

# APEX LOFTS

## DIGBETH, BIRMINGHAM



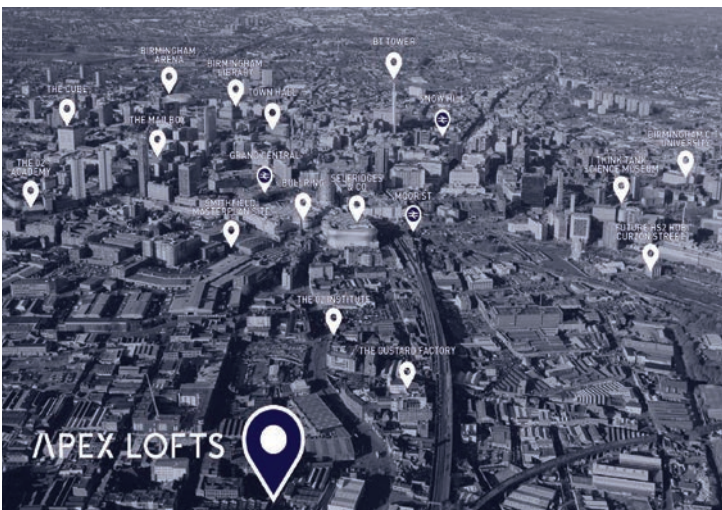
**A BRAND NEW DESIGN-FOCUSED DEVELOPMENT OF 80 STUNNING HIGH-QUALITY APARTMENTS LOCATED IN THE CENTER OF BIRMINGHAM.**

- Prime City Centre Location
- Mix of One Bed, Two Bed and Duplex Apartments
- New Stunning Living concept Concept 'Executive Skylofts'

- Dynamic design & Highly Refined Specifications
- Residents Gym & Rooftop Garden



Apex Lofts has been designed with a core focus on occupier demand, through architectural innovation, pioneering integration and exceptional specification. The building, which offers a selection of well-designed one-bedroom, two-bedroom and duplex apartments are arranged over nine levels, providing stunning views over Birmingham's iconic skyline. Cutting edge features have been incorporated into the design of Apex Lofts, such as the contemporary 'Saw Tooth' roof, reflectant of the industrial heritage of the area. Facilities offered in the development include a cycle store, residents gym and rooftop garden.

