

One Ratcliff Square
The Hotel

Paradise
BIRMINGHAM

WELCOME

The following sets out our proposals for the new hotel building at Paradise Birmingham.

A planning application for the building was submitted to Birmingham City Council in September 2021.

Details of the three Phase two planning applications can be viewed at www.paradisebirmingham.co.uk/phase-two/

STAY IN PARADISE

Our plans for a new boutique hotel will complement the wider Paradise development.

The hotel will provide a unique space which will enable visitors to stay and enjoy all that Birmingham has to offer.

The hotel is one of three new buildings to be brought forward in phase two of the Paradise scheme and is the result of an exciting collaboration between Paradise masterplanners Glenn Howells Architects and hotel experts ISA Architecture & Design.



PARADISE

Paradise is a £700m transformation at the very heart of Birmingham, creating a new destination, and attracting new businesses, jobs and visitors to the city.

Outline planning permission for the Paradise development, including up to ten new buildings was granted in 2013. We have now completed Phase One with our first commercial buildings and new public realm and are bringing forward further detailed planning proposals to complete the next, second phase.

The development managers, MEPC, are highly experienced in bringing forward large, mixed use commercial developments.

They are working as part of a public private sector Joint Venture (JV) with Birmingham City Council, the Local Enterprise Partnership and Federated Hermes International (a global investment management company) to bring forward up to 2 million sq ft of new development in the heart of the city.

The aim is to create a new place, and contribute to the identity of Birmingham by designing buildings that are both desirable and inspiring.



Chamberlain Square

Paradise is right at the centre of everything Birmingham has to offer.

