



nec·city

National Exhibition Centre **Masterplan** November 2018



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Foreword

The National Exhibition Centre (NEC) and its sister venue the Genting Arena form the UK's most successful live events facility. Each year they host over 600 shows, and more than 6 million visitors visit the NEC site which now includes the £150 million Resorts World leisure and entertainment attraction.

The launch of this masterplan by the NEC Group and Birmingham City Council as operator and landowners heralds a new era with the plans for nec-city. A truly transformational development, nec-city will harness the appeal and success of the NEC, the Genting Arena and Resorts World to create a unique destination that has a worldwide appeal.

By enhancing the NECs existing offer and redeveloping 75 hectares of land with a new theatre district, high-quality residential environments and bespoke commercial offer, nec-city will be repositioned into a global entertainment, leisure and business destination and become an unrivalled economic asset for the region. Such a transformation could generate 315,000 square metres of new floorspace, targeting 10,000 jobs and delivering 1 up to 2,500 new homes.

The arrival of high speed rail, with the HS2 Interchange opening in 2026 and the ongoing investment in Birmingham Airport, expanding its international connectivity, means that nec-city will benefit from access to regional, national and international audiences.

These plans for nec-city fit with the wider aspirations for UK Central Hub in Solihull and complement Birmingham City Council's ambitions for Birmingham's city centre with the proposals at Curzon and Birmingham Smithfield.

Through this radical masterplan we will not only see the Midlands international appeal and economic position strengthened but also huge economic benefits secured for our local communities.

We are therefore delighted to launch the masterplan and start this next wave of innovation and investment.

nec-city

Paul Thandi
Chief Executive
NEC Group

Councillor Ian Ward
Leader
Birmingham City Council



introduction
nec

Introduction

nec-city is a globally unique development opportunity that will transform the region's economy, attracting billions of pounds of new investment and millions more visitors.

Covering 175ha, nec-city brings together the internationally renowned National Exhibition Centre, Resorts World and Genting Arena alongside 75ha of developable land to create the next generation in leisure, entertainment and business destinations.

Recognising the unique opportunity, Birmingham City Council and the NEC Group have prepared this masterplan establishing a strategic vision to create a new asset that will propel the region's global standing.

This masterplan responds to the growing need for the region to have internationally competitive opportunities for investment and unique offers that are attractive to a wide audience.

Spanning a 20-year period, the nec-city masterplan will drive the delivery of a new type of destination which will benefit from major new infrastructure, mixed use developments and job creation opportunities.

The masterplan is fully aligned to the proposals for the wider UK Central Hub that will see airport expansion, arrival of High Speed 2 and growth of advanced manufacturing.

The masterplan will be adopted as the vision for the future of the site, guiding investment and development decisions.



Plan 1 Masterplan boundary

Key

- Masterplan boundary
- Motorway
- Major roads
- Rail line



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context next

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Context

The West Midlands region is experiencing an unprecedented economic renaissance. Over the next 15 years the region will support 500,000 additional jobs, will benefit from £500m investment in housing growth, and will see radical improvements in transport connectivity.

nec-city forms part of the UK Central Hub - one of the most significant concentrations of growth in the country. UK Central is an unprecedented collection of economic assets, including the NEC, Birmingham Airport, Jaguar Land Rover, Birmingham Business Park and the HS2 Interchange Station. Growth here will see 775,000sqm of new commercial floorspace, 4,000 new homes, and more than 70,000 new jobs created, as well as an international gateway with seamless integration between HS2, Birmingham Airport, the NEC and rail and metro services, within a carefully designed and environmentally responsive development.

6 million visitors annually



34 conference suites

Timeline

Halls 1-5 and Pavilion opened by the Queen. The International Spring Fair was the first event hosted.

NEC Arena (now Genting Arena) opens - at the time the largest multi-purpose arena in the UK.

nec-city
connected

Halls 6-8 open.

Halls 9-12 open.

Halls 17-20 open.

Hall 16 opens. Premier Inn hotel opens.

NEC Arena re-opens after £29m refurbishment as LG Arena (now Genting Arena).

Planning application approved for Combined Heat and Power Energy Centre. Construction starts on Moxy Hotel.

1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

The first NEC Motor Show was hosted.

Forum opens.

Express by Holiday Inn hotel opens.

Crowne Plaza hotel opens.

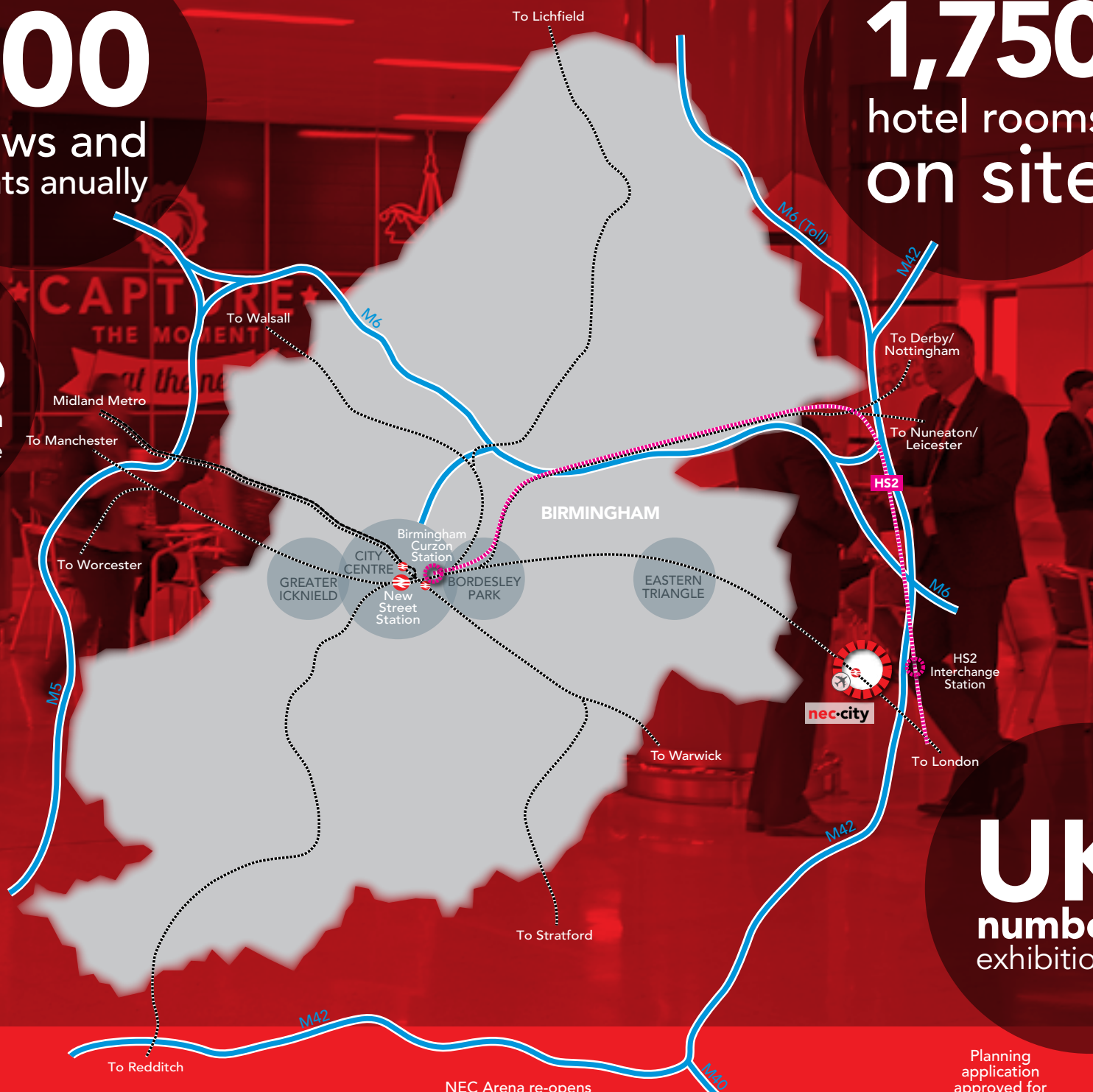
Ramada Encore hotel opens (now Ibis).

