

ARENA
CENTRAL

BIRMINGHAM





MASTERPLAN

Arena Central is a 9.2 acre site framed by Suffolk Street Queensway, Bridge Street, Centenary Square and Holliday Street.

Designed to meet Birmingham’s growing demand for high quality city centre office space, the vision for the site is to create a vibrant, class-leading, mixed-use development all set within a unique and inviting new public realm.

Arena Central is masterplanned to deliver over 1 million sq ft of office-led, mixed-use space including 670,000 sq ft of Grade A office accommodation and complimentary ancillary retail and leisure uses, alongside a landscaped public realm, delivering a new green space to the heart of the city.

Situated in Birmingham’s city centre Enterprise Zone, the development benefits from simplified planning and reduced business rates and forms a significant part of the city’s vision for regeneration, as laid out in the Big City Plan.

Work is already underway on the first phase of the development, including the unique, landscaped public realm and 2 Arena Central, the building selected by HSBC in March 2015 as the head office of its UK ring fenced bank.



VIEW OF WORKS FROM THE LIBRARY OF BIRMINGHAM



- 1 ARENA CENTRAL
- 2 ARENA CENTRAL*
- 3 ARENA CENTRAL
- 4 MUNICIPAL BANK ACQUIRED BY UNIVERSITY OF BHAM

- 5 ALPHA TOWER
- 6 4 ARENA CENTRAL
- 7 5 ARENA CENTRAL
- 8 HOLIDAY INN EXPRESS*

- 9 CROWNE PLAZA
 - 10 DANDARA
- *CURRENTLY UNDER CONSTRUCTION

PUBLIC REALM

Arena Central's public realm is a vital ingredient in securing the delivery of a truly 21st Century mixed-use development.

Created by internationally-renowned multi-disciplinary design practice, Gillespies, the public realm uses materials sympathetic to the established location – ensuring that Arena Central forms seamlessly into its surrounding environment – but breaks from convention with the inclusion of over 50 per cent soft landscaping.

Designed to echo statement urban spaces such as New York's High Line and the Promenade Plantee in Paris, it features a distinctive pedestrian 'spine' that runs through the site, connecting the commercial and retail zones.

It allows for a gradual transition from high quality granite paving towards softer interspersed greenery and a wild meadow, complemented by a flowing water channel travelling from the north to the south side.

To ensure that this environment is maintained to the highest possible quality for occupiers at Arena Central, their staff and customers, Colliers International has been appointed as managing agent.





VIEW OF 1 ARENA CENTRAL FROM PUBLIC REALM

LOCATION

Arena Central overlooks one of the city's key public spaces, Centenary Square.

Its ornate design and stunning architecture provide the perfect blend between traditional and contemporary, with the new Library of Birmingham opening onto the square.

Funding totalling £8 million has been secured for a comprehensive redesign and enhancement of the space, due to be completed by 2018.

Arena Central occupies a key strategic location, linking the city's Westside to the existing city core and is situated adjacent to the Midland Metro

extension, due to be completed in early 2019. Its location also provides access to a number of the city's key bus routes and the A38 – which links to the UK's national motorway network.

New Street Station is just a few minutes' walk from the site, providing mainline rail links to destinations throughout the UK, including Birmingham Airport, which offers direct connections to over 143 international destinations.



Midland Metro Extension

LOCAL AMENITIES

The position of the **Arena Central** site allows for outstanding access to many of the city's key amenities.

Centenary Square, which is due to undergo a comprehensive, £8 million redevelopment – is directly opposite Arena Central and is home to the Library of Birmingham and International Convention Centre. The REP and Crescent Theatre, and Barclaycard Arena are also just a short distance from the site.

Within a five minute walking radius of Arena Central is New Street Station, home to the Grand Central retail development, anchored by the 250,000 sq ft John Lewis Store, the retailer's largest development outside of London.

The city's existing retail centres, Bullring and Mailbox, and Snow Hill and Moor Street railway stations are within a 10 minute walking distance of the site, as is the city's traditional Central Business District which is home to a range of blue chip and professional service organisations.

