

# The Mercian, Birmingham



Images courtesy of Moda

## Pushing the standard of private rented sector (PRS) living in Birmingham

### CLIENT

Moda

### LPA

Birmingham City Council

### STATUS

Under construction

### SERVICES

Planning, Heritage and  
Townscape, Economics,  
Development Viability

### Our role

- Co-ordinated, submitted and negotiated the full planning permission for a 42 storey residential-led mixed-use building including 481 build-to-rent apartments; dedicated communal space with residents lounge, health and wellness zones and dining club; flexible office workspace; and ground floor retail space.
- Produced a robust assessment of the impact of the development scheme on the significance of adjacent heritage assets including a number of grade I and II listed buildings and Conservation Areas.
- Objectively assessed the financial viability of the development scheme to ensure viability and a competitive return to Moda in light of an unprecedented financial obligation towards improving key infrastructure across the city centre.
- We were instrumental in shaping a positive policy approach to BTR in Birmingham, and successfully made the case for the development meeting need in Birmingham for high quality, well managed rental homes.
- We achieved flexibility on national space standards, through advocating design quality and the value of shared amenities.

- Our Development Viability service created a specific viability model and negotiated a commercially attractive Section 106 package, without covenant or clawback provisions.

### Results

- The £183m project will transform an underutilised brownfield site into one of Birmingham's tallest buildings underpinning the creation of vibrant mixed-use area along the Broad Street corridor.
- A range of apartment sizes will be available, from studios to three-bed, with family friendly tenancies up to three or five years, helping to reduce the perception of renters being transient.
- A digitally enabled building allowing future residents to organise their daily lives through the bespoke MyModa app.
- A 200 metre outdoor running track, the UK's first in a residential building, will facilitate the better health and well-being of future residents.

**Turley**