

Press cutting

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Client: Chord Deeley

Green light for Brum Jewellery Quarter scheme

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By [Jennifer Rigby](#)

Chord Deeley has got the go-ahead for its £160m St Georges scheme in Birmingham's Jewellery Quarter.

[Birmingham](#) City Council's planning committee unanimously approved the proposals, which the developer says are the biggest in the Jewellery Quarter for more than 200 years.

The plans include office space, homes, hotels, shops, a car park and a new public square. It will total more than 262,000 sq ft of office and retail space on the 6.8 acre site.

Chord Deeley – a joint venture between Jewellery Quarter-based developer Chord Investments and Coventry-based developer Deeley Properties – include developing the former Swan kitchenware factory, the Kettleworks, into 220,000 sq ft of office space.

Clive Dutton, director of planning and regeneration at Birmingham City Council, said: *'The Jewellery Quarter is one of Birmingham's prized possessions. Major development on the scale proposed by Chord Deeley has not been seen in the Quarter for more than two centuries.'*

'We welcome the St Georges scheme as it will greatly improve the industrial fringe of the Jewellery Quarter, as well as bringing much-needed new jobs to improve the vibrancy of the area. It will also encourage additional investment and regeneration.'

Development on the site will be phased over the next 3-5 years. GBR and [DTZ](#) are marketing the office space at the scheme. Wright Silverwood is marketing the retail and leisure.

The scheme is being masterplanned by Urban Initiatives and the architect is Online Architects.