



Paradise

BIRMINGHAM



History in the Making



**A £700M
TRANSFORMATION
AT THE VERY
HEART OF
BIRMINGHAM
CREATING A NEW
DESTINATION
& ATTRACTING
NEW BUSINESSES
JOBS & VISITORS
TO THE CITY**

Paradise
BIRMINGHAM



Phase One: One and Two Chamberlain Square

HISTORY IN THE MAKING

Paradise marks the latest chapter in Birmingham's compelling history, a place rich in heritage and charm, and a new destination for the city.



Exceptional new part of the city

With a collection of buildings and a vibrant mix of uses, Paradise is the most dynamic commercial space in the city, attracting people for both business and pleasure.

Watch our video on the Story So Far...



Press play to watch





The first phase of Paradise has already been delivered and includes new public spaces as well as the first two buildings.

One Chamberlain Square



Two Chamberlain Square

With Phase One now complete, Paradise is already bringing more people into both its public and work spaces.



Chamberlain Square

One Centenary Way



The second phase of development has already begun, with construction of the next office building, One Centenary Way, underway and set to complete in early 2023.

This will offer the city a further 280,000 sq ft of commercial space and a series of exciting new retail and leisure offerings, together with ground-breaking amenities such as a cycle hub with changing and storage facilities to support sustainable travel.

Three Chamberlain Square



One Ratcliff Square, The Hotel

To complete this second phase, Paradise is now bringing forward proposals for a new boutique hotel on the south west corner of the development, along with Three Chamberlain Square.

Both of these buildings will front Paradise Street as well as the new public realm that is an integral part of the plans.

The new public realm will improve legibility for the wider city centre, create new links for pedestrians and improve access to public transport networks.



Two Chamberlain Square



DLA Piper, Two Chamberlain Square

SMART SPACE

Paradise is an estate built on the best of the past with a firm eye on the future.

In a post Covid world the intelligent use of space has never been more relevant or important.

The commercial space across the estate enables occupiers to tailor their client areas and workspace to their own requirements with large, open floorplates and future proof features like inter-floor access points.

SMART sustainability features are also present in all of the Paradise buildings, giving the estate another edge to its spaces and amenities.

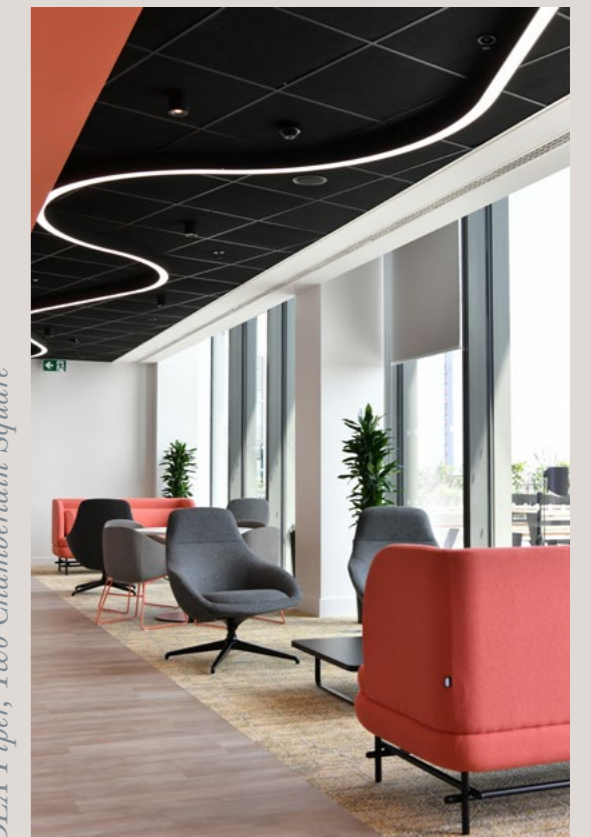


One Chamberlain Square, Terrace

DLA Piper, Two Chamberlain Square



DLA Piper, Two Chamberlain Square





3

NEW PUBLIC SQUARES

70K

SQ FT OF
RETAIL

£700m

investment into the city

50K

SQ FT OF
LEISURE
USES

152
BED

boutique hotel

12,000

JOBS UPON COMPLETION,
CREATING HUNDREDS OF JOBS
DURING CONSTRUCTION

10

BRAND NEW
HIGH QUALITY
BUILDINGS

UP TO
550

CAR PARKING SPACES

1.74m

SQ FT OF CONTEMPORARY OFFICE SPACE

MASTERPLAN

The Paradise masterplan comprises 10 individually designed new buildings and three new squares set in outstanding public space.

