



# THE MERCIAN MODA



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THE MERCIER

# THE MERCIAN

**BIRMINGHAM'S TALLEST  
RESIDENTIAL TOWER  
WITH OFFICE SPACE**



LOCATED ON BROAD STREET





# A LANDMARK BUILDING



**1,254 M<sup>2</sup>  
OF MIXED  
USE SPACE**

Move in and be part of the Moda community, including 30,000 sqft of commercial spaces facing directly on to the bustle of Broad Street plus 481 new rental homes with state-of-the art amenities including 200m rooftop running track, private dining room, shared lounges, cinema room and gym.

With epic views over the city and on the doorstep of the new Midlands Metro, The Mercian is perfectly located.

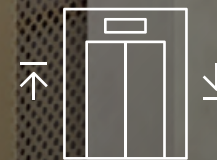


# SPECIFICATION

## OFFICE SPACE DESIGNED WITH WELLBEING AND TECH AT ITS HEART



Privately bookable event space including cinema room and private dining room



Dedicated private lift



Concierge reception with meet and great area



Flexible floor plate



Iconic building – Birmingham's tallest residential tower



Exceptional transport links



Excellent location with food and beverage on the ground floor



Partner discount for all staff wanting to rent from Moda



Competitively low bulk bought utilities



Part of the Moda community

The Mercian is Gresb and Fitwel certified, making it one of the healthiest place to live, work and play.





# BECOME PART OF THE MODA COMMUNITY

Only available to the Moda community, pay to privately book the media room, private dining room and meeting rooms as well as give staff access to the onsite wellbeing facilities including 24 hour gym and one of the only rooftop running tracks in the UK!



