

HARTWELL, DIGBETH

Stakeholder Presentation
February 2025



SUMMARY

- Proposals by Hartwell Plc to unlock a major regeneration opportunity at a key gateway into Digbeth, Birmingham.
- Circa £100m proposal for the regeneration of former Phoenix ironworks site.
- Mixed-use scheme with the potential to accommodate media and education workspaces, commercial office space, residential, retail, a café, and green space.
- Align with BCC's and WM growth aspirations in one of the city's key locations.



ABOUT HARTWELL PLC

- **Leading automotive group which owns the site and previously ran the Smithfield Garage.**
- **Diversified into property investment and development as it has grown geographically across the UK.**
- **Now has a substantial property portfolio where it holds the freehold interest as an investment.**
- **Leased properties with its own in-house facilities management team controlling the day-to-day operation of its sites and properties.**



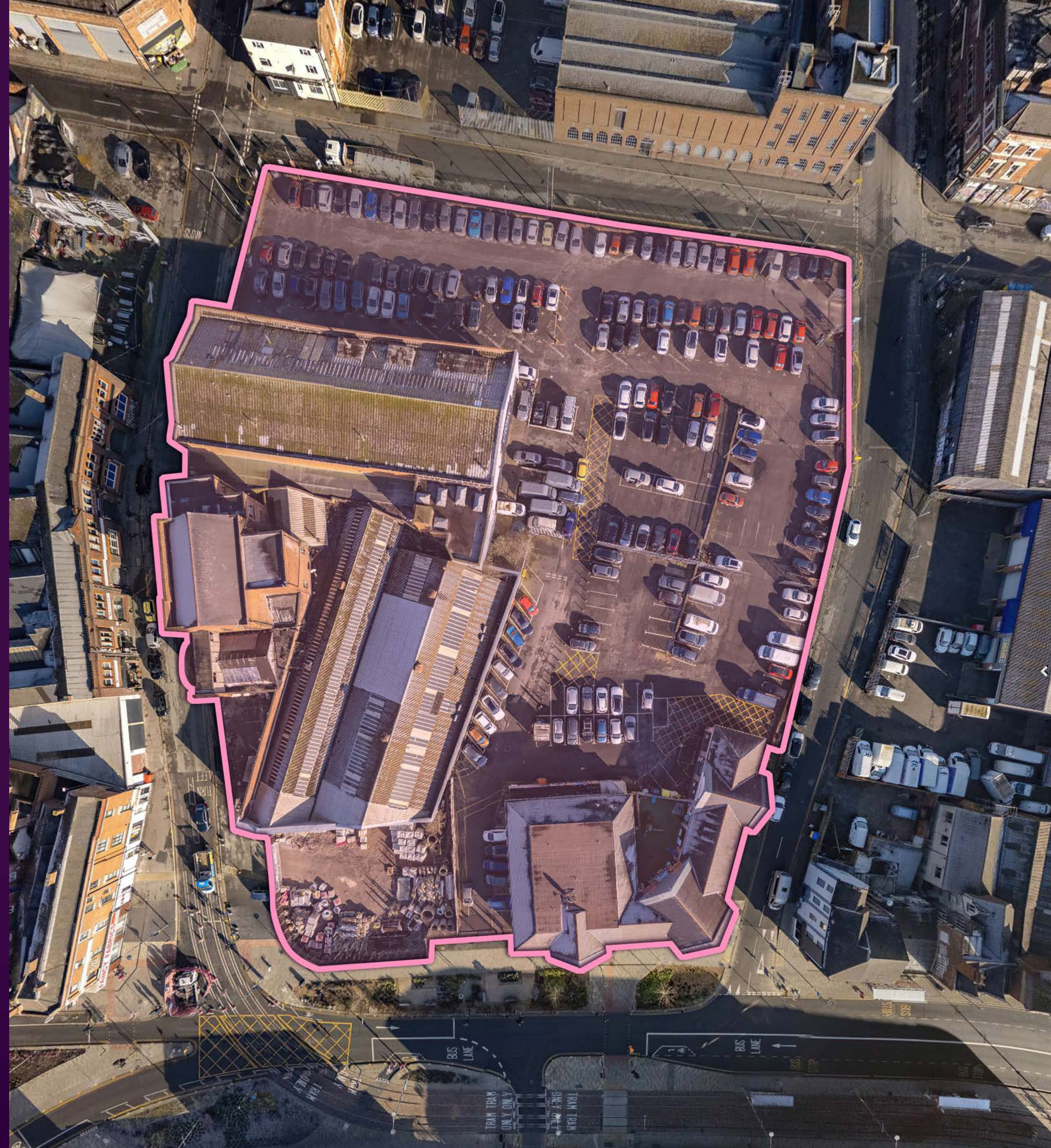
**Newbridge Road
Bath**



**Wootton Science Park
Oxford**

ABOUT OUR SITE

- The 2.8-acre industrial site is owned by Hartwell Plc.
- The site is a prominent and strategically important location.
- Frontages onto Digbeth High Street, Meriden Street, Oxford Street and Coventry Street.
- Still operates as a garage but has become clear that this location is now outdated and no longer effectively serves its purpose.
- Mixed-use proposals offer an opportunity to maximise the potential of this location.





SITE CONTEXT

