



ALL IS GOOD

**GOODS
STATION**

WELCOME

GOODS STATION

Our vision for the redevelopment of the former Birmingham Central Goods Station

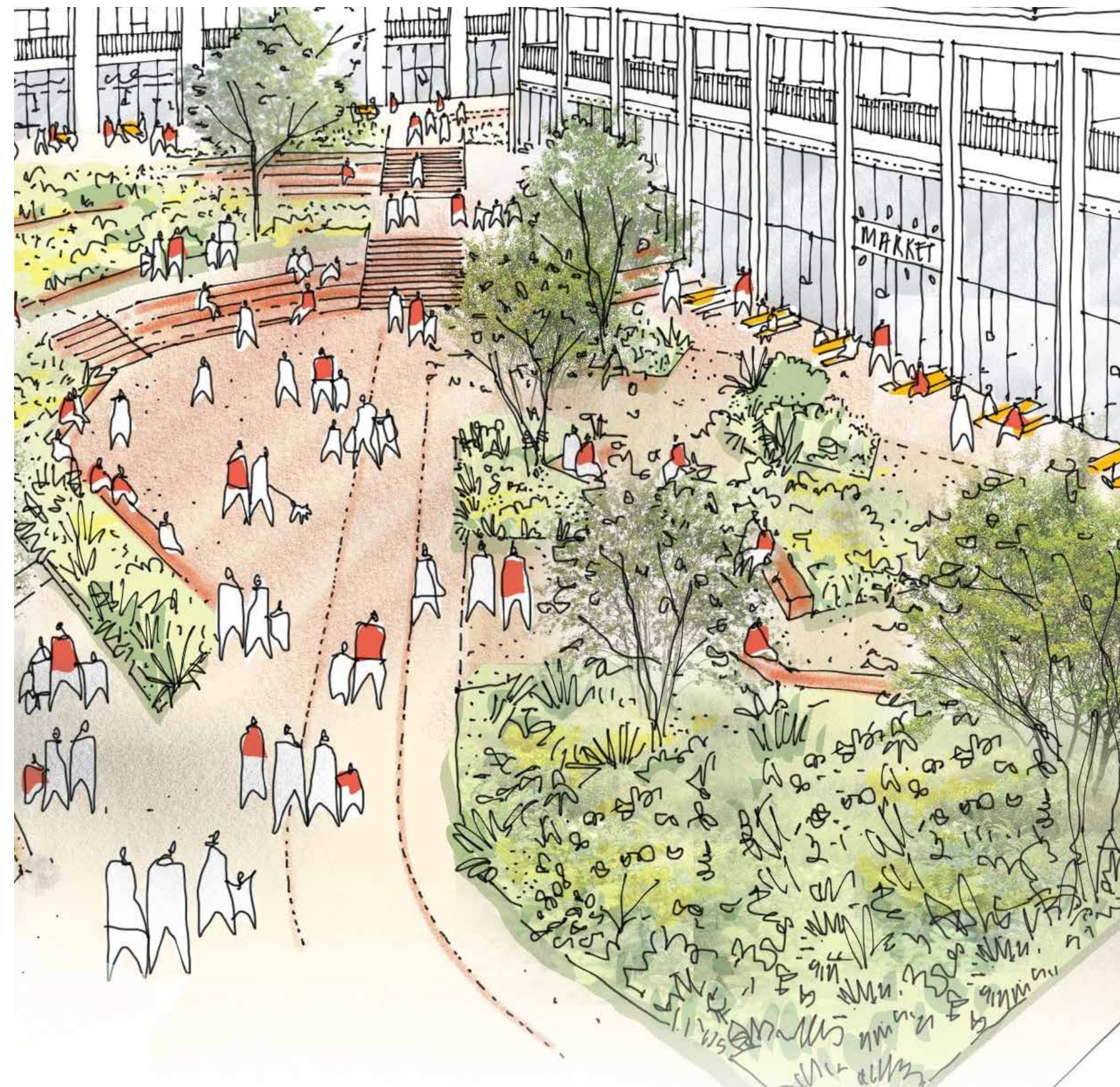
Inspired by the site's heritage as the Birmingham Central Goods Station, we want to create a new landmark destination for Westside and Ladywood; a dynamic hub for people to live, stay and socialise.

We propose a residential-led, mixed use development that would see new homes across a range of tenures (including affordable housing) supported by high quality amenities and other uses. Our emerging masterplan envisages the site opened up to the surrounding city, with the creation of new routes and connections and a high-quality landscaped

environment focused on a welcoming new public square.

Since our first stage of consultation last year, we've continued to think about how to best realise the potential of this central location, creating a creative and inclusive neighbourhood that delivers for the people of Birmingham.

Last summer, we introduced our vision and early proposals for Goods Station. We're now ready to share our updated proposals and we want to hear what you think.



ABOUT US

Vita Group is a best-in-class residential developer and operator which has pioneered a range of award-winning managed residential products across the UK and now mainland Europe.

VITA GROUP

In little over a decade, Vita Group has delivered and now operates over 10,000 beds. Vita Group has built a reputation for being one of the UK’s most innovative residential developers, leading the way on multiple regeneration and place-making projects, including the 2.2 million sq ft redevelopment of the former BBC site in Manchester at Circle Square, in partnership with Bruntwood.

Established in 2012, Vita Group recognised the cornerstone to sustainable, long-term, residential development is ensuring the resident and their needs remains at the centre of the offering.

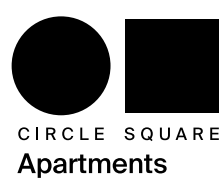
It’s with this ambition for creating an unparalleled product from built environment to service proposition managed through The Vita Group’s in-house management and operational platform, Vita has created unrivalled buildings and experiences, resulting in resident longevity.

It’s this focus, which sits at the heart of the business, Vita Group’s mission is to create environments in which people can thrive.

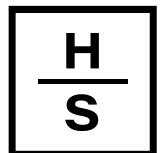
WE DELIVER THRIVING, CONNECTED COMMUNITIES WITH THE NEEDS OF THEIR RESIDENTS AT THEIR HEART.



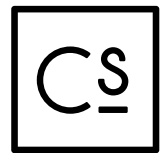
Vita Student
10,000+ beds across 28 buildings
5,000+ beds in pipeline



Vita Living / Affinity Living
1,561 beds operational
2,500 beds in pipeline



House of Social
1,500 beds in pipeline



CitySuites
379 serviced apartments operational

THE TEAM

simpsonhaugh

LD&DESIGN

Turley

RAMBOLL

gia

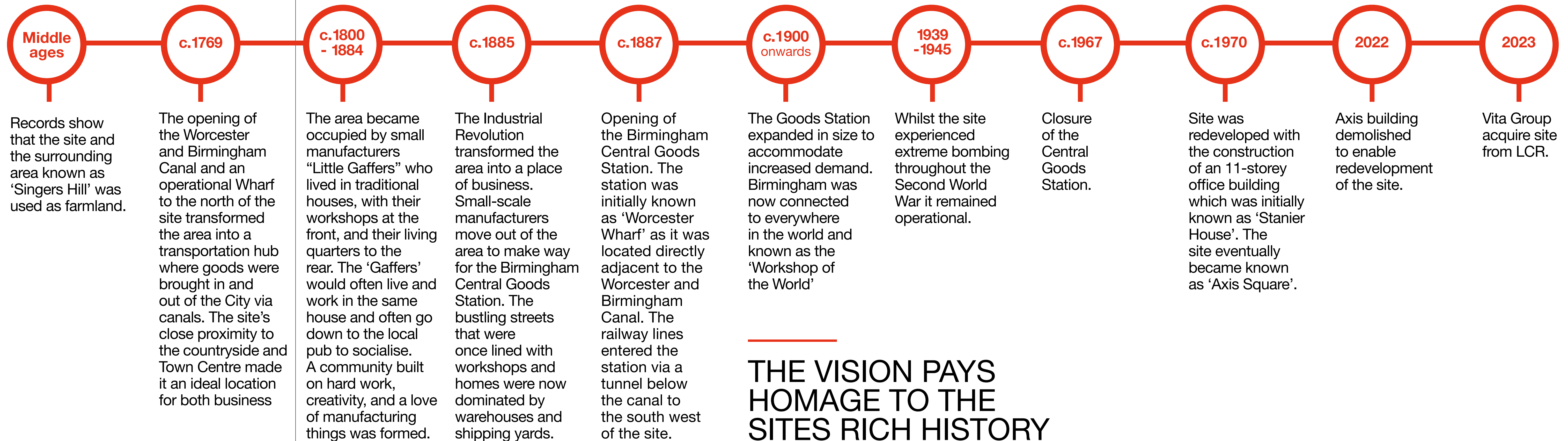
PJA

ARCADIS



SITE HISTORY

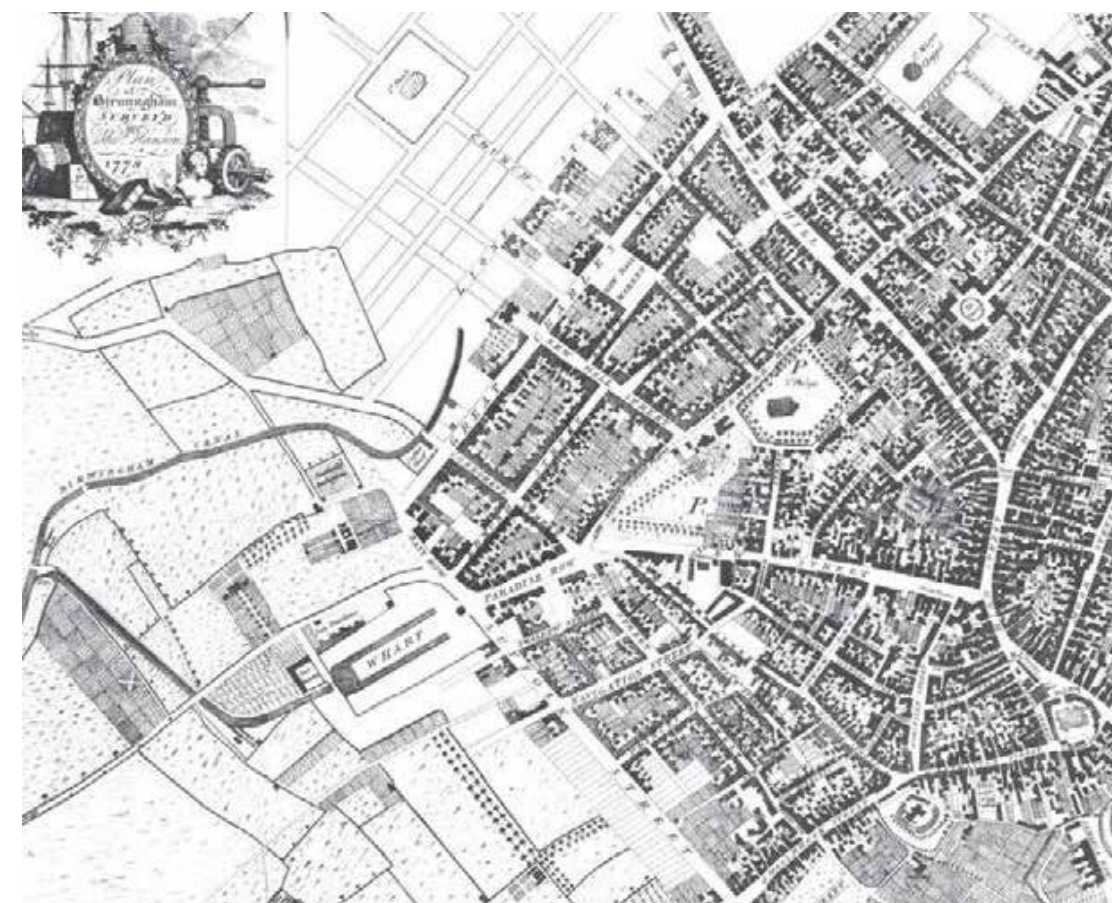
The vision for Goods Station has been informed by the work of local historian Professor Carl Chinn who was instructed by Vita Group to unearth the rich history of the site.



