

## LAND USE IN MOSELEY VILLAGE SHOPPING CENTRE- 1993

This article has been extracted from an A-level Geography project by Sara Macfarlane (née Tier) while she was at King Edward VI Handsworth School in 1993.

The project is titled 'A Study of Nucleated and Linear Shopping Centres' and compares the centre of Moseley (nucleated) with Kings Heath (linear). It analyses land use, rateable values, age and height of properties and clustering of similar uses (nearest neighbour analysis) across the two centres.

This extract from the project concentrates on land use in the centre of Moseley. It includes photographs of Moseley from the project, showing shops that have since disappeared, followed by the land use analysis from the project, indicating the occupancy of shops in 1993, labelled according to twelve different categories of use.

The conclusion of the project includes the following:

"It is apparent that shops in Moseley fall into a different category from those in Kings Heath; there are more shops selling more expensive goods bought infrequently (high order goods) such as antique furniture, jewellery and crafts. The larger percentage of professional and commercial facilities, restaurants and public houses in Moseley do not attract customers on such a regular basis as supermarkets and clothing shops as revealed by the more substantial pedestrian counts in Kings Heath. Moseley does not appear to have such an extensive shopping centre as Kings Heath indicated by its smaller size and narrower spectrum of shops. Although it is nucleated, areas such as Woodbridge Road consisting of residences and services (police station, dairy) are not strictly geared towards the shopper..... Moseley ....appears to cater in the main for a different type of buyer: goods which are sold more infrequently such as gifts, crafts and more expensive antique furniture shops, small food shops and clothing boutiques."



Alcester Road 1993

Looking north

Including TSB bank, Boots the chemist



Alcester Road / St Mary's Row 1993

Looking south





Victoria Parade/Alcester Road 1993,  
looking south



Victoria Parade 1993

including Village Bakery, Village Carpet Centre, Mitchell's butchers



## St Mary's Row 1993

Including Gascoigne's, Pottery and Pieces, Oxfam, Drukers, Diane Lawson florist, Peter Clark antiques and Meteor Ford

Ghost sign above Gascoigne's advertises Spratts Bird Seed and Chicken Food, a relic of previous occupants



## Woodbridge Road 1993

Including Dairy Crest dairy



# LAND USE PLAN OF MOSELEY 1993

← NORTH

1:1056

## Analysis of Land Use by Category

Category (as shown on right)	%	No.
Food	13%	18
Clothes/Foowear	4%	5
Furniture/ antiques etc	6%	8
Jewellery/gifts	2%	3
Leisure/sport / newsagent etc	5%	7
Electrical	1%	2
Chemist / optician	3%	4
Banks/Insurance/Estate agents	14%	20
Restaurants, cafes, pubs	11%	16
Public buildings, churches etc	2%	3
Residential	11%	15
Other	28%	39
<b>Total</b>	<b>100%</b>	<b>140</b>