Resorts World Birmingham opens. Bear Grylls visitor attraction starts construction. Commonwealth Games awarded to Birmingham.

500 shows and events annually

75% of UK population within a 3 hour drive

1,750 hotel rooms on site



UK's number one exhibition centre





masterplan



3 Masterplan

nec-city will become an internationally unique destination with global appeal that fuses entertainment, leisure, exhibition space, commercial and residential offers across a 175ha campus. With state-of-the-art technology and leading facilities this global venue will provide the ultimate visitor experience set within a high-quality environment with bespoke architecture, public realm and spaces. With an internal rapid transit network nec-city will be fully integrated with a regional, national and international transport offer.

Five big moves and a series of development principles will help drive the delivery of this vision to create a completely distinctive type of place.

BIG MOVES

Global exhibition centre

The NEC will continue to diversify its offer, strengthening its position as a leading global exhibition venue. A series of reimagined entrances will create new opportunities for activity and provide high-quality gateways and routes. The Piazza entrance will be framed by an iconic hotel; hospitality and leisure uses will front an enhanced public square which will offer an animated space to host events and activities as well as provide space for people to meet and relax, and will link the NEC with Lakeside. The Atrium entrance will see new hospitality development framing routes between the NEC and the Entertainment Zone. The international entrance, from Birmingham International rail station, will be enhanced through internal improvements and will provide a gateway commensurate with the high-quality image and environment of nec-city.

Lakeside

A new destination at Lakeside will provide an expanded leisure offer including bars, restaurants, and family attractions. Architecture and public space will embrace these activities generating greater animation day and night, and increasing dwell time for visitors - who will be able to extend their stay here at one of several new boutique and resort hotels.

Distinctive residential development at Lakeside will attract a new community, and with it new a new layer of activity which consolidates the vibrancy and diversity of nec-city as a 'micro-city'.

Commercial gateway

Pendigo Place and Arden Gateway will create high-quality business destinations, offering modern sustainable office and mixed-use development set in an attractive environment.

Entertainment Zone


The Entertainment Zone will be a unique business and visitor destination, offering a range of experiential leisure opportunities alongside a potential film and television production facility. This exciting environment will include themed leisure activities, permanent staging and flexible performance space complemented by high-quality retail, hospitality and associated business space.