THE VISION PAYS HOMAGE TO THE SITES RICH HISTORY

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Thomas Hanson's plan of Birmingham 1778 already indicating The Wharf



Edward Joseph Braine, one of the numerous small gaffers in 1890



The horse fair at the turn of the 20th century



View of the goods yard Goliath overhead travelling steam crane

PRESENT DAY

The site is approximately 2.4 hectares in area and is located to the west of Birmingham City Centre.

The site is bound by the following

- Holliday Street to the north
- Suffolk Street Queensway to the east
- The Mailbox Shopping Centre to the south
- Centenary Plaza to the west

The site was previously occupied by an 11 storey 1970's office building which was fully demolished in 2022 to enable the site to come forward for redevelopment. The site has been cleared with the majority of the surrounding landscape (including trees) having been retained.

The redevelopment of this centrally located vacant brownfield site provides an opportunity to assist Birmingham City Council in achieving their aspirations for the wider regeneration of Birmingham City Centre.

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.



The Goods Station site falls within the area identified as the 'Western Gateway', which is one of three Growth Zones proposed in the framework.

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



1 View from Royal Mail Street looking west



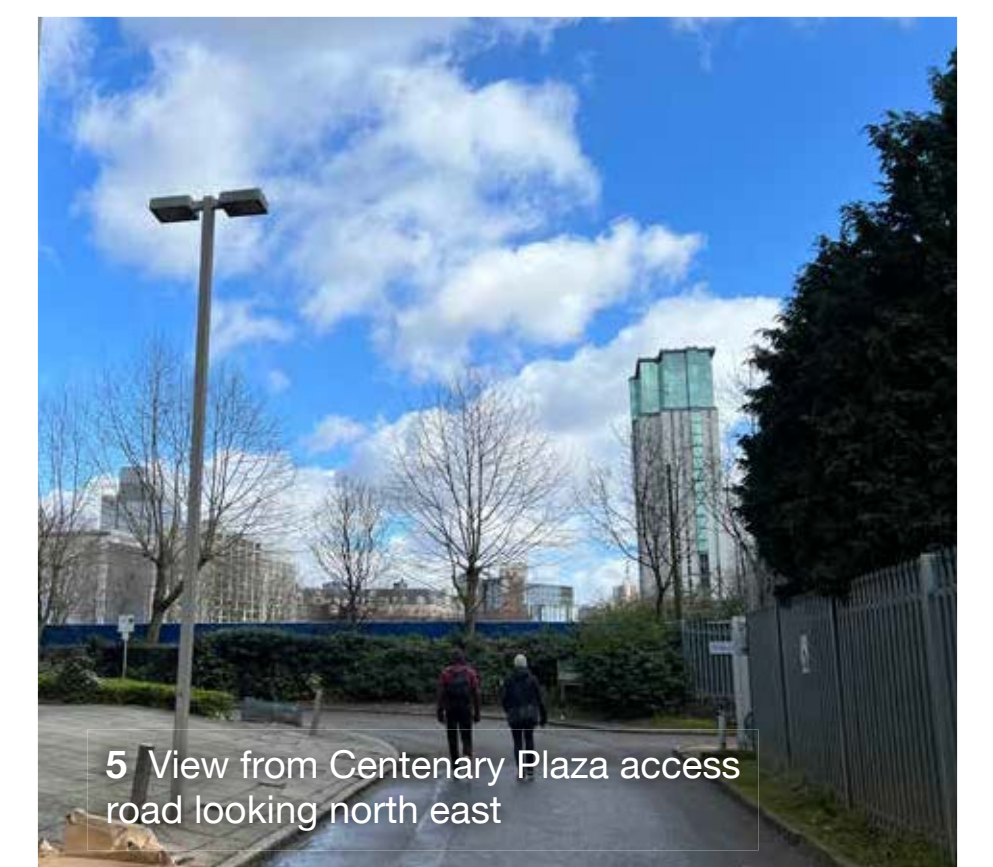
2 View from Suffolk Street Queensway and Holliday Street looking south



3 View from Holliday Street looking south east

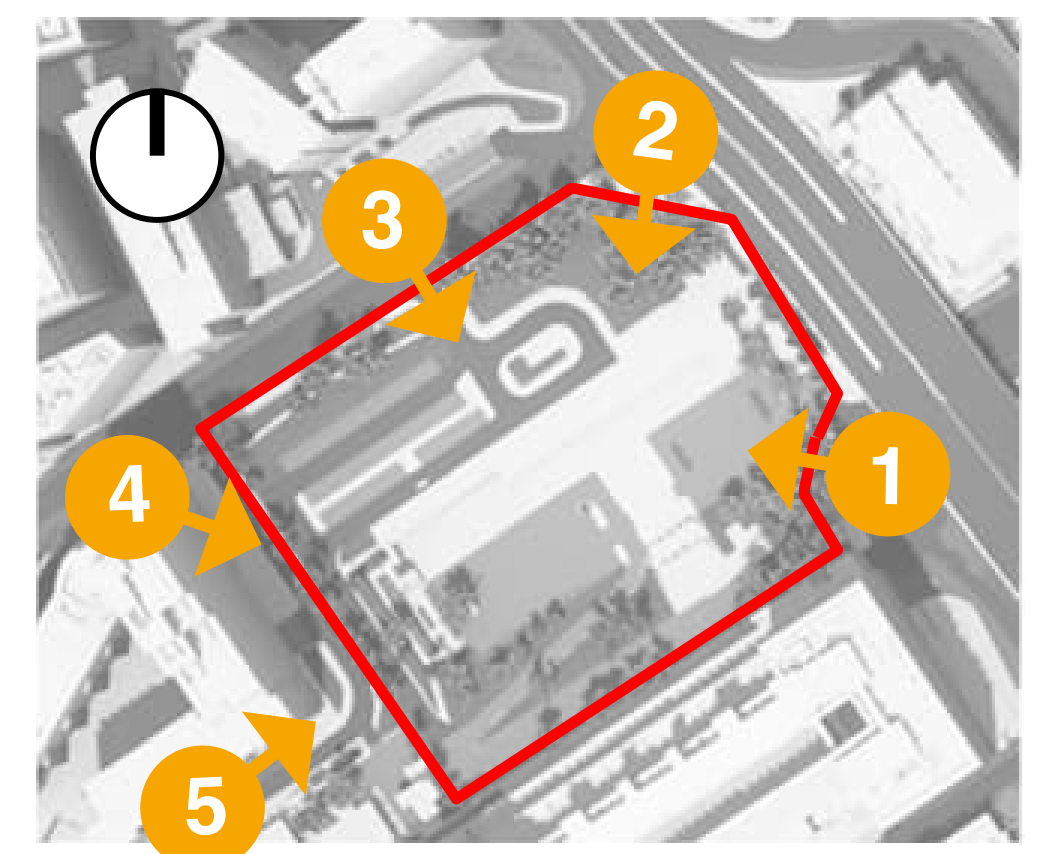


4 View from Centenary Plaza access road looking south east



5 View from Centenary Plaza access road looking north east

“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”



Our Future City – the Draft Central Birmingham Framework 2040

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OPPORTUNITIES & CHALLENGES

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A site at the heart of the action brings exciting potential, but also a lot to consider in terms of how our proposals relate to the surrounding city.