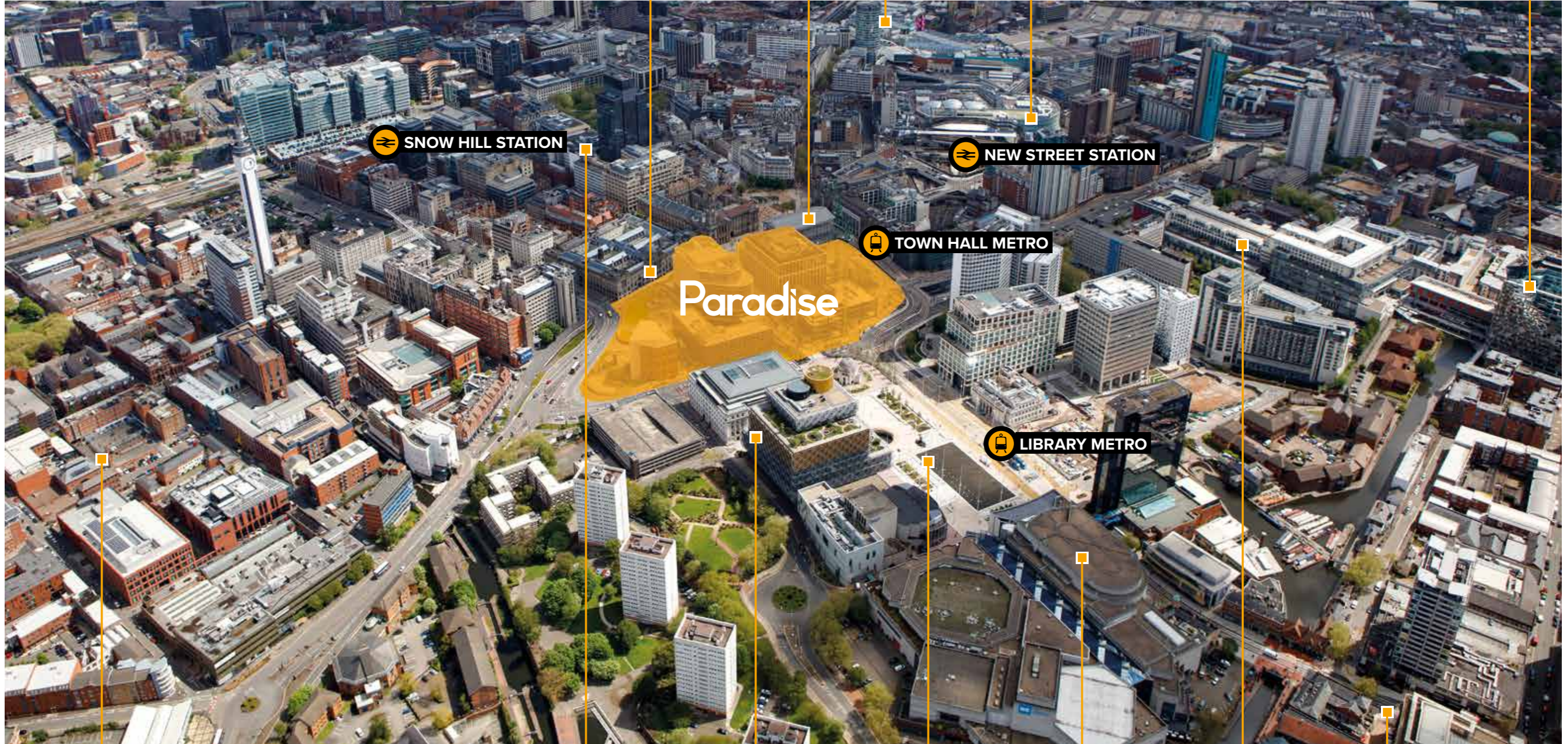
Birmingham Museum & Art Gallery

Town Hall

Bullring Shopping Centre

Grand Central

The Cube



SNOW HILL STATION

NEW STREET STATION

TOWN HALL METRO

LIBRARY METRO

Paradise

Jewellery Quarter

Colmore Row

Library of Birmingham

Centenary Square

ICC & Symphony Hall

Mailbox

Brindleyplace

PHASE ONE



The first phase of Paradise has already been successfully delivered, and is helping to create new jobs and to promote new skills within the region.

As well as new public realm and the historic, and iconic Chamberlain Square itself, the first two commercial buildings are now complete.

One Chamberlain Square is home to PwC's largest regional office with more than 2,000 staff.

Indian-Irani eatery Dishoom opened at One Chamberlain Square in spring 2020 and has already made its mark on the city's restaurant scene.

Two Chamberlain Square is home to DLA Piper, Knights, Mazars and more professional services organisations.

Rosa's Thai Café has opened on the ground floor overlooking Centenary Way and more restaurants and bars, including award winning Vinoteca, are set to follow.



Dishoom



Rosa's Thai



Chamberlain Square



Two Chamberlain Square



One Chamberlain Square

PHASE TWO



The second phase of development has started with our next office building, One Centenary Way, set to complete in 2023.

This will bring a further 280,000 sq ft of commercial space to the city as well as new retail and leisure units.

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

To complete Phase Two we are now bringing forward proposals for a new hotel on the south west corner of the development site along with a further office building, Three Chamberlain Square.