Accessibility to locations throughout the city will be further enhanced following the completion of the second phase of the Midland Metro tram service, with a stop planned directly outside the Centenary Square entrance to the site, set to become operational in early 2019.



CENTENARY SQUARE



LIBRARY OF BIRMINGHAM



BARCLAYCARD ARENA



BULLRING



JOHN LEWIS AT NEW STREET



MAILBOX



COLMORE ROW



EDGBASTON RESERVOIR



1 BIRMINGHAM MUSEUM & ART GALLERY

2 BRINDLEYPLACE

3 BULLRING

4 CENTENARY SQUARE

6 COLMORE ROW

8 COUNCIL HOUSE

7 FUTURE SITE OF HS2

8 ICC

..... METRO LINE



ARENA
CENTRAL

- 9 JEWELLERY QUARTER
- 10 JOHN LEWIS
- 11 LIBRARY OF BIRMINGHAM
- 12 MAILBOX

- 13 NEW STREET STATION / GRAND CENTRAL
- 14 SNOW HILL STATION
- 15 VICTORIA SQUARE
- 16 THE CUBE

BIRMINGHAM

Arena Central's position in the heart of Birmingham ensures that it is at the very centre of one of the UK's most thriving regional cities.

Supporting its reputation as one of the most investable cities in the UK, Birmingham has **the highest concentration of financial and professional services outside of London.** Combined with the surrounding region, the city is home to some 75,000 companies, over 1,000 of which are international firms.

Birmingham has seen a significant uptake from occupiers seeking larger requirements in the last few years, with new arrivals to the city including Deutsche Bank – which established Birmingham's first trading floor – HS2 and HSBC all completing deals for well in excess of 100,000 sq ft of high quality office space.

Over 90% of the UK consumer and business markets are within a four hour travel time of Birmingham, with Central London just over an hour away by train.

This makes Birmingham an appealing alternative for companies seeking high quality offices at a fraction of the cost of comparable property in London and the south east.

Birmingham is undergoing a programme of improvement works to enhance its connectivity on local, national and international platforms.

Foremost amongst these is the delivery of the **Midland Metro extension** – the second phase of which will include a stop directly outside Arena Central – the **£600m transformational refurbishment of New Street Station**, which was completed in 2015 and the extension to **Birmingham Airport's runway.**



BIRMINGHAM AIRPORT



HS2



MIDLAND METRO

The city's retail and leisure offering is also receiving a considerable boost, with **the largest John Lewis store outside of London** at Grand Central and extensive refurb of high-end luxury retail and dining location, the Mailbox.

Rated as the UK's most attractive regional city, Birmingham offers an unparalleled choice of residential opportunities; from chic city centre apartments to suburban family homes and rural retreats.

It is one of the youngest cities in Europe, with five universities in the region producing over 5,000 graduates a year and under 25s accounting for nearly 40% of its population.

Birmingham is also one **of Britain's greenest cities, with 8,000 acres of parks and open spaces**, an outstanding choice of schools and was **the highest ranking UK regional city in the Global Mercer Quality of Life survey 2017**. The city was also named as one of the **'top 10 cities for 2015'** by Rough Guides.

The city also remains well ahead of its CO2 reduction targets and is **aiming to reduce CO2 emissions by 60 per cent by 2026**.



GRAND CENTRAL



CATHEDRAL SQUARE



UNIVERSITY OF BIRMINGHAM



BULLRING

1 ARENA CENTRAL

Benefiting from reserved matters planning consent, **1 Arena Central** is a first choice location for either a single occupier seeking a prominent HQ location or multiple tenants, with flexible and easily sub-divisible floorplates supporting the delivery of a number of office layouts.

Alongside its 135,000 sq ft of Grade A offices, with typical floorplates of 21,000 sq ft. 1 Arena Central offers 5,000 sq ft of high quality retail space with an inset terrace facing out towards Centenary Square.

The upper floors of 1 Arena Central have been designed to accommodate a variety of occupier requirements, with a flexible layout arranged around a central lift core and two perimeter stair cores.

The top floor benefits from a balcony overlooking Centenary Square and a large terrace on the south east corner, providing views across the landscaped development and urban park. The exterior of 1 Arena Central has been designed to create an impactful and timeless façade.