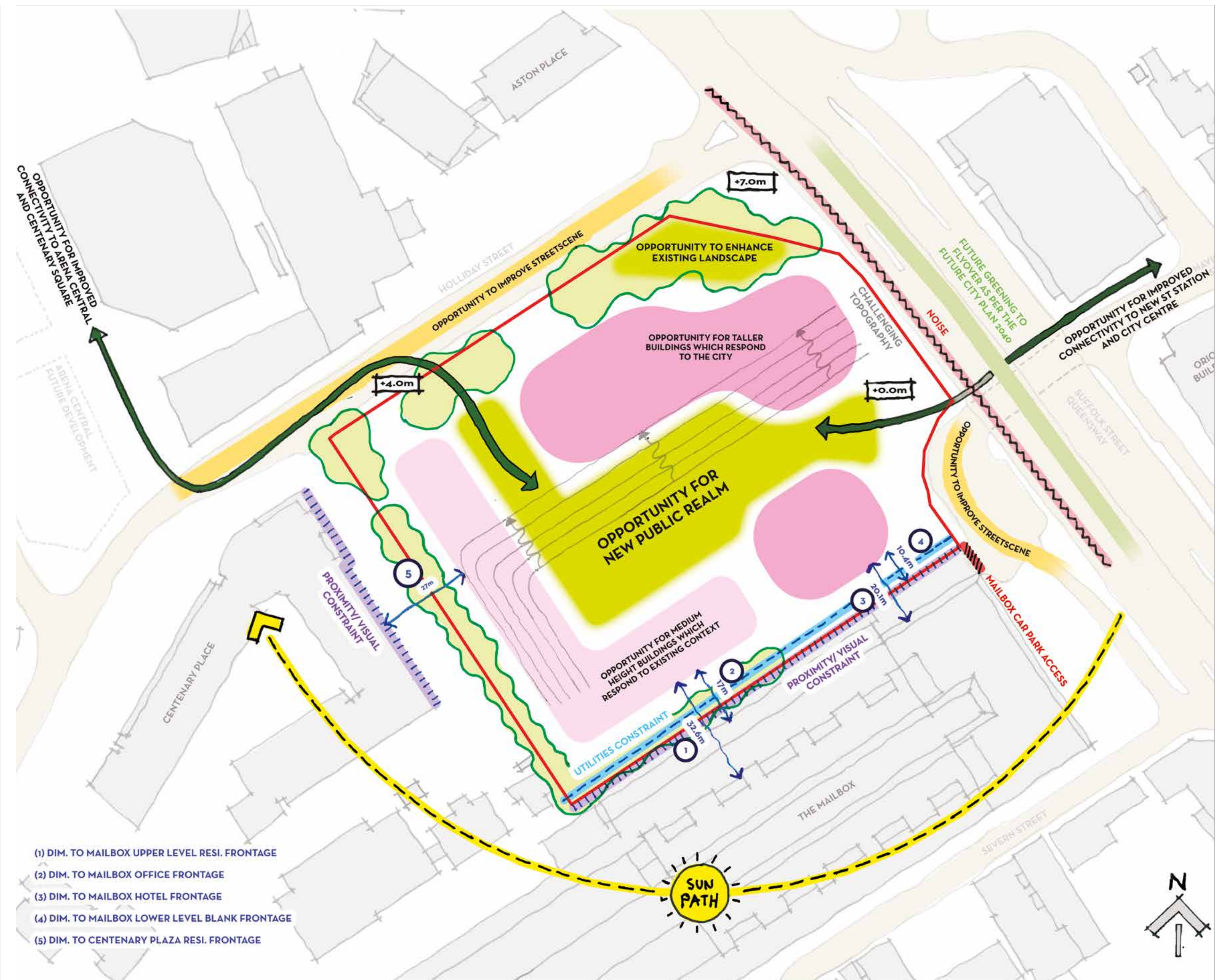
Our plans for Goods Station have been informed by detailed analysis and consideration of the opportunities and challenges which the site presents and the feedback which we received from the initial phase of consultation.

Opportunities

- Opportunity for buildings of differing scale which respond to the surrounding context
- Opportunity for new public realm
- Opportunity to retain and enhance existing landscape
- Opportunity for new retail and leisure uses to activate public realm
- Opportunity for new retail and leisure uses to activate the new public realm
- Opportunity to improve sense of arrival along Royal Mail Street
- Opportunity to enhance existing street scene along Holliday Street and Royal Mail Street
- Opportunity to improve connectivity to New Street Station, City Centre and Arena Central

Challenges

- Viability pressures
- Challenging and varied topography across the site
- Existing below ground utilities and infrastructure
- Proximity to existing residential buildings
- Existing mature trees and root protection zones
- Road noise from Great Suffolk Street
- Visual impact of The Mailbox servicing areas
- Existing vehicular accesses to Centenary Plaza and The Mailbox

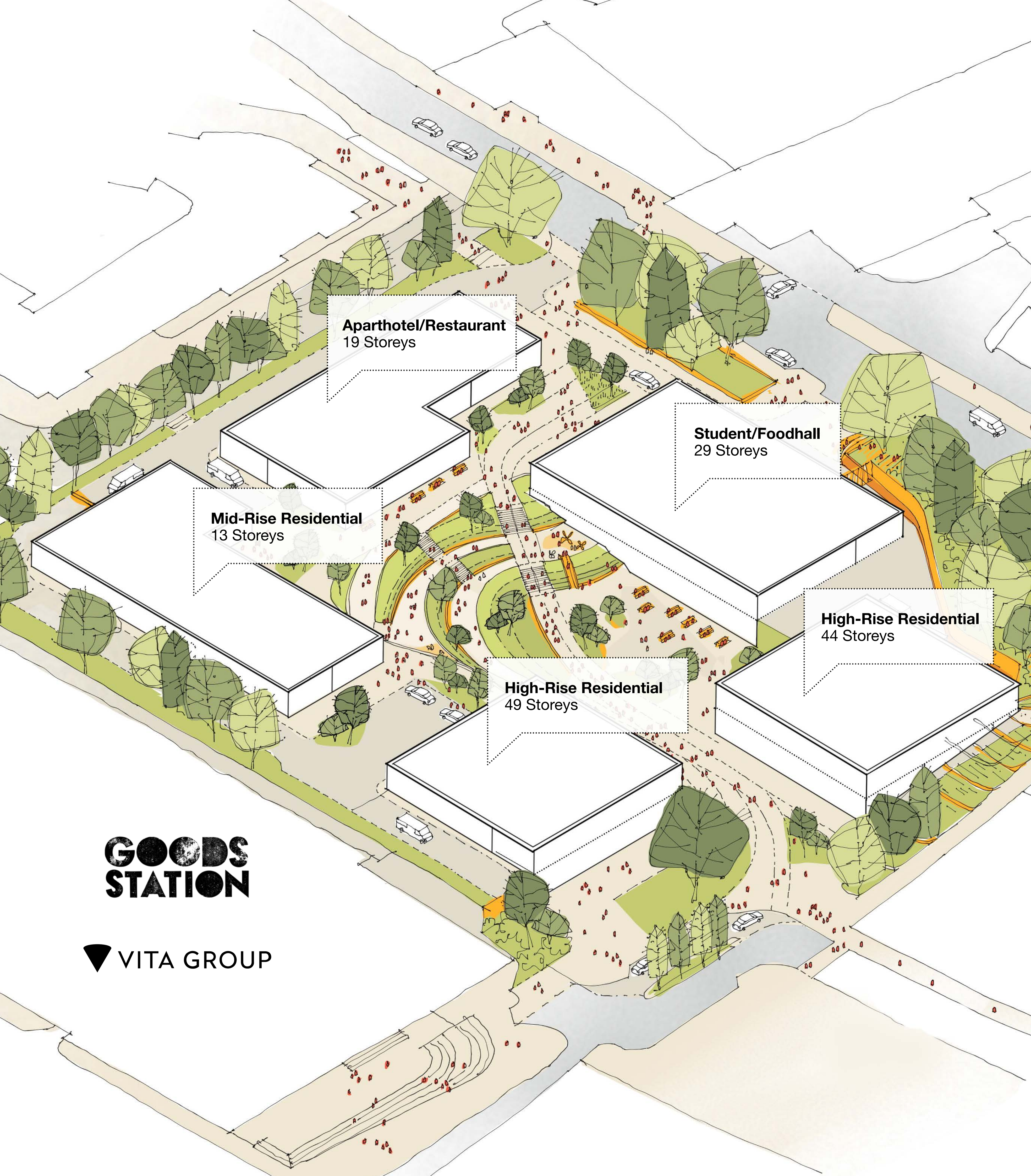


THE MASTERPLAN

Our emerging masterplan envisages the site brought to life through residential-led, mixed use development which creates a vibrant new destination within Birmingham.

The masterplan will deliver

- Two landmark residential buildings with building heights ranging between 44-49 storeys which deliver c.1,000 homes
- Additional mid-rise residential building which will deliver a further 200 apartments
- Innovative student accommodation providing up to 750 beds in a mix of adaptable studios and cluster apartments
- Aparthotel providing up c.300 apartments which is served by a new restaurant
- Multi-level food hall and retail amenities
- Extensive high-quality public realm
- Improved connectivity to New Street Station, City Centre and Arena Central
- Improved street scene along Holliday Street and Royal Mail Street



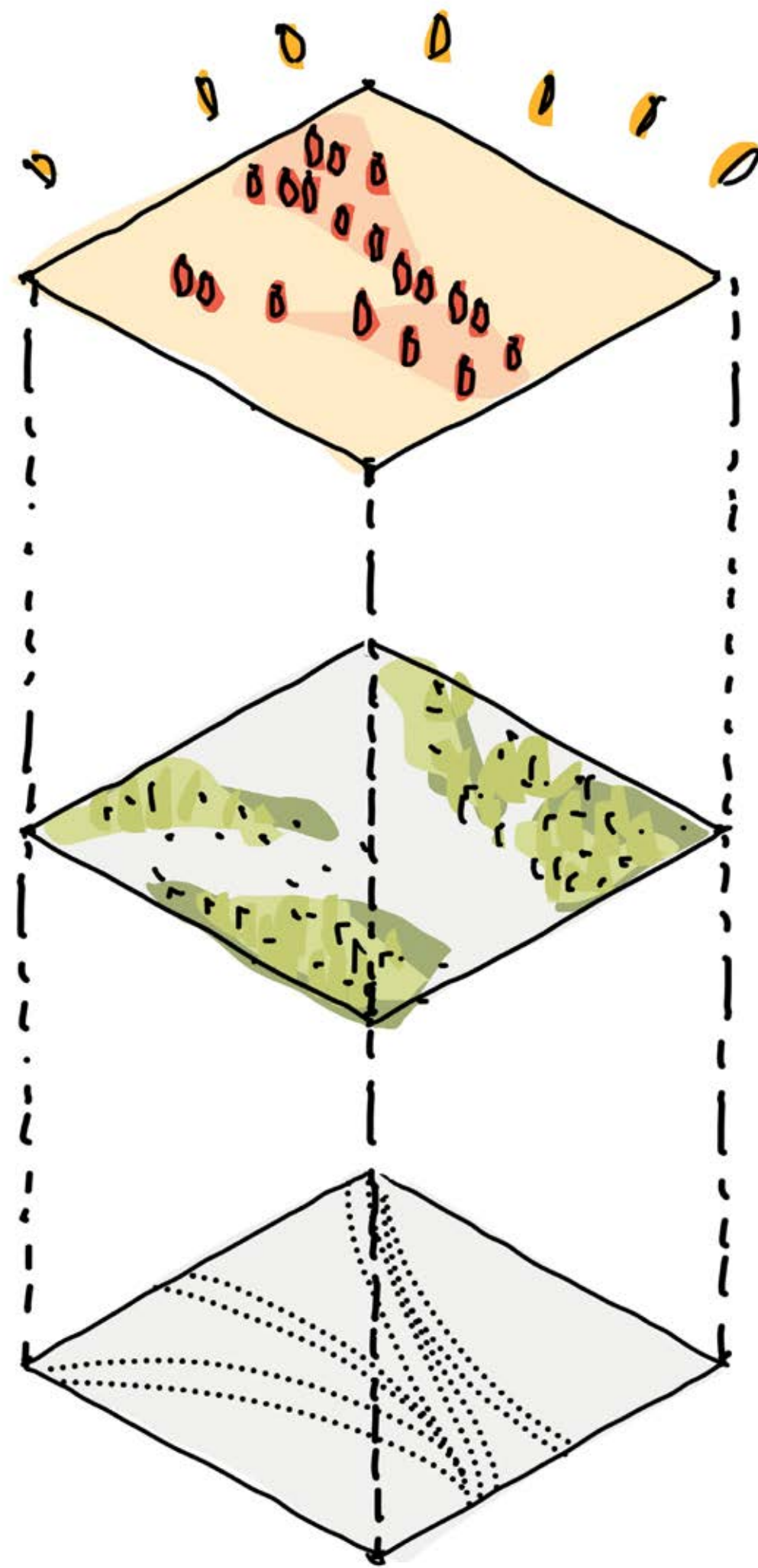
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Landscape is how people and place belong together. Our landscape design is about creating a place where people belong, and which is safe, sociable and sustainable.