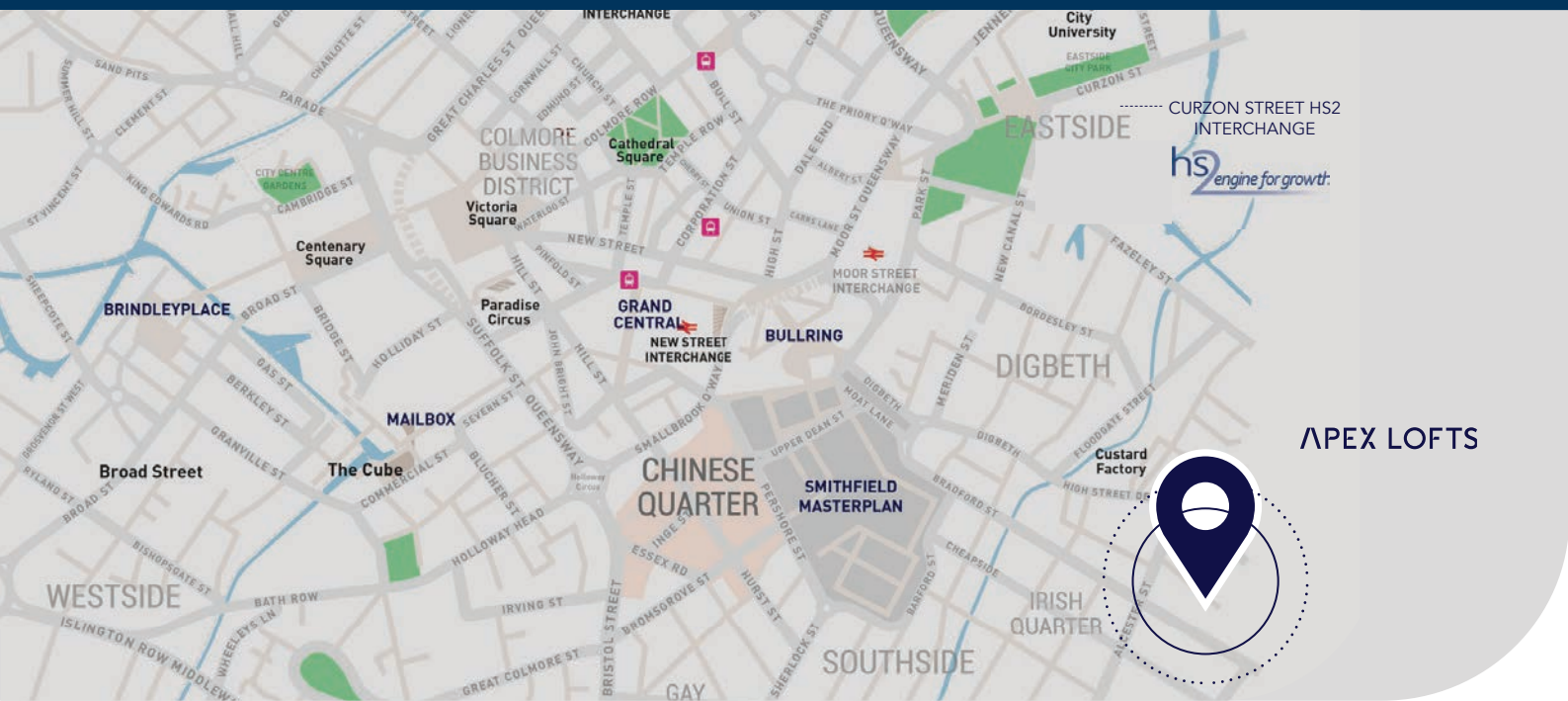


### KEY FACTS

<b>Developer:</b>	10M Group Limited
<b>Vendor:</b>	50WS Limited
<b>Address:</b>	50 Warwick Street, Birmingham, B12ONH
<b>Estimated Completion:</b>	Q2 2023
<b>Total nb. of Units:</b>	70 units available (8 levels)
<b>Tenure:</b>	250 years leasehold
<b>Estimated Service Charge:</b>	£1.57 psf p.a. est.
<b>Ground Rent:</b>	£0 (peppercorn)
<b>Expected Yield:</b>	circa 5%
<b>Building Warranty:</b>	10 years build warranty
<b>Furniture Pack:</b>	Available

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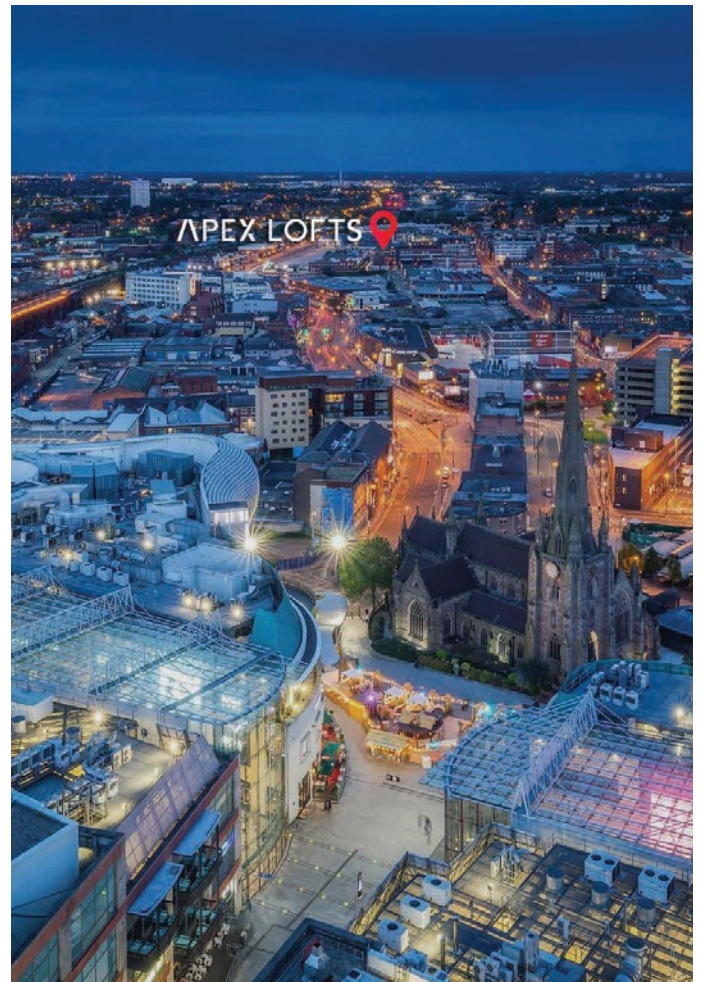