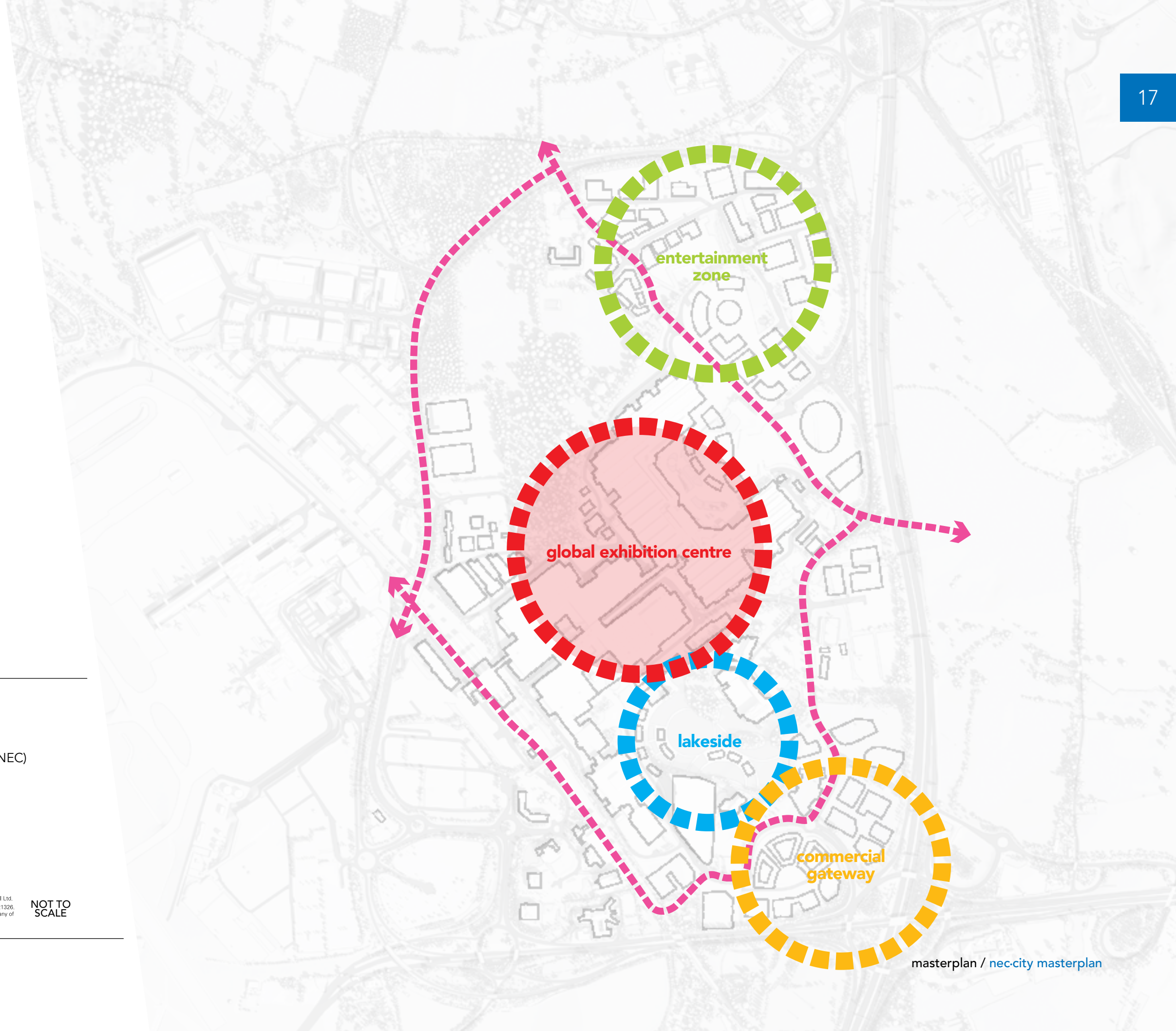
Rapid transit loop

A rapid transit network will connect through the site, providing for movement between destinations within nec-city and integrating the area with the unrivalled national and international transport offer.

Plan 2 Big moves

- Key
- Global exhibition centre (NEC)
 - Entertainment Zone
 - Lakeside
 - Commercial gateway
 - Rapid transit loop

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DEVELOPMENT PRINCIPLES

Three development principles will underpin the creation of nec-city, guiding the delivery of the big moves and creating a vibrant, successful and sustainable place.

Connectivity

Unprecedented improvements to public transport, walking and cycling routes across nec-city will radically enhance access and open up development opportunities. Destinations and neighbourhoods within nec-city will be linked by legible, attractive and safe routes which are convenient for all users.

Connections will maximise the external accessibility afforded by HS2, an improved Birmingham International rail station and Birmingham Airport.

Activity

nec-city will offer a hierarchy of different activities providing diversity across the site. New uses will build on the offer of nec-city as a leisure and entertainment destination, attracting wider audiences as well as, for the first time, creating a place to live and work by expanding the offer to include office and business space and modern apartment living.

Design

The design of streets, public spaces, public realm and buildings will reflect a consistent high-quality approach throughout. Defining different areas of character and activity will create sustainability and an unrivalled visitor experience.

Plan 3 Destinations

Key

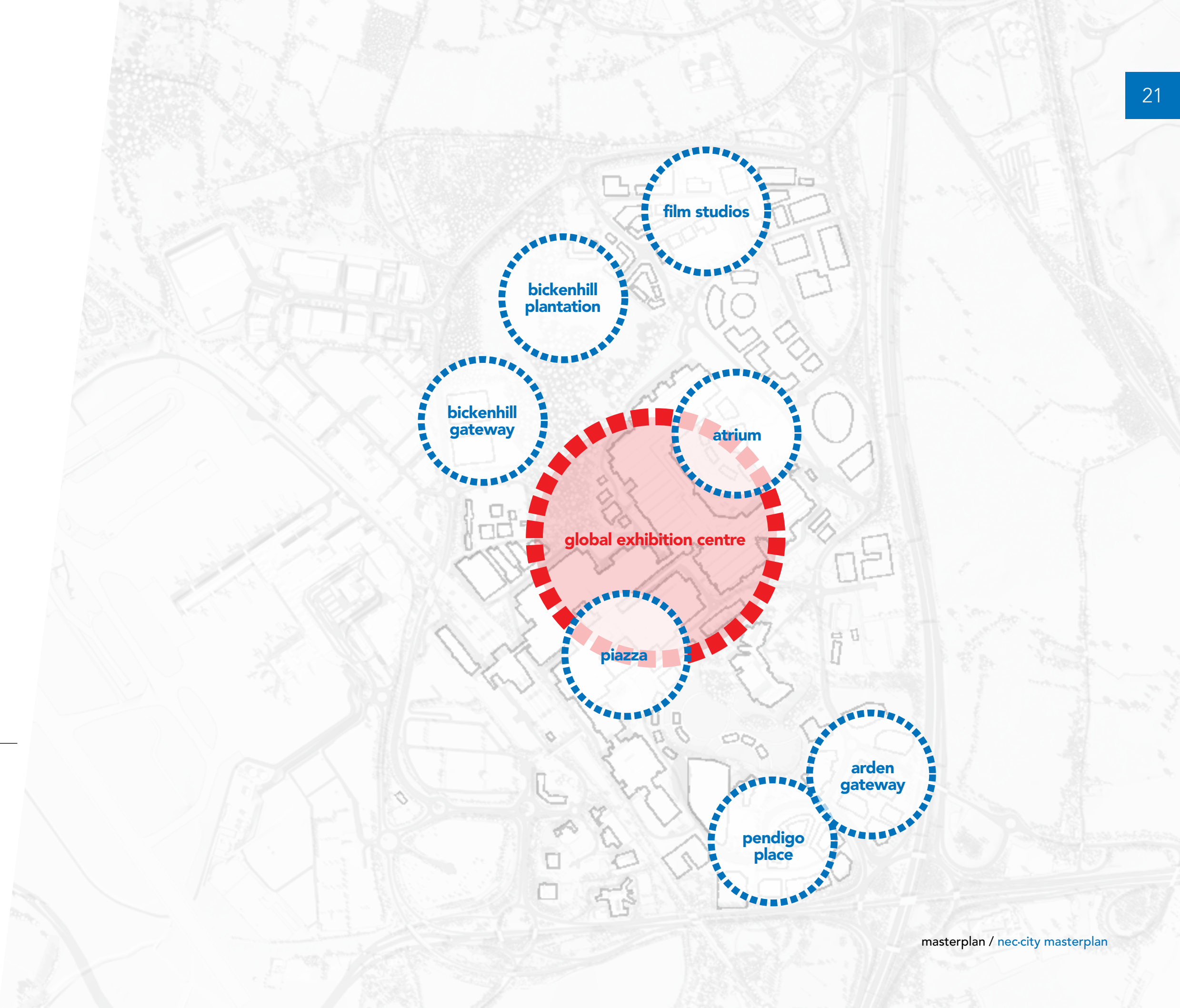
 Global exhibition centre (NEC)

 Destinations



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Radical improvements to access and movement across nec-city will be achieved through the creation of high-quality streets, squares and spaces, integrated public transport, and a strategy for vehicular access. This will provide opportunities for journeys which contribute to the visitor experience. Integrated public transport and high-quality walking routes linking distinctive spaces and buildings will be central to the creation of a legible place, and will ensure that the accessibility afforded by HS2, Birmingham International rail station and Birmingham Airport are maximised.

