

Zone2 Broad Street, Birmingham



Image courtesy of Moda

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

CLIENT

Moda

LPA

Birmingham City Council

STATUS

Planning permission granted

SERVICES

Planning, Heritage,
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.

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.