Accessibility and connectivity are at the heart of the plan, opening up new vistas and pedestrian routes across the city.

Paradise is to be completed over three phases, the first of which has delivered two new office buildings overlooking an enhanced Chamberlain Square.

Phase One

One Chamberlain Square

PwC
Dishoom
Albert's Schloss

Two Chamberlain Square

DLA Piper
Knights Plc
Mazars
SNC-Lavalin
Atkins
Faithful+Gould
Vinoteca
Rosa's

Phase Two

One Centenary Way

280,000 sq ft
68,000 sq ft let to Arup

Three Chamberlain Square

180,000 sq ft

Octagon

370 Build to Rent homes

Hotel

152 bed high quality hotel

Ratcliff Square

Phase Three

Three Congreve Square

120,000 - 175,000 sq ft

Two Centenary Way

90,000 - 105,000 sq ft

One Congreve Square

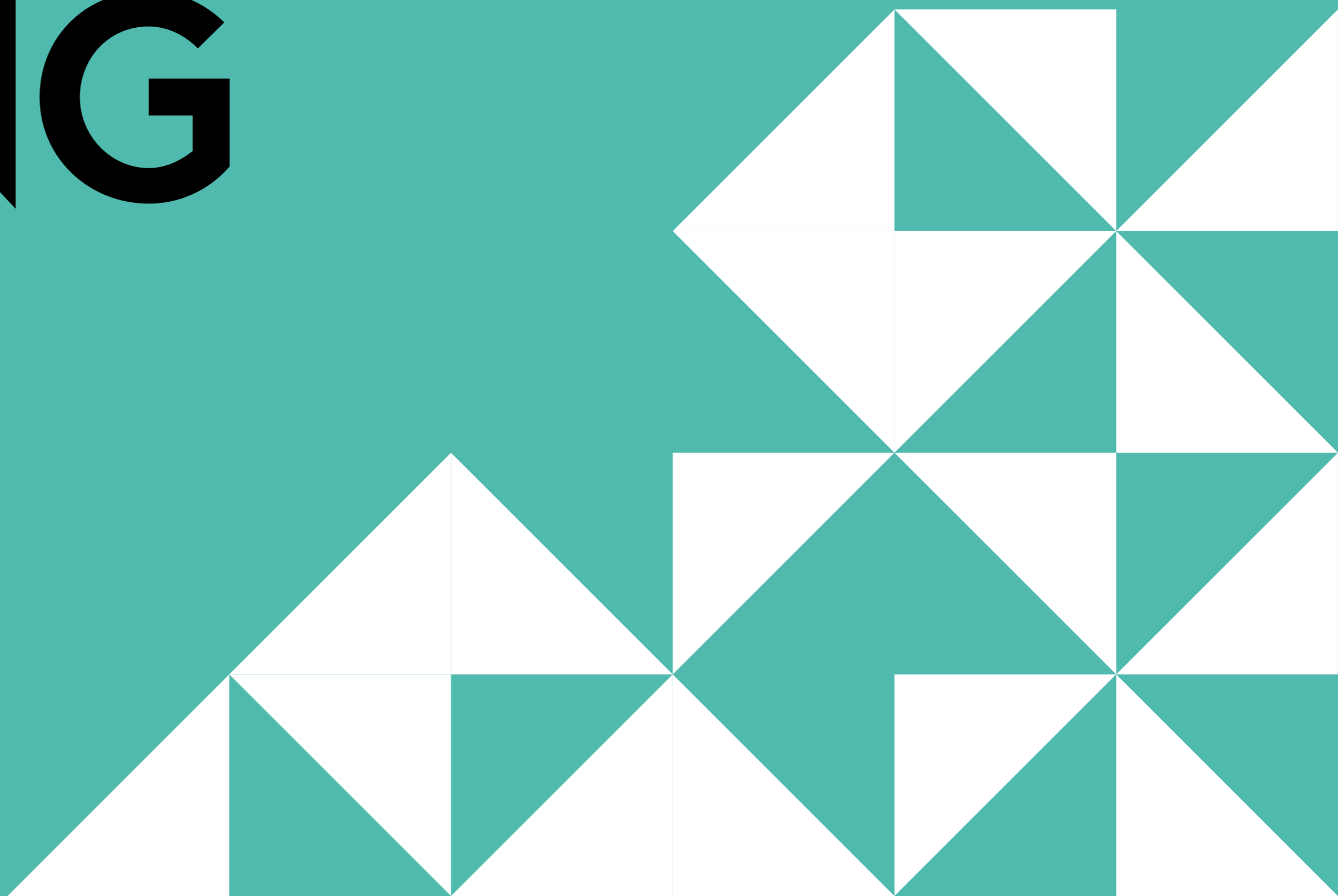
100,000 - 165,000 sq ft

Congreve Square



COMMUNITY IN THE MAKING

The Paradise vision is to create a purposeful and forward thinking place where commerce and culture come together.





