

St. Georges

INSPIRED LIVING

theSPIRIT

of the Jewellery Quarter

£160M JEWELLERY QUARTER REGENERATION UNVEILED



We are delighted to announce that we have recently submitted plans to Birmingham City Council for a £160 million mixed-use scheme in the Jewellery Quarter which will be known as St. Georges. Our scheme is one of the largest regeneration sites in Birmingham covering Icknield Street, Camden Street and Carver Street incorporating Pope Street and Moreton Street. We intend to create a prominent gateway at the run-down Icknield Street entrance to the Jewellery Quarter.

St Georges will provide a vibrant new living and working community larger than Brindleyplace. With more than 720 new homes, offices, two hotels – the first in the Jewellery Quarter – a new multi-storey car park, on street car parking, retail and leisure space – St Georges will become the place to be visited by its locals and the many visitors that come from out of the area.

Our submission to the planners reflects the research and consultation that we have undertaken in order to produce the right scheme for the area to suit the requirements of the Jewellery Quarter and the people that work and live there. In December last year we held a public consultation to which many residents and business operators attended – their views were taken into consideration in our final submission – see what they had to say on the back page of this newsletter.

As developer's we want St Georges to breathe new life into this forgotten fringe of the Jewellery Quarter. At present the site is slightly isolated from the remainder of the Jewellery Quarter despite its frontage on to Icknield Street and the outer ring road. Our plans will integrate it with the

rest of the area by improving both pedestrian and vehicular access. By introducing new streets it will improve connectivity to the rest of the Jewellery Quarter and Birmingham city centre providing a safer environment!

Phase I will see the conversion of the Kettleworks into 234 apartments and 12,700 sq ft of commercial space on the ground floor. And this iconic building will retain its existing facade thus keeping the much loved heritage safe in our history books.

Phase II will incorporate derelict buildings on Icknield Street and Moreton Street to accommodate a 3 star, 150 bedroom Ramada hotel, 26,600 sq ft of offices, 8,800 sq ft of retail space and a 250 space multi-storey car park. Where the current disused public conveniences are located we would like to introduce a public square.

Oh and the good news is that we hope to start building on site by the end of 2007.

We have been encouraged by the reaction of end users to the scheme and hope to make further

announcements shortly – so watch this space.

In order to keep you up to date, we intend to produce regular newsletters as the planning process and scheme progresses. We have built a website for you to visit on which we will show the site as building progresses and keep you informed as to who will be taking space – www.stgeorgesbirmingham.com. We do, of course, value your comments so please feel free to respond through the website or email jilly@stgeorgesbirmingham.com or visit us at our Open Days.

We are keen to work with the community within the Jewellery Quarter to ensure that this much needed scheme brings investment and an enhanced economy to the area. We are holding Open Days on 9th, 10th and 11th August at The Boiler Room and invite you to come along and acquaint yourself with the scheme, meet the team and let us have your views.

Peter Deeley and Geoff Shuttleworth
Directors of Chord Deeley

St Georges at a glance

St Georges will become a vibrant new community replacing a derelict area of the Jewellery Quarter with:

- A scheme that is larger than Brindleyplace
- An iconic gateway to the Jewellery Quarter from the North
- 1,500 – 2,500 new jobs
- 720 new homes
- 20 live/work units
- 2 hotels
- 120,000 sq ft of commercial offices
- 12,000 sq ft of bars and restaurants
- 250 space multi-storey car park
- 100 on street parking spaces
- New pedestrian links
- Improved, safer connectivity to the city centre and the Jewellery Quarter

STOP PRESS

Open Days – The Boiler Room, Big Peg:

9th August:

8.00 am Presentation to JQA
10.00 am – 2.30 pm
5.00 pm – 7.00 pm

10th August:

12.00 – 2.30 pm
5.00 pm – 7.00 pm

11th August:

10.00 am – 12.00 pm

www.stgeorgesbirmingham.com



INTRODUCING CHORD DEELEY

Chord Developments and Deeley Properties have joined forces for the first time to deliver this major development at St Georges.

