



# ALL IS GOOD

## GOODS STATION

Welcome to our first phase of consultation on our plans for Goods Station: a new creative neighbourhood in the heart of Birmingham.

A place which celebrates the good and the great in life, with attention to sustainability, prosperity and health.

This is the first of several phases of consultation we'll be undertaking over the coming months as part of an extensive engagement process. We want to work in partnership with the local community to shape plans for a creative and inclusive neighbourhood which is inspired by the area's rich history and delivers for the people of Birmingham today.

The following boards will provide you with more information about the history of the site and our vision for the future.

 VITA GROUP

If you have any questions, please feel free to ask a member of the team.



# ABOUT US

## Introducing VITA Group

At Vita Group, we're on a mission to create environments in which people can thrive.



Over the last decade Vita Group has redefined the rental market, reinvented student living and regenerated neighbourhoods, creating thriving communities and remarkable new places.

Now Vita Group has evolved into an intelligence driven platform creating tomorrow's city living. It's represented by five unique lifestyle brands, spanning life's different stages, in 23 locations, across 13 cities and with residents from over 100 countries.

It's urban living re-imagined and it's constantly evolving thanks to the insights and data being generated through the platform. They, in-turn help to create new services, experiences, and communities.



## Exceptional collaborators

At Goods Station, we're thrilled to be working alongside a first-rate design team in SimpsonHaugh who specialise in creating beautiful and inspirational places and buildings.

**simpsonhaugh**





# A SITE AT THE HEART OF THE ACTION

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LIVE

## Location

We are incredibly excited about the potential of this important site in Birmingham city centre, and the opportunity to bring it to life again.

Most recently home to the Axis Building, and before that the Birmingham Central Goods Station, the site spans just over 4 acres in a prominent location next to the Mailbox.

Due to its central location, the site is close to a wide array of amenities and has great access to various public transport links, with Birmingham New Street Station just a 10-minute walk away.