Streets, squares and spaces

A hierarchy of streets, squares and spaces will be created to connect the big moves and key transport interchanges, and to provide high-quality places. This will include major set piece interventions to create public squares along with a wider network. Streets and spaces will provide amenity space as well as being a key part of the setting of new developments.

The Piazza will be a major new pedestrianised public space at the heart of nec-city, and will be high on sense of place. Surrounded by cafes, restaurants and leisure uses it will be busy day and night - an ideal meeting point and also a hub for new activities, cultural events and festivals.

To the south of the site, Pendigo Place will be a mixed-use neighbourhood with a high-quality public square at its heart. Reflecting the surrounding uses, this square will provide both space for relaxation and smaller scale market or entertainment activities. New streets within the area will be pedestrianised, with traffic movement through the site limited.

The new business environment at Arden Gateway will have a public space at the centre. Vehicle movement will be kept to the outside, providing a tranquil and comfortable green environment for office workers to relax.

The Atrium will provide an enhanced public space animated by hotel and hospitality uses and connecting the existing NEC complex with the Entertainment Zone (potential film studios, theatre and associated uses) to the north of the site. These areas will benefit from a network of new streets and spaces, increasing permeability and access into this area. Squares and public spaces within the Entertainment Zone will reflect the uses developed here and provide opportunities for a range of activities.



Existing roads within the site will be largely retained, but will see a change in character. Ample space will be allocated to encourage pedestrians, cyclists and public transport use, with footpaths and cycleways provided and public transport priority at junctions. New streets will make the site more permeable such that people can walk or cycle, providing key linkages between arrival and destination points.

A simple and legible street layout, complemented by signage and other wayfinding indicators, will make it easy for people to find their way around. New crossings, and attractive, safe, well lit pedestrian routes under existing estate roads where level changes make this necessary, will provide a choice of routes for people on foot. Walking and cycling routes will converge on squares and spaces. Visitors and residents will benefit from improved access to experience Pendigo Lake, including boardwalks and enhanced lakeside footways and cycleways.

Throughout nec-city a high-quality, robust and sustainable palette of materials will be used on public realm, creating a coherent sense of place. Stewardship of the public realm including long-term maintenance and management is key to maintaining a sense of place.

Bickenhill Plantation is a unique space within nec-city: accessibility to this area will be improved and sympathetic new uses will be introduced.








Integrated public transport
Public transport within nec-city will be designed to enable seamless movement between different areas of activity and integration with existing and emerging national and international transport infrastructure.


A dedicated 'rapid transit loop' will define public transport movement within nec-city, with a dedicated shuttle connecting destinations, including car parks and main public transport services. The loop will also be shared by Metro and Sprint services to maximise integration between modes and accessibility.

Opportunities to utilise autonomous vehicles to maximise connectivity within the loop will be embraced. This will need to be carefully planned in its interface with public spaces, and will need to contribute to activity and spaces: materials and design of stops, road surfaces and signage will need to be considered and coherent. The loop will integrate with the national and international transport network at key interchanges.

Plan 4 Pedestrian and cycle connections

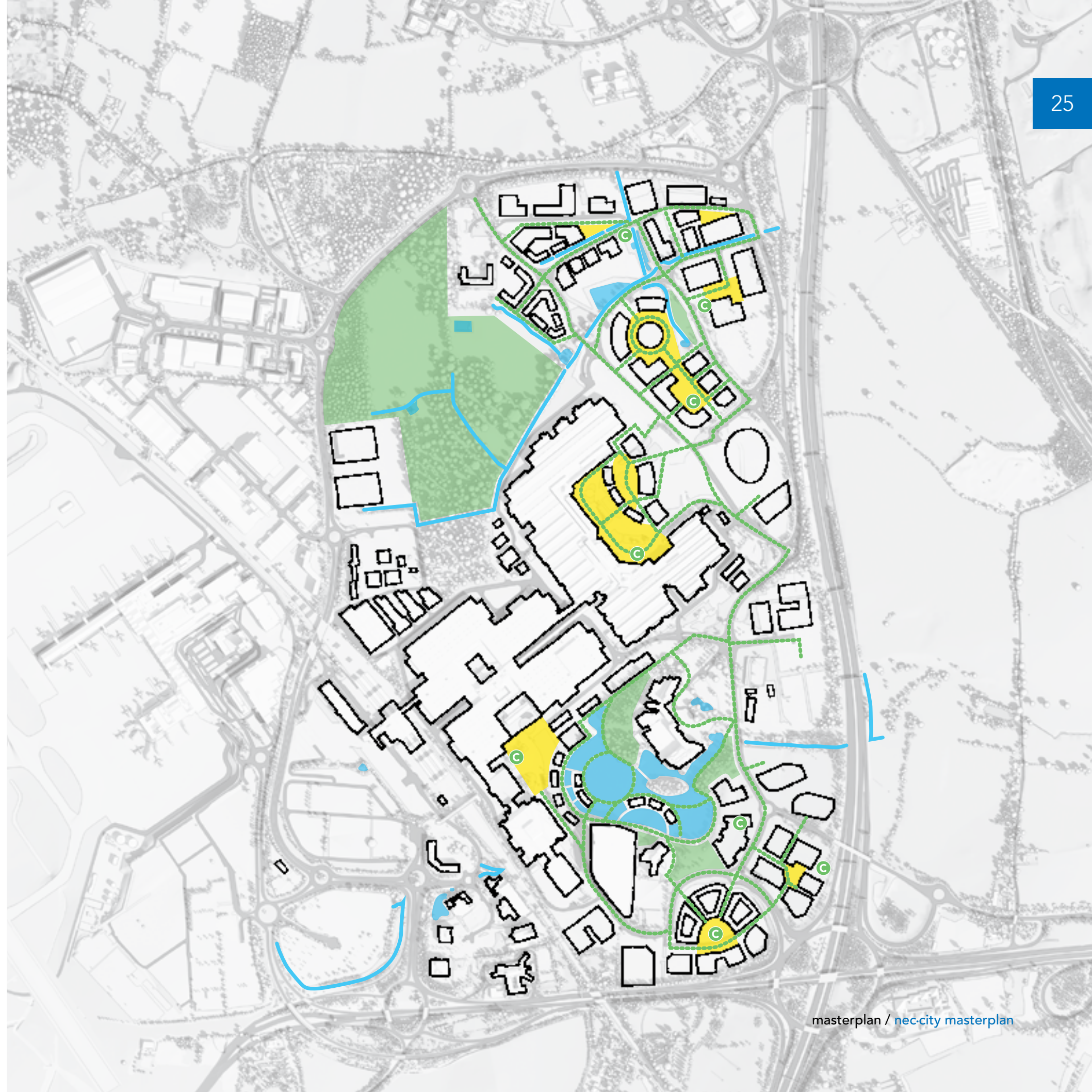
Key

-  Improved pedestrian and cycle connection
-  Public space/square
-  Park/green space
-  Water bodies and drainage
-  Cycle parking

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Proposals for an Automated People Mover through the south of nec-city and across Pendigo Lake provide for direct links between nec-city (at Birmingham International station), HS2 Interchange Station and Birmingham Airport.