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



Ratcliff Square



One Centenary Way



Hotel

INDICATIVE PHASING PLAN

PHASE ONE

One Chamberlain Square

150,000 sq ft let to PwC

Two Chamberlain Square

183,000 sq ft

PHASE TWO

One Centenary Way

280,000 sq ft

Three Chamberlain Square

180,000 sq ft

Octagon

370 Build to rent homes

Hotel

150 bed boutique hotel

PHASE THREE

Three Congreve Square

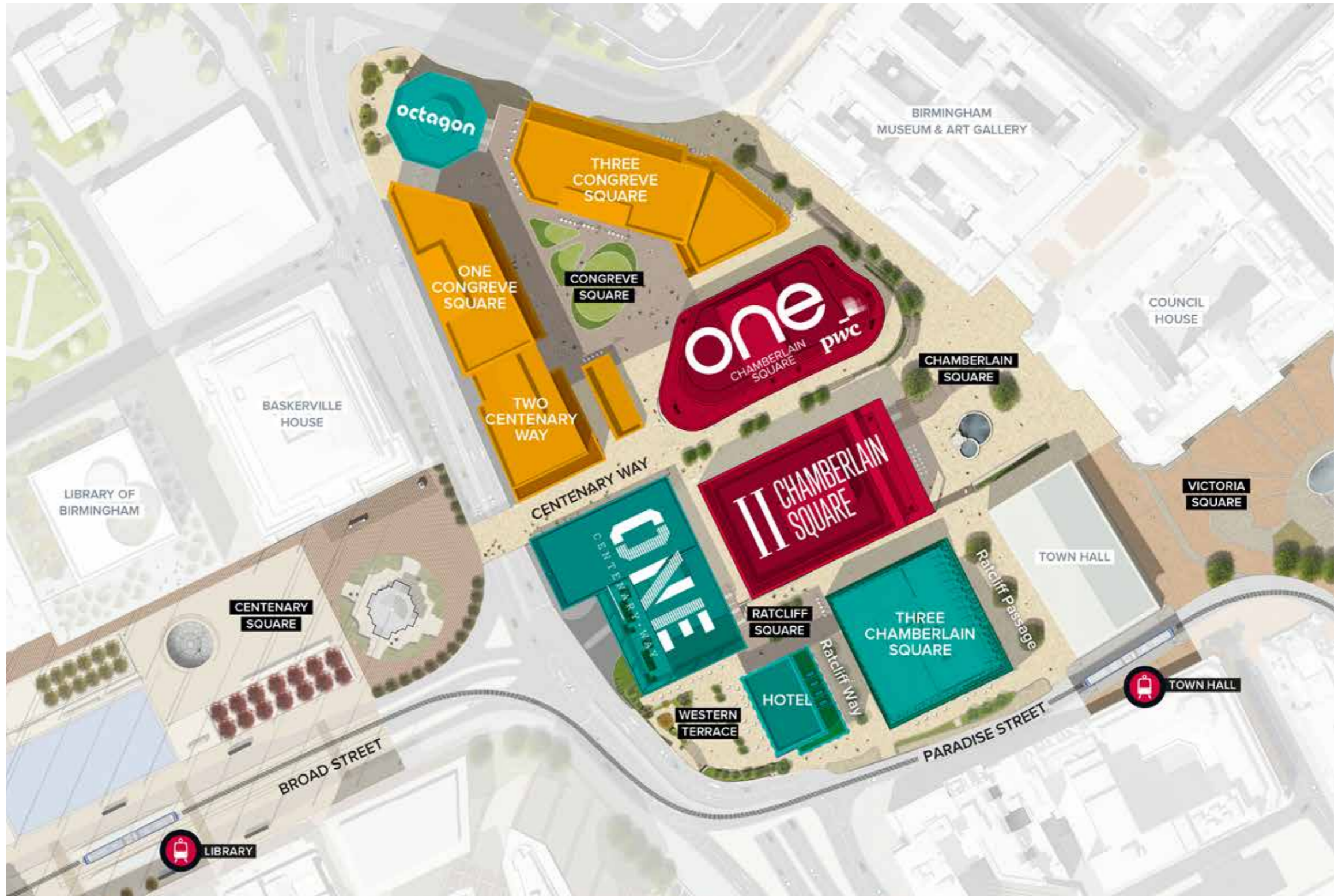
120,000 - 175,000 sq ft

Two Centenary Way

90,000 - 105,000 sq ft

One Congreve Square

100,000 - 165,000 sq ft



17

STOREYS

DOUBLE-HEIGHT

RECEPTION &
LOBBY

Sky Bar

STANDARD

ROOMS

FAMILY

ROOMS

SUITES

152 *Bedrooms*

NEW CITY LANDMARK

The hotel at Paradise will create
a new city landmark.

Designed to distinguish itself from the
surrounding office buildings - it will make its
own statement on the skyline with its elegant
scalloped facade, crowned by the Sky Bar.

The design emphasis is on the hotel's vertical, slender
form against its larger commercial neighbours, with the
more neutral colour complementing the surrounding
buildings rather than competing with them.



Three Chamberlain Square on Paradise Street

DESIGN APPROACH



When considering the design of the hotel, the strong architectural language of the three surrounding office buildings have been taken into consideration.