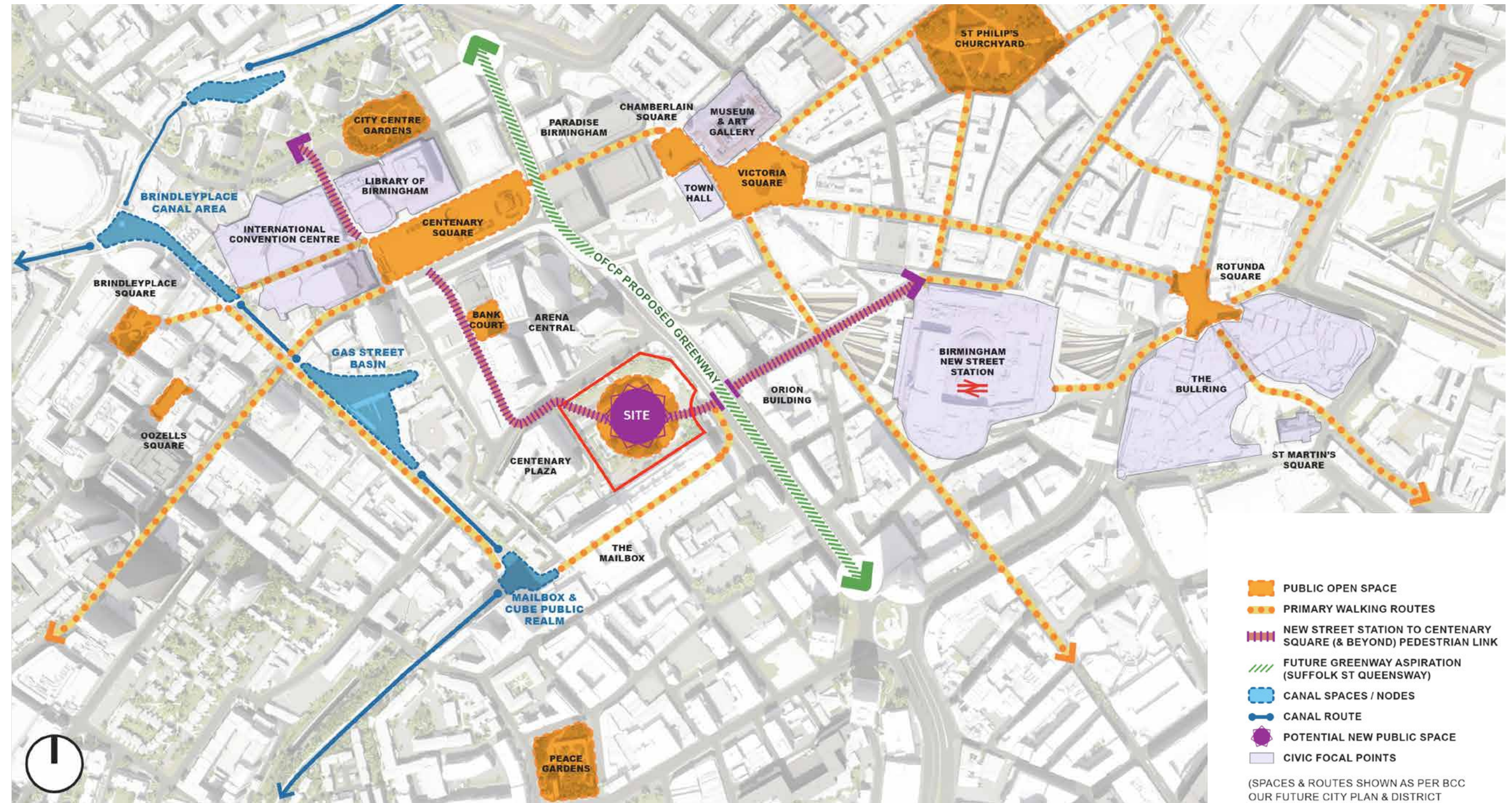


The Goods Station site falls within the Western Gateway, one of three Growth Zones proposed in the framework, which states:

“ Ambitious proposals will bring together several major redevelopment opportunities to transform under-utilised spaces and buildings; this will deliver high-density residential and commercial development connected by new streets and squares and a reactivated canal frontage between Gas Street Basin and Mailbox. ”

### A city with big plans

Birmingham City Council has recently launched 'Our Future City – the Draft Central Birmingham Framework 2040', which includes bold plans for establishing a strong residential market within the city, new green infrastructure connections and reinforcing the city's status as a global visitor destination.





Our vision for Goods Station will honour the site's heritage as a centre for craftsmanship and trade, a hub which connected Birmingham's goods with the world. Now Goods Station will do the same, but this time with people and ideas.

#### The home of the 'little gaffers'

Following the opening of the Worcester and Birmingham Canal in 1769, the area around the site transitioned from farmland to a transportation hub where goods were brought in and out of the city via canals. The area continued to thrive throughout the 19th century, becoming a bustling hive of activity due to the rise of 'little gaffers' – small manufacturers operating out of small houses, with workshops in the front and living quarters in the back.

They would live and work in the same house and often go down to the local pub for a pint after work. It was a community, built upon hard work, creativity and a love of making things.

#### The Central Goods Station

With the explosive transformation brought by the Industrial Revolution, the area became more and more a place of business.

The makers had to make way for the goods depot and Central Goods Station, which opened its doors in 1887. The bustling streets that were once lined with workshops and homes were then dominated by warehouses and shipping yards.

This area became the vein of Birmingham: the 'workshop of the world' now connected everywhere.

#### The future is hybrid

The neighbourhood that was once the beating heart of commerce and trade in Birmingham, is now combined with living and playing.

Imagine a mixed-use location that hosts buzzing cafés and artisanal shops, but also innovative start-ups and co-working spaces. A lush and green public realm for the community. The spirit of the makers of the past is alive and well in the neighbourhood, with new generations of makers and creatives inspired by the area's rich history and entrepreneurial spirit.

