

Alpha  
BIRMINGHAM

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One of the city's most  
recognised landmarks  
is being transformed...



Proposed External Scheme



# Alpha

BIRMINGHAM

## Vision

Transforming a landmark office building into a premier location for business



Alpha Tower is under new ownership and Commercial Estates Group is significantly transforming the building through a £10 million investment and refurbishment programme and a re-brand to **Alpha**.

The project puts this iconic office building – which received Grade II Listed status in August 2014 – back on the map, creating an attractive, secure and well managed destination for the next generation of occupiers looking for modern space in a prime city centre location.

**Alpha** offers flexible, column-free floorplates of 7,200 sq ft across its 27 upper floors, each of which can be easily split into suites from c. 3,600 sq ft. The internal space will be further enhanced through a rolling programme of refurbishment, the first phase of which will see three floors totalling 21,600 sq ft receive a full refit.



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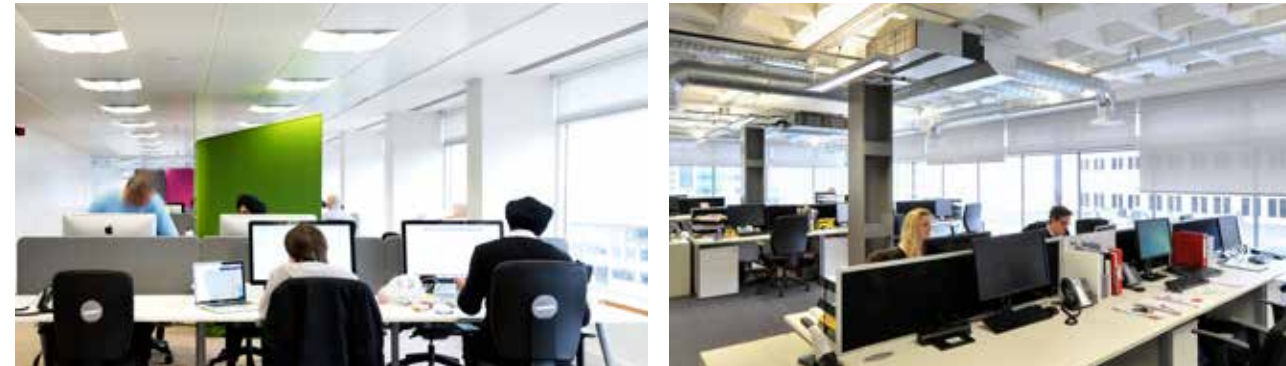


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# Opportunity

To select your own base specification in one of the city's key landmark buildings



Alpha provides high quality, modern Grade A office accommodation.

The remodelling of the reception and common areas enhances the arrival experience, together with the upgraded lift lobbies served by five new high speed destination lifts. In addition, high quality changing facilities with male and female showers and extensive cycle storage facilities in the basement provide superb onsite facilities for occupiers.

The open plan column free flexible floorplates, provide an abundance of natural light creating a spacious modern interior. A range of alternative base specifications provides efficient accommodation suited to any occupier requirements.

The landmark status of the building will also be reinforced through a striking external lighting scheme, maximising its impact on the city's skyline.



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# View

Experience unrivalled panoramic views across the city skyline



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## Location

At the heart of the city core



Alpha's location on the corner of Suffolk Street Queensway and Broad Street places it at the centre of Birmingham, offering outstanding links to all parts of the city.

Opposite Centenary Square, one of Birmingham's most widely recognised civic spaces, home to the new Library of Birmingham, Rep Theatre and Symphony Hall, Alpha is just a short walk from some of the city's leading retail and leisure destinations, including the Bullring, Mailbox and Brindleyplace.

The recently redeveloped New Street Station – home to the Grand Central retail centre – is only five minutes' walk from Alpha, providing links to destinations throughout the UK.

Alpha's enviable position will be further enhanced through the delivery of the extension to the Midland Metro tram, which will link New Street and Snow Hill stations directly to the development.

Planning consent has also been received for a 332-unit residential scheme in two buildings of 18 and 23 stories to the rear of Alpha. Being delivered by Dandara, work on the scheme is expected to begin before the end of 2015.

The redevelopment of the adjacent Arena Central – recently announced as the chosen destination for a new HSBC headquarters – and nearby Paradise sites will add further cache to the area, cementing Alpha's reputation as one of Birmingham's best business addresses.



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# Destination

All the benefits of the city's  
central hub for your business



Birmingham New Street

**Alpha** has all the benefits of the city centre's extensive road, rail and air connections.

With a dedicated Midland Metro stop planned for just outside the building and within five minutes walking distance of New Street Station, **Alpha** has a seamless connection to the rest of the city.

For connection to UK and worldwide destinations Birmingham Airport is within 20 minutes by train or car.

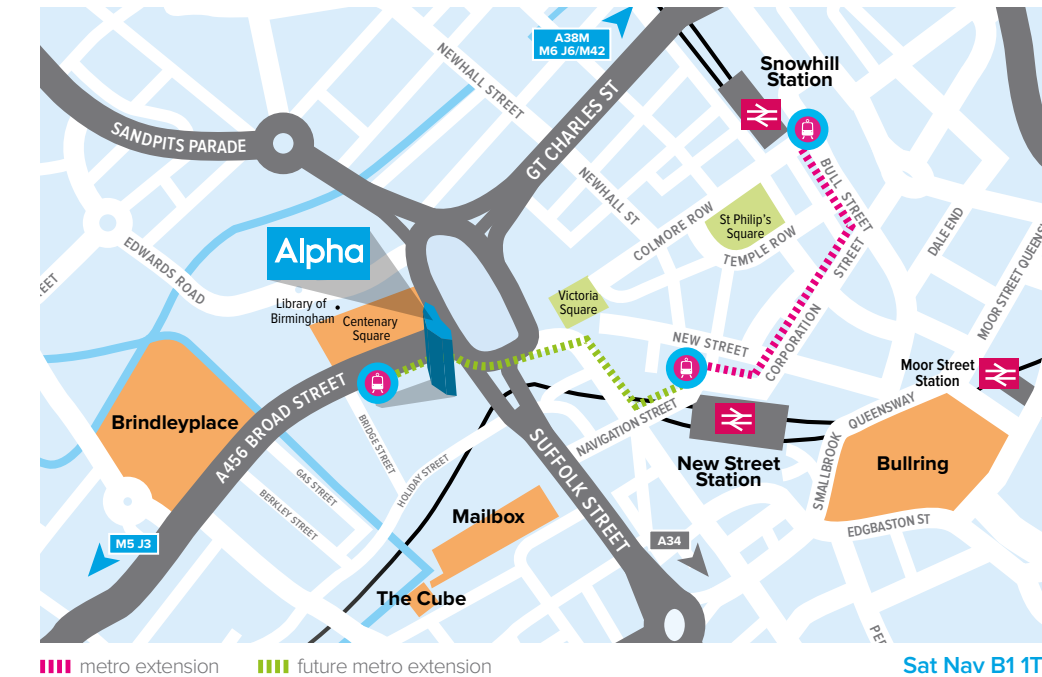


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