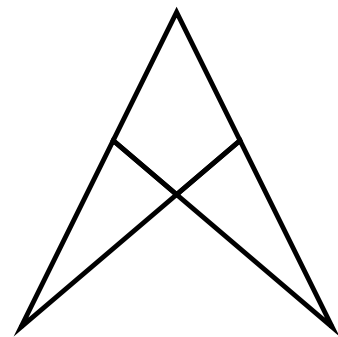


THE MASTERPLAN

Executive Summary



ARDEN CROSS
UK CENTRAL

Arden Cross is a nationally significant development creating a world leading economic hub for the Midlands.

By co-locating business, living and learning within a sustainable urban environment with the highest quality infrastructure, it will create a positive, long lasting legacy.

As an internationally renowned business destination with unrivalled connectivity, and through its emphasis on being truly mixed use, it will enhance quality of life regionally, support productivity and contribute towards a low carbon future.







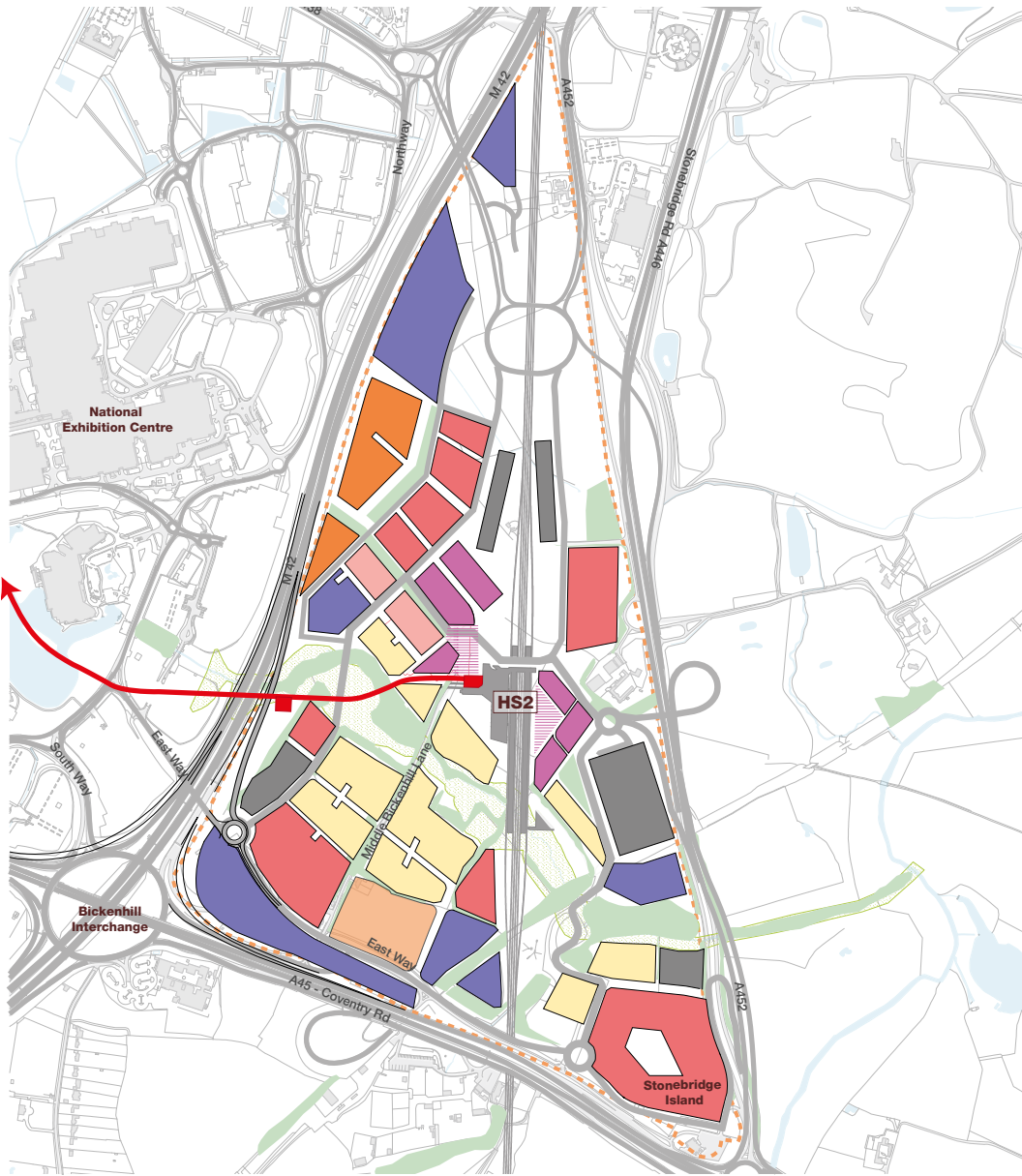
The 140 hectare (346 acre) site will support up to 27,000 jobs and deliver up to 3,000 new homes as well as 6 million square feet of employment space.