Jewellery Quarter specialists Chord, based in St Paul's Square, have more than £75 million of development underway or in the pipeline across the area. Including the transformation of the former Thomas Walker building into 176 new apartments and 26,500 sq ft of office accommodation. Chord founders Chris Rosier and Geoff Shuttleworth are passionate about the renaissance of the Jewellery Quarter.

Deeley Properties is part of the award-winning Deeley Group which has headquarters in Coventry. The family-owned firm, which recently celebrated its 75th anniversary, is a leading national commercial and residential property development and construction company. Deeley Properties have current projects in Coventry, Southampton, Oxfordshire, Buckingham and Bristol. Among its current flagship schemes is the £130 million development of Coventry's Belgrade Plaza.

The Chord Deeley team are committed to creating a vibrant new district within the Jewellery Quarter.

www.chordhomes.co.uk
www.deeleyproperties.co.uk

STAY INFORMED

To keep up to date with developments at St Georges, or to register your feedback, please visit our website:

www.stgeorgesbirmingham.com

Occupiers wishing to register advance interest in the scheme should contact:

All commercial enquiries:

Residential enquiries:



0121 454 4004 0121 200 8093



George and the Dragon, Albion Street circa 1930's. Photo courtesy of Ted Rudge www.ted.rudge.btinternet.co.uk



St Georges Works Building on Pope Street.

ST GEORGES, WHAT'S IN A NAME?

Naming a scheme is always extremely difficult – even more so when it is a mixed use scheme with potentially seven elements to it coupled with the fact that it needs to sit alongside the 'Jewellery Quarter'. So it is not surprising that St Georges took far longer than expected to evolve – despite it being an obvious choice to those not involved in its evolution. Some time during the 'brain storming' process we decided that it would be better to name the area rather than the individual buildings a bit like the 'Meatpacking District' in New York – who would have thought that would have stuck! It wasn't so long ago that the trendiest thing worn in the Meatpacking District was a blood stained apron.

Now it's New York's most fashionable neighbourhood, full of hip restaurants, exclusive clubs and boutiques frequented by A list celebrities.

St Georges became the obvious choice retaining the historical connection with St Georges Works, a building within our scheme, St Georges Court, an office building on Albion Street and the George and the Dragon public house also on Albion Street.

When finally built we want people to refer to St Georges just as they do with The Mailbox and Brindleyplace. We want it to become an exciting area within the Jewellery Quarter that becomes known nationally when people visit our city.

RESIDENTS HAVE THEIR SAY

In December 2006 Chord Deeley issued an open invitation to businesses, residents and interested parties in the Jewellery Quarter to come and see what they had planned for the 2.75 hectare site on the industrial fringe of the Jewellery Quarter.

More than 50 people took the opportunity to speak to the development team at the exhibition, which was held over three days and followed two years' consultation with Birmingham City Council, the Jewellery Quarter Regeneration Partnership, Birmingham Conservation, English Heritage and the Jewellery Quarter Residents Association.

Here's what some of the visitors to the exhibition had to say about St Georges:

"Fantastic development! It's what the Jewellery Quarter needs to continue with the development it is going through. All for it!"

"Development looks excellent and would be beneficial to the area, bringing it to life."

"I feel that the proposals put together for the industrial fringe within the Jewellery Quarter

will be beneficial for the area. I think the mix of residential and commercial units will create a good balance for the area."

"Much needed redevelopment of under-used and ugly area."

"As a resident of the Orb, I am very enthusiastic about this scheme and its potential to create a new vibrancy in the whole area. I hope that the bars, shops, restaurants will provide much needed local facilities for the residents of the St Georges area."

"Very interesting and ambitious scheme."

"Very impressed with the proposed development. I feel the Jewellery Quarter needs this type of development in order to achieve what it wants in becoming a creative hub – sustainable with a growing community."

There will be another opportunity to see the scheme at our 'Open Days' in August at The Boiler Room, Big Peg, see dates on front page. Please feel free to come along.