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At the heart of building

CASE STUDY

Redevelopment of Longbridge Phase 1, West Midlands



Challenge:

The large scale regeneration of a one-time industrial heartland and brownfield site to provide a vibrant new work and leisure community including a range of high quality sustainable commercial building typologies.

Solution:

The new Longbridge town centre development provides a range of mixed use accommodation with retail space to the ground floor and high quality office space above. Standard building products and construction techniques have been adopted throughout, with all materials carefully selected for their contribution to the building's BREEAM Assessment and Green Guide ratings. Brickwork has been used as the predominant facing material, with Ibstock's Etruria Mix contrasted with large format Fireborn Natural Blue to create a unique contemporary visual that is both cost-effective and highly sustainable and will ensure the longevity of the development.

Architect: Holder Mathias Architects

Brick:

Etruria Mixture: Fireborn Natural Blue