

BIRMINGHAM'S LANDMARK DEVELOPMENT

BEORMA | **QUARTER**

A PROPERTY BY SALHIA 

**BE
BOLD**

**THE
OPPORTUNITY
TO SHAPE
A CITY**

AT THE HEART OF THE DIGBETH REGENERATION

BEORMA QUARTER IS THE NEW ICON FOR BIRMINGHAM.

Beorma Quarter is the new icon for Birmingham. The 2.2 acre city centre site will provide over 250,000 sq ft of Grade A office accommodation, 227 apartments and 15,000 sq ft of retail and leisure space set around a centralised courtyard.

True to its pioneering spirit, Beorma Quarter aims to break the rules. Located away from the traditional office CBD between **The Bull Ring** and the Digbeth regeneration zone, the development is ready to take advantage of its unrivalled proximity to **HS2's Curzon Street Station** and Digbeth's exciting future.

Digbeth's mixture of Victorian red brick buildings, street art and innovative businesses make it the **cultural hotspot** of Birmingham.

Beorma Quarter will be the **catalyst development** for Digbeth, bringing a new range of innovative and entrepreneurial companies to shape the future of the area.



The Digbeth regeneration will include:

- Connaught Square
- Birmingham Markets Development
- Great Barr Street Site
- SITA / BCC depot
- Lunar Rise
- Kingfield Health Building





BE ICONIC

A SPACE
BUILT
AROUND
YOU

THE VISION

PUTTING BEORMA AT THE CENTRE OF BUSINESS, LEISURE AND LIFESTYLE IN BIRMINGHAM.

Having completed **Phase 1** with long term lettings to the **Princes Trust** and **Adagio Hotel**, **Phase 2** will deliver a further **170,000 sq ft** of prime Grade A office accommodation, 154 residential apartments and associated retail and leisure on the ground floor.

Entering the building, tenants will be greeted by the impressive **double height reception, co-working spaces and breakout areas** on the first floor. On the tenth floor Beorma Quarter will offer a large private garden terrace with **uninterrupted views** of Digbeth and the surrounding area.

