

Wraps off new hotel in Digbeth

Second phase of 'Beorma Quarter' being drawn up near Bullring

Tamlyn Jones Business Staff



> The 110-bedroom Adagio Hotel on the corner of Allison Street and Digbeth High Street forms the first part of the Beorma Quarter in Eastside

THE scaffolding has finally come down at the first phase of the long-awaited Beorma Quarter

project as the city's first Adagio Hotel nears completion.

The move comes as developer

Salhia puts the finishing touches to plans for its second phase – once mooted to be a landmark 27-storey

tower which would dominate the skyline south of the city centre.

PLANS for new offices in Birmingham are being fine-tuned after the wraps were taken off the long-awaited first phase.

The scaffolding has been taken down at the new 110-bedroom Adagio Hotel and former Digbeth Cold Storage building, which is being converted into offices and an innovation centre, as part of the Beorma Quarter project.

Proposals are now being drawn up for the second phase – once proposed to be a domineering 27-storey tower.

Salhia, the Kuwait-based company behind the scheme, told the Post that while final details were still being drawn up, it would still feature an office block.

Deputy chief executive Abdulaziz Al-Nafisi said: "Practical completion of phase one is scheduled for June 29, providing everything goes well, and we can then hand over the keys to the hotel for fit-out."

"We have been talking to a few people about the office part of phase one and they have come to take a look around."

"We think the complex will appeal to high-tech companies and architects rather than traditional professional services and corporate occupiers."

Dating back to 2008, the Beorma Quarter in Allison Street is valued at between £150-£200 million but has suffered a troubled



> A computer-generated image of original plans for the second phase

journey to reach this stage.

It was first mooted in 2008 but the challenging market conditions and the complex nature of the site mean it has been beset by delays.

Work was due to start in 2009, then in 2010 and again in 2012 following a land grab dispute the previous year.

The project in Allison Street, being led by BAM Construct, which recently completed the revamp of the Barclaycard Arena, is named after the man who founded Birmingham in the seventh century.

The second phase of the Beorma Quarter was going to be a landmark 27-storey block which would have been visible right across the city centre and would have dominated the Digbeth sky-



line.

Mr Al-Nafisi said detailed plans for this second phase were due to submitted to Birmingham City Council later this year once Salhia had decided upon the best design for the site but gave no indication of its final size.

"We are aiming to start work sooner rather than later and have been drawing up a new planning application for phase two as, since the last application was approved, there have been some design changes," he said.

"That's part of the exercise we're doing now. The building will be a minimum of half office and half residential or it could be solely office."

"We are also looking at alternative options for the top floors which could be residential."

Mr Al-Nafisi added: "We have thoroughly enjoyed our relationship with the city council, they've been very helpful and it's been a good experience."

"We might invest again in Birmingham, we are just not sure

yet.

"We would like to finish this project first and then we will see."

Digbeth is becoming increasingly attractive to investors and property developers, for both residential and commercial projects, buoyed by its proximity to the planned terminal for HS2 in Curzon Street and proposed Metro link.

Seven Capital is currently converting the former Harrison Drape curtain fittings factory in Bradford Street into 313 apartments to be called Fabrick Square while the Custard Factory and Fazeley Studios have become a hub for growing companies, particularly in the tech and creative sectors.

FA fatima ahmed

Add Comment



New hotel revealed as work to start on offices



► The 110-bedroom Adagio Hotel on the corner of Allison Street and Digbeth High Street forms the first part of the Beorma Quarter in Eastside

Second phase of 'Beorma Quarter' being drawn up near Bullring

Tamlyn Jones
Business Staff
tamlyn.jones@tdhitymirror.com

PLANS for new offices in Birmingham are being fine-tuned after the wraps were taken off the long-awaited first phase.

The scaffolding has been taken down at the new 110-bedroom Adagio Hotel and former Digbeth Cold Storage building, which is being converted into offices and an innovation centre, as part of the Beorma Quarter project.

Proposals are now being drawn up for the second phase - once proposed to be a domineering 27-storey tower.

Salhia, the Kuwait-based company behind the scheme, told the *Post* that while final details were still being drawn up, it would still feature an office block.

Deputy chief executive Abdulaziz Al-Nafisi said: "Practical completion of phase one is scheduled for June 29, providing everything goes well, and we can then hand over the keys to the hotel for fit-out."

"We have been talking to a few people about the office part of phase one and they have come to take a look around.



► A computer-generated image of original plans for the second phase

"We think the complex will appeal to high-tech companies and architects rather than traditional professional services and corporate occupiers."

Dating back to 2008, the Beorma

Quarter in Allison Street is valued at between £150-£200 million but has suffered a troubled journey to reach this stage.

It was first mooted in 2008 but the challenging market conditions and the complex nature of the site mean it has been beset by delays.

Work was due to start in 2009, then in 2010 and again in 2012 following a land grab dispute the previous year.

The project in Allison Street, being led by BAM Construct, which recently completed the revamp of the Barclaycard Arena, is named after the man who founded Birmingham in the seventh century.

The second phase of the Beorma Quarter was going to be a landmark 27-storey block which would have been visible right across the city centre and would have dominated the Digbeth skyline.

Mr Al-Nafisi said detailed plans for this second phase were due to be submitted to Birmingham City Council later this year once Salhia had decided upon the best design for the site but gave no indication of its final size.

"We are aiming to start work sooner rather than later and have been drawing up a new planning application for phase two as, since the last

application was approved, there have been some design changes," he said.

"That's part of the exercise we're doing now. The building will be a minimum of half office and half residential or it could be solely office.

"We are also looking at alternative options for the top floors which could be residential."

Mr Al-Nafisi added: "We have thoroughly enjoyed our relationship with the city council, they've been very helpful and it's been a good experience.

"We might invest again in Birmingham, we are just not sure yet.

"We would like to finish this project first and then we will see."

Digbeth is becoming increasingly attractive to investors and property developers, for both residential and commercial projects, buoyed by its proximity to the planned terminal for HS2 in Curzon Street and proposed Metro link.

Seven Capital is currently converting the former Harrison Drape curtain fittings factory in Bradford Street into 313 apartments to be called Fabrick Square while the Custard Factory and Fazeley Studios have become a hub for growing companies, particularly in the tech and creative sectors.