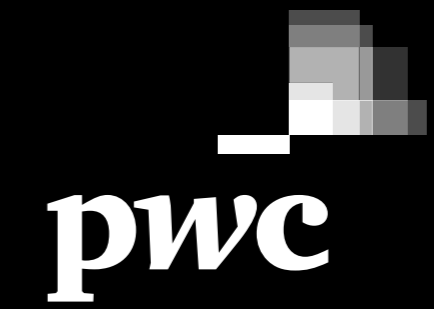
Already home to

ARUP

ATKINS

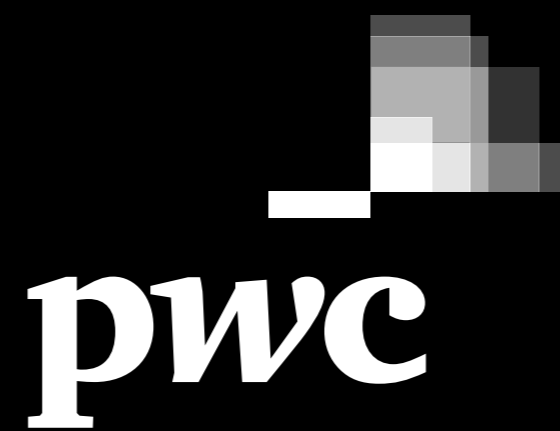


Knights plc



WHAT OUR OCCUPIER'S SAY...

By committing early to One Chamberlain Square, PwC worked in collaboration with the Paradise team contributing to and influencing design ideas to create a truly bespoke and innovative working space for its 2,000 strong Birmingham team.



Press play to watch interview with Matthew Hammond

This is a once in a generation move for the firm and is PwC's single largest investment outside London.

Matthew Hammond, PwC

As part of its ambitious growth plans for the region DLA Piper has taken 40,000 sq ft of space across the top two floors of Two Chamberlain Square.

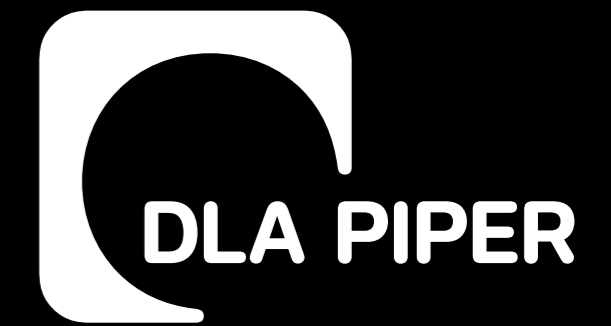
They have been joined by Knights, Mazars and Atkins in what has become a new professional services hub for the city.