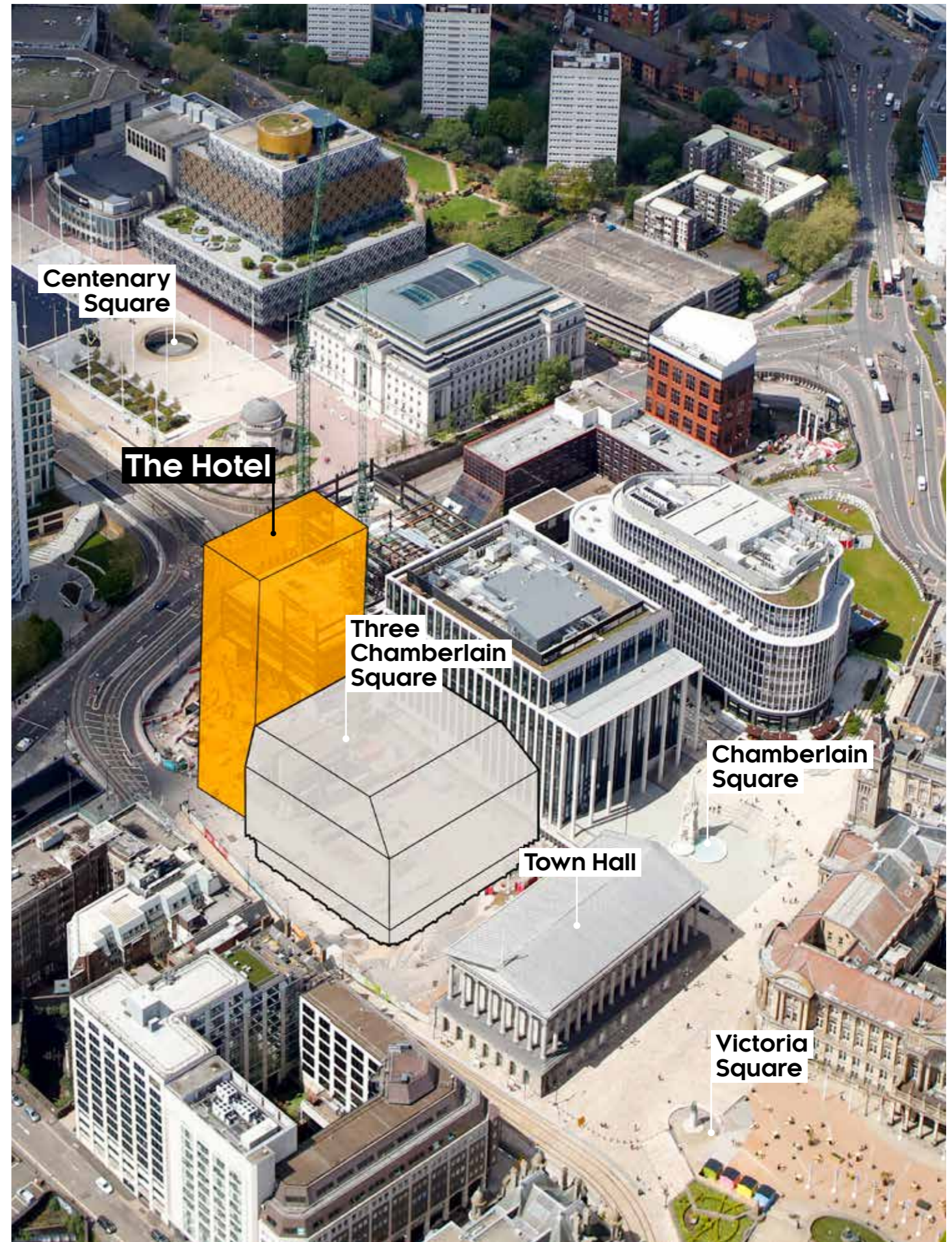
One Centenary Way



Two Chamberlain Square



Three Chamberlain Square



HISTORIC INFLUENCES

Our ambition is to create a bold contemporary masonry building that is clearly of its time but makes reference to Birmingham's rich heritage of historic brick buildings.

The site was formerly occupied by ornate buildings characterised by strong modelling on the surface of the building with ornamentation through the detailings, especially around window openings and at roof level.



Town Hall

Queens College Chambers

Birmingham Museum and Art Gallery

Alpha Tower

A fluted façade has been created to present a finer grain and scale to the hotel than the surrounding buildings. Other features include:

- ◆ The structure and spacing of the hotel bedrooms are expressed by adopting a scalloped profile which echoes the columns of the nearby Town Hall and emphasises at a larger scale, the vertical and slender proportions of the building.
- ◆ The windows are dressed with pre-cast concrete surrounds, referencing traditional details as seen on buildings such as Queens College Chambers and the now demolished Birmingham and Midland Institute Building.
- ◆ The scalloped form is accentuated by a contemporary interpretation of the traditional ledges and cornices that characterize some of Birmingham's historical buildings.
- ◆ The surface of the building is given richness and texture through the natural colour variations of masonry and the pattern of the brickwork which gives the building a finer grain and scale.
- ◆ The solid masonry facade contrasts against its more transparent and strongly coloured neighbours, to give the hotel presence and permanence as well as anchoring this corner of the Paradise Masterplan.



VERTICAL ORGANISATION

— ◆ —

The hotel is organised vertically giving it a very clear Base, Middle and Top arrangement.

A characteristic of the neighbouring buildings within the Paradise masterplan. The building expresses its organisation simply and classically through its façade.