Defined public transport corridors will accommodate Midland Metro, which will serve destinations within nec-city en route between Birmingham and HS2 Interchange Station, and Sprint (bus rapid transit) routes. Stopping points on the routes will be designed to maximise access to the key attractions as well as to integrate with other modes of transport.

Birmingham International rail station has direct access into the NEC. With improvements to the station and movement within the site, and a range of new attractions and destinations, rail access will become an increasingly attractive option for visitors. Improvements to the internal route (through the NEC exhibition complex) to the Piazza, as well as the external route - where significant public realm and wayfinding enhancements are required - will ensure rail is fully integrated into nec-city.

Vehicle movement

Vehicle movement within destination areas will be limited, creating a largely car-free environment. However, car parking and servicing - safe and managed vehicle access to disabled parking and servicing for exhibition halls, hotels and other uses - will be central to the success of nec-city.

This will be met without detriment to quality of the public realm or development opportunities by ensuring service routes are defined and integrated into the fabric of the place.

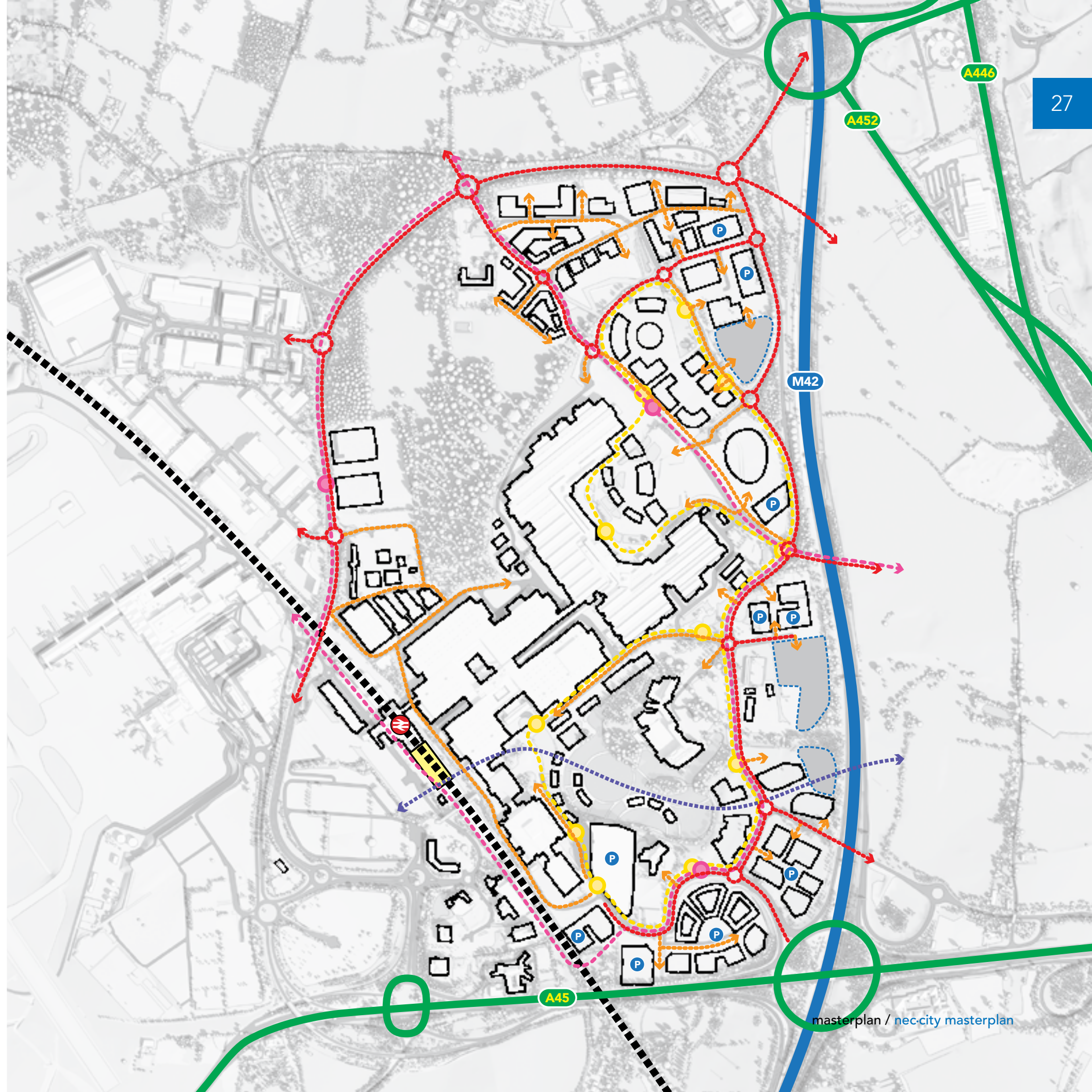
Private cars will be guided to rationalised surface level and new multi-storey car parking located on to the periphery of the site close to major road junctions, or accommodated within self-contained basement or multi-storey car parking within new development where appropriate (for example basement parking under offices). Parking areas will have easy access to the rapid transit loop. Parking should be flexible and available for use by a range of visitors to the site as a whole depending on demand.

Access to nec-city will be improved as a result of a scheme to increase capacity of M42 Junction 6, including left turning slip roads, and well as a number of other road improvements in the vicinity of the site.

Plan 5 Public transport and access

- Motorway
- Trunk road
- Primary route and roundabout
- Secondary route (access/servicing)
- People mover
- Metro/Sprint route/stop
- NEC Shuttle route/stop
- Public transport hub
- Multi-storey/podium parking
- Surface parking
- Rail line/Birmingham International station

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nec-city will be a micro-city, providing an intensity of activity and a dynamic mix of uses to match any city centre, with a world-leading leisure and entertainment offer, high-quality business space and a new residential community. This mix will enliven the area throughout the day and well into the evening and provide a unique visitor experience.