- Phase 1
- Phase 2
- Phase 3

PHASE 1



Prince's Trust

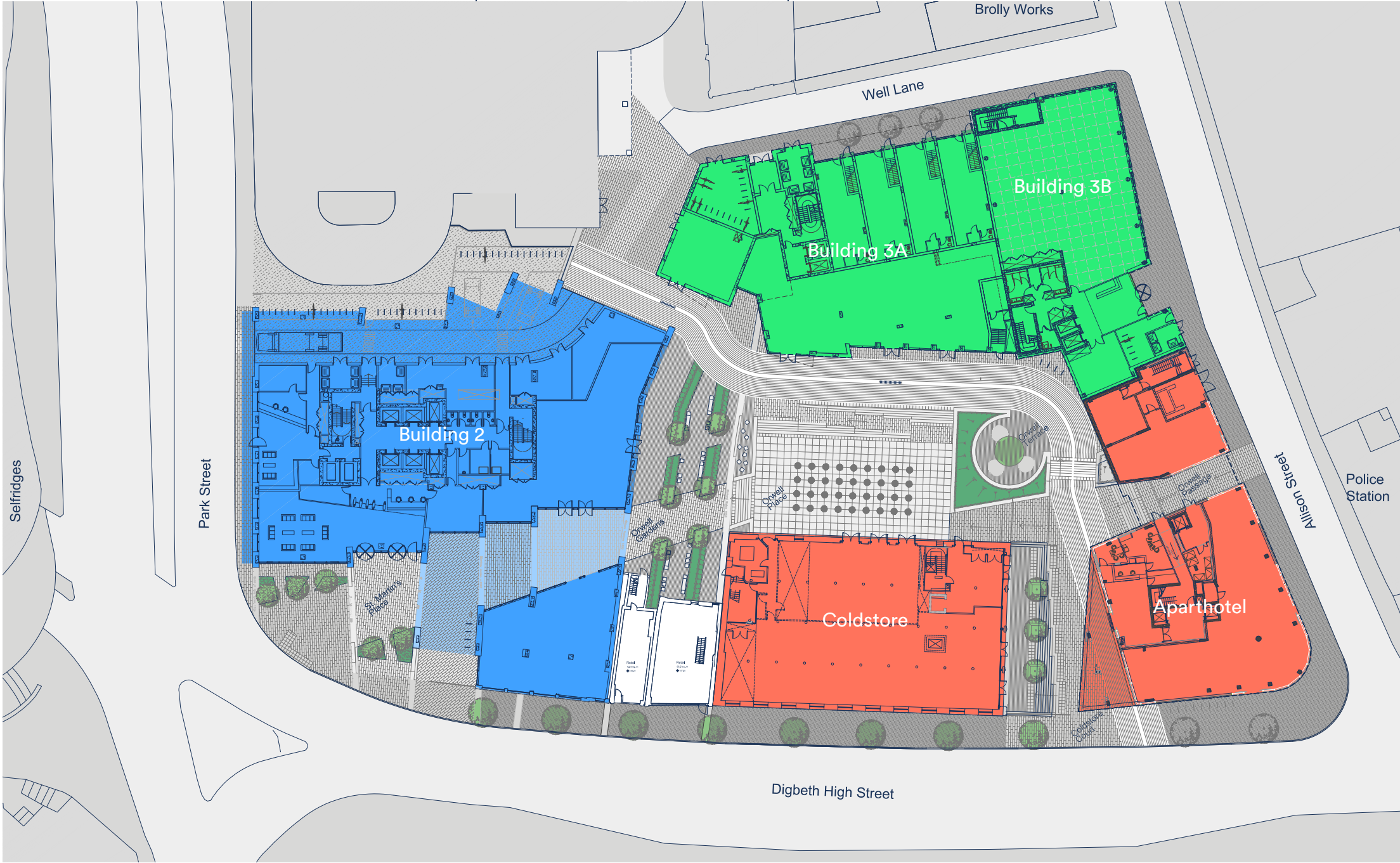


PHASE 2

- 170,000 sq ft Grade A office
- 154 apartments
- A diverse range of associated retail offerings

PHASE 3

- 60,000 sq ft Grade A offices
- 73 apartments at a range of price points
- Live / work units to Well Lane
- A diverse range of associated retail offerings



SHAPE YOUR OWN SPACE

BEORMA QUARTER HAS BEEN DESIGNED ON THE CUTTING EDGE OF OFFICE PERFORMANCE.

This specification provides the occupiers the **foundation and flexibility** to flourish in a fast-developing business world. **Salhia** is committed to working alongside occupiers to create a bespoke environment to suit their specific needs, with the final specification being dictated by the occupiers themselves.

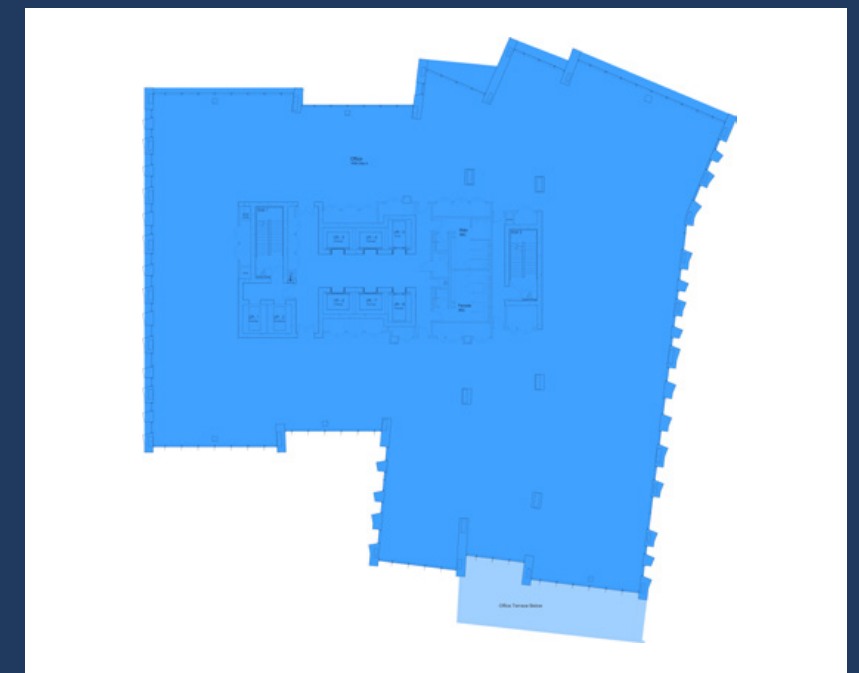
An indicative specification could include:

- Private double height reception
- Floor to ceiling windows
- Full access raised floor
- High speed internet
- Air-conditioning
- Bespoke LED lighting system
- Male, Female and Disabled WCs on every floor
- Private roof garden
- Showers facilities
- Secure bike storage
- 5 year rate relief incentive scheme

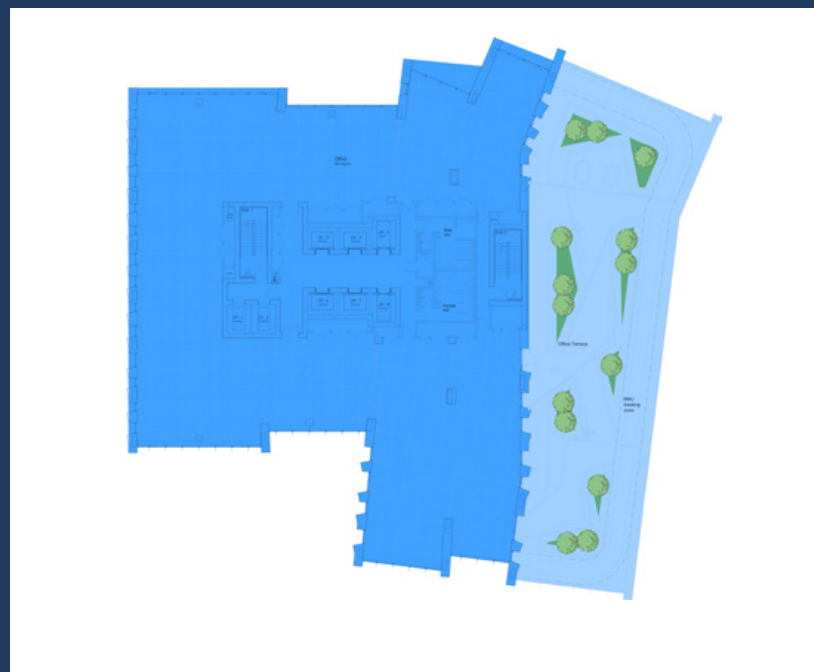
Ground Floor



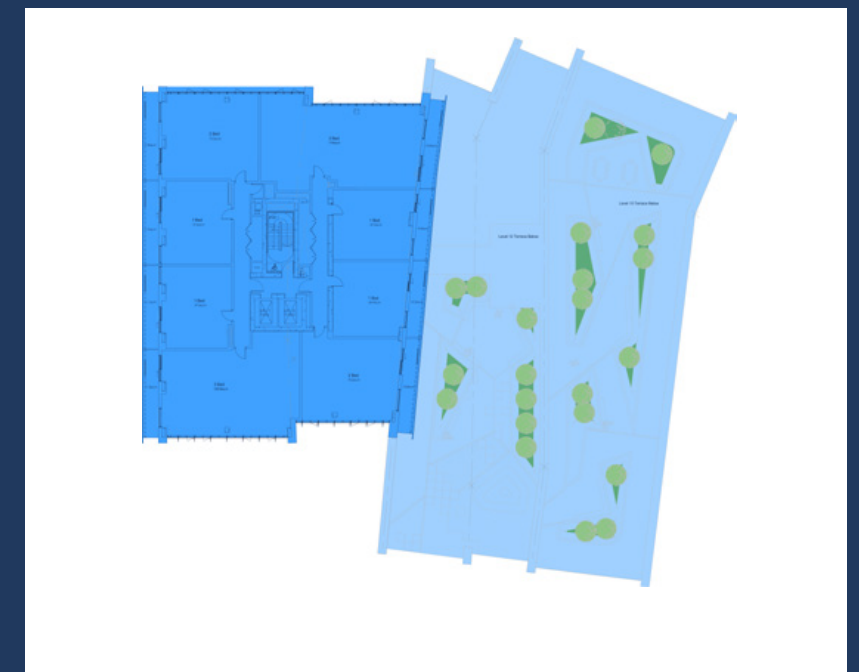
Second–Ninth Floors



Tenth Floor



Twelfth Floor



PEOPLE AT THE FOUNDATION

BEORMA QUARTER HAS BEEN DESIGNED WITH A FOCUS ON COMMUNITY AND WELLBEING.