Press play to watch interview with Trevor Ivory

Where's the best place to grow. Where's the most exciting place in the city. It's Paradise.

Trevor Ivory, Birmingham
Managing Partner, DLA Piper



Really excited to have a brand new, very high quality office space within this part of Birmingham.

Mike Cummins
Client Services Director, Knights plc



Press play to watch interview with Mike Cummins



ARUP

Their arrival at One Centenary Way in 2023 will involve creating a new office campus in the heart of the city for its 1,000 Midlands' staff.

M  MAZARS

Our new office in the city centre reinforces our commitment to remaining part of the vibrant Birmingham business community.

Ian Holder, Office Managing Partner, Mazars



We are incredibly proud of this new location and the role it will play in bringing 1,000 jobs to the city centre.

Mark Jones Birmingham office leader, Arup



Press play to watch interview with Matthew Hammond

ATKINS

This flexibility, combined with the best location in the city, will create a step-change in our effectiveness and ability to service clients as the economy recovers in the post-Covid world.

Denise Raisey, Regional Director, Atkins



PwC, Centenary Way

DESTINATION IN THE MAKING

Paradise is not just about office space, it's about creating a new destination, a new piece of city and a hub of favourite restaurants, cafés and bars.



MORE THAN JUST OFFICES

With a continued emphasis on the highest possible quality of both public and private space and bringing first-time operators to Birmingham, Paradise is transforming the leisure offering in this part of the city.



Paradise has already attracted five exciting new restaurant and bar operators to Birmingham.

Bavarian restaurant Albert's Schloss opened its doors at the end of 2021 offering a unique eating, drinking and entertainment venue for the city.

It joined the already popular Dishoom with its exceptional blend of Indian and Irani influences all day long, from breakfast through to supper and Rosas Thai Cafe serving authentic Thai dishes for lunch and dinner seven days a week.

Summer 2022 will see the opening of new wine bar and Mediterranean eatery Vinoteca which will spill out onto Chamberlain Square and Yorks Cafe, the award winning Birmingham coffee roasters and eatery, which will deliver on the all-day café culture with top quality coffee and original food inspired by travels around the globe.

**ALBERTS
SCHLOSS**



Dishoom

FROM BOMBAY WITH LOVE



VINOTECA

ROSA'S
THAI CAFE



Yorks



Paradise stays animated and full of life around the clock, a huge asset for not just the public realm but also for adding to the safety and security of the development.



17m

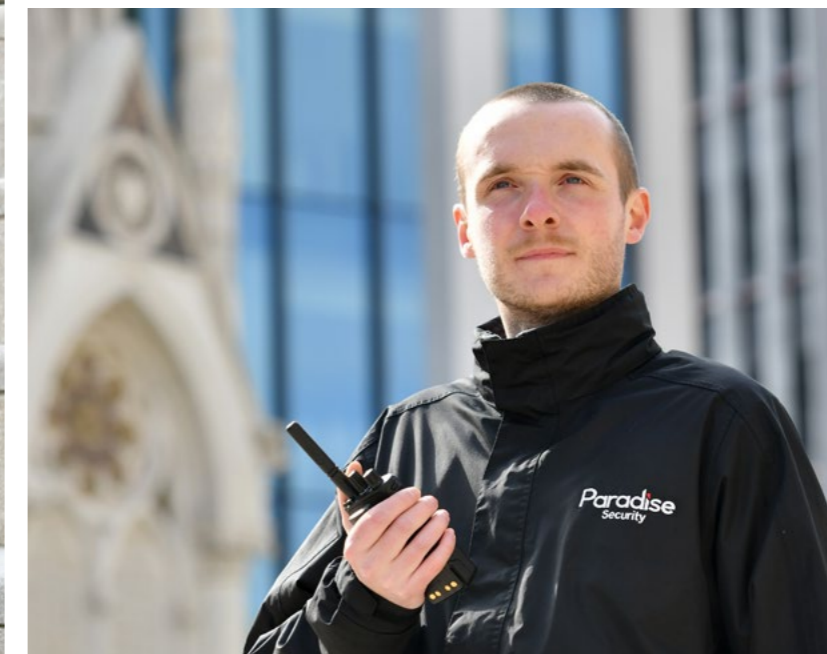
people walk
through Paradise
every year

THE PARADISE EFFECT

Paradise is a fully managed estate in the heart of the city, providing a secure environment that is accessible right around the clock.