BASE



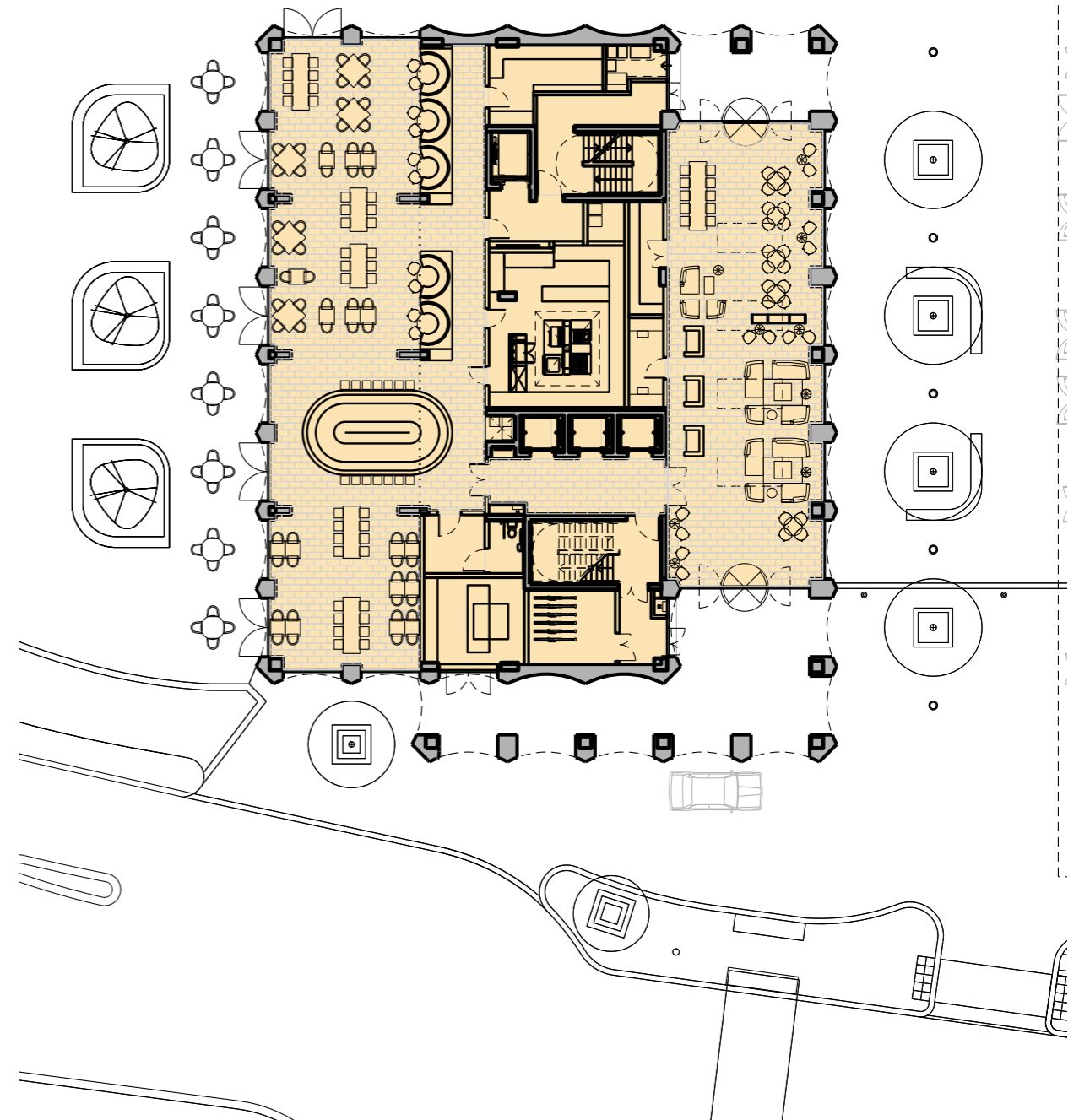
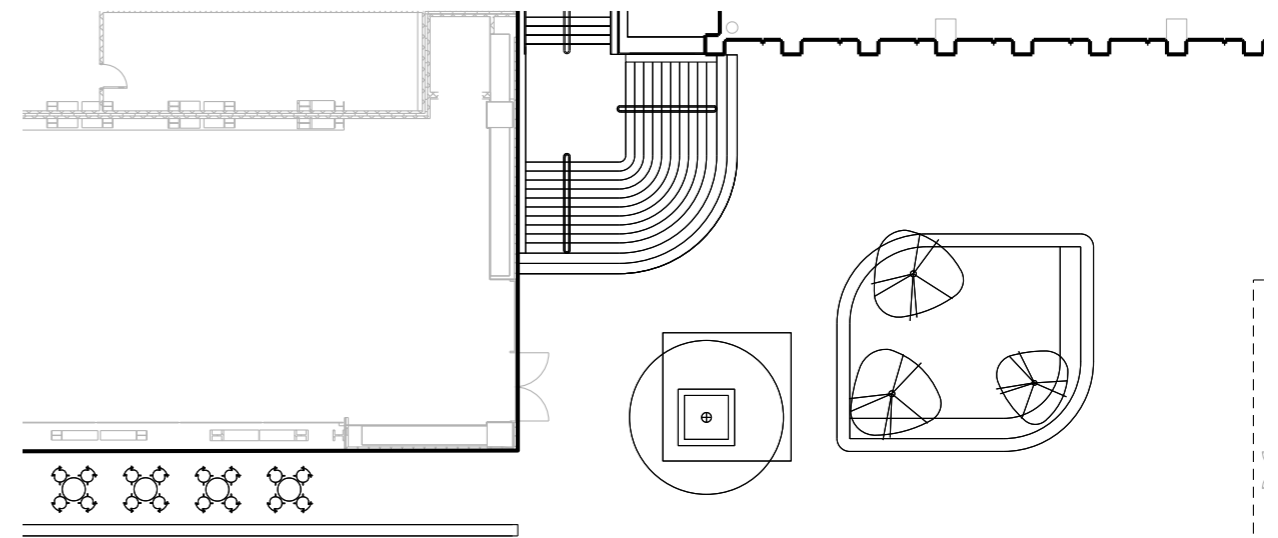
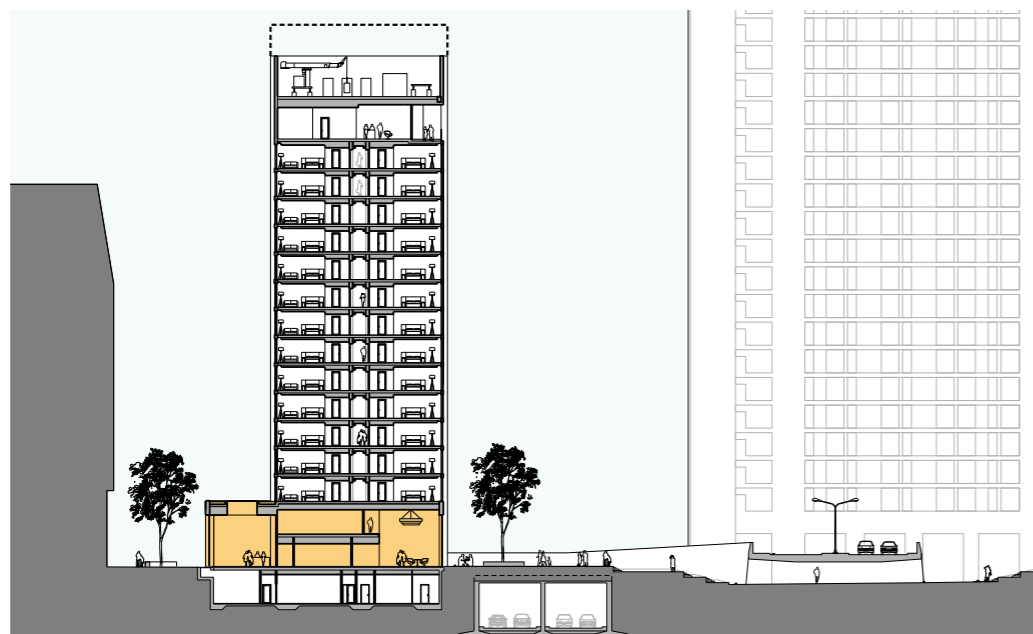
The public ground floor spaces are predominantly glazed, open and transparent. This brings the inside out creating activity at the street level and interaction with the surrounding public spaces. The reception, bar and restaurant provide easy access for guests creating active frontages around the building.

