

# Case study

## Broadway Plaza, Birmingham



### Key facts

**Key vendors:** AWG Developments Limited

**Site:** AWG Developments Limited

**Sector:**

**Client:** AWG Developments Limited

**Contractor:** Morrison Construction

### Brief

Broadway Plaza is an £80 million scheme built on the site of Birmingham's former Children's Hospital in Edgbaston, combining restaurants, bars, cinema, shops and apartments.

The historic frontage of the former Children's Hospital at Five Ways Birmingham, was restored and a major leisure and entertainment complex has been constructed behind it. The site of the development covers 32,000 m<sup>2</sup> and includes a central plaza.

The development was designed to rejuvenate the City Centre beyond the now famous Broad Street and encouraged city centre activities to expand beyond the ring road.

To do this, the paving had to be different, but also give the development a unique feel, and bond the various entertainment outlets together as part of the complex.

### Solution

A number of highly decorative Charcon products were chosen, and in some cases adapted in conjunction with the landscape architect, to give a palette of special colours and finishes that were unique to this development. Charcon had the technology and expertise to incorporate recycled glass as aggregate into the Malvern flag paving, and set this off with Appalachian flag paving and Andover textured block.

The result is quite simply stunning, with the paving helping to create a unique identity to this relatively small, but important area of Birmingham.

"We liked the green aggregates in the standard ground Malvern flag but were looking for something brighter, so when we saw a glass aggregate ground Malvern we were immediately attracted to it because of its translucency. It was recommended to the client within the palette of natural coloured materials.

Charcon added a top layer sealant to restore most of the translucency. It was very compatible with the two other Charcon products which were selected on the basis of their scale of module, texture and colour. The finished look is good and lives up to what we envisaged on the drawing board."

**Tom Lonsdale, Director, Camlin Lonsdale**

### Product features:

Malvern is a premium quality flag incorporating innovative aggregate formulation. Colour, texture and size ranges complement existing landscapes or can create features in their own right. Appalachian combines tradition with innovation by incorporating granite aggregates from the South West of England with other selected aggregates to give exceptional durability at an affordable price. Andover Textured block paving is available in several complementary colours. Ideal in modern or traditional settings, its chamfered profile creates a smoother riding surface. These products are suitable for all pedestrian areas, and areas with vehicular overruns, subject to the correct design procedures being followed.



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\*For further design, installation, and maintenance information, refer to [Charcon](#)

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