### EXPLORE: WALKING

The Spotted Dog Pub	1 min
The Old Crown Pub	3 min
The Custard Factory	4 min
Bordesly Station	4 min
O2 Institute	5 min
Digbeth Dining Club	5 min
The Bullring	10 min
Selfridges	11 min
Moor Street Station	12 min
Chinese Quarter	13 min
Apple Store	15 min
Curzon Street Station (HS2)	15 min
Thinktank Science Museum	15 min
Birmingham City University	16 min

### EXPLORE: DRIVING

Bullring	4 min
Birmingham City University	5 min
O2 Academy	6 min
Aston University	6 min
The Electric Cinema	8 min
New Street Station	8 min
The Mailbox	8 min
University of Birmingham	9 min
Edgbaston Golf Club	9 min
Library of Birmingham	10 min
Jewellery Quarter	11 min
St. Phillip's Cathedral	11 min
Brindley Place	12 min
Birmingham Airport	20 min



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## DIGBETH, BIRMINGHAM

### DIGBETH: LOCAL AREA

The area is full of character and the home of industry in the midlands, as evidenced by the architecture and buildings within this conservation area. This regeneration of these buildings is creating some fabulous places to eat, sleep, shop and play.

Digbeth has been earmarked as the main residential growth area of the city, and will be home to the new hs2 hub site around the corner on Curzon street. Exciting proposals include an integrated metro stop in New Canal street extending through and serving Digbeth, with a step proposed directly in front of APEX Loft.

At the same time, there are plans for a wide landscaped plaza, Paternoster Place, that will transform pedestrian

connections into Digbeth and create gateway development opportunities. Proposals for Digbeth also include 33,000 Sqm of retail place, 150,000 sqm 75,000 sq m of residential development. It is estimated that this would create over 5,000 jobs.

The Custard Factory is the most powerful collection of creative and digital businesses, independent retailers and event venues outside London. It is home to over 500 businesses and hosts a regular calendar of fairs, festivals gigs, as well as corporate and private events and weddings.



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## DIGBETH, BIRMINGHAM

### WHY INVEST IN BIRMINGHAM

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Birmingham's economy currently stands in excess of £120 Billion, and is growing at a higher rate than any other city in the UK. It holds the accolade of the UK's second city after the Capital, which is reflected across the board within the cities key performance statistics.

Birmingham has been voted the best regional city in the UK to live in, with the cost of living approximately 60% lower than London. Many corporates have recognised the value and have already relocated to Birmingham. The property market is growing at an exponential rate, fuelled by the influx of major corporations and the growing deficit of housing supply. Birmingham simply does not have enough residences to meet the occupier demand.

### MARKET PROJECTIONS

- Foreign Direct Investment to Birmingham reached £1.1 billion in 2018.
- Birmingham City Centre £500+ per sqft by 2022 according to both Jones Lang LaSalle and Knight Frank.
- Rental value growth +17% and capital growth +15% by 2024.

### TRANSFORMATION

Birmingham's framework of six economic growth zones will attract a £1.5Billion investment programme generating some 1.8 Million square metres of new floor space and create around 50,000 new jobs.

By 2031, Birmingham will have undergone a transformational change that will see substantial economic growth furthering its dynamic presence on the international stage. The six economic zones provide the stimulus for clustering economic activity within high-quality business environments, each accelerating the delivery of growth to benefit the city.

### CONNECTIVITY

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Birmingham is strategically located for motorway travel with the M5, M6, M40 and M42 all interconnecting in and around the city. Three main rail stations serve Birmingham, New Street, Snow Hill and Moor Street, together providing a comprehensive network linking long-distance destinations across the UK.