Alternating glazed and fully opaque panels creating a tessellated, chequerboard effect around the building.

During the evening, the exterior façade will be washed with low level lighting from the landscaping, with feature lighting enhancing the main entrance and balcony located on the top floor.

The basement provides 68 car parking spaces, alongside 54 secure cycle spaces with lockers and showers.

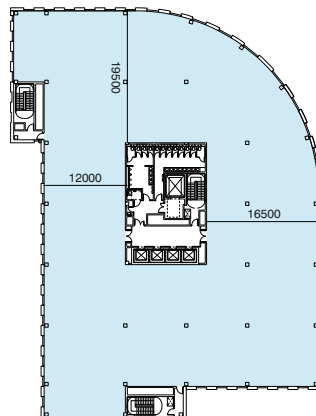
GROUND

(Retail 4,273 sq ft Reception 4,252 sq ft)



TYPICAL UPPER

(21,270 sq ft)





VIEW FROM CENTENARY SQUARE TOWARDS 1 ARENA CENTRAL

2 ARENA CENTRAL

2 Arena Central is a statement 210,000 sq ft office building designed by award-winning architects MAKE.

In 2015, global bank HSBC announced that it would forward-purchase the full building as the head office of its UK ring-fenced bank serving personal and business customers, under the HSBC UK brand.

Renamed 1 Centenary Square by HSBC, the building occupies a prominent position overlooking Centenary Square to the front and the new Arena Central public realm to the rear.

The target BREEAM Excellent and LEED Gold office space will offer efficient floorplates of up to 21,903 sq ft over ground and ten upper floors.

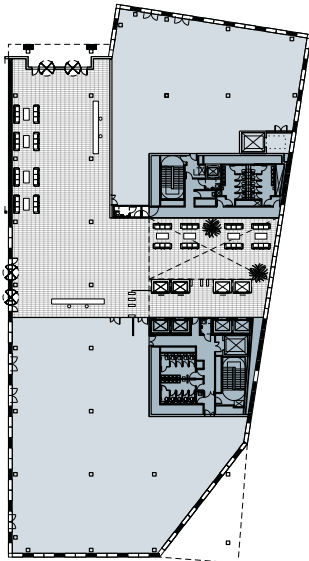
Designed as three interlocking 'blocks', 2 Arena Central features two offset balconies, providing outstanding views across the site's new public realm and extensive landscaping, and Centenary Square.

The building's distinctive woven cladding pattern creates a distinctive façade with the overlapping masonry 'ribbons' colour-matched to the Portland Stone of the adjacent buildings.

Work on its development is already well underway and the building is due for completion in 2017, with HSBC UK to take occupancy in 2018.

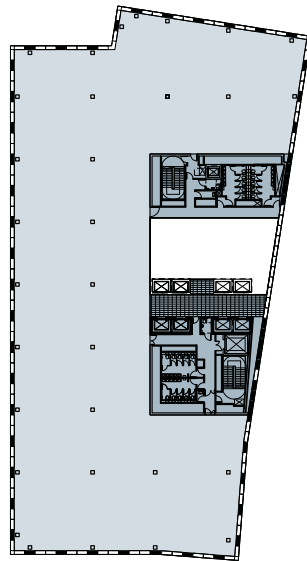
GROUND FLOOR

(Up to 13,410 sq ft retail, 8,713 sq ft reception)



TYPICAL UPPER FLOOR

(21,903 sq ft)





2 ARENA CENTRAL VIEWED ACROSS BROAD STREET



VIEW OVER CENTENARY SQUARE FROM 2 ARENA CENTRAL

3 ARENA CENTRAL

Located in the heart of the development and opening directly on to Bank Court – the centrepiece of the new public realm – **3 Arena Central** has detailed planning consent in place for 233,164 sq ft of Grade A commercial space over 14 storeys.

Offering efficient floorplates of up to 22,425 sq ft on the upper floors, 3 Arena Central will provide an outstanding business location with glass and brick façades creating a contemporary and complementary reflection of the high quality, fully managed public realm in which it will be set.