The hotel has two primary entrances, one located on Paradise Street, and one from the newly created pedestrianised Ratcliff Square. The new entrances are clearly signaled by a colonnade along the north of the building providing a sense of arrival.

The colonnade wraps around the corner of the building framing the pedestrianised Ratcliff Way that leads into the heart of Paradise.

The glazed frontage to the hotel's double height reception provides tantalizing glimpses into the interior of the hotel and will bring life and activity to the street.

The hotel provides the fourth edge to enclose Ratcliff Square but is set back to maximise daylight and sunlight into the space and provide glimpses out towards the Western Terrace and Alpha Tower.





Western Terrace

MIDDLE



The facade has been designed to ensure that all bedrooms have sufficient privacy, whilst providing generously proportioned windows to maximise daylight and views for guests.

The bedrooms are arranged in a linear fashion either side of a central corridor with views out on all four sides.

There are 152 bedrooms designed to cater for a broad range of guests.

There will be a mix of room types including standard rooms, family rooms and suites.

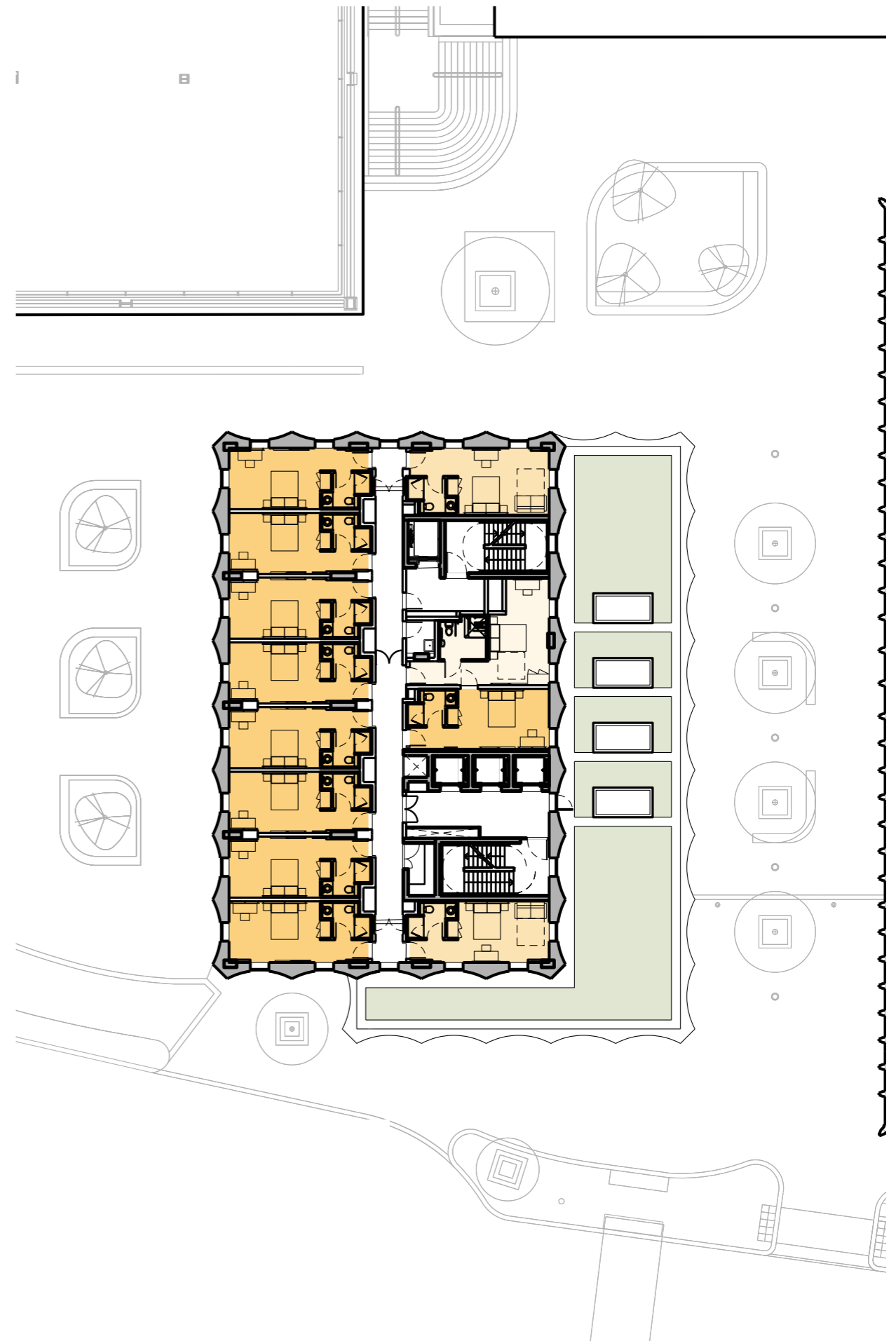
Accessibility has been a key design consideration to allow the hotel to be enjoyed equally by all guests.

Four passenger lifts are located in the centre of the building core with stairwells on the north and south of each floor.



152 ROOMS

109 x Typical Rooms (72%)	26 x Double Rooms (17%)
13 x Accessible Rooms (9%)	4 x Suites (2%)