Our vision for the site is informed by what people need. We then design the spaces where residents and the local community can thrive. The final step is placing the buildings into the landscape.

RESIDENTIAL-LED, MIXED USE DEVELOPMENT



A vibrant and playful place

Goods Station will become a vibrant microcosm of Birmingham. A place that celebrates diversity, with a joyous and rebellious spirit. Goods Station will be a place where people come to call home.

Reclaimed by nature

A verdant, pioneer landscape will be created that celebrates seasonal change and natural processes. A naturalistic, ruderal planting style will reflect the aesthetic of a post industrial landscape, providing greater biodiversity and habitat area.

Rich industrial fabric

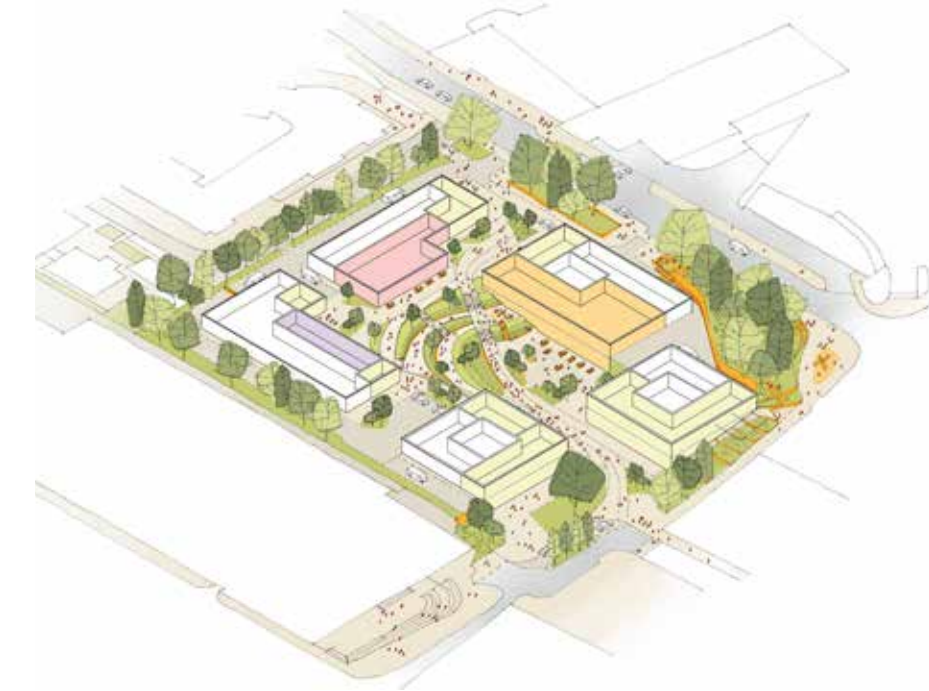
Goods Station's historic use and character will be reflected in the selection and use of hard landscape materials, creating a rugged and robust fabric to Goods Station.

DEVELOPING OUR MASTERPLAN

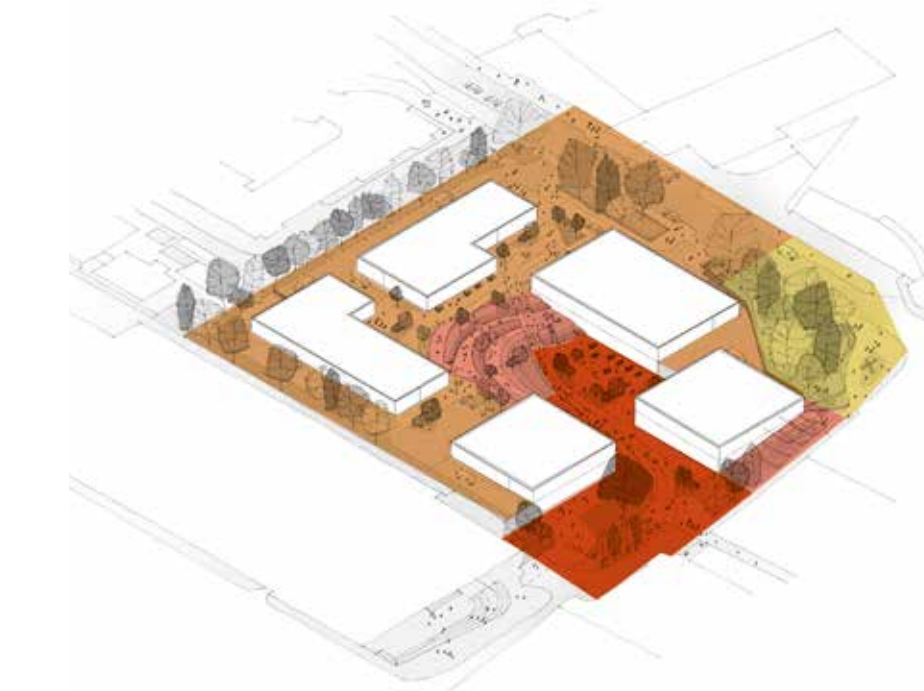
**First life, then spaces, then buildings.
A landscape-led design approach.**