- Digbeth is a place on an upwards trajectory.
- The potential is well established. This inc. within Curzon Street Masterplan and Central East area of the Our Future City: Central Birmingham Framework 2045.
- Already drawn considerable investment e.g. BBC's commitment to area, alongside the emerging Smithfield Masterplan.
- The proposals directly respond local ambitions and investment in the area already.



A photograph of a modern courtyard or plaza. The scene is framed by multi-story brick buildings with large windows and balconies. In the center, there are trees with autumn-colored leaves, a paved area with people walking and sitting on wooden benches, and several bicycles parked. String lights are strung across the courtyard. The overall atmosphere is bright and lively.

BREATHING NEW LIFE INTO DIGBETH

FY PHOENIX YARD
DIGBETH

- The proposals seek to deliver a mixed-use scheme.
- Potential to accommodate employment opportunities, media and education workspace, new homes, retail uses, and high-quality landscaping.
- Two phase approach taking the form of a hybrid planning application – a detailed application for **Phase 1** and an outline application for **Phase 2**.







I am a veggie table
A table made of veg,
There's so much fruit upon me
All living on the edge,
Life is hard
But so are plates
And tea can be quite hot,
And vegetarian poets
Make me nervous quite a lot

STATION

20

20

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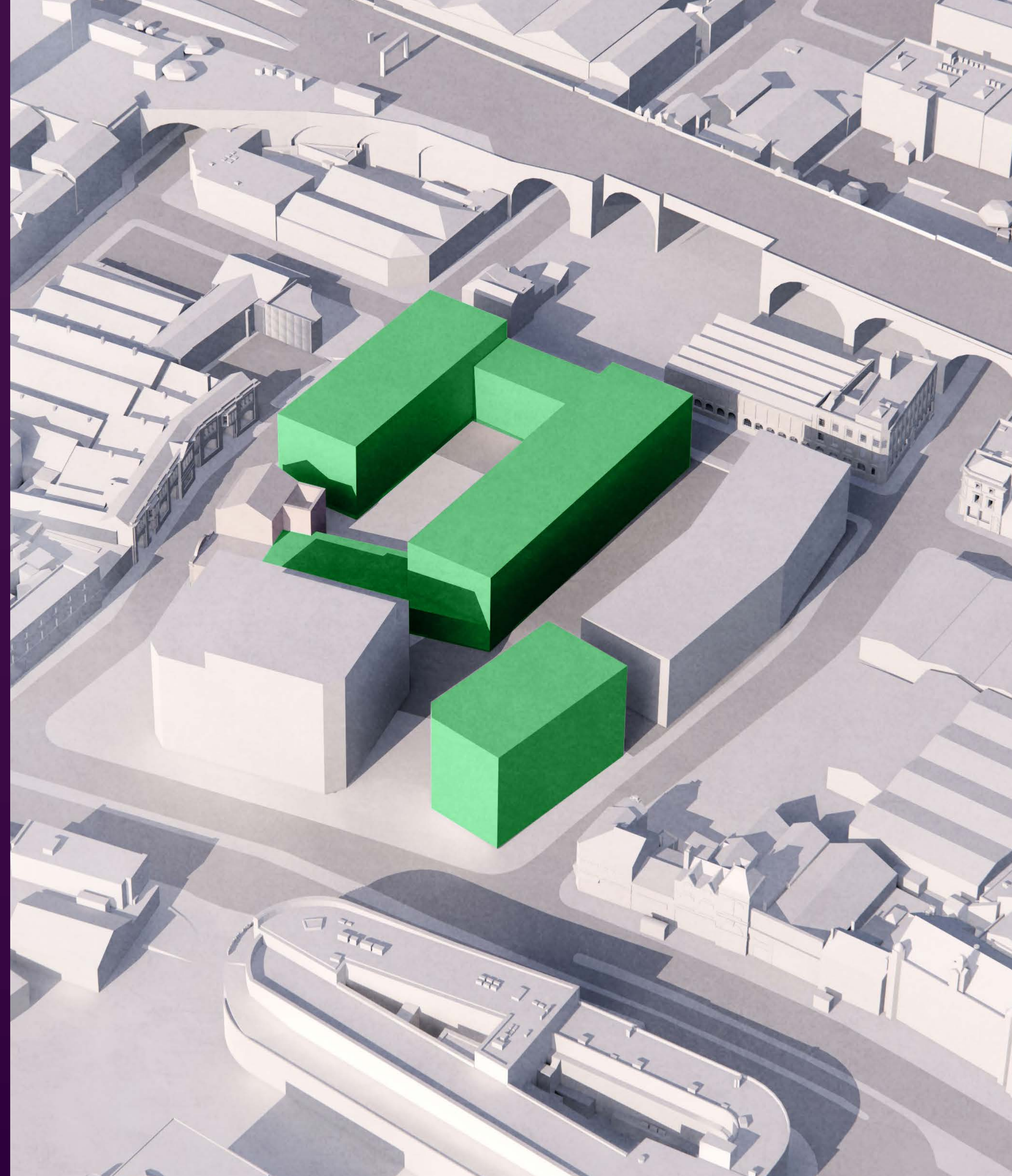
PHASE 1

