

CREATING VALUE THROUGH POSITIVE PARTNERING

PARK CENTRAL, BIRMINGHAM



Park Central, Birmingham

THE PROJECT HAS BEEN, AND CONTINUES TO BE, A RESOUNDING SUCCESS.

The successful £270m regeneration of Lee Bank into a flourishing community is a story of positive partnership between Crest Nicholson Regeneration, Birmingham City Council and Optima Community Association.

REGENERATION VISION

- A 59-acre site of nearly 2,000 homes centred around eight acres of public parkland.
- 300,000 square feet of commercial space, bringing with it 1,500 new jobs.
- A truly mixed tenure community.

- Medical centre and school.
- On-site amenities, fostering a sense of place.

WHAT'S BEEN DELIVERED

Having delivered 1,309 new homes to date, 25% of which have been affordable, the project has been, and continues to be, a resounding success.

CREATING VALUE THROUGH POSITIVE PARTNERING

PARK CENTRAL, BIRMINGHAM



Crest
NICHOLSON



Park Central, Birmingham

**“IN LINE WITH THE
PROJECT’S VISION, THE
AREA IS TRANSFORMED
BEYOND RECOGNITION.”**

Zareena Ahmed-Shere,
Development Project Manager for
Birmingham City Council

Kevin Roach, Director of Regeneration Services for Optima Community Association, says: “Park Central is a model of high quality and creative design-led redevelopment that has created a vibrant and friendly community. The community aspect is important to Optima and the council. Crest Nicholson has supported this ambition throughout the life of the redevelopment by funding community activities and involving our residents in the process.”

Zareena Ahmed-Shere, Development Project Manager for Birmingham City Council, says: “Park Central’s

tremendous success is attributable to the close collaboration, cooperation and commitment of all three project partners. In line with the project’s vision, the area is transformed beyond recognition. Once a crime-ridden estate, Park Central is now a thriving community that residents are able to take pride in. Crest Nicholson’s latest addition, Central Plaza, carries forth the stunning architecture, with panoramic views over ‘Moonlit’ and ‘Sunset’ neighbourhood parks.”