Lakeside
At the heart of nec-city will be Lakeside, an unrivalled 24-hour entertainment and leisure destination, complementing the existing vibrant activity at the NEC exhibition complex, Genting Arena and Resorts World.

Family friendly leisure and entertainment uses with a national and international appeal will draw visitors throughout the day. An exciting food and drink offer, a choice of 3, 4 and 5 star hotels, and animated public space which can host activities such as performance and street markets will extend what are currently day or part-day visits into longer stays as well as drawing visitors in their own right.

The innovative Piazza hotel will frame a reimagined main entrance to the NEC exhibition complex and will create a seamless experience for visitors moving between indoor and outdoor spaces. An

exceptional hospitality offer at Lakeside will provide interaction with the water through an exciting boardwalk setting for restaurants and cafes.

Entertainment Zone
An internationally significant film studio complex will attract high-profile productions which will enjoy a variety of sound studios and stages, associated workshop and stage set construction spaces, and facilities such as post-production offices and other flexible spaces. The public face of the film studios will include a lively public street where the activities of the studio can be showcased, with the potential for a more significant themed attraction alongside this. Retail, hospitality and screening space, education and training facilities, offices and workshops to accommodate creative industries and uses connected to the film industry will also attract both leisure and business users.



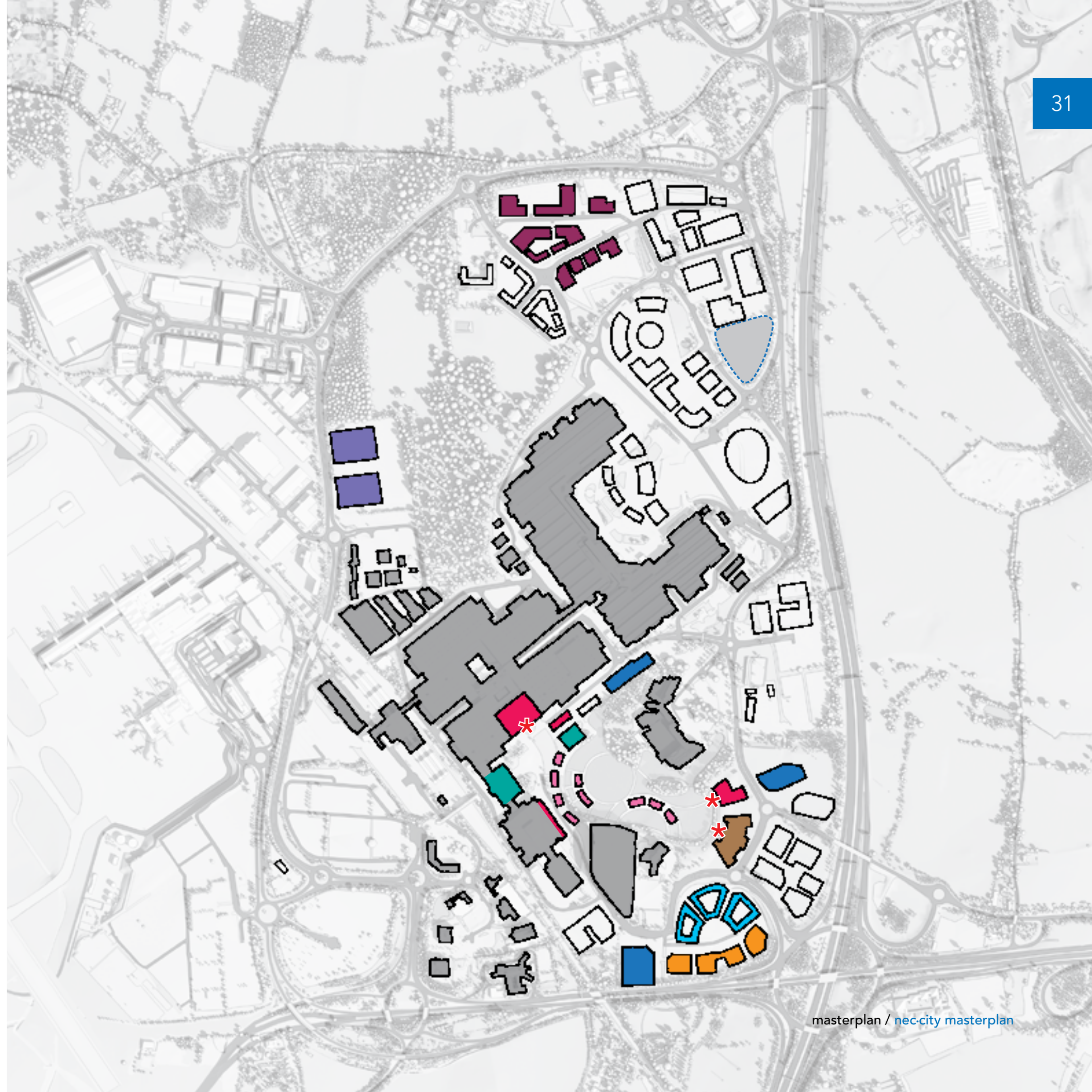
nec-city masterplan / masterplan

Plan 6 Activity

- Key
- Existing building
 - Residential
 - Office
 - Hotel
 - Food and beverage
 - Mixed uses
 - Low carbon energy centre
 - Leisure
 - Theatre district
 - Film studios
 - Industrial
 - Multi storey parking
 - Surface parking
 - * Landmark building

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masterplan / nec-city masterplan



A landmark theatre with surrounding outdoor performance space and smaller theatre spaces will accommodate films, plays, concerts, and major touring shows. These uses will be complemented by a choice of restaurants, cafés and hotels.

Alternative leisure opportunities will be created by improving access to Bickenhill Plantation for a range of new managed uses which could include fitness trails and adventure play. This will provide additional amenity for residents, supporting healthy lifestyles, as well as catering to visitors.

Living and working at nec-city

Contemporary apartments provide an attractive place to live in unique setting, and will bring a new community at the heart of nec-city. There is potential to accommodate up to 2,500 homes dependent on market conditions. A mix of 1, 2 and 3 bedroom

apartments is envisaged. Ancillary community uses and similar, to support local residents, will be included at ground floor level. The unsurpassed connectivity, access to the unique leisure and entertainment offer, and the high-quality design of the residential environment will make living at nec-city an exciting prospect.