Workers, residents and visitors will benefit from unparalleled access to air, rail and road. The strategic location in the heart of the UK and close proximity to some of the world’s best universities and a highly skilled workforce, will provide an unbeatable proposition for international business.

The HS2 Interchange station will place Arden Cross at the centre of the national high speed rail network and become a catalyst for further investment.

PLAN KEY

- Research And Innovation
- High value manufacturing & Production
- Residential communities
- HS2 Arrival Amenities & Grade A Offices
- Hotels & Hospitality
- Academic campuses
- Personal parking zones
- Landscape & Public Realm
- APM





HS2 Interchange Station



The Central Avenue multi-modal corridor

Arden Cross will create a whole new commercial and residential community of national importance, centred around the principles of sustainability and connectivity.

It will create new neighbourhoods and locations for leisure and learning as well as living and working, right at the very heart of the country.

A clear sense of place will be at the centre of everything at Arden Cross, with a series of new urban quarters, each with their own unique character, building upon the opportunity to deliver significant environmental improvements as well as significant economic growth.

Whilst encouraging walking and cycling, through attractive and safe landscaped routes, new site-wide public transit networks will connect all of the new character areas of the Arden Cross community.

Supporting the commitment to incorporate and promote sustainable transport, there will be efficient land-use, such as multi-storey parking at the key 'gateway' entrances to the site.

A unique matrix of public spaces built around historic tree lines, wildlife-rich hedgerows and water features were identified from day one in order to establish both green and blue infrastructure.

This approach will also create a future proofed environment that can respond to climate change and other priorities. Following the launch of this masterplan, Arden Cross will consult widely to build consensus and work corroboratively to ensure the development is maximised to the benefit of everyone, both inside and outside the site.



The Parklands community quarter

Arden Cross will deliver...

£3bn
DEVELOPMENT

140
HECTARE SITE (346 ACRE)

UP TO
3,000 NEW
HOMES



Supporting up to
27,000 JOBS



UP TO
6m
SQ FT OF COMMERCIAL DEVELOPMENT



Bringing the vision behind Arden Cross to life is a complex process that requires the input of many stakeholders and will take time to deliver to ensure the vision is delivered.

By working in partnership and leveraging both public and private sector investment, Arden Cross will be a destination that works for the decades ahead as well as from the day it begins.

Its exemplary co-operative approach will mean it ties into wider regional and national priorities right from the start.

By developing in a joined-up way alongside the wider UK Central Hub programme, Arden Cross will fulfill its role sooner and with more effectiveness than if it was developed alone.



The development will be delivered by Arden Cross Ltd (ACL), a special purpose delivery vehicle created by landowners Birmingham City Council, Coleshill Estate and the Packington Estate.

All of the landowners are committed to a shared vision of building a world class, smart and connected destination at the heart of the Midlands.

It will unite research and residential land uses with commercial and connectivity ones, while creating something entirely new in the process.