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PHASE 2

- Outline second phase of our proposals seeking to deliver residential space, with the potential to provide co-living units.
- Designed to complement the wider proposals for Phoenix Yard and presence in creative Digbeth area.
- Residential space will contribute to local housing targets, including affordable.
- Details of phase are not set in stone and will be re-consulted on at later stage.



HISTORY + HERITAGE

- Smithfield Garage and in the past the site an ironworks known as Phoenix Works in the late 1880s.
- Site's heritage and its position within a Conservation Area carefully considered through the design process.
- Project team has consulted with the city's Conservation and Heritage Panel on multiple occasions.
- Nearby Locally Listed Building will be retained and sensitively incorporated into the design.
- Ambition to establish heritage streets.
- Public art with wayfinding features also integrated.



DESIGN INSPIRATION

- Overall layout for Phase 1 considerate to surrounding landscape.
- Modest building height in relation to the nearby Smithfield Masterplan.
- Sensitive materials such as red, brown, and orange bricks used throughout the site.
- Phase 2 residential and commercial buildings are in outline design stage but will adopt similar heritage-led approach.



PUBLIC REALM

- Ground floor space for retail, café and amenity use.
- Supported by extensive public realm, including green public spaces throughout the site.



SUSTAINABILITY

- Focus on sustainability.
- Low carbon development with best practice performance credentials prioritising an all-electric scheme with renewable energy sources, low embodied carbon in construction, and promoting active travel.
- Target BREEAM 'Excellent' but with aspirations to achieve Outstanding, as well as targetting WELL, WiredScore and SmartScore certifications.
- Biodiversity Net Gain for the site, with a minimum 10%.

BREEAM®
EXCELLENT




WiredScore


SmartScore

PY PHOENIX
YARD



CONNECTIVITY

- Excellent transport connectivity – including direct bus, tram, and train links – and access to all the amenities of the City Centre.
- Connectivity enhanced through the introduction of fully accessible routes to feed into wider pedestrian and cycle links.
- Minimal parking provision, which has been calculated in line with Birmingham City Council's Parking Guidance (2021).
- Generous number of cycle spaces as part of the proposals.

