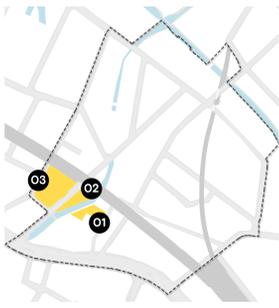


DETAILED ELEMENTS

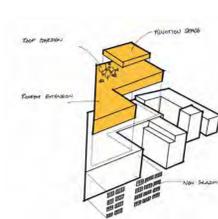


DETAILED PLANS FOR THE CUSTARD FACTORY, CUSTARD FACTORY LIVING AND WILD WORKS

As part of the hybrid planning application we are applying for detailed planning permission for two sites as well as to extend the Custard Factory. Details of these proposals are included below:

1. CUSTARD FACTORY

30 years ago, Glenn Howells Architects (GHA) renovated the Custard Factory and it has become one of most popular creative and artistic neighbourhoods in the UK. In order to respond to an evolving market and environment, GHA are back supporting a fresh round of updates to attract more businesses to Digbeth and to make sure the building is more resilient, flexible and sustainable. This has already included the market hall and inclusion of new shops on the ground floor. The next phase of work includes new glazing, comfort cooling and new commercial space on the rooftop. The three-storey extension will include a rooftop function space and rooftop garden. This new workspace will continue the industrial aesthetic in a contemporary and sustainable way.



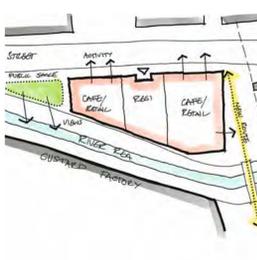
2. CUSTARD FACTORY LIVING

The original 1930s Custard Factory building with its tall floor - ceiling heights, raw industrial finishes and generous window proportions makes it an attractive and unique commercial space in Birmingham. To complement this workspace it is our intention to create new, truly 21st century sustainable loft apartments; Living @ The Custard Factory.

These 32 contemporary loft apartments inhabit the triangular piece of land outside the Custard Factory on Floodgate Street. The intention is to demolish the current single storey brick sheds creating not only new homes but a new piece of public space, replacing the existing bridge and improving the pedestrian route.

At street level we will create two new shops/ café units to help activate Floodgate Street and open up views to the River Rea. The new bridge will improve accessibility for all.

The apartments will be split level creating double height living spaces facing Floodgate Street. Wide external decks will provide access to these dual aspect homes. These unique apartments will create a distinct and identifiably Digbeth high quality offer.



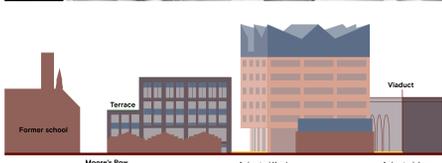
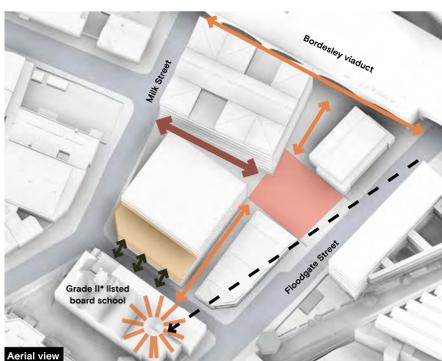
3. WILD WORKS

The site is located adjacent to Bordesley Viaduct, between Milk Street and Floodgate Street. The site was formally home to W.J. Wild Ltd, manufacturers of metal components such as steel washers.

The front ranges of the both existing buildings facing Floodgate Street will be retained, with two new office buildings proposed along Milk Street. The design of the new buildings has been carefully considered to respond to the distinct character of Digbeth, with details such as

exposed lintels, an articulated roofline and regular brick façade.

The proposed development will include the opportunity for a new café and restaurant on the ground floor with office and commercial uses above.



#ONLY IN DIGBETH #ONLY IN DIGBETH #ONLY IN DIGBETH