Orwell Place, the new centralised plaza will be the heartbeat of Beorma Quarter's new community, giving tenants the opportunity to engage, collaborate and co-create the personality of this pioneering development.

Salhia understands the sensitivities of acquiring the right mixture of retail and leisure operators to support this exciting new community, and so focus will be placed on giving opportunities to local businesses and independents with shared aspirational values.



CREATING A SPACE FOR THE FUTURE

We are invested in working with new occupiers to create a workspace for the future. Tenants will be engaged through a place-activation programme throughout the year to help support a collaborative and strong relationship between Beorma Quarter and its community.

NOT ONLY A BUILDING, BUT A PIONEER.

BEORMA'S PEOPLE

In Phase 2 and 3 Beorma Quarter will offer a range of residential apartments to support the growing requirement for inner-city living.

Salhia are aware that to create a truly successful place it must offer more than just the 9 to 5. The residential community will support Beorma Quarter in building a sustainable and lively destination.



BE BIRMINGHAM

EUROPE'S
FASTEST
GROWING
CITY

BIRMINGHAM IN NUMBERS

THE BIG CITY PLAN



1.5 MILLION

Creating 1.5 million square metres of new floor space



£2.1 BILLION

Contributing £2.1 billion to the economy each year



50,000

Creating over 50,000 new jobs



CITY CENTRE

Creating a well-connected, efficient and walkable City Centre



65,000

Providing 65,000 square metres of new and improved public spaces



5,000

Providing over 5,000 new homes with new leisure and recreational facilities to attract more families



GREEN CITY

16% Greenspace Birmingham is the greenest major regional city



17,473

New business registered in Birmingham in 2016-2017



28 KM

Providing 28 kilometres of enhanced walking and cycling routes



£10 BILLION

HS2 will generate £10 billion worth of supply chain contracts and redevelopment opportunities



2,300

Residential units to be delivered in the next three years



81 PROJECTS

81 new foreign direct investment projects in the region in the last 3 years

RECORD BREAKING TALENT POOL

**BIRMINGHAM IS THE
YOUNGEST CITY IN
EUROPE WITH UNDER-25'S
ACCOUNTING FOR NEARLY
40% OF ITS POPULATION.**

The City of Birmingham has been identified as one of the most exciting locations for businesses in recent years due to the level of inward investment and regeneration projects – of course the HS2 development and crucially its recording-breaking talent pool.

Beorma Quarter is focused on creating a space for the next generation. A clear emphasis has been placed on its location within Birmingham and its day to day functional values.

The proximity to Digbeth, with its rich history and cultural authenticity combined with Salhia's focus on tenant wellbeing makes Beorma Quarter the perfect location for companies looking to entice the next generation of employees.

At the core of the modern working mindset is collaboration and community. Orwell Place has been designed around these values, giving tenants the space to meet and collaborate.

No.1 region for job creation projects outside of London.

Birmingham has also been identified as the No.1 regional city for startups in the UK.



**A PLACE THAT
REFLECTS THE
WORKFORCE OF
TOMORROW.**

Birmingham is home to five universities:


- Aston University
- University of Birmingham
- Birmingham City University
- University College Birmingham
- Newman University




LOCATION & CONNECTIVITY

BEORMA QUARTER FRONTS THE MAIN ARTERIAL HIGHWAY LEADING OUT OF BIRMINGHAM CITY CENTRE FROM THE VIBRANT SHOPPING DESTINATION **BULLRING** AND **MOOR STREET STATION**.


LONDON MARYLEBONE	1 HRS 43 MINS	EDINBURGH	3 HRS 14 MINS	NEW YORK	7 HRS 55 MINS
MANCHESTER	1 HRS 28 MINS	LEEDS	57 MINS	DUBAI	6 HR 50 MINS
BRISTOL	1 HRS 24 MINS	LONDON	49 MINS	ZURICH	1 HR 50 MINS
LONDON	1 HRS 13 MINS	MANCHESTER	41 MINS	FRANKFURT	1 HR 35 MINS
COVENTRY	20 MINS			PARIS	1 HR 15 MINS
SOLIHULL	18 MINS				