# ONCE UPON A TIME

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NEW GENERATIONS OF MAKERS  
AND CREATIVES INSPIRED  
BY THE AREAS RICH HISTORY  
& ENTREPRENEURIAL SPIRIT.



# OUR VISION

**First we create life,  
then spaces,  
then buildings.**

Our vision for Goods Station is to create a new landmark destination that provides opportunities to live, make and socialise.

We are seeking to reactivate an overlooked and underutilised corner of the Westside district, breathing new life into the area through the creation of a dynamic hub that captures the imagination of residents and visitors alike.

With careful consideration for Birmingham's rich industrial history, while embracing the spirit of innovation, we are aiming to deliver a development that not only pays homage to the city's past but also propels it confidently into the future.

 VITA GROUP

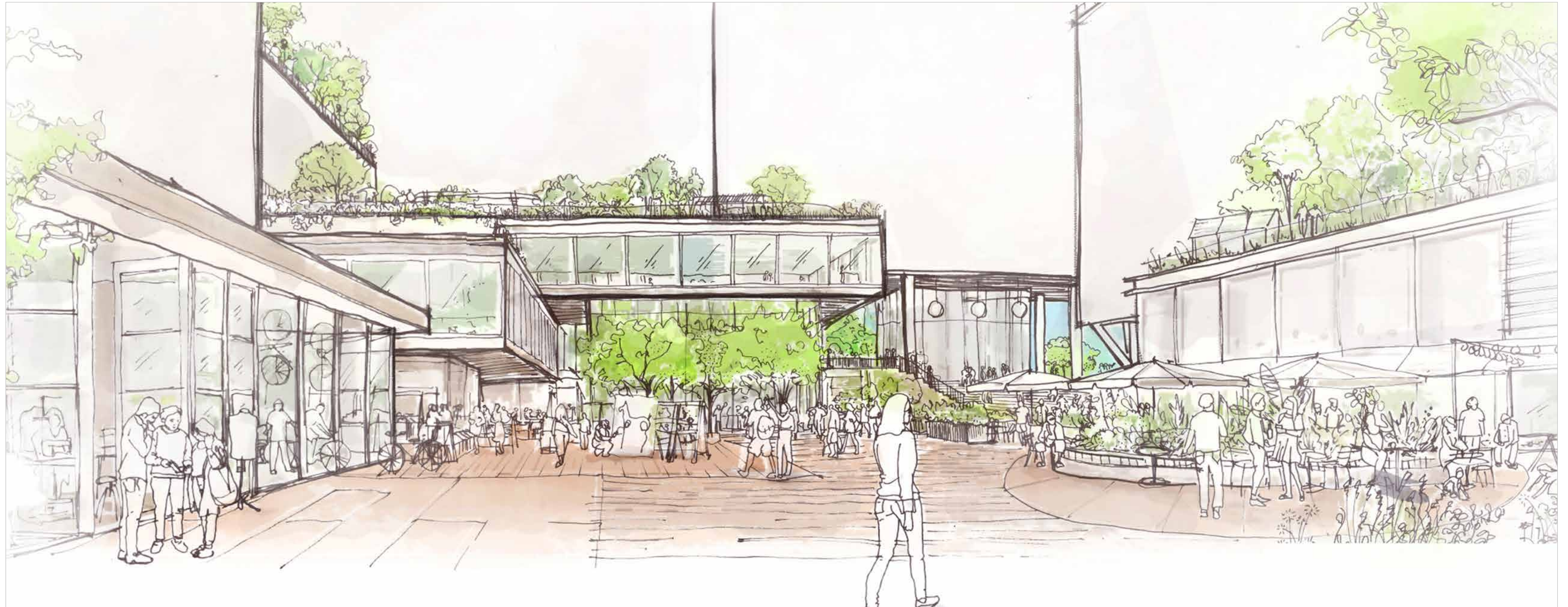
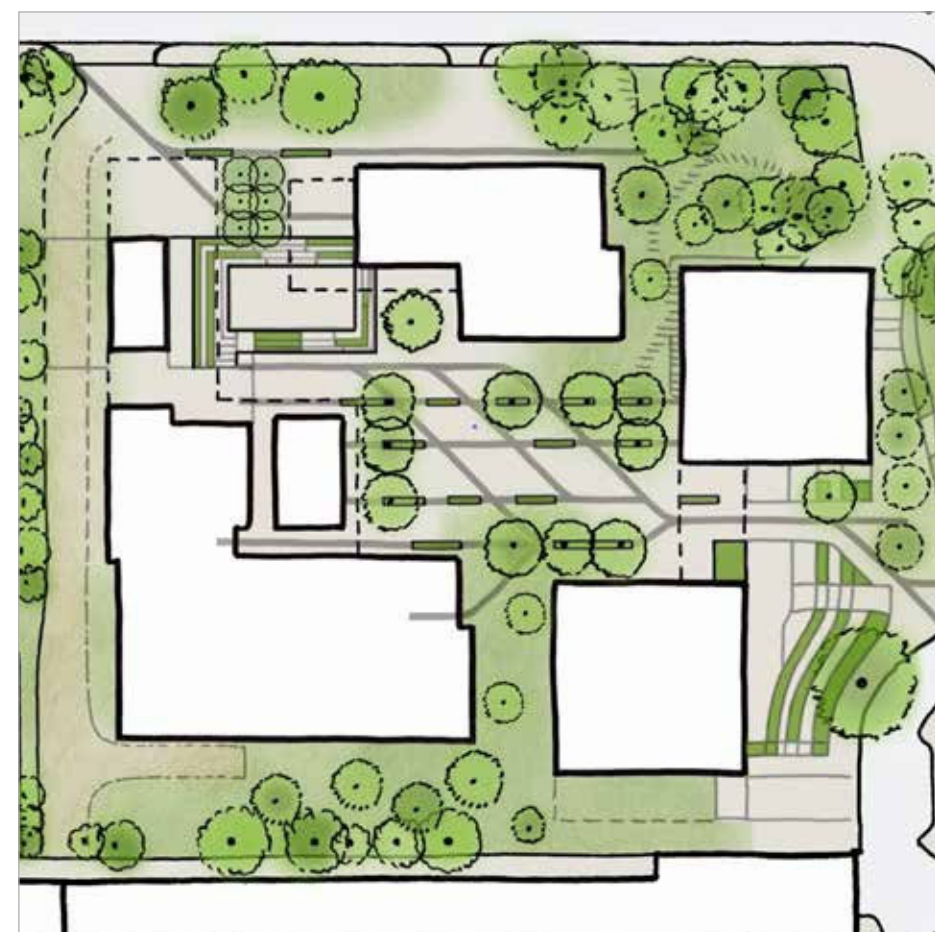
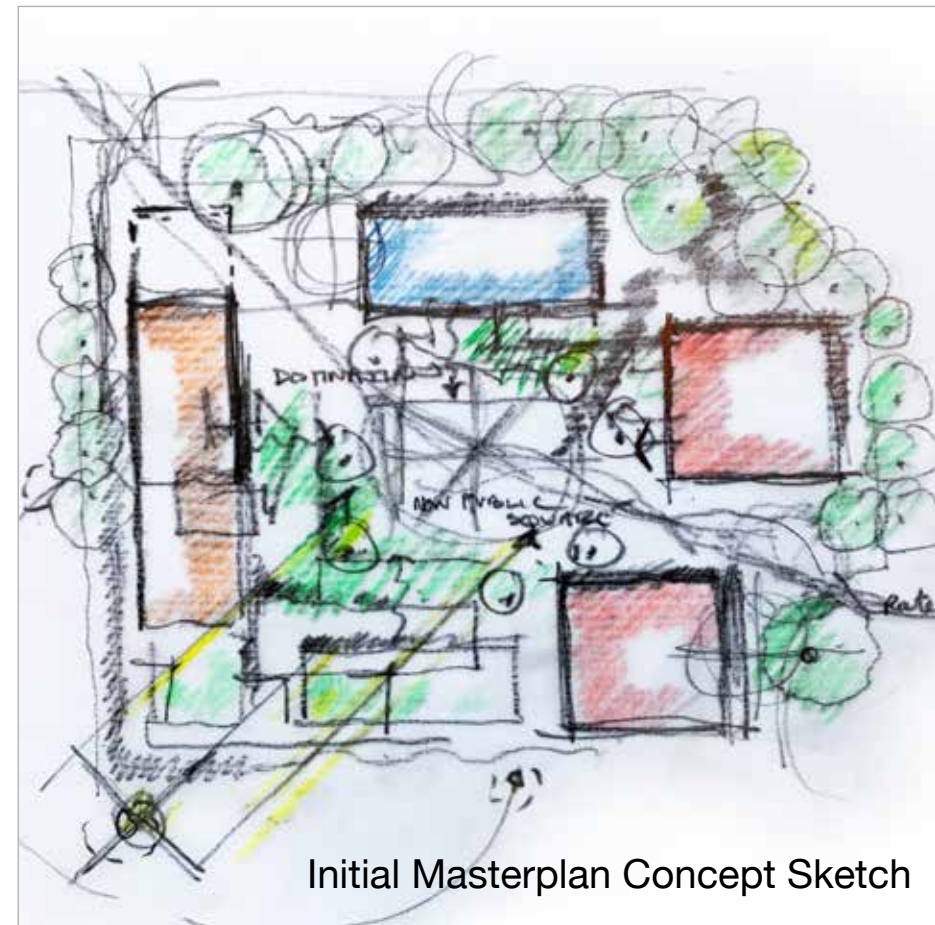
**GOODS  
STATION**