MASTERPLANNING PRINCIPLES

Create a new destination



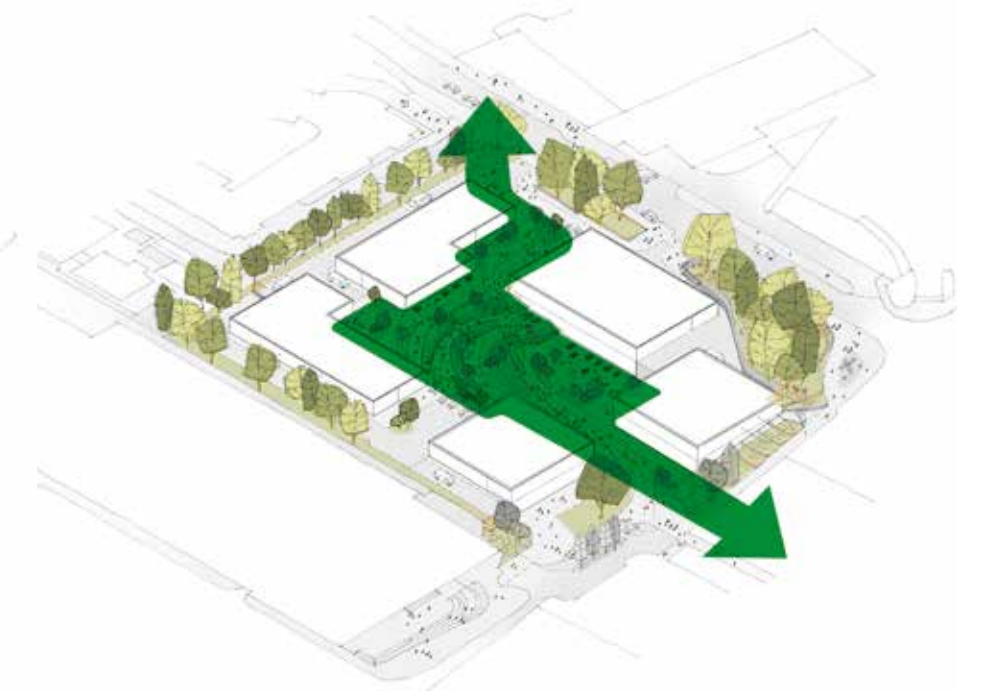
Celebrate the topography



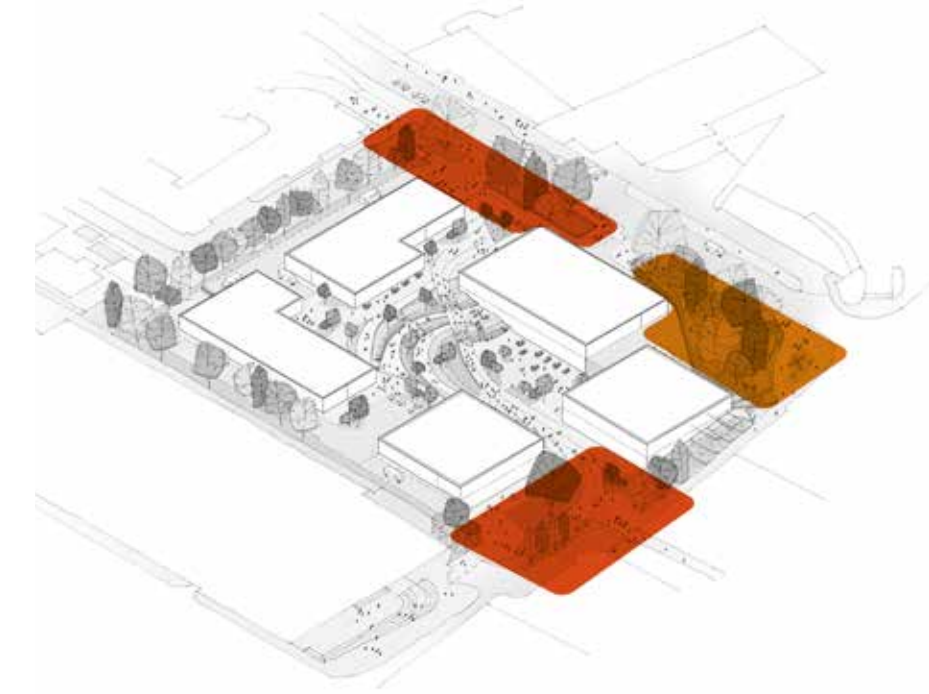
A green edge



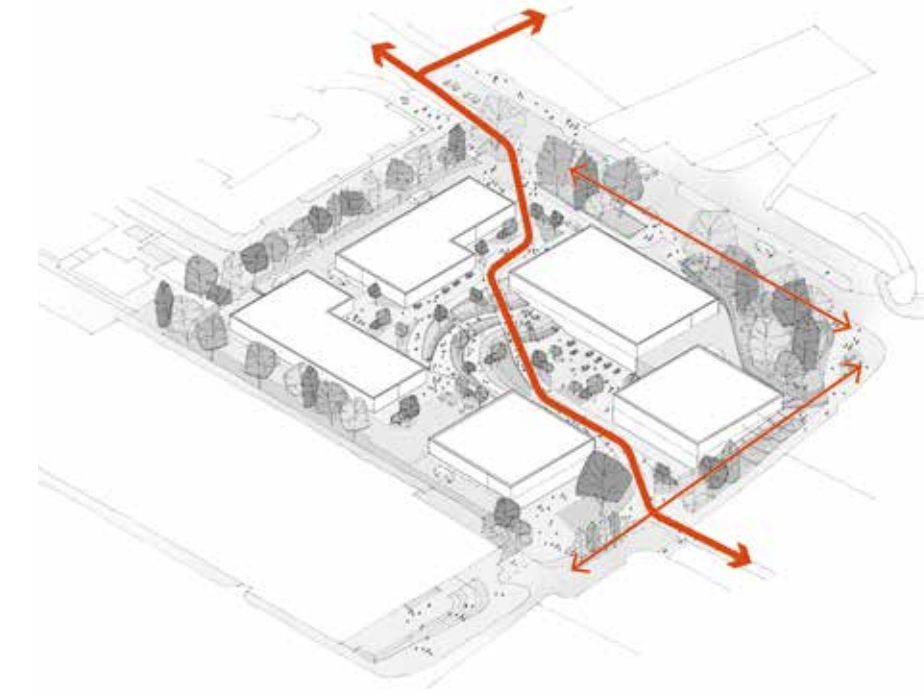
A verdant urban garden



Distinct sense of arrival



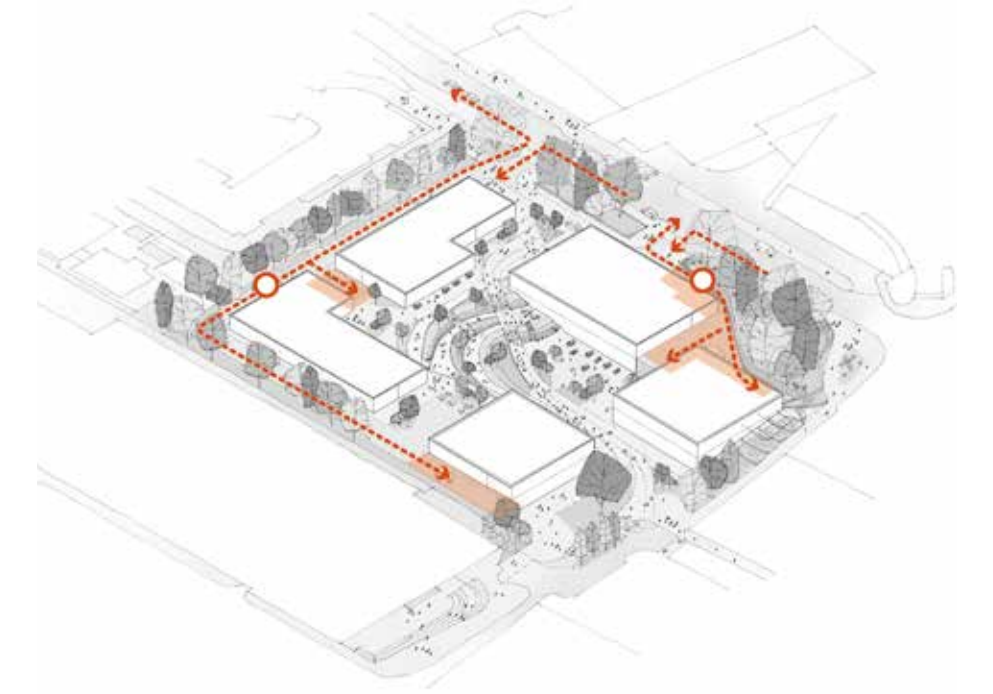
A new city connector



An experiential journey



Functional and practical



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LANDSCAPE VISION

LDA's Landscape Strategy focuses on animating and opening up the site, with welcoming and characterful public spaces bringing the new district to life.

Within the masterplan there are four distinct spaces: Station Square, The Urban Garden, City Square and a Pocket Park. The spaces have been designed to deliver new habitats for wildlife, new spaces for socialising, play and relaxation.

Station Square

The Station Square acts as a threshold welcoming people from Birmingham New Street through the development to the central urban garden space. The square includes a series of larger planting beds positioned to retain existing mature trees and define external space associated with ground floor units.

City Square

The City Square forms the key entrance point to Goods Station from the city centre. The design retains and enhances the setting of the existing trees to create a welcoming space that leads people into the heart of the development.

The Urban Garden

The Urban Garden sits at the heart of the Goods Station development largely 'hidden' from view creating a surprisingly lush and verdant environment in which the buildings sit. The space also includes the provision of a beautiful and legible pedestrian connection between Station and City Square entrance spaces.

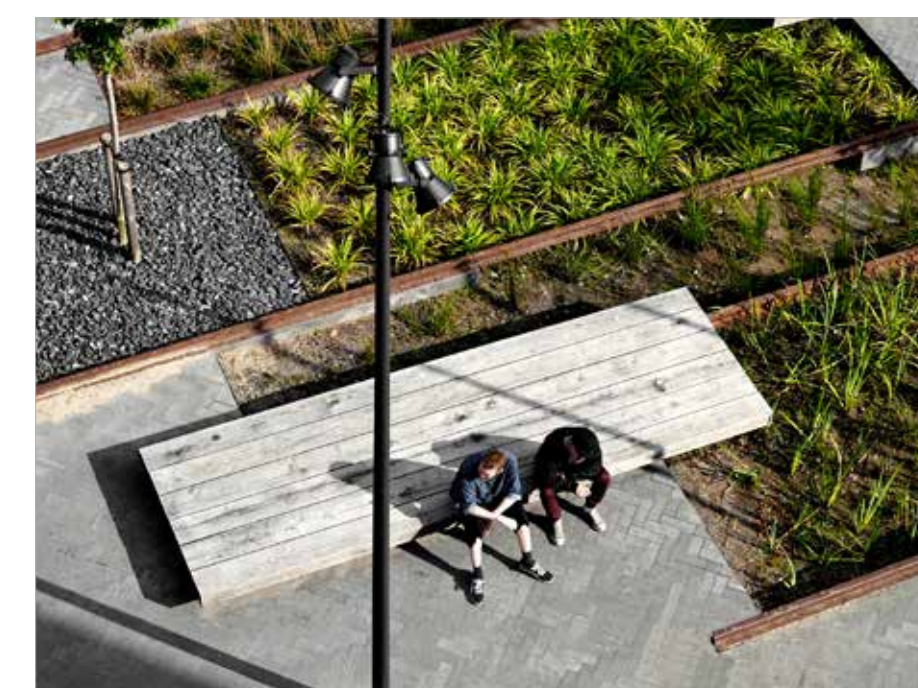
Pocket Park

Within the Pocket Park planted terraces have been introduced to accommodate the existing changes in level whilst also protecting the many existing trees.