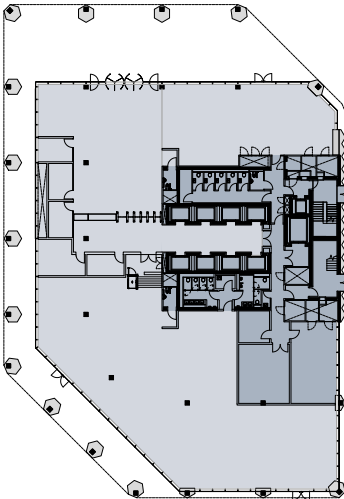
Alongside the office spaces, 3 Arena Central will offer a fully fitted reception at ground floor and retail or restaurant provision of circa 4,468 sq ft.

While Arena Central benefits significantly from its location close to Birmingham’s key public transport hubs, three basement floors will provide capacity for 67 car parking spaces. Additionally, 46 secure cycle spaces and associated lockers and shower facilities have been incorporated into the design.

Work is due to commence on site in Summer 2017.

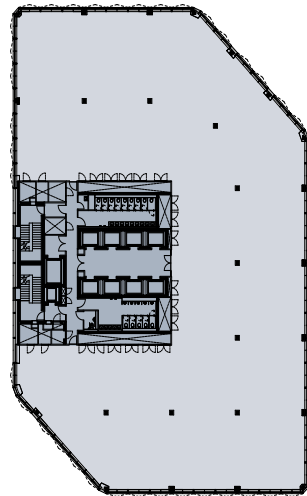
GROUND FLOOR

(Up to 7,589 sq ft retail, office or restaurant use, 3,229 sq ft reception)



TYPICAL UPPER FLOOR

(18,299 sq ft)





3 ARENA CENTRAL VIEWED FROM CENTENARY SQUARE

4 & 5 ARENA CENTRAL

4 and 5 Arena Central will occupy the two plots in the south western corner of the site, overlooking the landscaped public realm and serpentine pedestrian route connecting Holliday Street, Bank Court and Centenary Square.

Set over ground and 14 upper floors, 4 Arena Central is currently planned to deliver 186,971 sq ft of office space, with average floorplates of 13,347 sq ft.

Set around an offset core, the office floors will offer flexibility and a range of potential densities to suit the requirements of a number of occupiers. The ground floor will be split level and feature a main reception along with a rear office suite.

5 Arena Central is planned to provide 184,118 sq ft of office space over 14 floors with average floorplates of 13,024 sq ft. correct

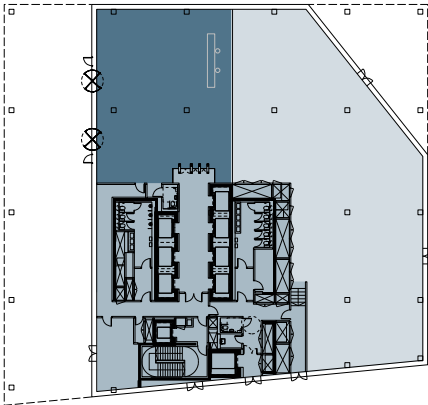
The split level ground floor features a double-height reception opening directly onto Arena Central's landscaped public realm, with a mezzanine on the first floor and a rear office suite. The upper floors will benefit from the building's position on the southern boundary of the site, with significant levels of natural light and views over Birmingham.

A secure basement car park servicing both buildings will be accessed from Holliday Street, and 4 and 5 Arena Central will have dedicated cycle storage, shower facilities and male and female changing areas.

Both 4 and 5 Arena Central will be designed and built to meet BREEAM Excellent building standards and an EPC 'A' rating.