Birmingham International is approx twenty-five minutes drive from the development, enabling domestic and international air travel with ease and convenience.



# APEX LOFTS

## DIGBETH, BIRMINGHAM

### DEVELOPMENT VIEWS



### UNIT SUMMARY

TYPE	NUMBER OF UNITS	SIZE RANGE (SQ.FT)	PRICE FROM
1 BED	25	539-579	£219,330
2 BEDS	31	660-901	£278,062
DUPLEX	14	753-1,022	£317,266
TOTAL	70		

### AMENITIES



GYM Facilities



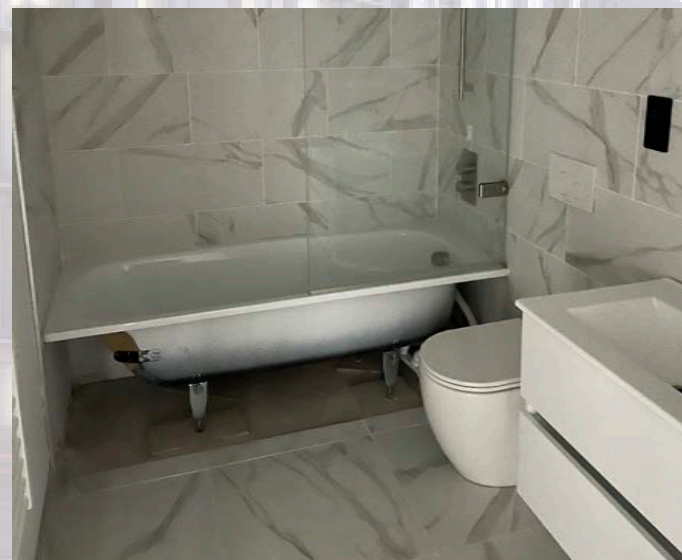
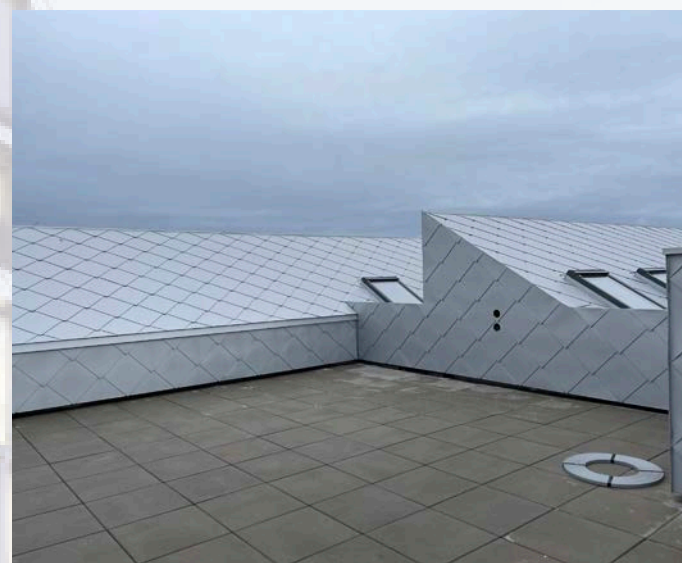
Cycle Store



