



NECity Birmingham

Masterplan for redevelopment of National Exhibition Centre
 Client: Amey Ventures/ Treasury Holdings Properties Ltd
 Budget: £500M
 Masterplanning: Halcrow Fox/GBA-ufo
 Status: Shortlisted Bid
 Environmental Engineer: BDSP Partnership
 Cost Consultant: Davis Langdon Everest
 Structural Engineer: Adams Kara Taylor
 Traffic Consultants: Halcrow Fox
 Planning Consultants: Montague Evans

The bid for the redevelopment of the NEC exhibition centre in Birmingham was one of seven shortlisted entries comprised of developer led consortia. The proposal, named NECity, aimed to permeate the site during the day and night with a set of programmes that would create a more regular and even population, achieved through the consideration of phasing and type developed at each stage.

Strategies balancing the promotion of the perception of the site as an exhibition venue with complementary entertainment and work programmes addressed the infrastructural developments releasing land for landscaping and development.

The proposed 'mediatec' and 'digititec' grew from these discussions and are looked at as demonstrating the power of the media and the new digital worlds. Television, radio, music, the internet, virtual worlds, and digital technology are covered, and would serve the NEC by symbolising a future that embraces these subjects both as the future of entertainment and business activity.

The restructuring of the traffic and pedestrian movements on the site allow a direct pedestrian link to be established

Pendigo lake and the main entrance to the NEC and Piazza, without conflict from buses or cars. By creating leisure facilities connecting the car parks and the Piazza through the new pedestrianised and landscaped areas surrounding the lake, pedestrian movements will become dispersed and unconstrained.