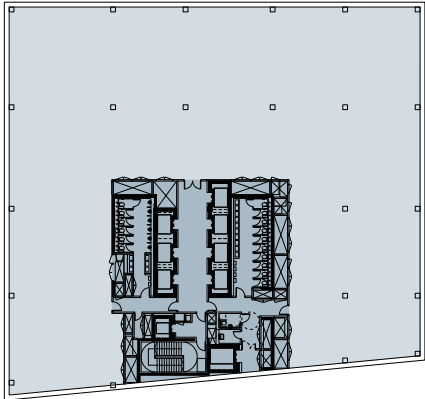
GROUND FLOOR

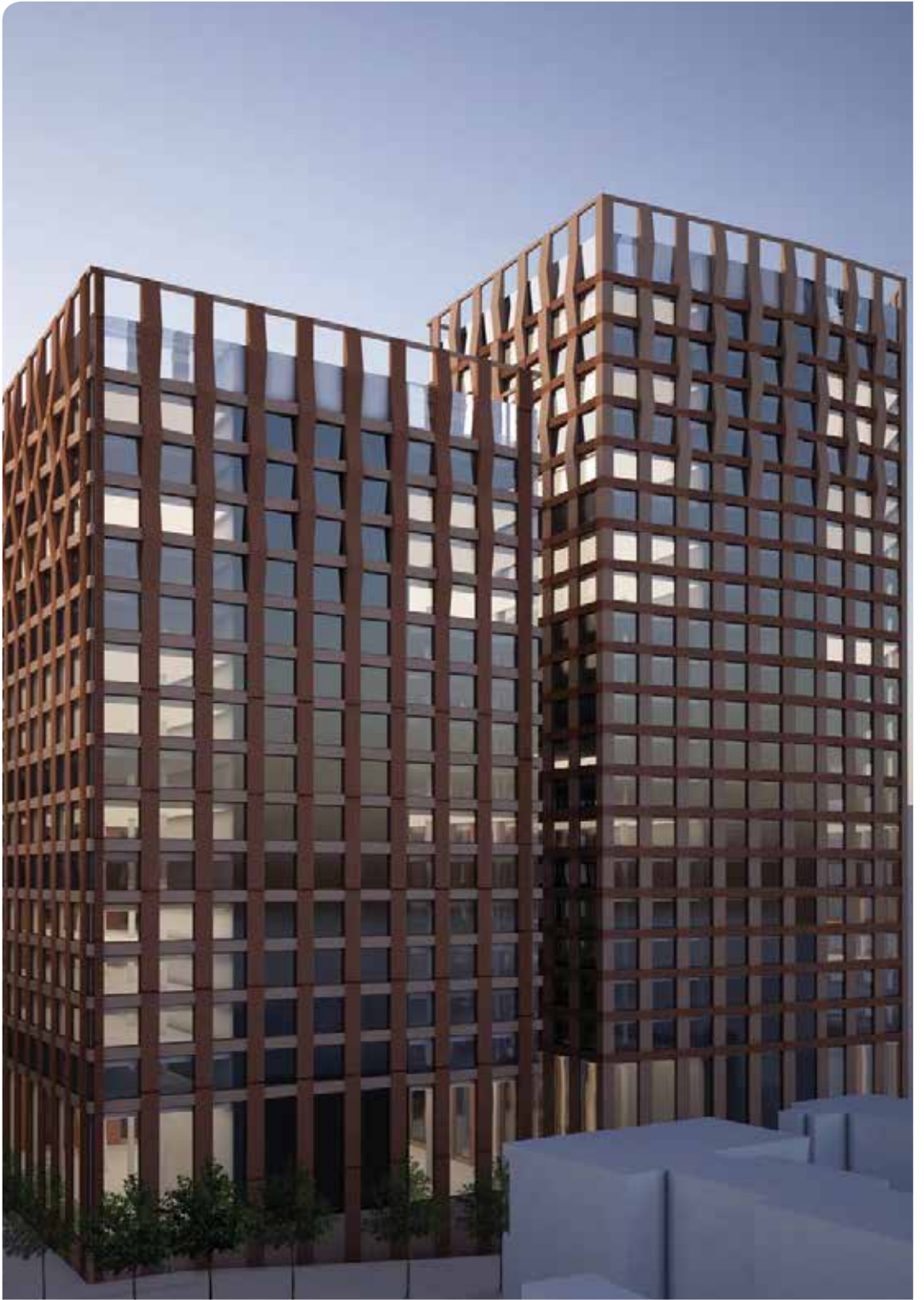
(5,274 sq ft)



TYPICAL UPPER FLOOR

(13,347 sq ft)





4 & 5 ARENA CENTRAL VIEWED FROM BRIDGE STREET

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