

EMERGING DESIGN CONCEPT

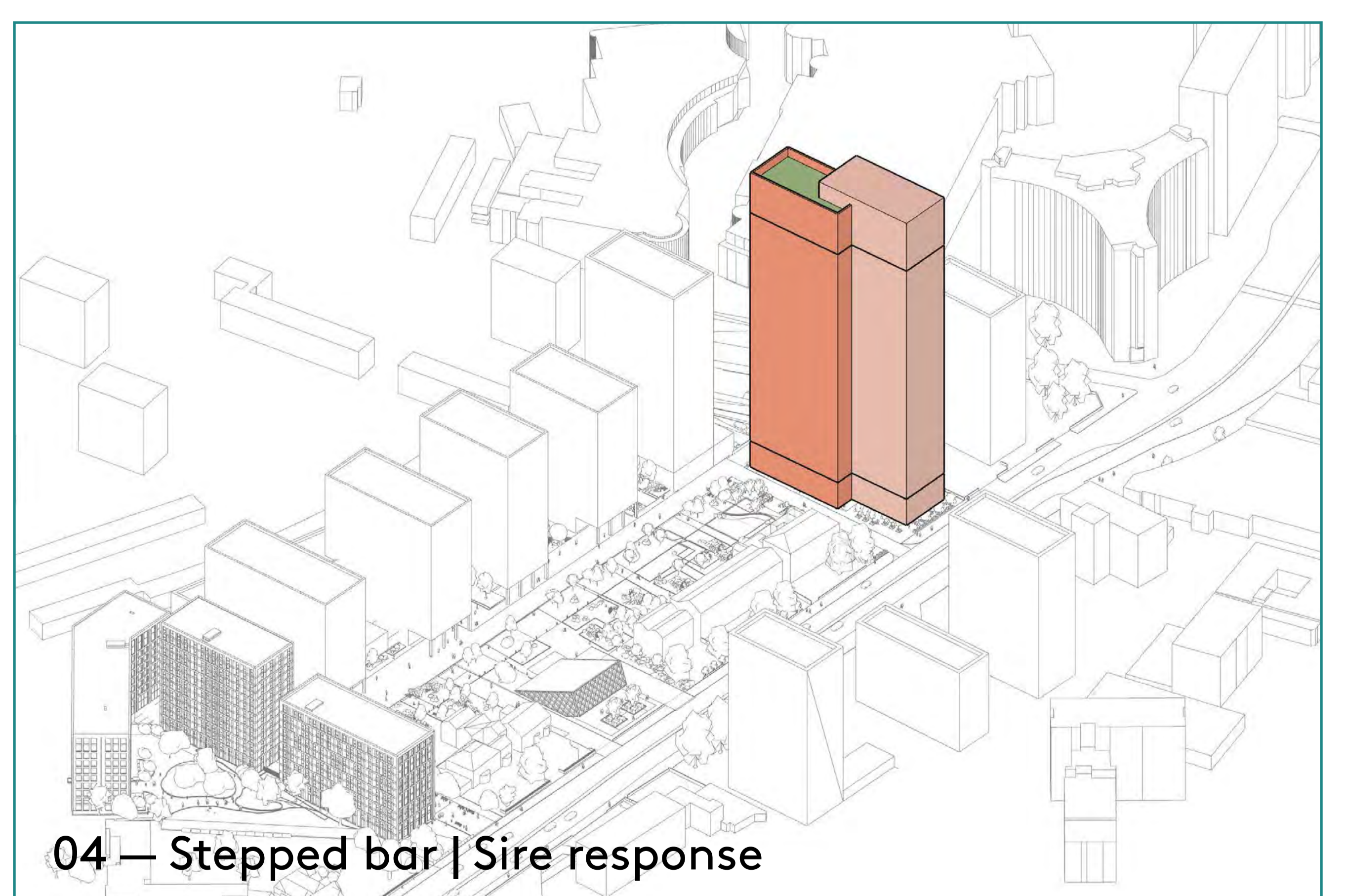
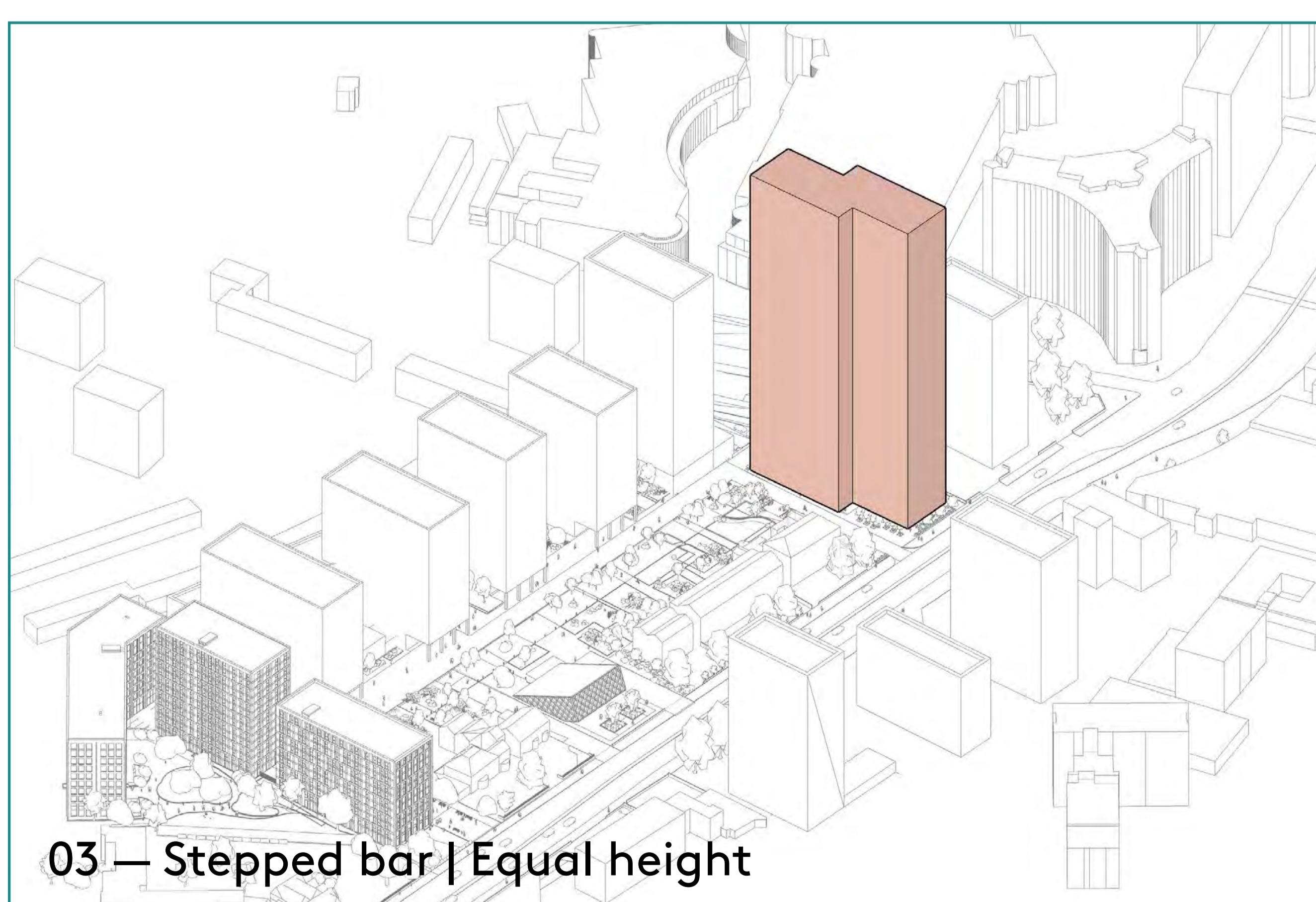
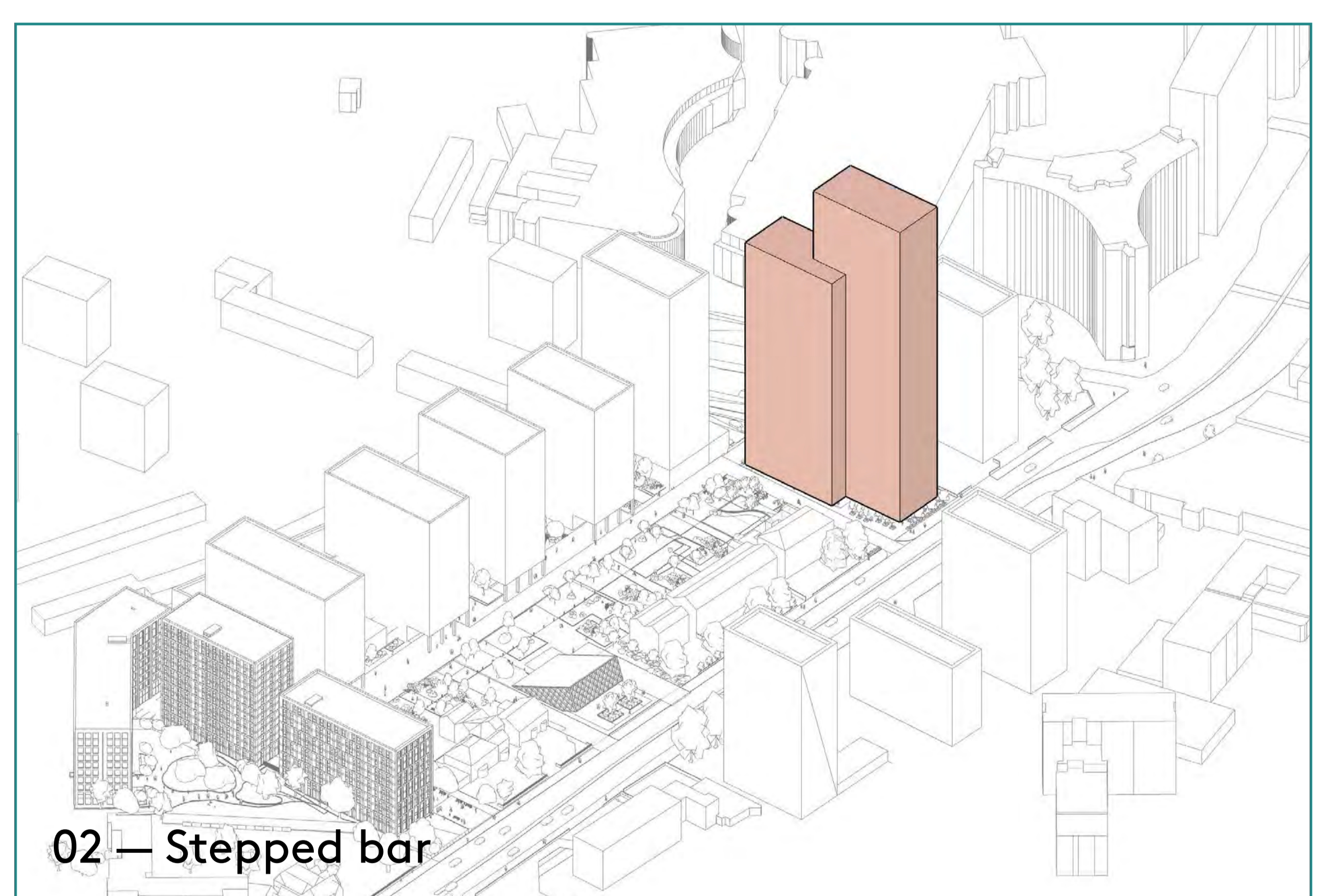
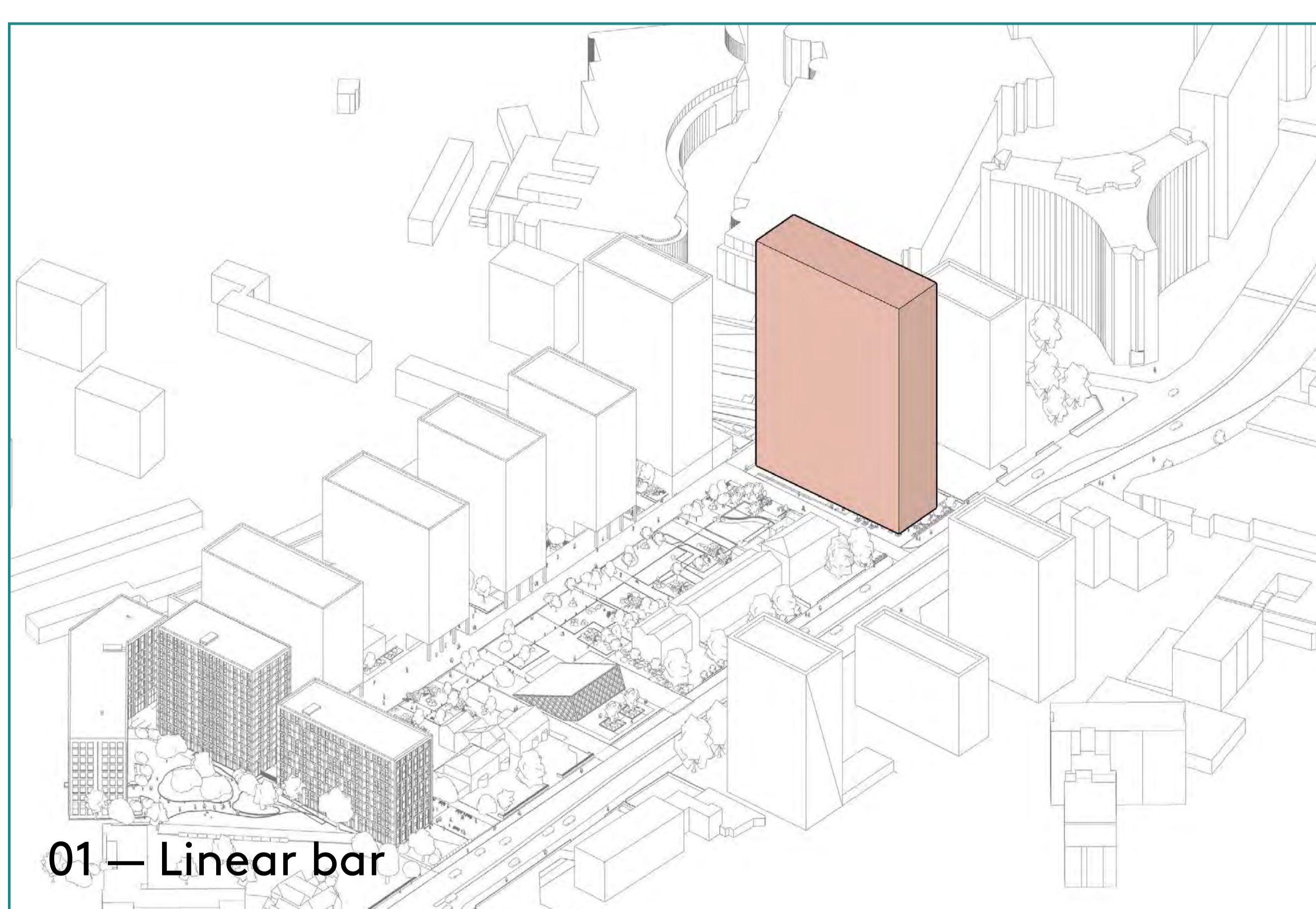
Moda's proposals for Plot D will deliver a landmark building both within the New Garden Square masterplan and Birmingham.



The Hagley Road and Broad Street corridor contains a series of existing, under construction, or consented tall buildings. There is real variety in built form, materiality, and architectural language.

The proposals for Plot D will continue this variety whilst responding to the context and character of the surrounding neighbourhoods.

The massing evolution explores the opportunity to develop a 'dual' design approach which delivers two distinct building elements. This includes different architectural language, materiality, colour, and tone.



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GROUP

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