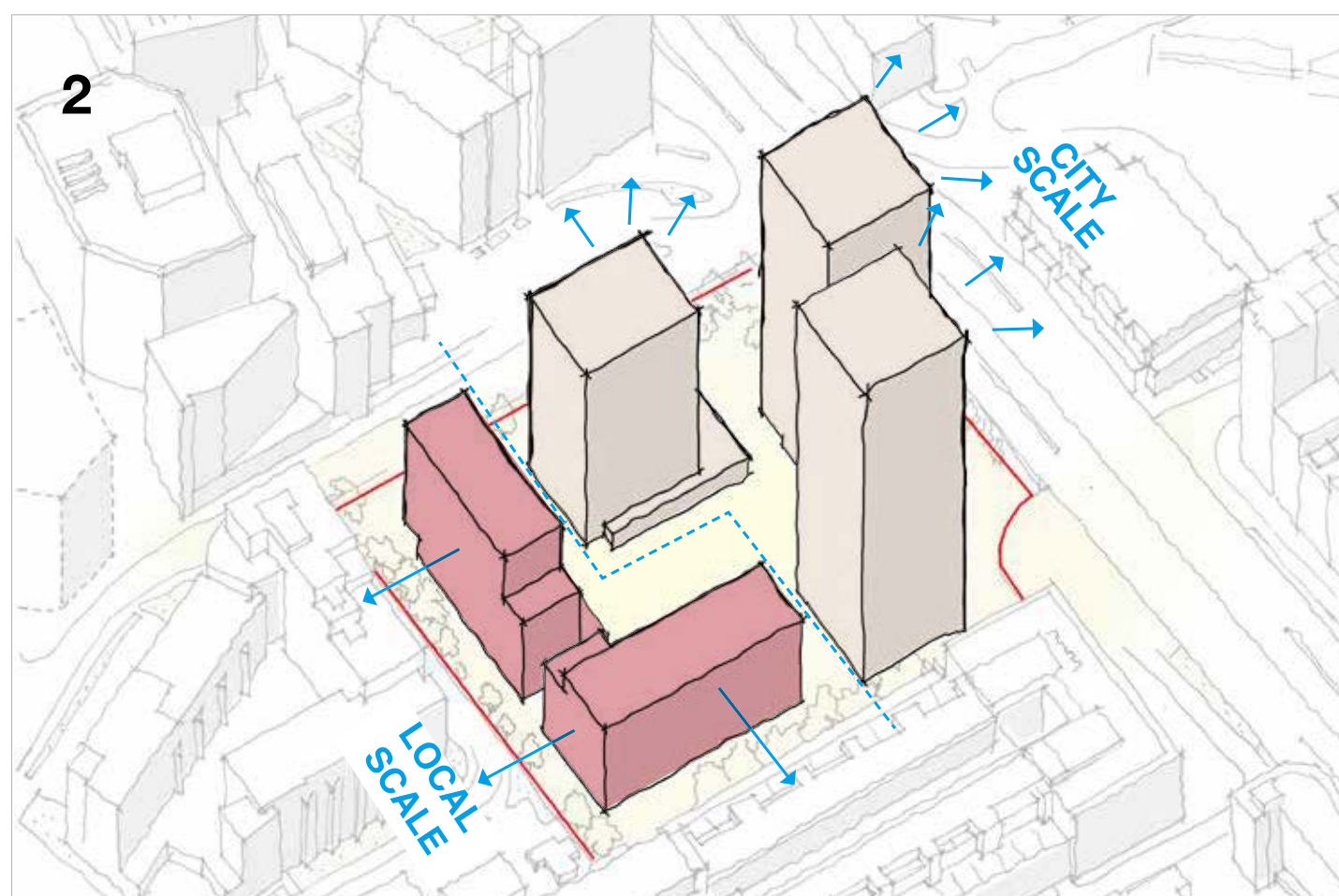
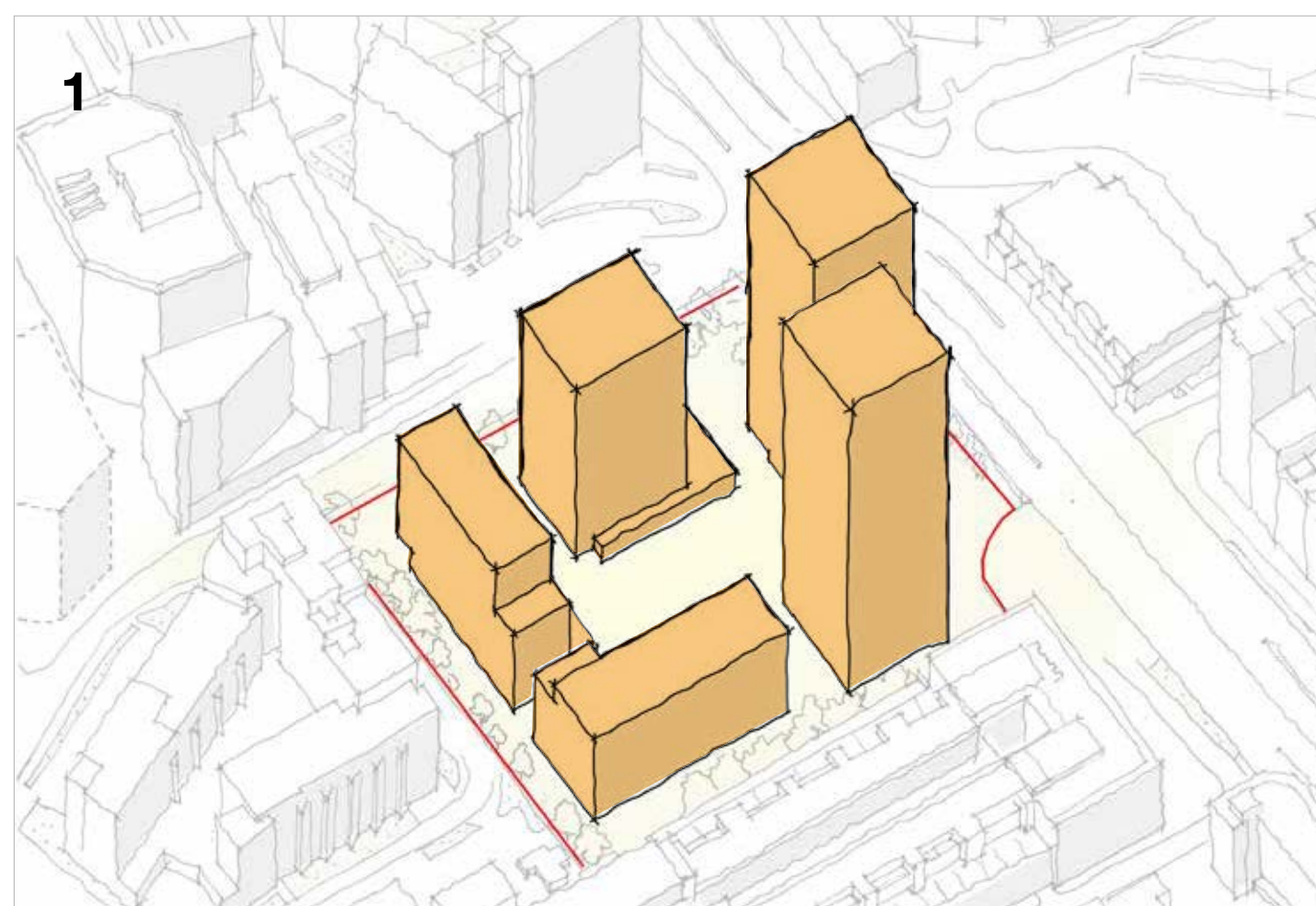
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ARCHITECTURAL VISION

The design of the four buildings proposed on the site is still developing but SimpsonHaugh's approach focuses on how these new buildings can respond to and enhance their surrounding context.



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DESIGN PRINCIPLES

1 Coherent character

A coherent character to the Goods Station masterplan within the more varied surrounding context.

2 City scale and local scale

Masterplan zones

City scale Tall buildings to north/east of masterplan which interface with the city skyline and civic spaces.

Local scale Lower buildings to the west which take reference from the adjacent canal basin heritage context and the historic warehouse brick buildings of the Central Goods Station previously located on the site.

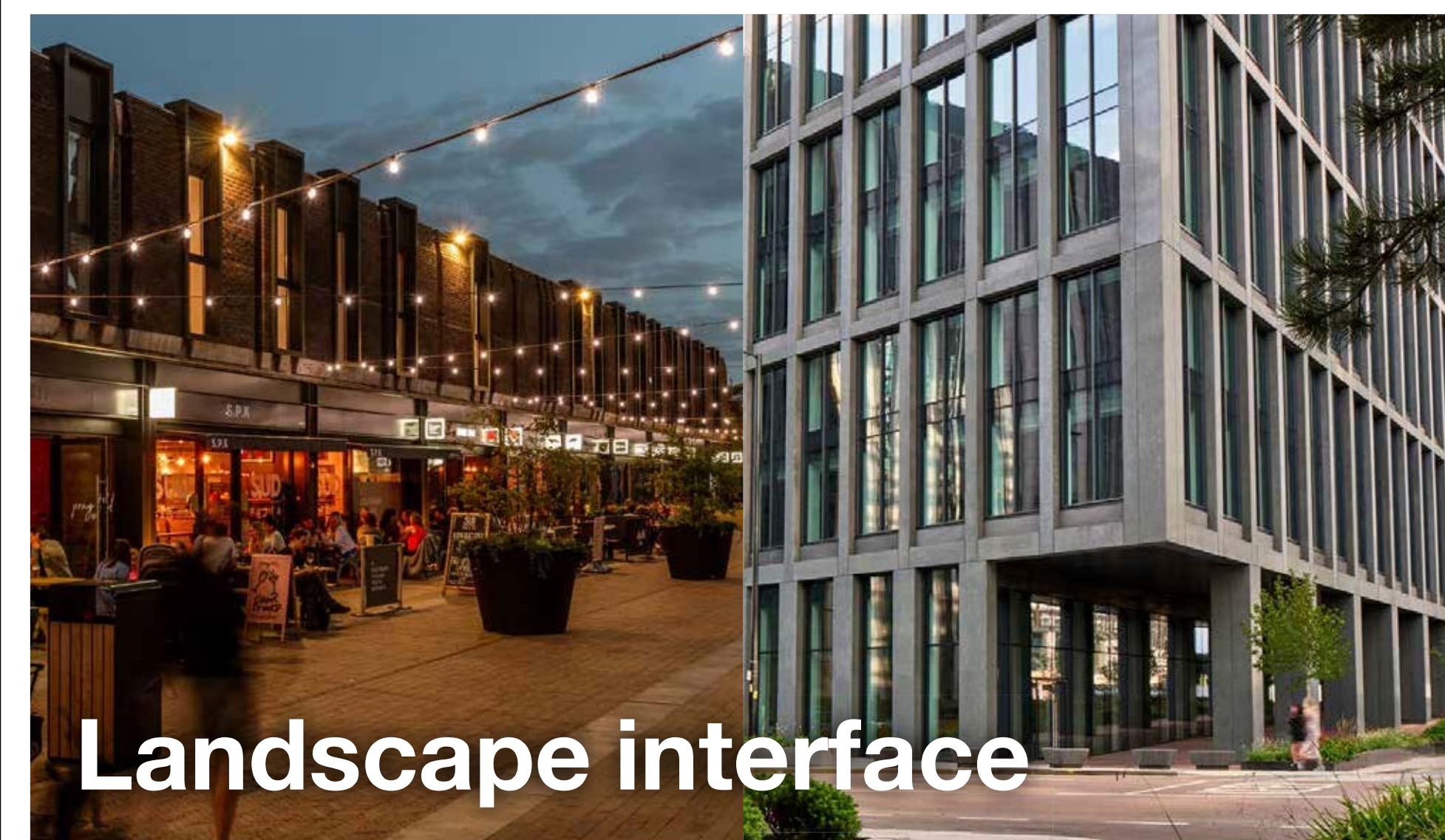
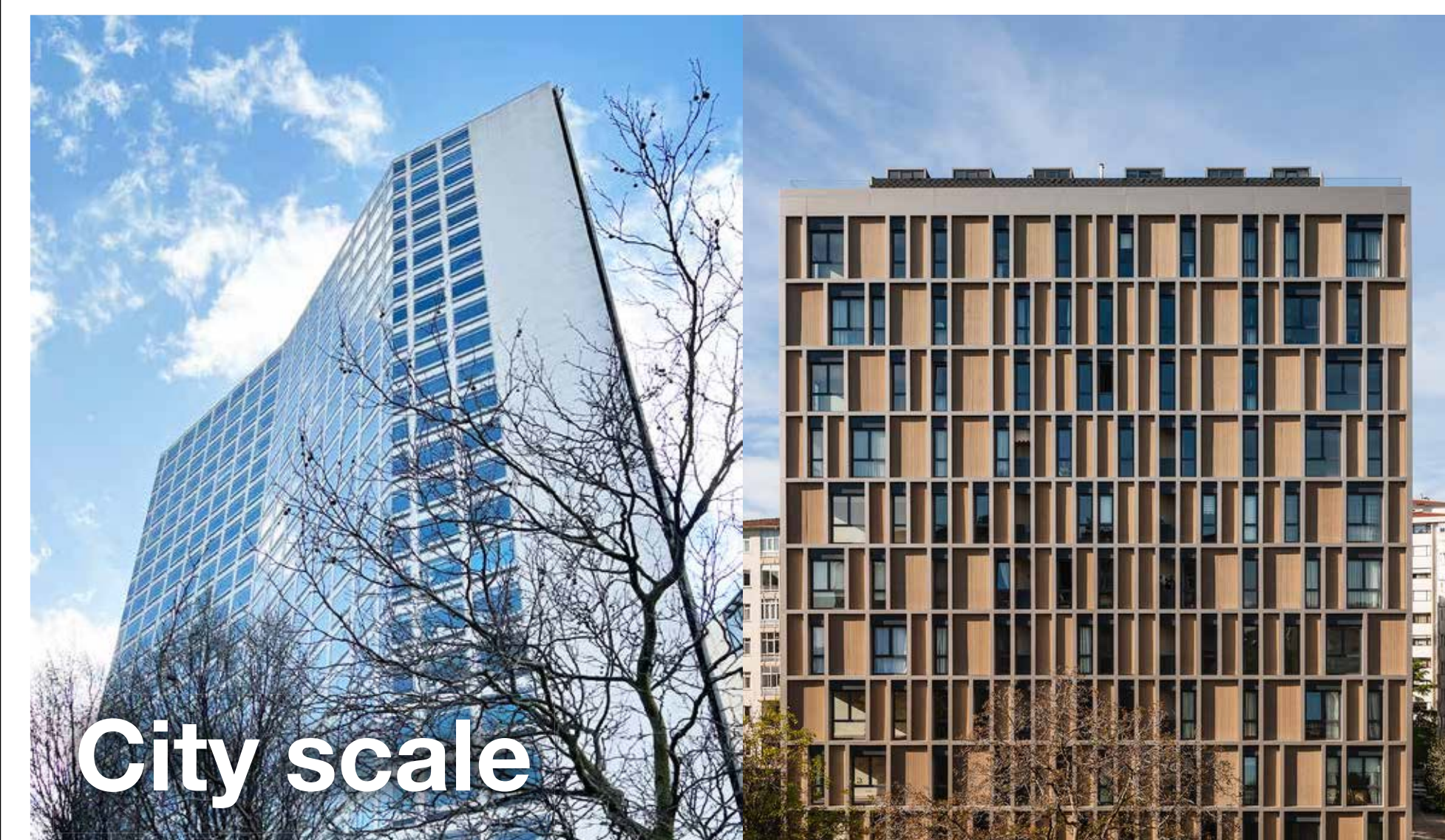
3 Building variation