RECEPTION

MARKET LEADING  
MEET AND GREET  
RECEPTION FACILITIES

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# NEXT LEVEL DINING



PRIVATE DINING



# NEXT GENERATION CINEMA AND EVENT SPACES

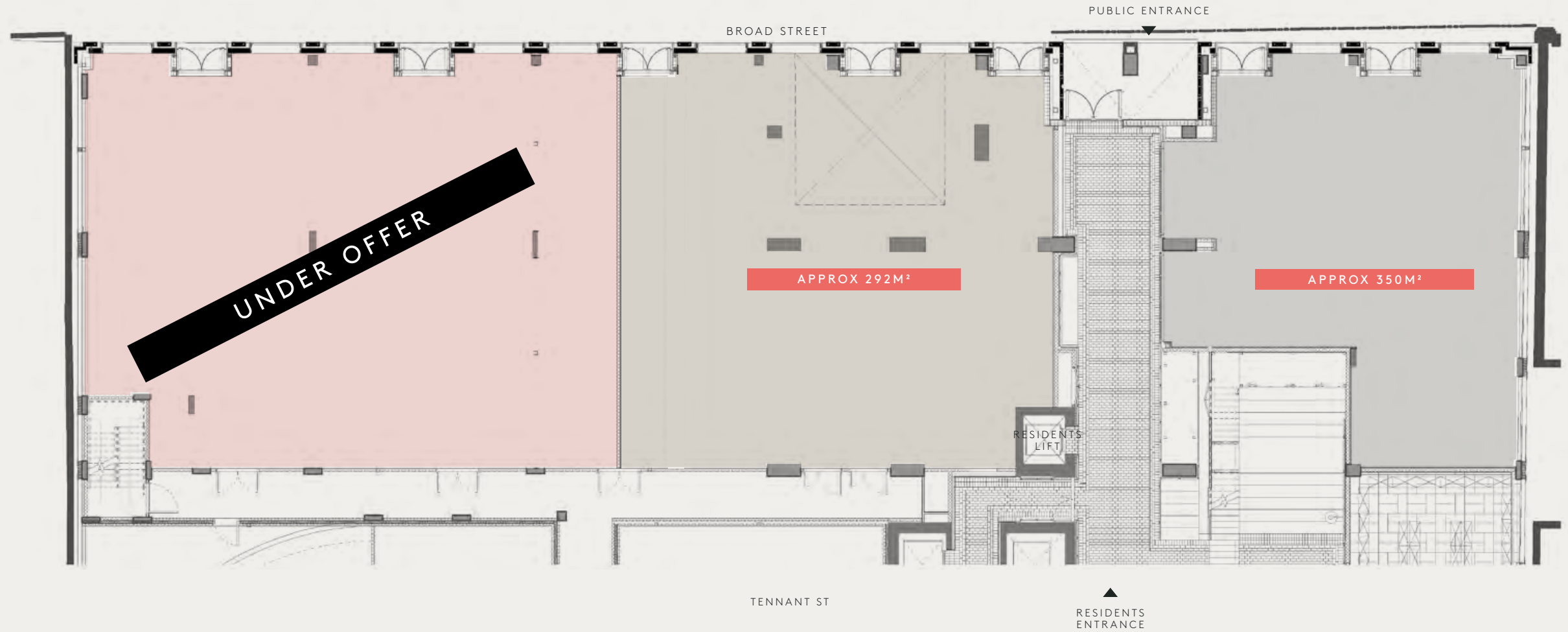


PRIVATE CINEMA

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**BROAD ST, GROUND FLOOR**



# OFFICE SPACE



**BROAD ST, 2ND FLOOR**



# BIRMINGHAM'S EXCLUSIVE ADDRESS

FIVEWAYS REGENERATION ZONE

LOCATION DETAIL

PARADISE

CENTENARY SQUARE

ARENA CENTRAL

BRINDLEYPLACE

A64



THE LOCAL AREA

**34 MILLION**  
VISITORS A YEAR

**STRONGEST ECONOMY**  
**OUTSIDE OF LONDON, WORTH**  
**£24.8BN**

**UK'S YOUNGEST AND FASTEST REGIONAL**  
**CITY WITH A POPULATION OF**  
**£1.149ML**

BROAD STREET IS THE CENTRE OF THE CITY'S FINANCIAL DISTRICT. MORE THAN 15,000 PEOPLE ARE EMPLOYED IN THIS SECTOR, IN THIS AREA OF BIRMINGHAM.

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## FIVEWAYS REGENERATION ZONE

Commercially-led, consisting of 500,000 sqft of new Grade A office and 5,800 jobs.

## PARADISE

A new £700m development. 2m sqft of new space creating up to 20,000 jobs.

## BRINDLEYPLACE

Over 10,000 employees at more than 26 FTSE 100 companies.

## ARENA CENTRAL

A 1.2m sqft development. Up to 6,000 new jobs will come from just the new HSBC HQ and HMRC office.

## CENTENARY SQUARE

One of the city's largest open spaces and tourist hotspots, home to the International Conference Centre, Symphony Hall and Birmingham Theatre.

## CINeworld CENTRE

One of the city's premium leisure destinations with substantial footfall.



# A SHORT WALK

BIRMINGHAM



METRO COMING SOON 

FIVE WAYS STATION  
5 MINUTE WALK

NEW STREET STATION  
15 MINUTE WALK

CENTENARY SQUARE

BRINDLEY PLACE

THE BULLRING

--- 5 MIN WALK FROM THE MERCIAN

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# CENTRALLY CONNECTED



BIRMINGHAM OFFERS UNRIVALLED LINKS TO THE REST OF THE UK AND THE WORLD. THE CAPITAL IS ONLY A LITTLE OVER AN HOUR AWAY BY TRAIN AND LESS THAN AN 1 HOUR BY AIR.

### BY RAIL 🚆

Bristol	1h 24m
Coventry	20m
Edinburgh	4h
Leeds	1h 57m
London Euston (New St)	1h 21m
London Marylebone (Snow hill)	1h 43m
Manchester	1h 29m
Nottingham	1h 9m
Solihull	18m

### BY ROAD 🚗

M6	1.5 miles
Bristol	88 miles
Coventry	25 miles
Edinburgh	292 miles
Leeds	118 miles
London	118 miles
Manchester	87 miles
Newcastle	206 miles
Nottingham	53 miles

### BY AIR ✈️

The airport is easy to access being six miles from the city centre. Birmingham handled nearly 12M passengers in 2016, with internal UK flights plus destinations around Europe, the US and Asia.



# ON THE BEST ROOFS



BIRMINGHAM —  
YOUR CITY.  
YOUR WAY.



- 30,000 sqft of flexible commercial space available.
- Set to transform the city skyline with its iconic 42-storey tower.
- A landmark building comprising of 480 hi-tech rental apartments and unique gardens and 1,400 residents.
- Ground-breaking amenities include a residential first – a 200m rooftop running track.
- 250-space co-working floor plus high quality retail, bar and restaurant space.
- Exceptional transport links from the heart of the city.