**Our emerging masterplan is being driven by a desire to open up the site and create a welcoming neighbourhood that connects seamlessly into the rest of the city centre.**

# EMERGING MASTERPLAN



View of The Square

## Residential-led, mixed use development would see:

- New homes and living accommodation in a range of size and tenures, offering high-density, modern urban living to meet a range of needs.
- Great residential amenities encouraging social interaction and wellbeing, from communal spaces to fitness facilities and co-working spaces.
- Commercial space to suit a range of unique, independent businesses that will help bring life to the site. From cosy cafés and lively bars to retail and makerspaces hosting creative and manufacturing start-ups.
- A new public square at the heart of the site. Providing a unique, welcoming identity with greenery, public art, seating and a range of activations. Retail and commercial spaces will face onto this bustling square, with covered spaces for food and drink.



# LIFE ON LEVELS

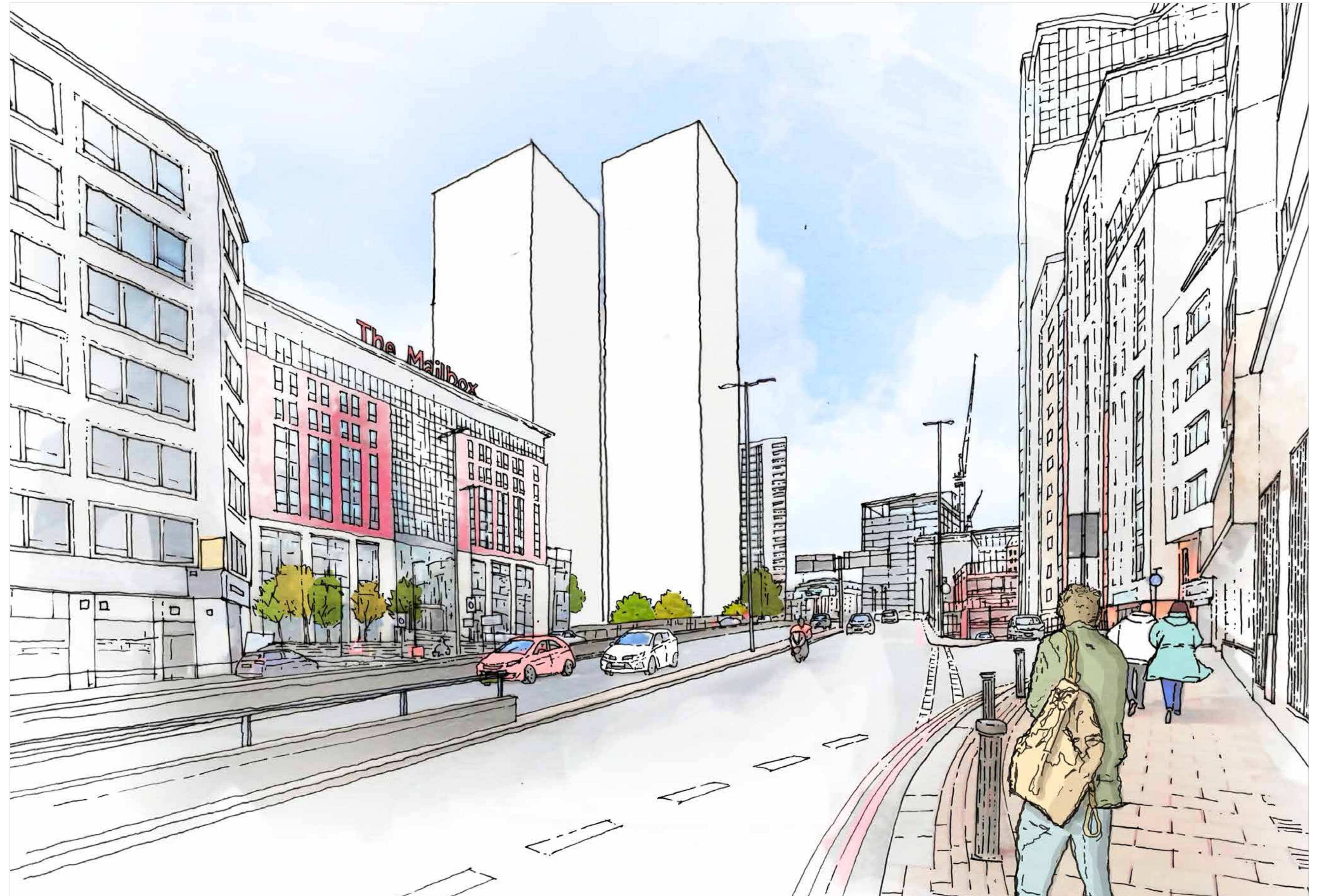
Goods Station will combine residential, commercial, and social elements, creating a community where people can live, work, and thrive. New, striking tall buildings of ranging heights will include a suite of amenities, all of which will be thoughtfully curated to meet the diverse needs and requirements of residents and visitors.

From inviting communal spaces that encourage social interaction and foster a sense of community, to state-of-the-art fitness facilities that promote well-being and an active lifestyle, every aspect of the development will be designed to enhance your visit.

Residential and public amenities will be interspersed on different levels of the buildings, including activated roof terraces. Not only does this allow for public uses at the lower levels, but it also adds another layer of interest to the design.



