

## Saint Georges – Birmingham



A major 7 acre regeneration scheme in the historic Jewellery Quarter in Birmingham in partnership with Chord Developments.

This is a development site of seven acres (larger than Brindley Place in Birmingham) which is the result of an on-going land assembly programme started over four years ago and amalgamating to date a dozen separate land ownerships.

The site has been master planned by Urban Initiatives following extensive consultation exercises with the local residents and business community, other interested stakeholders and the local authority.

Deeley has worked with two different architectural practices to create an innovative and varied townscape appropriate to the Jewellery Quarter conservation area. Our designers worked within the parameters set out in the Design Codes prepared by Urban Initiatives. As a result our proposals were favorably received during a presentation to the CABE Design Review Panel.

The overall completed scheme will comprise of 700 residential units including affordable accommodation, two hotels, multi storey car park, offices including affordable work spaces, live-work units, bars and restaurants. Finally a new square is proposed on Icknield Street creating a new gateway entrance into this previously neglected, but soon to be rejuvenated, part of the Jewellery Quarter. We are also actively exploring alternative commercial uses.

The estimated project value is £160 million generating in excess of 1500 new permanent service sector jobs in the bars, restaurants, hotels and car park as well as over 1000 construction workers' jobs during the building period.

### KEY FACTS

#### Value of Development

The estimated scheme value is £160M

#### Scale and Scope

7 acres

700 residential units

#### Timeframe

October 2008 – June 2012

#### Number of jobs accommodated

Estimated employment created on the site is 1500

#### Professional Team

**Masterplan Architects:** Urban Initiatives

**Planning Consultants:** Urban Initiatives

**Block A Architects:** Bryant Priest Newman

**Kettleworks Architects:** Online Architects

**Engineer:** CTM/BJB

#### Contact

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