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EVERYTHING

YOU NEED

IS NEARBY





# SPACES TO LIVE, WORK, SHOP AND PLAY.



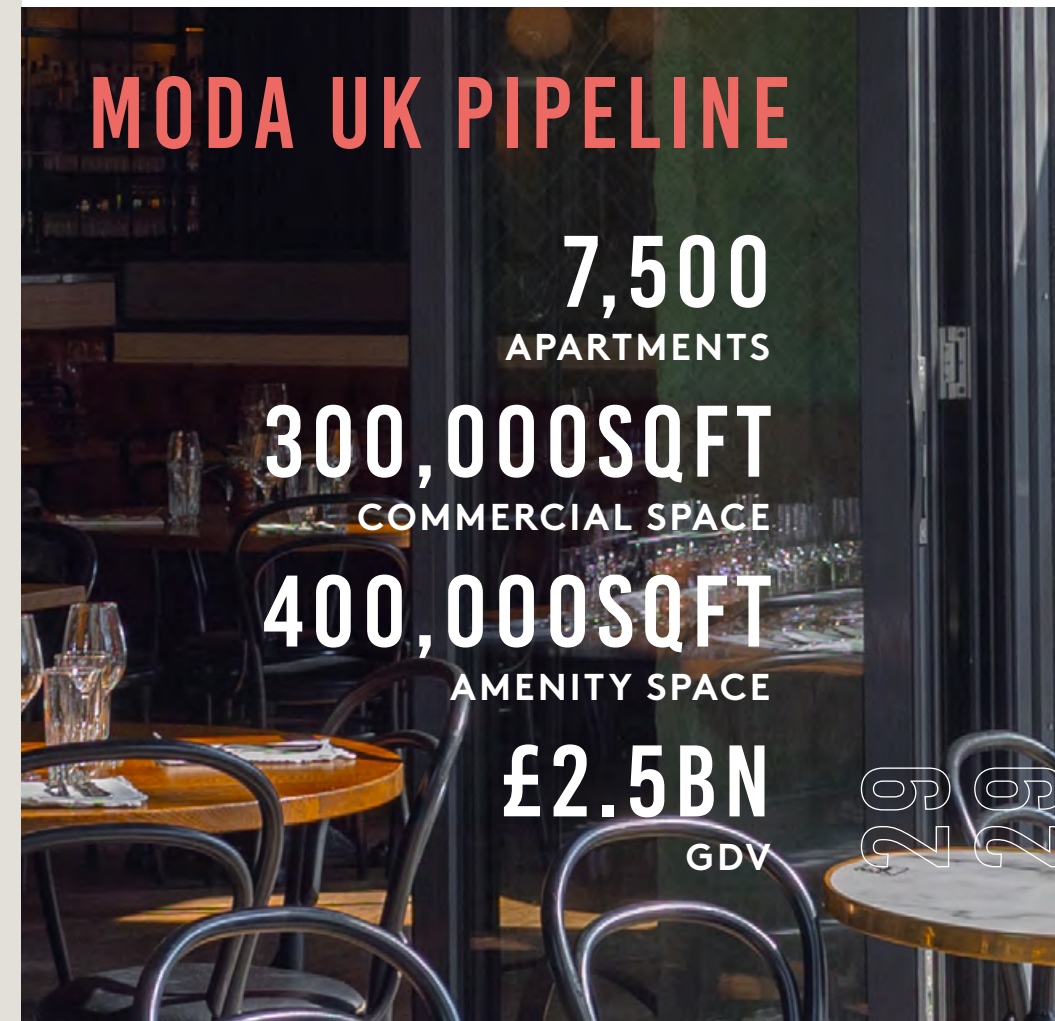
## MODA UK PIPELINE

**7,500**  
APARTMENTS

**300,000SQFT**  
COMMERCIAL SPACE

**400,000SQFT**  
AMENITY SPACE

**£2.5BN**  
GDV







**MODA HAS A CLEAR OBJECTIVE OF PIONEERING POSITIVE CHANGE TO THE UK RENTAL LANDSCAPE. CHALLENGING THE RENTAL NORM, MODA DOESN'T CHARGE DEPOSITS OR FEES AND PETS ARE WELCOME.**



# CREATING NEXT GENERATION NEIGHBOURHOODS

Moda is a leading, vertically integrated, investor, developer and operator of high quality neighbourhoods.

The UK's largest, purpose built rental company, Moda is creating next generation neighbourhoods in all major cities and commuter hubs across the UK.

We continue to push the boundaries of style, service and innovation to craft considered, inclusive residential-led neighbourhoods, focusing on customer service and best-in-class institutional-grade design.

Powered by tech and designed with wellbeing at the heart. Moda neighbourhoods include interior designed rental apartments with state-of-the-art amenities.







THE RESIDENTS

# WHO LIVES IN A MODA NEIGHBOURHOOD?



## The Residents

25-45 YEARS OLD

CAREER BUILDERS  
AND MANAGERS

EARLY ADOPTERS OF TECH

HIGH DISPOSABLE INCOME

COLLABORATIVE AND WANT  
TO BE PART OF A COMMUNITY

### LIKES

Going out and leisure activity

Co-working and collaboration

Follows trends in tech and fashion

Food and drink - delivery/eat in

### LIKELY EMPLOYMENT

Creative agencies

Managers in large corporates

Influencers

Entrepreneurs and freelancers





## For all commercial enquiries



**Jamie Phillips, BSc (Hons)**

Partner  
Office Agency & Tenant Representation  
+44 7900 324900  
jamie.phillips@knightfrank.com



**William Higgins**

Surveyor  
+44 7811 849 288  
william.higgins@knightfrank.com



**Nigel Friskney**

nfriskney@westmarkestates.co.uk  
07850 942715