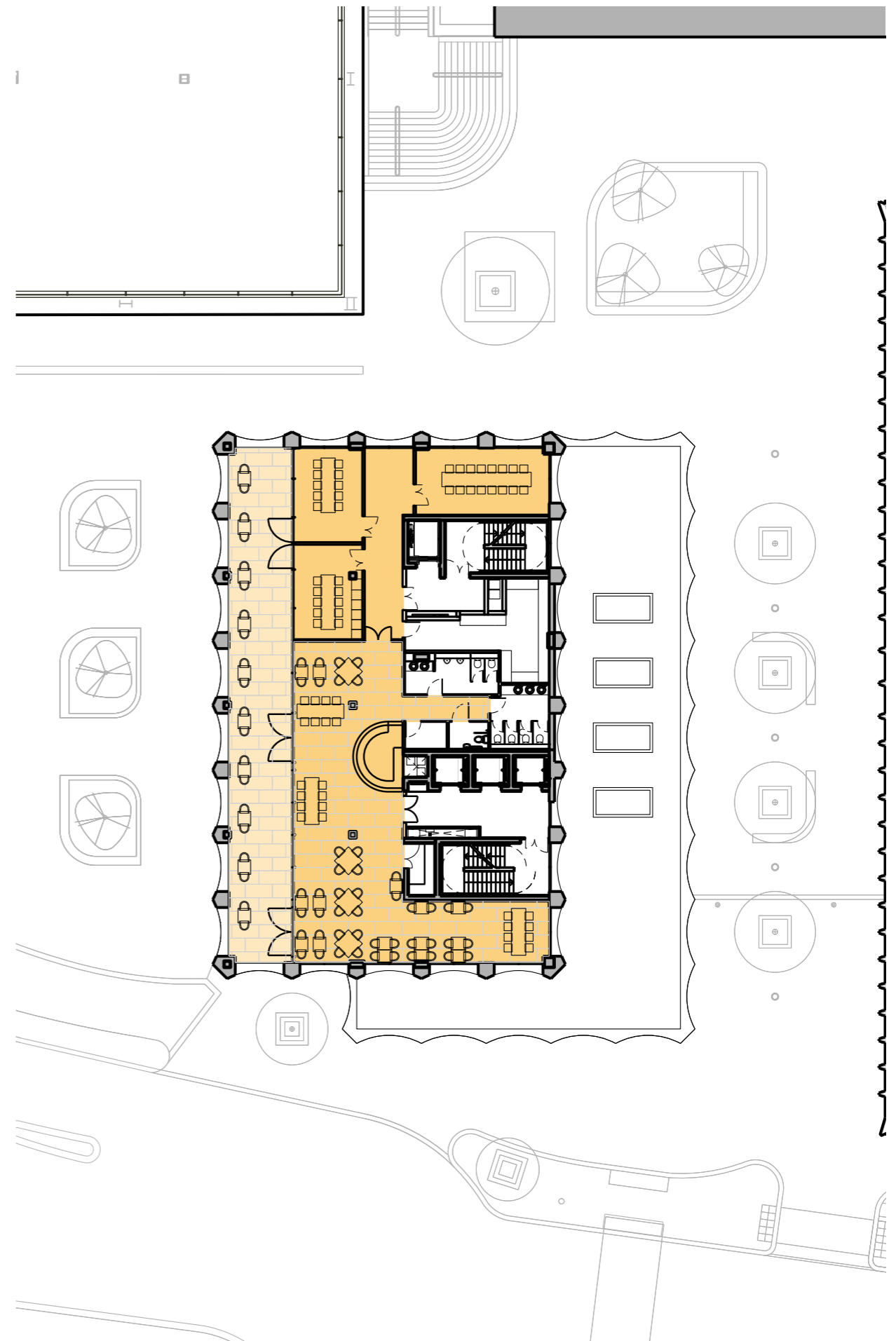
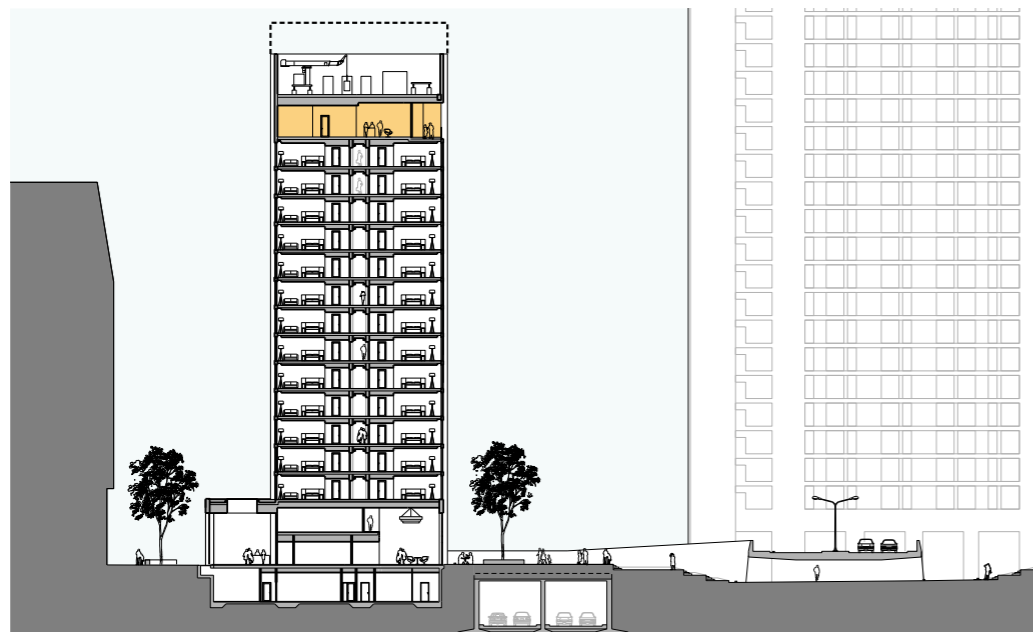
TOP



The building is crowned with the panoramic Sky Bar and a strong, sculptural top which marks its presence on the city's skyline as well as paying homage to neighbouring buildings.

The Sky Bar offers spectacular views across Birmingham towards Centenary Square to the west as well as long views across the city to the south.

A covered terrace runs the full length of the west side of the Sky Bar to take advantage of afternoon and evening sun from the west and views across Centenary Square towards Brindleyplace and Broad Street.







NEXT STEPS


A planning application for a new hotel was submitted to Birmingham City Council in September 2021.

If Birmingham City Council subsequently approves our plans, the hope will be for work on the new hotel to begin during 2022 and complete in 2024.

News, images and updates will be posted on the Phase Two web pages and through the Paradise social media channels, so please also keep in touch via:

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