WELCOME to the community engagement event for the proposed redevelopment of units 7-8 on Elliott Road to provide high quality, managed, purpose-built student accommodation.

PURPOSE OF THE EVENT
Is to provide the community with the opportunity to discuss the project with the design team. The project is in the early stages of development and the community feedback from this event will inform the planning application submission, which is expected later this year.

VISION / AMBITION
• To deliver a high quality redevelopment of a sustainable, brownfield site.
• To help meet the growing need for additional, managed purpose-built student accommodation to support the growth of University of Birmingham.
• To deliver a development of high design quality, with high levels of sustainability.
• To provide benefits to the local economy.

PROJECT DESCRIPTION
• Demolition of the existing building
• Circa 650 student bedspaces
• Mixture of cluster and studio rooms
• 578 secure cycle spaces
• Car free development
• Dedicated internal amenity spaces
• High quality contemporary design
• Access from Elliott Road
• New boundary landscaping and green courtyard

LOCATION
The site lies east of the existing Selly Oak town centre. It is on the boundary of the proposed expansion to the local centre (as outlined in The Wider Selly Oak Supplementary Planning Document).

The site is located on Elliott Road, off Bristol Road. It is in close proximity to the 18 storey Unite student accommodation at Battery Park.

The existing site consists of industrial units. The site itself is bounded by roads on three sides and an industrial unit which faces the Worcester and Birmingham Canal to the north east.

WATKIN JONES GROUP
Established in 1979, Watkin Jones Group has a proven track record in developing student and residential properties. They are experienced developers of student housing and have developed accommodation for approaching 40,000 students at universities across the UK since 1999.

The Group has an excellent track record for deliverability, with over 95% of its developments ‘on site’ within six months of the grant of planning permission.

WATKIN JONES EXEMPLARY PROJECTS

The Old Fire Station, Birmingham
435 student rooms
Partial demolition, alterations and extensions and change of use to provide student accommodation and ground floor commercial units
Scheme completed 2015

Military Road, Canterbury
554 student rooms
Associated facilities, amenity space and landscaping
Currently in build

Bagot Street, Birmingham
493 student rooms
Ground floor retail unit, ancillary landscaping and cycle storage
Scheme completed 2018

FRESH STUDENT LIVING
• Fresh Student Living will manage the building to provide a clean and well-maintained environment.
• The development will have on-site management (typically between 8.00am and 5.00pm) supported by senior student wardens ensuring a 24 hour a day, 7 days a week management presence.
• Local residents and businesses will be provided with a dedicated point of contact on the site to address any issues or problems. If neighbours are not satisfied with Fresh Student Living’s management they can complain to ANUK.
• All students sign a lease that commits them to behaving in a respectful manner. If terms of the lease are broken, they can be asked to leave the accommodation.
• Noise will be monitored. Students are forbidden from making noise that is audible outside of the building between 11pm and 7am.
• CCTV located at entrances, communal areas, hallways and recreational areas, which will be operated 24 hours a day.
• Management staff supervise the beginning and end of year move in/ move out arrangements (students given 30 minute slots to load/unload their belongings).

1: INTRODUCTION

SELLY OAK DEVELOPMENT,
UNITS 7-8, ELLIOTT ROAD, SELLY OAK

SITE

Proposed Site Context Plan

Site Location

10 MIN WALK
15 MIN WALK
20 MIN WALK

Worcester and Birmingham Canal to the sides and an industrial unit which faces the Park.