Modern and flexible office-led development will be complemented by serviced apartments, and by active uses such as retail, restaurants, cafes and bars at ground floor level. The mix of uses will create a lively neighbourhood focussed around a pedestrianised public square. Private amenity space will be provided within perimeter blocks.

Bickenhill Gateway will be developed for industrial uses in keeping with the nearby Elmdon Industrial Park and Birmingham Business Park.

Plan 7 Active frontages and scale

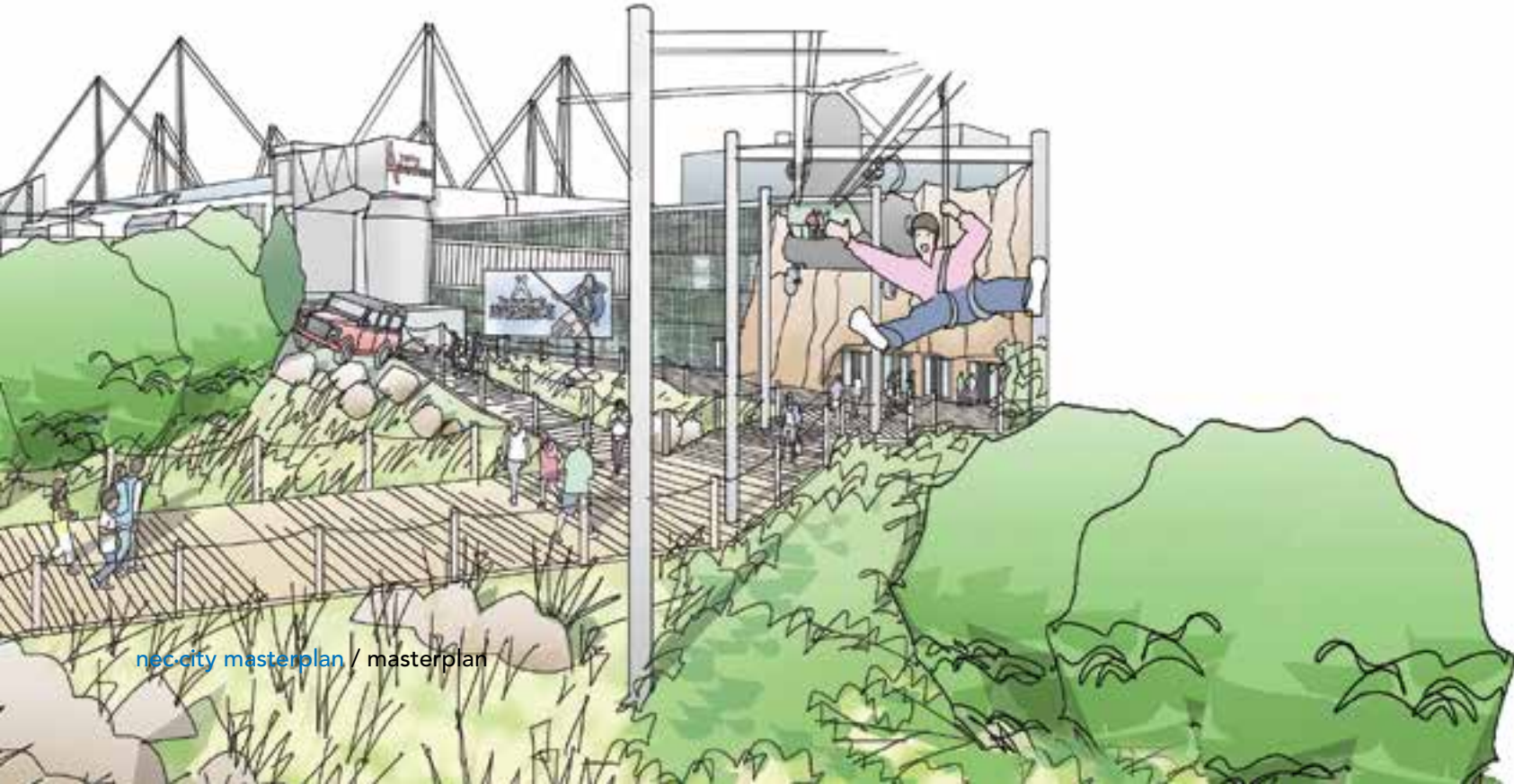
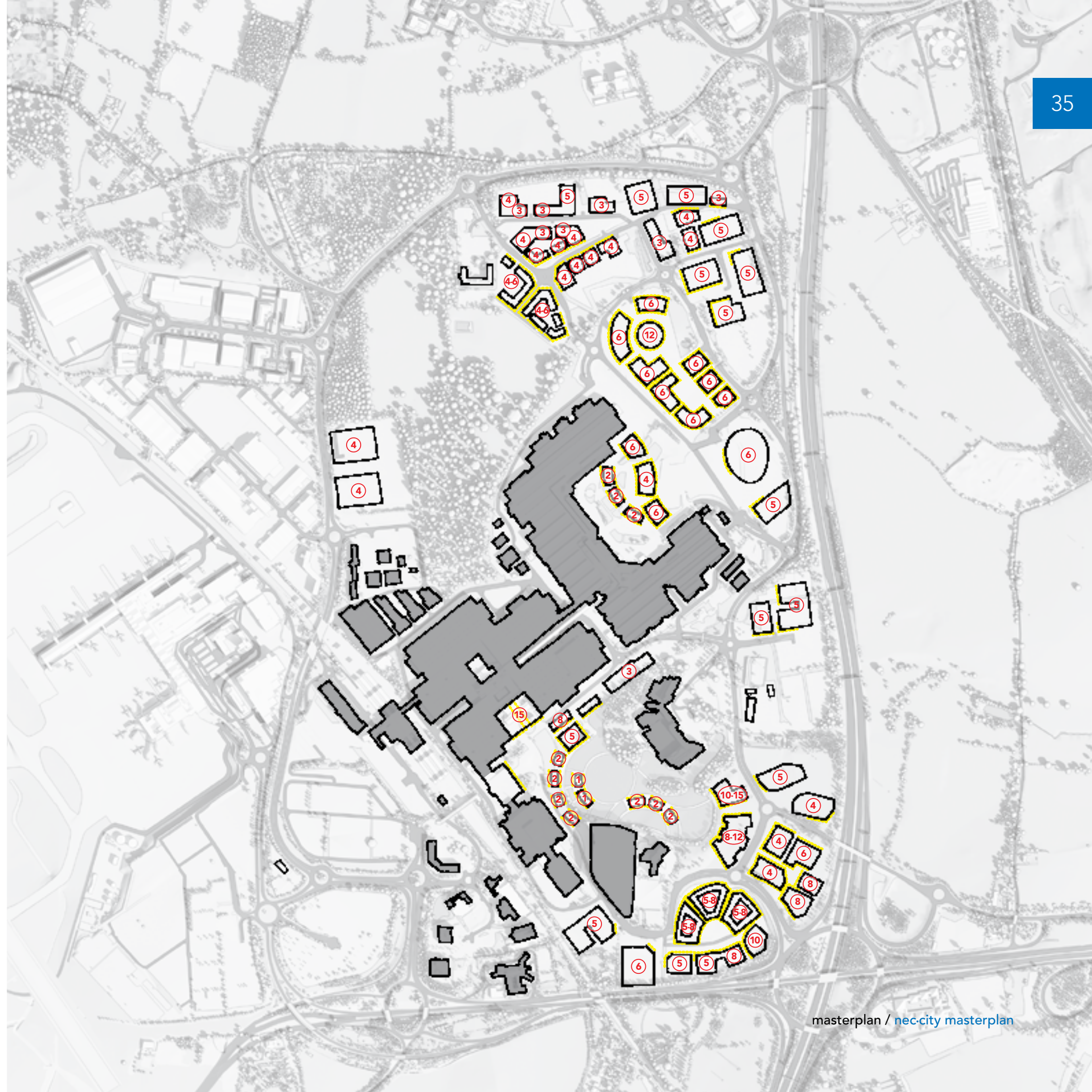
Key