Rooftop Garden

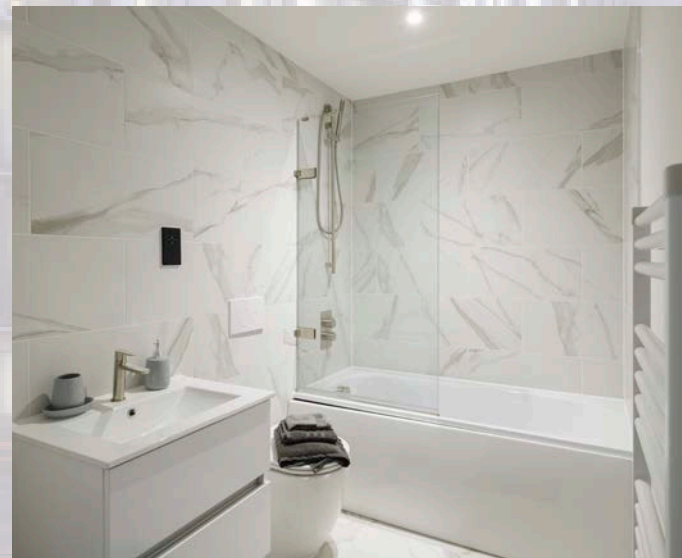
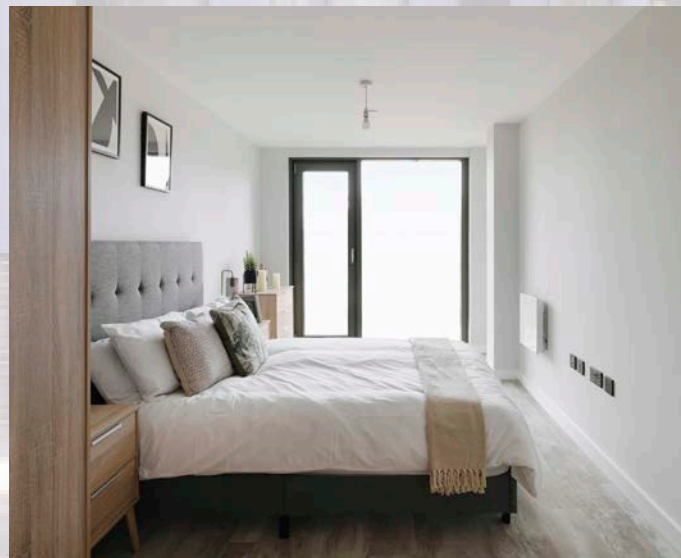
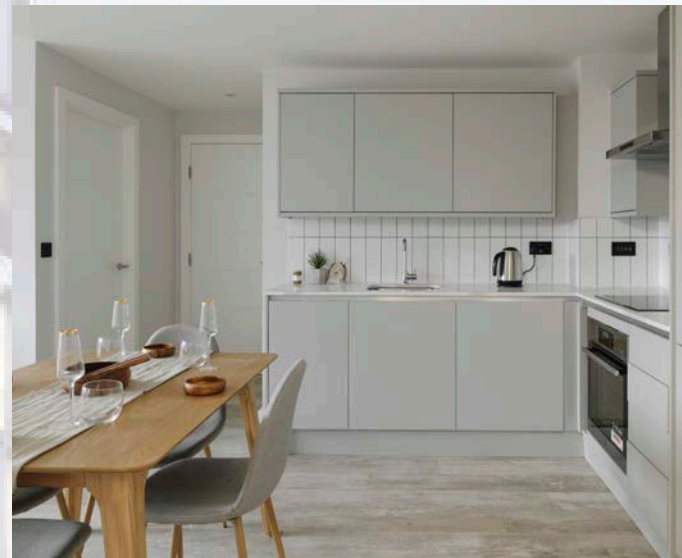
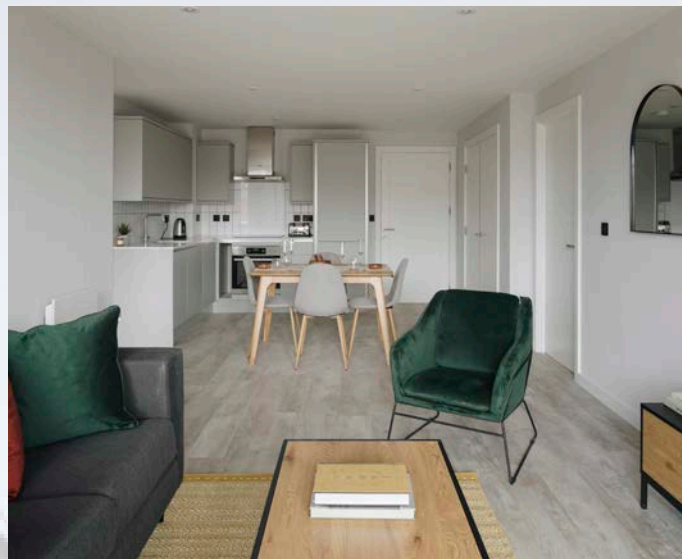
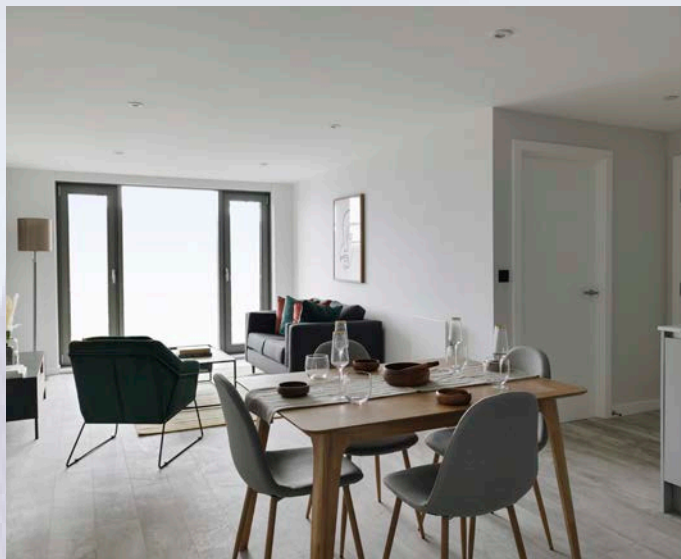
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## JANUARY CONSTRUCTION UPDATE