View from Birmingham New Street Station

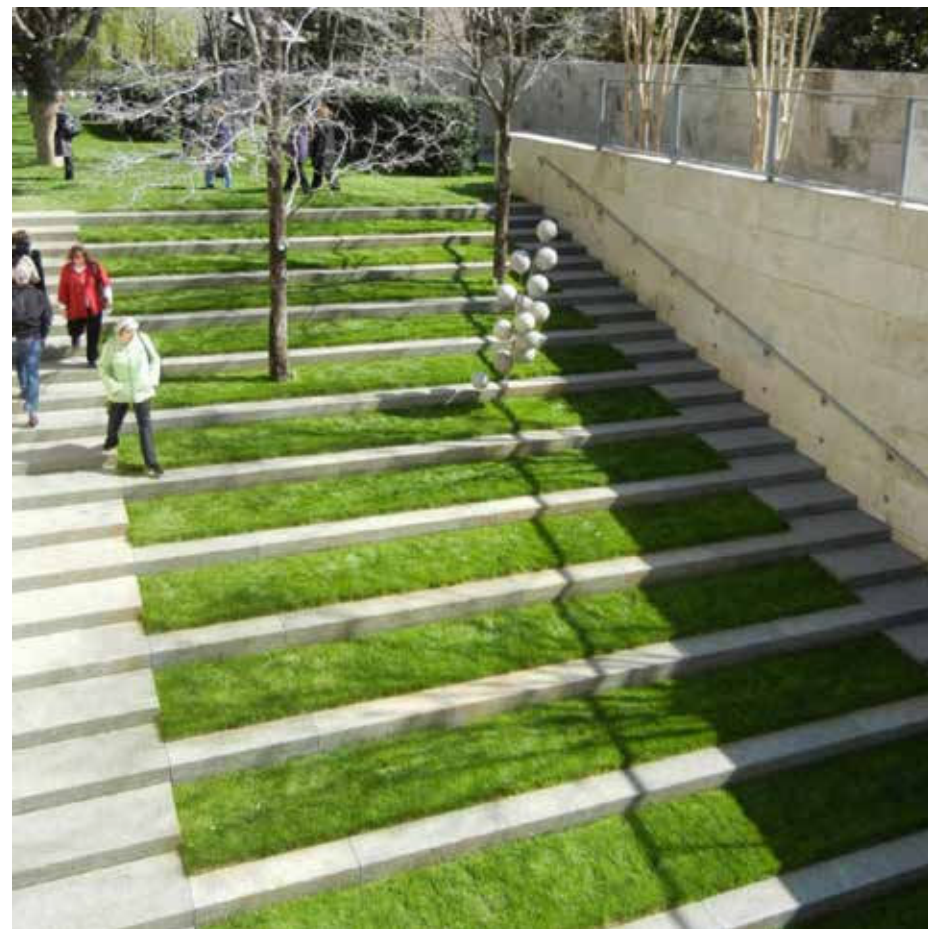


View from Smallbrook Queensway



# LUSH AND VERDANT

ENJOY



## Creating a haven

Central to our vision for Goods Station is the creation of a new public square that will provide a green oasis for all who visit.

The square will also include dedicated areas for programmed events, gatherings, public art, and an open-air cinema, helping to ensure that Goods Station will be bubbling with activity all year round.

Our thoughtfully designed 'pocket parks', lush greenery, and art installations will come together to form an inviting and inclusive environment, encouraging people to explore, connect and immerse themselves in a captivating tapestry of sights, sounds, and experiences.

### Routes and connections

One of our key objectives is to improve access through the site via the creation of new routes and connections.

By enhancing connectivity for pedestrians, we will help to foster a more vibrant and accessible urban environment at Goods Station. Enhancing connectivity will also encourage active modes of travel, reduce reliance on private vehicles and promote healthier and more sustainable lifestyles.

### Sustainability

In today's world, sustainability has become paramount in shaping our built environment and fostering a better future for generations to come.

The aim is to create a landmark development that will incorporate sustainable design principles into the development process, such as energy-efficient technologies and green infrastructure, supporting Birmingham's goal of becoming a carbon-neutral city.

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WILL BE BUBBLING  
WITH ACTIVITY  
ALL YEAR ROUND.





# WORKING TOGETHER TO FORGE A BRIGHT FUTURE



## Engagement at the heart of our plans

This is the very beginning of a conversation with local residents, businesses and organisations which will help to shape our plans for Goods Station.

**We want to know  
what's important  
to you.**

**How do you think our  
plans are shaping up?**

**What do you think we  
should include within  
our plans?**

### Have your say

This phase of consultation will be open from 18 July to 8 August 2023.

We are keen to hear the views of local residents and businesses about our plans for Goods Station. If you would like to provide us with feedback, scan the QR code to complete our survey.

### Next steps

We'll be sharing more information about the development of our masterplan over the next few months, as well as starting to think about more detailed plans for a potential first phase of development.