- Existing building
- Storey height
- Active frontage

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The creation of a high-quality visitor experience and an exemplar of sustainable development will be at the forefront of design at nec-city. Innovation and creativity in design of buildings, public spaces and infrastructure will ensure they meet the needs of current and future users, are adaptable to economic, social, technological and environmental change, and respond to site context.

Placemaking

nec-city will be a new place - it will have the feel of a major urban centre, with its urban character based on a network of walkable streets with city-scale blocks. These will have a human scale, with streets, spaces and buildings which people will want to spend time in. New buildings will enclose and address the streets, with active ground floor frontages creating life and interest. Existing uses including servicing and access requirements will be fully integrated into design.

The unique location presents an exciting opportunity to create an instantly recognisable place with a series of character areas. Distinctiveness in design of buildings and space, and opportunities for including public art, will be maximised.

Sustainability

Sustainable building design across the site will meet the highest architectural standards. It will be innovative, reflect uses and context, and consider whole-life cost by including measures to reduce energy and water consumption, minimise waste, use sustainable materials, and be flexible and adaptable.

Green infrastructure enhancements will complement existing character and create a distinct place as well as opportunities to increase biodiversity, enhance air quality and reduce noise pollution. This will include boulevard planting and greening of streets, the integration of living roofs and green walls into building design, and the provision of public and private amenity space. Important landscape features will

be retained to provide a setting for new development, and contribute to local distinctiveness and a unique sense of place.

Proposals will build on the principles of sustainable drainage already in use at nec-city, by retaining and maximising existing ditches and brooks for the management and treatment of surface water, and exploring the enhancements of these for habitat creation. The reduction of potable water demand through the efficient use of water and waste water will also contribute to sustainable water management and usage.

Minimising energy consumption across nec-city whilst ensuring that the demand of users can be met will mean harnessing low and zero carbon options as well as

smart technologies. A Low Carbon Energy Centre (LCEC) will form a key part of the local infrastructure and will provide a reliable and efficient source of electricity and heat to nec-city. Smart technologies will be employed to help balance energy generation and demand.

Design of buildings and public realm will be flexible, and will integrate safety and security measures, servicing, waste and recycling storage, and cycle storage.

Scale and massing

Scale of development will be akin to an urban location, with a range of building heights. The Piazza Hotel will be a landmark building, rising to 15 storeys.

The residential and hotel development will enclose the lake and define views from the Piazza. Development will be up to 12 storeys for the apartments and 14 for the hotel. On the boardwalk, low sculptural pavilion buildings housing restaurants and cafes will animate the waterside without blocking long views to the landmark buildings either side of the lake.

At Pendigo Place and Arden Gateway, offices will be between 4 and 10 storeys in height, and mixed used blocks between 4 and 8.

Scale and massing across the film studios complex and theatre uses will reflect the nature of the uses. Large floorplate development will accommodate film-making requirements, with a finer urban grain appropriate in public-facing areas.







delivery

nec

4 Delivery

Realising the vision set out in this masterplan will require a co-ordinated approach to the delivery of key infrastructure, the development of the site, and the ongoing stewardship of the space. This will be managed through a strong established partnership between the landowners - Birmingham City Council and the NEC Group - providing effective long-term oversight.

The scale of the site and ambition set out means a phased approach will be taken to development. Opportunities to bring forward different elements of the masterplan will depend on market conditions. Certain sites are less reliant on public sector investment in on-site and off-site transport infrastructure, making them more deliverable in the early years: indicative phasing reflects this. The approach to delivery will also reflect ownership, constraints and development activity across the wider area.

A key element of the delivery strategy is to release surface car parking land for development, re-providing this capacity in on-site multi-storey car parks where appropriate. A strategically phased replacement plan is being developed to enable the release of land for development.

The visitor experience at nec-city will be at the forefront of delivery. This will be especially important as the NEC and other occupiers will remain operational throughout delivery. Quality public realm and movement routes through the site will be prioritised and opportunities for improvements will be integral to design and development.

The Piazza, which will enhance the entrance to the NEC, and the Lakeside destination, will be the focus for early development with the first new leisure and hotel uses opening in 2018. Delivery here is not reliant on new infrastructure. Similarly, the film studios complex can be realised independently of other areas: Birmingham City Council will seek to partner with a developer/investor to deliver this opportunity.

Realignment of South Way/Pendigo Way and adjacent utilities provision will enable development plots to be maximised by Pendigo Lake. This will be supported by investment by the Greater Birmingham and Solihull LEP, and is indicative of the commitment of the LEP to the transformational vision for nec-city. Improvements to Bickenhill Interchange (M42 Junction 6) will be delivered by Highways England.

The NEC and Birmingham City Council will work with Solihull Metropolitan Borough Council, as Local Planning Authority, and the Urban Growth Company to ensure that the proposals for nec-city are consistent with and complement to wider vision for UK Central Hub, as well as continuing to influence the design and delivery of off-site infrastructure to ensure that it provides maximum benefits for nec-city.





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// **nec·city** will
become an
internationally unique
destination with
global appeal //

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