Differentiation can be achieved in a number of ways, including through subtle variations in:

Materiality
Colour
Fenestration
Texture

4 Landscape interface

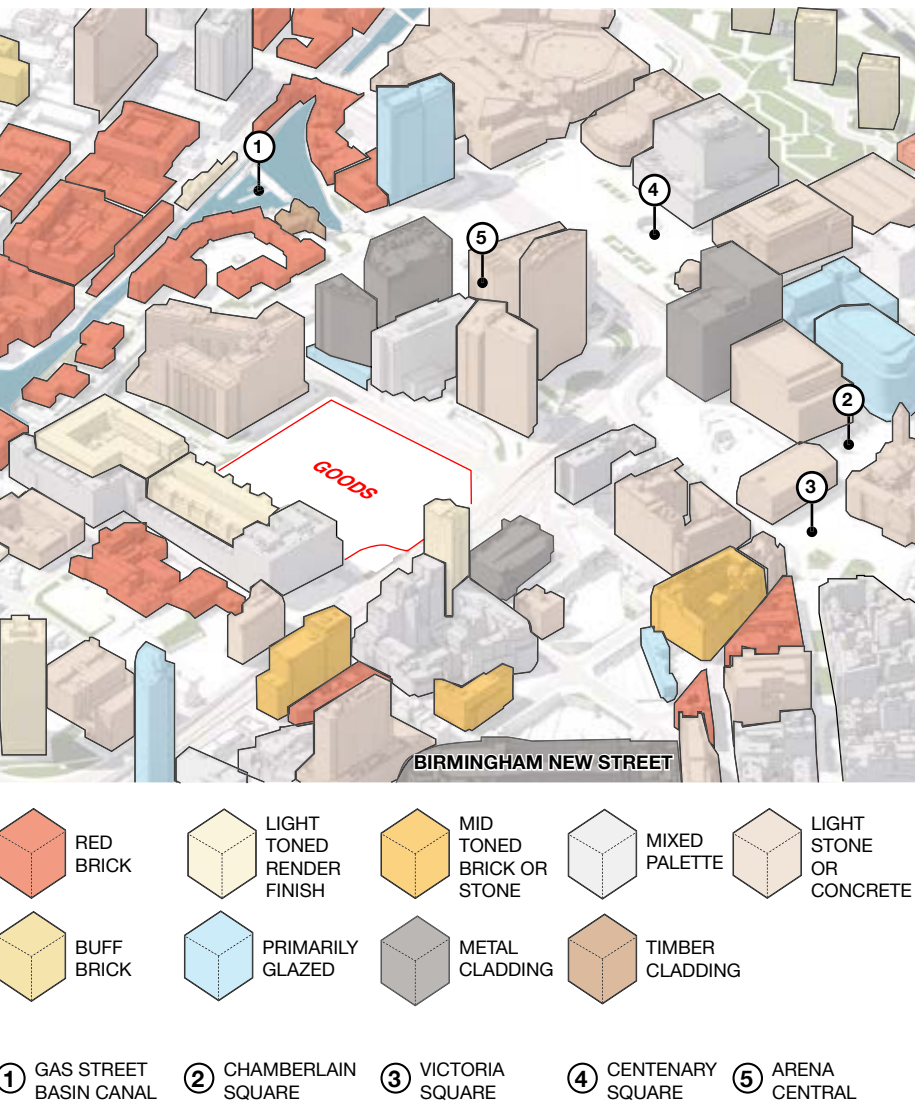
Integrated design approach and common datum levels to frame the landscape and establish a coherent character and sense of place.



MATERIALITY STRATEGY

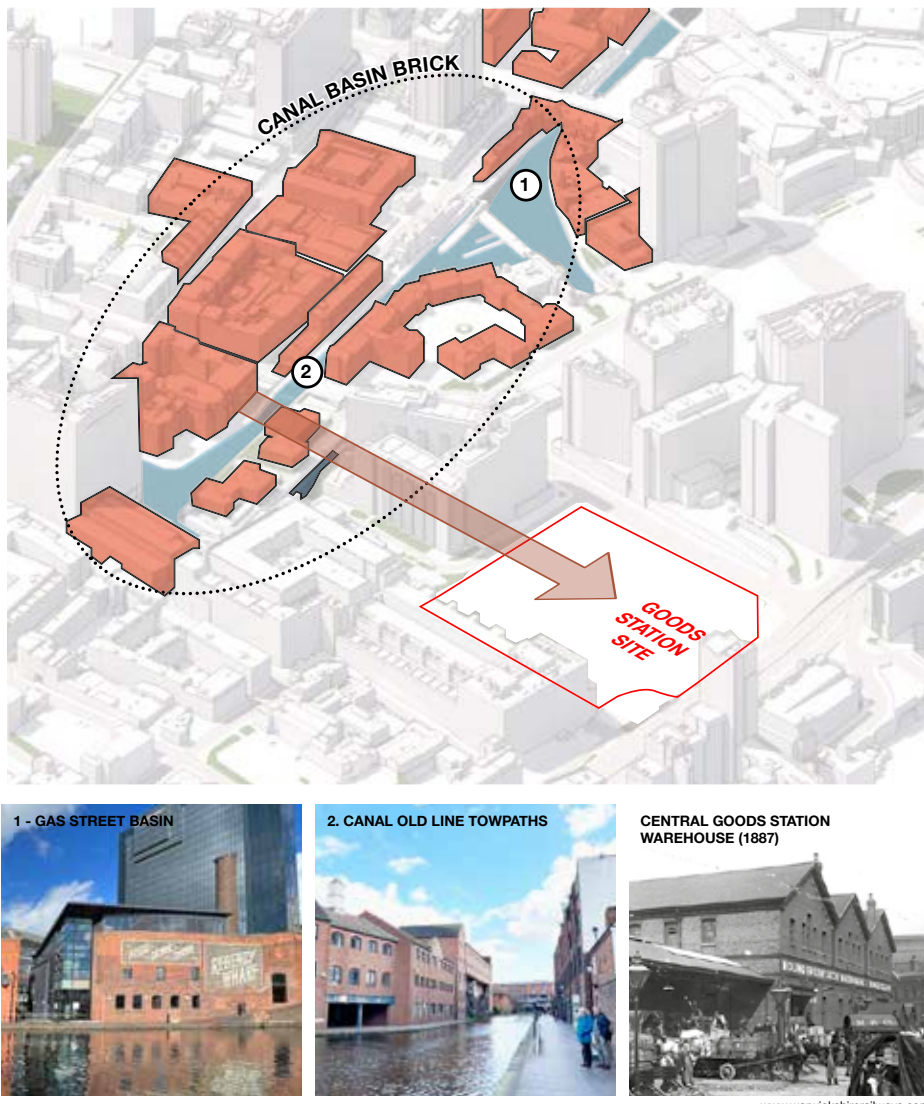
We are incredibly excited about the potential of this important site in Birmingham City Centre and the opportunity to bring it to life again.

CITY CENTRE MATERIALITY STUDY



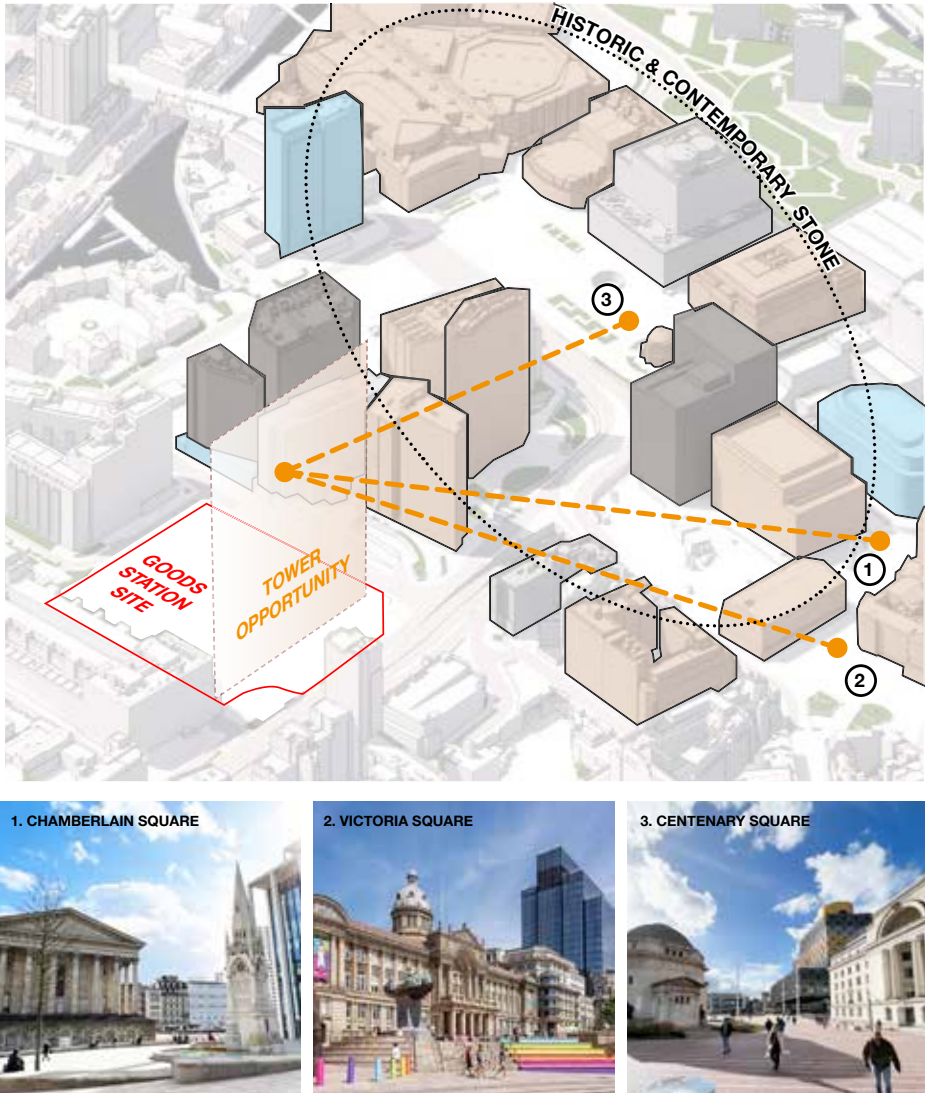
Existing materiality context

The materiality of the surrounding buildings in the immediate city centre context is varied and contains a wide palette of materials from buildings of many different eras and styles.



