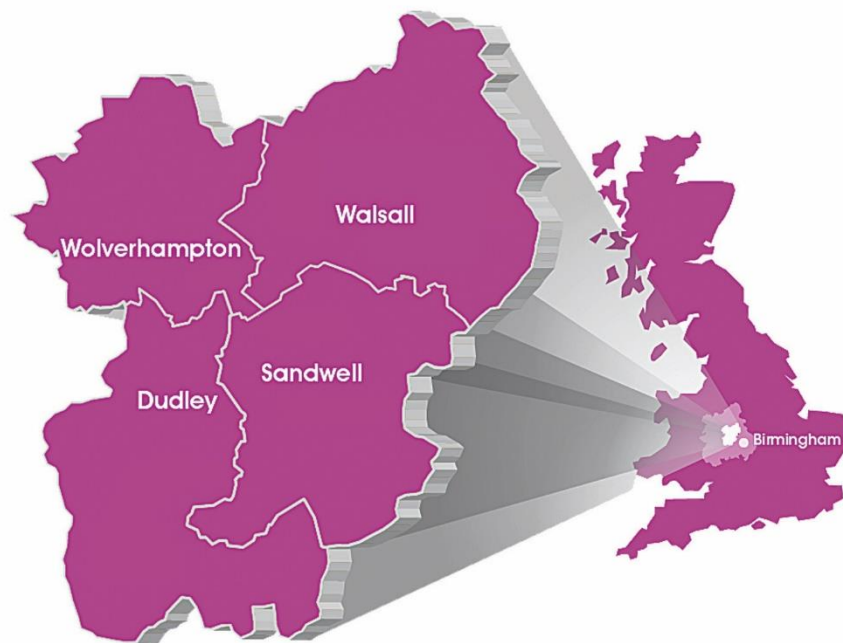


# Black Country Garden City

This is the BEST place for a new Garden City...



...because of....

# Existing infrastructure

# Existing public services

Proximity to all types of  
jobs

# Green infrastructure

# Character

# Principles



## 1. Land Use

Using under-used land assets



## 2. Black Country

Making the most of the Black Country Assets



## 3. Garden

Integrating planting & food-growing into streets and spaces



## 4. Easy to get around

Well connected by all modes of transport



## 5. Facilities and Services

Easy access to facilities and services



## 6. Distinctive

A clear identity



## 7. Enterprising

Supporting new business



## 8. Engaging

Residents managing their Community



## 9. Smart

Harnessing technological innovation



## 10. Healthy

Promoting healthy lifestyles



# Proposition to developers and investors

- Sites for 45,000 new homes
- Regional market of 5 million people
- proximity to high-value jobs, universities
- Connections to major centres and HS2
- Quality of environment, green spaces, canals, heritage, retail and cultural offer
- Transport and utilities infrastructure
- Commitment to positive planning, innovation and funding to unlock sites for quality development.



# Garden City process

1. Identify opportunity areas (clusters of sites) that meet the criteria
2. Deploy design tools (master-planning, design codes...)
3. Deploy positive planning (local development orders, area action plans...)
4. High profile marketing of opportunity areas to existing and new housing developers and investors
5. Create strategies for site assembly and remediation
6. Focus HCA and LEP funding
7. Align other investment (e.g. public realm, transport, green infrastructure).



[www.blackcountrylep.co.uk/regional-growth/black-country-garden-city](http://www.blackcountrylep.co.uk/regional-growth/black-country-garden-city)



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Black Country Local Enterprise Partnership



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