# APEX LOFTS DIGBETH, BIRMINGHAM

## SHOW FLAT



# APEX LOFTS

## DIGBETH, BIRMINGHAM

### AMENITIES & SPECIFICATIONS



#### GENERAL

Walls - Light grey matt emulsion  
Ceilings - white matt emulsion  
Doors - mid-grey eggshell  
Architrave - white eggshell  
Handles - Brushed Nickel  
Sockets / switches - Brushed Nickel  
Lighting - Recessed LED low energy downlighting with white bezels  
TV and telephone sockets to living rooms and bedrooms  
Living room socket sky+enabled  
Double glazing throughout

#### KITCHENS

Bespoke Designer matt grey finish with concealed handles  
Reconstituted stone worktop (with grooved drainer to selected apartments)  
Fully tiled ceramic upstand  
LED strip lights to underside of wall units  
Stainless steel bowl undermount sink with Brushed Nickel lever tap  
AEG (or similar quality) integrated electric appliances

#### OVEN

Microwave  
Four ceramic hob  
Fridge/freezer  
Dishwasher

#### BEDROOMS

Fully fitted Kardean (or similar) light grey oak flooring

#### BATHROOM/SHOWER ROOM

White Bagno Design bathroom suite featuring shower tray or bath as applicable, concealed cistern dual flush back to wall WC  
Tiled bath panel  
Electric Brushed Nickel heated towel radiator  
Large format white marble porcelain floor tiling  
Large format white marble porcelain wall tiling  
Brushed Nickel brassware by Bagno Design basin tap, bath filler, shower mixer, shower head and low-level hand shower with hose  
Vanity Cupboard by Bagno design  
Clear glass bath/shower screen  
Thermostatically controlled and pressurised hot and cold water

#### SERVICE CUPBOARD

Free-standing washer/dryer  
Bulkhead lighting

#### COMMUNAL AREAS

Kardean ( or similar) Light grey oak flooring  
Tiled communal entrance foyer  
Low energy ceiling lighting  
Landscaped communal courtyard and sky garden  
Secure cycle store



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## RESERVATION PROCESS



Reservation deposit £5,000 net of fees to the bank account listed on the reservation form, alongside fully filled reservation form and KYC documents

### Simultaneous Exchange and Completion

## LEGAL INFORMATION



### VENDOR'S SOLICITOR

Squire Patton Boggs (UK)LLP

T: +44 (0) 121 222 3168

E: hana.ghale@squirepb.com



### RECOMMENDED BUYER'S SOLICITOR

Blakewells Solicitors

T: +44 (0) 208 522 4400

E: asif.choudhury@blakewells.co.uk

## LETTINGS AND MANAGEMENT



### REDSTONE PROPERTY PORTFOLIO MANAGEMENT

Register for Letting and Management on reservation to benefit from preferential rates.

T: +44 (0) 121 295 1324

E: lettings@redstoneproperty.co.uk