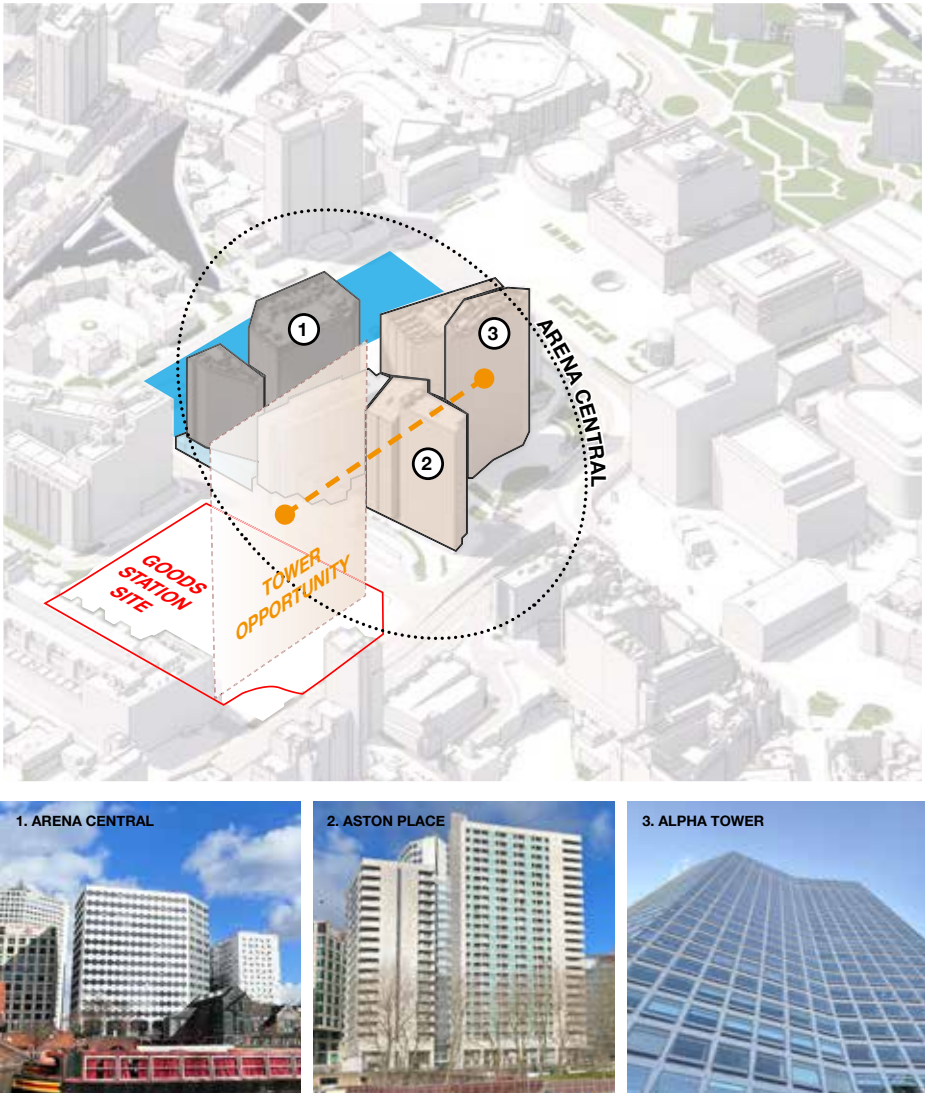
Canal basin character

To the west of the site is the Gas Street canal basin area, which contains a mix of low rise historic and contemporary brick buildings. There is opportunity to make a materiality link between canal basin area and the Goods Station masterplan and create an east-west connection, which links the city core to the wider Westside residential area.



Civic squares character

To the north east of the site are the main city centre public squares, which are characterised by prominent civic buildings clad in light coloured stone. The proposed city orientated towers of the Goods Station masterplan will be visible on the skyline from these squares so consideration of their materiality colour palette is important in this context.



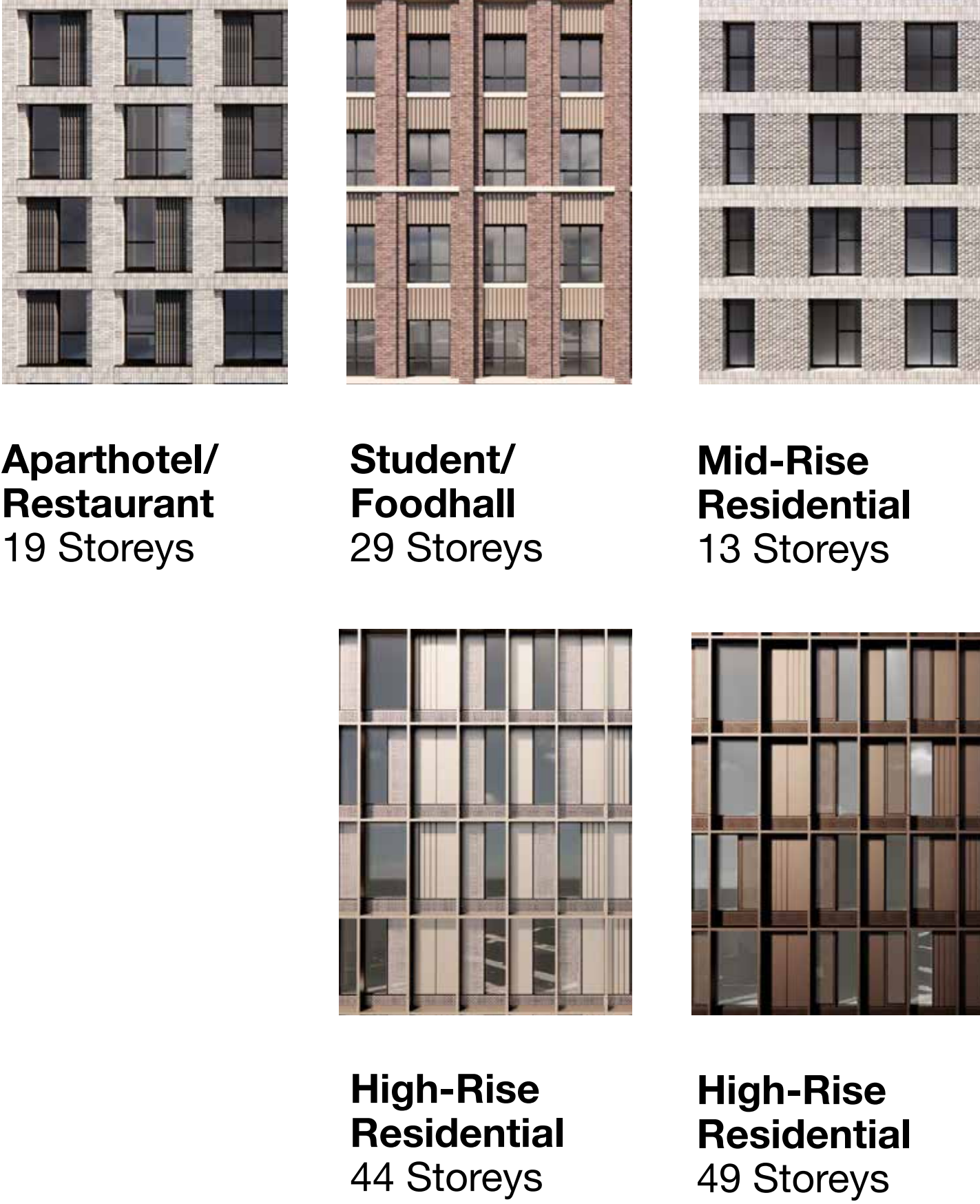
Arena Central character

Directly to the north of the site is the Arena Central masterplan which includes the Grade II listed Alpha Tower, in addition to more recent office, hotel and residential developments clad in a mix of glass, metal and concrete. There is opportunity for the proposed towers to make reference to Arena Central both in terms of built scale and materiality / fenestration approach, in particular the ordered grid of Alpha Tower.

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MATERIALITY STRATEGY



KEY BENEFITS & NEXT STEPS

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Redevelopment of the site and the delivery of the emerging masterplan will provide the following benefits:

- Assist Birmingham City Council in achieving their ambitions for the regeneration of the Westside District with the creation of a new landmark destination
- Delivery of over 1,200 much needed new homes across a range of tenures
- Delivery of a new aparthotel providing 300 serviced apartments
- Delivery of new multi-level foodhall, restaurant and retail uses
- Delivery of extensive high-quality public realm and improved street scene along Holliday and Royal Mail Street
- Delivery of new aparthotel and student accommodation will result in £4m+ annual contribution to local economy
- Improved connectivity to City Centre and key transport nodes
- £10m+ Community Infrastructure Levy payment and S106 Contributions
- £2.6m+ annual council tax contribution
- Creation of 1,500+ jobs (both direct and indirect during and post construction)
- Improvements to biodiversity and ecology with the creation of new habitats across the site
- New community initiatives

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NEXT STEPS

Once this phase of consultation closes on Thursday 25 April, we will carefully consider feedback as we continue to develop our plans for Goods Station. A final stage of consultation later this year will be a chance to update you on our updated plans and hear your feedback before we submit a planning application.

You can also contact the team with any questions or comments by email:
hello@goodsstation.co.uk



www.goodsstation.co.uk