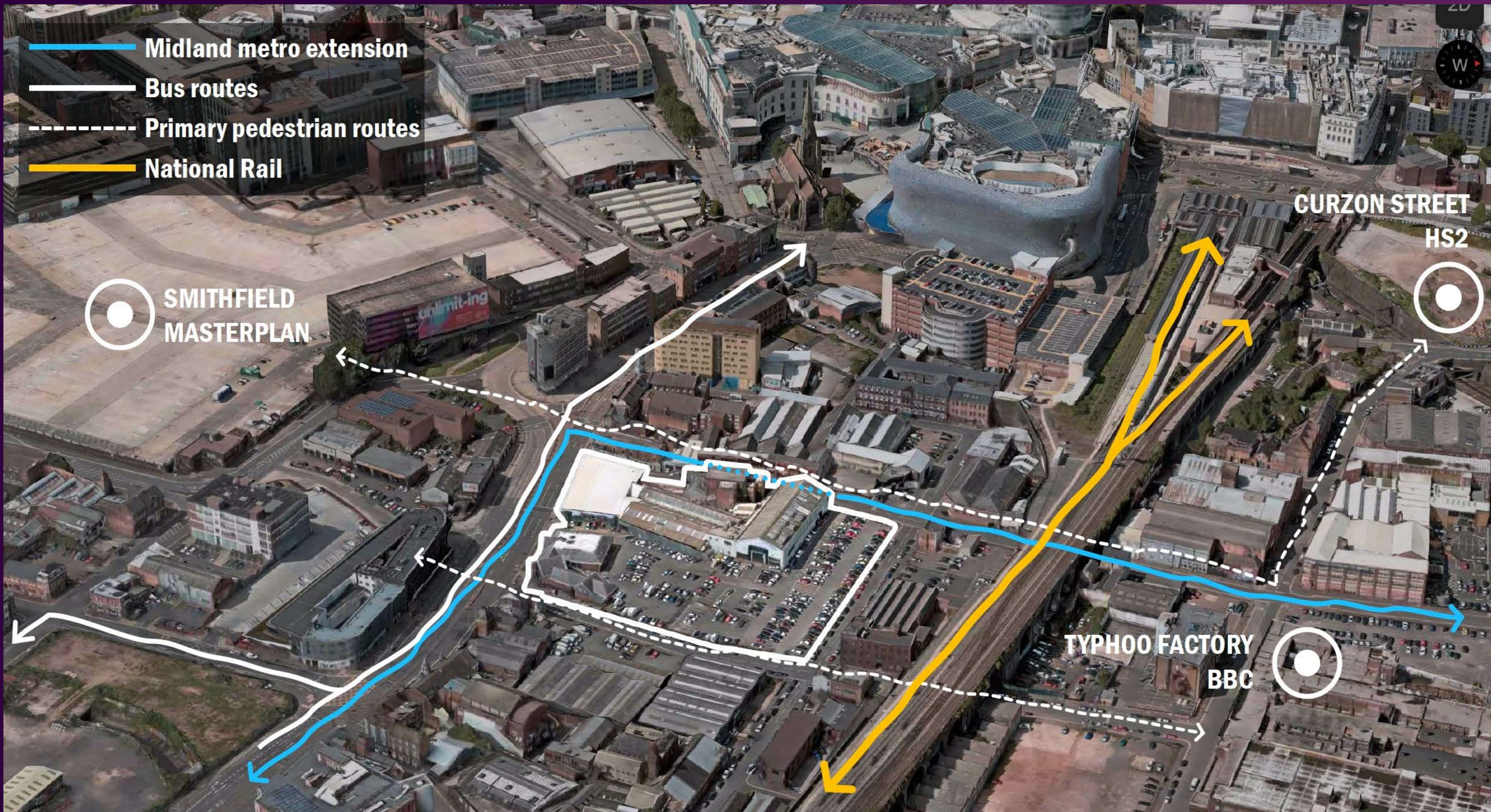


- Midland metro extension
- Bus routes
- Primary pedestrian routes
- National Rail

SMITHFIELD
MASTERPLAN

CURZON STREET
HS2

TYPHOO FACTORY
BBC



 Birmingham
Snow Hill

HS2

 Birmingham
Moor Street

 Birmingham
New Street

PY PHOENIX
YARD

Bordesley 

COMMUNITY BENEFITS

- Contribution to BCC's Housing Targets.
- Supports wider ambitions for the area by delivering a scheme with the potential to create media, education, and commercial space alongside new residential apartments. E.g. BBC Midlands HQ and Smithfield Masterplan.
- Support BCC's ambitions to regenerate the area and catalyse further development, investment, and growth opportunities.
- Further grow the area as a liveable, green and active location in Birmingham.
- Provide an important boost to the local economy by encouraging the 'Local Pound'.
- Meaningful boost to the city's economy, potentially creating circa 200 jobs during construction with further economic benefits in the wider supply chain.
- New long-term job opportunities - potential to create upwards of 500 FTE jobs depending on the specific details brought forward.



PY PHOENIX YARD DIGBETH

NEXT STEPS

- A public exhibition is taking place **w/c 17th March 2025**, for the local community to find out more about the proposals and leave their feedback.
- A website with full details of the proposals will also be launched on **3rd March 2025**.
- A planning application is likely to be submitted **early May 2025**.

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