The onsite professional security and maintenance teams ensure that the development - including the 24 hour car park - is always clean and secure, providing a welcoming and pleasant environment in which to work, pass through or simply sit and enjoy.

Providing a warm and friendly experience for everyone, is all part of the Paradise effect.




Perfectly **Located**



Town Hall

Bullring Shopping Centre

Grand Central

 Snow Hill Station

 New Street Station

 Town Hall Metro

 Library Metro

Paradise
BIRMINGHAM

Jewellery Quarter

Colmore Row

Library of Birmingham

Centenary Square

Arena Central

ICC & Symphony Hall

Mailbox

Paradise offers a unique location in the very heart of Birmingham and the heart of Britain.

With a dedicated tram stop and being just a short walk to the city's leisure and retail districts, Paradise offers an unbeatable position.

Just minutes from Grand Central and New Street as well as road and tram links, being part of Paradise brings not just a commercial advantage, but a sense of being at the heart of a much wider business community.

Birmingham also offers a flourishing international airport with 150 destinations operated by more than 50 airlines.

With HS2 arriving in the city in 2029, Paradise will be just 6 minutes from Curzon Street by tram and Birmingham will then be just 40 minutes from central London and 1 hour from London Heathrow.

As a city of more than 1.1 million people and a wider conurbation of some 3 million, Birmingham has its own extensive suburban rail network as well as an expanding tram system which is set to quadruple its route network over the coming 15 years.



EXPERIENCE IN THE MAKING

Hermes and its development arm MEPC enjoy a long track record for delivery of successful mixed-use developments across the UK.



MEPC is an urban regeneration developer that creates transformational places to work, live and socialise.

With a 75-year history of progressive and imaginative thinking, MEPC create meaningful and distinctive places that generate long-term social value and positive change.

This is evidenced by our urban regeneration projects at NOMA in Manchester, Wellington Place in Leeds and St Mary le Port in Bristol.

What all MEPC developments offer is how they become catalysts for wider regeneration and investment. Paradise is no different and is helping to create a significant destination of world class quality public realm and best in class architecture across each building.

The success of schemes like Paradise underline the MEPC approach which is the huge amount of thought and effort that goes into creating vibrant, lively places that are enjoyable, accessible and welcoming to all.

In contrast to many 'build and move on' developers, MEPC's commitment to this landmark scheme doesn't end there.

The vision for Paradise is one of long-term investment and stewardship that will contribute to its continued growth and evolution for many years to come, bringing the vision for Paradise through to reality.



NOMA, Manchester

The Paradise team joined MEPC in summer 2021, bringing with them the experience and knowledge to continue the ambitious transformation of Birmingham's civic heart at Paradise – an area rich with history and some of the city's most cherished heritage buildings.

Wellington Place, Leeds



Milton Park, Oxfordshire

DELIVERING A NEW PIECE OF THE CITY

MEPC and Federated Hermes are passionate about creating new places where people will choose to work, visit and live.

Our developments are innately focused on the people who inhabit the spaces we create, underpinned by an ethos of inclusivity that will give rise to the sustainable communities of tomorrow.

We recognise the importance that both tenants and visitors place on the environment around them and this does not stop at the front door. Paradise is delivering beautiful new streets and squares that enhance the centre of Birmingham and help lift it.

The combination of MEPC's flair in creating successful places – where people want to live, work and visit – fits seamlessly together with the financial strength and backing of Federated Hermes, providing the solid foundation from which to bring the vision for Paradise to life.