National Rail

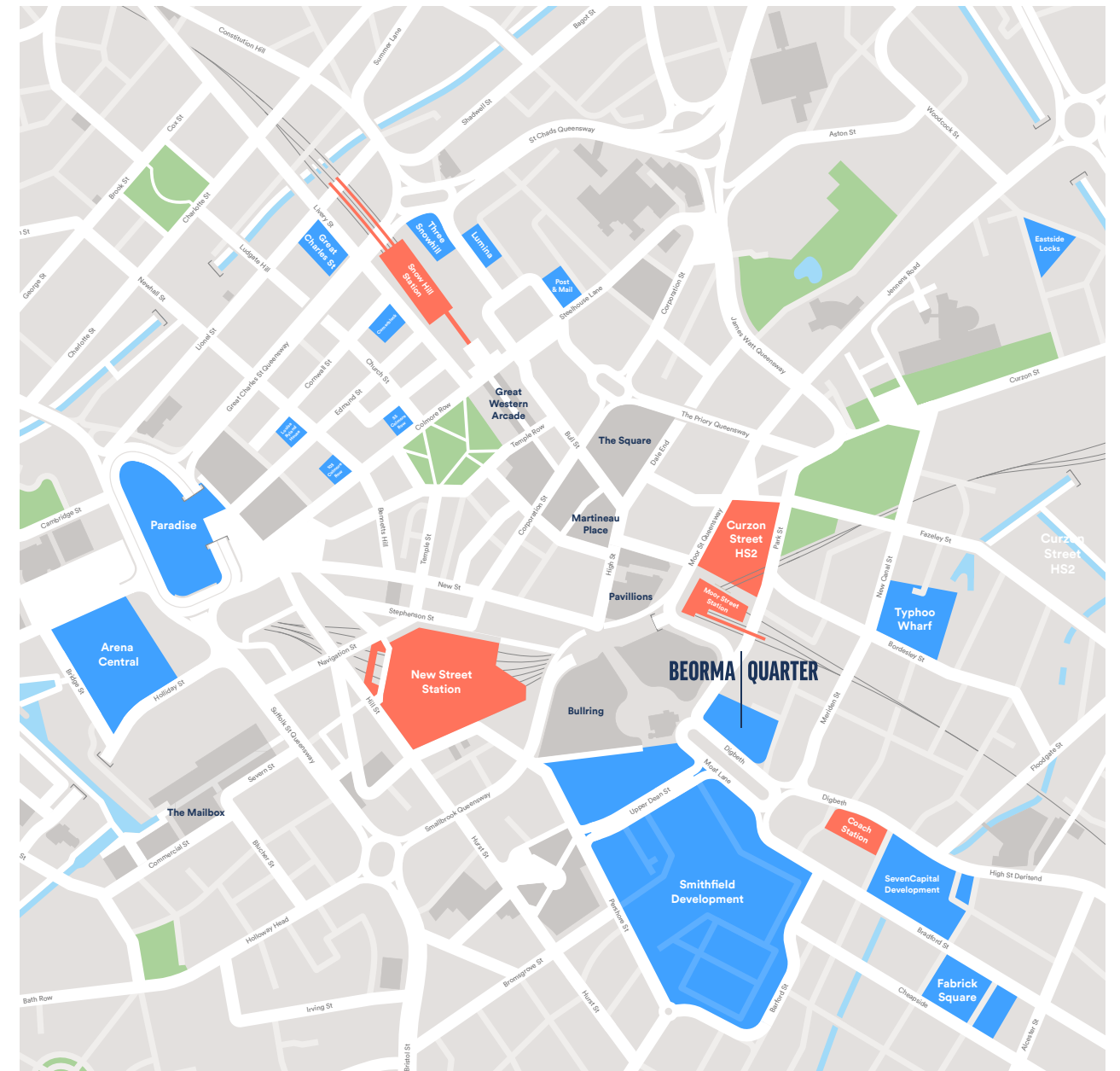


HS2



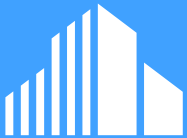
Birmingham Airport

HS2 will put Beorma Quarter and Birmingham at the centre of the UK's economy, connecting the global city of London with the northern powerhouse.



BEORMA QUARTER

THE
PEOPLE
MAKE
THE CITY



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WAKEFIELD**

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SALHIA