



Illustrative view of active ground floor

# The Residences at Edgbaston

## An update on the planning application

This newsletter provides a brief overview of the proposals, a summary of the consultation undertaken prior to submission of the planning application and details the next steps for the project.

## The Proposals

The application proposes 374 high quality 'build to rent' apartments with ground floor commercial units on vacant land at the corner of Pershore Road and Edgbaston Road, adjacent to Edgbaston Stadium.

The development will deliver:

- High quality 'build to rent' housing for which there is a distinct need in Birmingham
- Shops, cafés, restaurants and a gym on the ground floor providing services in, and creating jobs for, the area
- Reconfigured car parking to respond to varying demands for match days and conferencing
- Dedicated residential access from Pershore Road to ensure the entrance to the Stadium is not adversely affected by increased traffic
- A well-designed building varying in height to create a striking landmark at a well-known destination
- A development designed in consultation with the local police and anti-terrorism unit and that meets Secure by Design standards

For more information about the proposed development please visit the project website at: [www.residencesatgedgbaston.co.uk](http://www.residencesatgedgbaston.co.uk)

## Our consultation activities included:



The distribution of an information leaflet detailing the proposals to over 2700 households and businesses surrounding the site



Online media coverage with information on the proposals and the consultation detailed in The Insider and the Birmingham Post



A consultation website providing easy-to-access information on the proposals and the consultation



A meeting with Warwickshire County Cricket Club Resident Liaison Group at the Stadium



Tailored written communication with stakeholders to inform them of the proposals



An event held at the Stadium for Warwickshire County Cricket Club Members



A public exhibition open to everyone which was attended by local councillors and Preet Kaur Gill MP

# Supported by the local community

The pre-application consultation took place between April and May 2018. During this time 78 items of feedback were received.

The feedback received during the consultation was overwhelmingly supportive of the proposals. In summary:



**71%**  
stated they support  
the proposals



**66%**  
stated they support  
the plans for high quality  
'build to rent' homes



**76%**  
stated they support  
the improvements  
to the Stadium  
and car parking



**78%**  
stated they support  
the plans for the  
commercial space

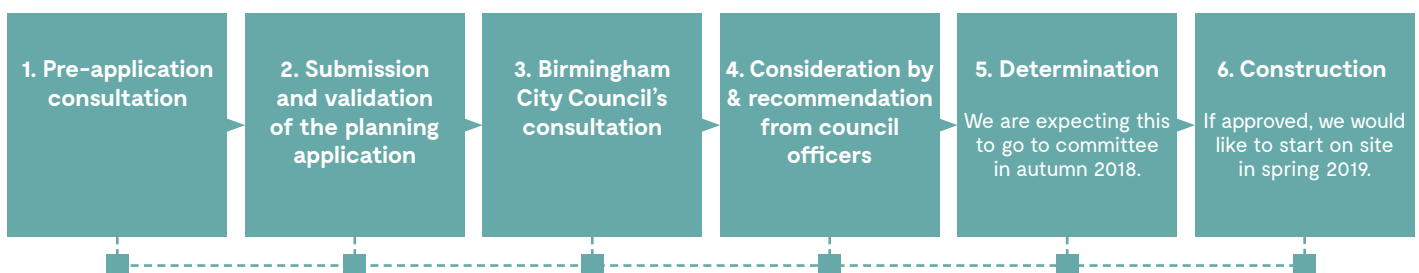
Comments were considered and responded to within the Statement of Community Engagement which accompanied the planning application.



## What happens next?

Following submission of the planning application, Birmingham City Council formally consulted on the plans. The application is now being considered by the Council.

An overview of the planning process is included below:



## Being a good neighbour

We are committed to ensuring that any disturbances are kept to a minimum during the construction phase. A Construction Management Plan will be agreed with Birmingham City Council to agree measures such as parking and operational activities.

We will also undertake a further stage of communication with local residents to confirm the construction timeline and provide key contact details for the team should any issues arise.