CONTACTS



Rob Groves

rob.groves@mepc.com

**AVISON
YOUNG**

Charles Toogood

Charles.Toogood@avisonyoung.com

CBRE

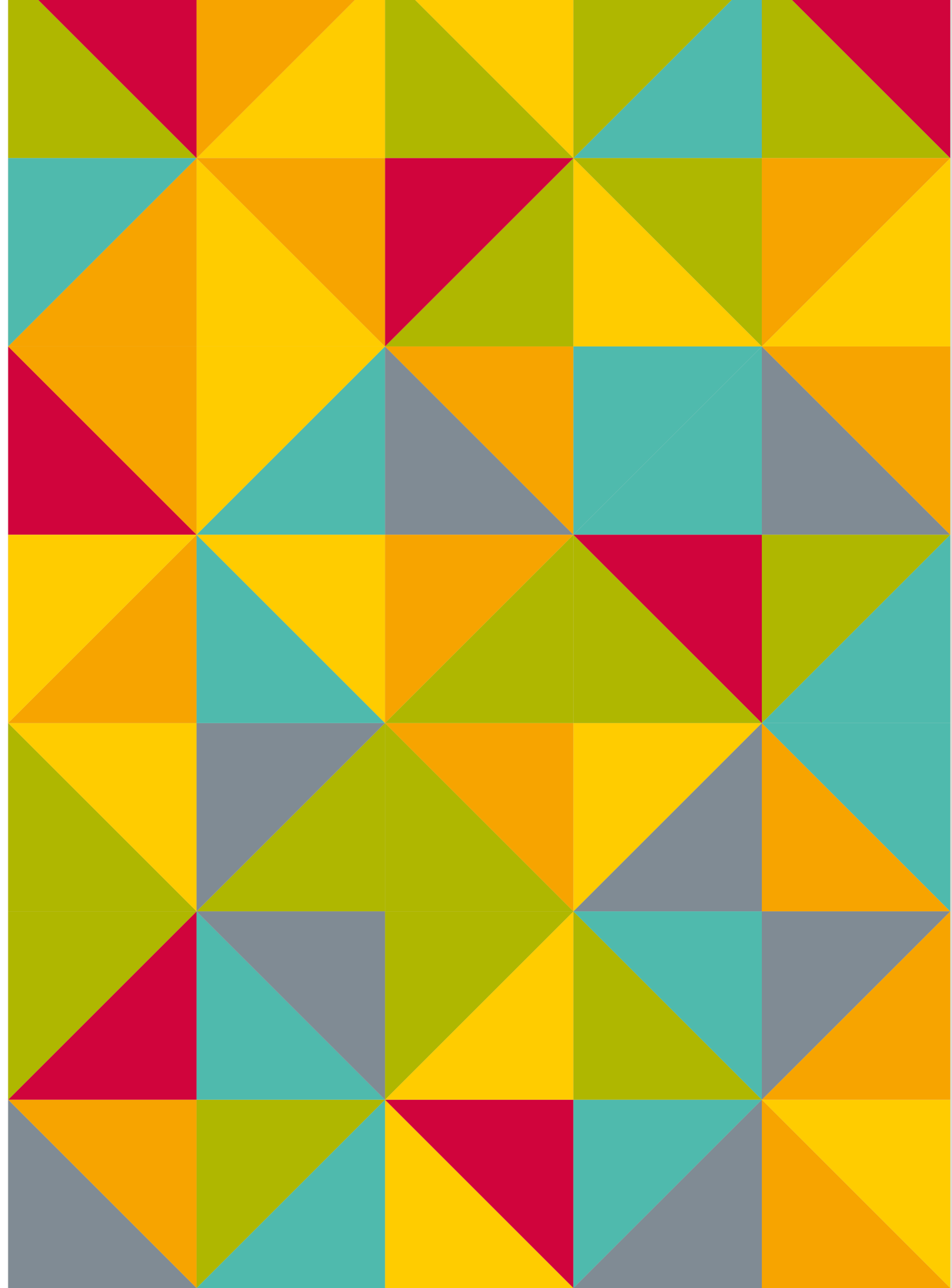
William Ventham

William.Ventham@cbre.com

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